

# From Reactive to Proactive – Communication Planning



**Behavior change is behind everything  
we're trying to do.**



# Three Months

Best amount of time needed to  
form a new behavior.



# Proactive Communications



## REACTIVE

Focuses on present moment

No measurement or testing

Communications on an 'ad hoc' basis

Communications as a response

Real-time posting

## PROACTIVE

Anticipates problems before they happen

Consistent and reliable content publishing

Uses automation and scheduling

Helps establish leadership

Frees up time

# Questions to Ask

- ◆ Is your communication personalized?
- ◆ Are you asking for more than one behavior change at a time?
- ◆ What's the make up of your community?
- ◆ How have you been measuring success?
- ◆ How consistent is your communication effort year after year?

# The Six-Step Process



# Step 1 – Channels and Outlets



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**Step 2 – Think About Your Audience**

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**Step 3 – Determine Frequency**

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**Step 4 – Making Content Plan Simple**  
**- Reoccurring, Base Level**

Step 1 – Channels and Outlets

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- Reoccurring, Base Level**
- Use Themes**

Step 1 – Channels and Outlets

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**Step 5 – Populate Your Calendar**

# Yes, Peoria Picks Up!

December						
Holiday Waste and Recycling / Yard Waste						
Key Message: Paper/Cardboard						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	3	3	4

Events, Important Dates	
12/4	Blog #1: Paper/Cardboard
12/9	Press Release #1: Yard Waste Season Ending
12/13	Blog #2: Yard Waste Season Ending
12/20	Yard Waste Season Ends
12/18	Blog #3: Holiday Schedule Change
12/18	Press Release #2: Holiday Schedule Change
12/23	Press Release #3: Holiday Schedule Change
12/24	Blog #3: : Holiday Schedule Change
12/25	Christmas
12/26	Press Release #4: Christmas Tree Pick Up
12/31	Blog #4: Holiday Schedule Change

Frequency Goals	
Press Releases	- As needed
Blog Posts	- 2x a month (1st & 3rd Wed)
Social Media	- 3x a month
Color Code	
Press Releases	
Blog Posts	
Holidays / Programmatic Day	

Social Media Schedule			
	Facebook	Twitter	Instagram
12/1			
12/2			
12/3			
12/4	Blog Post #1	Blog Post #1	Blog Post #1
12/5			
12/6			
12/7			
12/8			
12/9			Press Release
12/10			
12/11	Blog Post #2	Blog Post #2	Blog Post #2
12/12			
12/13			
12/14			
12/15			
12/16			
12/17			
12/18			Press Release
12/19			
12/20			
12/21			
12/22			
12/23			
12/24	Schedule Change	Schedule Change	Schedule Change
12/25			
12/26			Press Release
12/27			
12/28			
12/29			
12/30			
12/31	Schedule Change	Schedule Change	Schedule Change

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**Step 6 – Draft and Schedule What You Can**

# Bonus Step – Tracking and Evaluation





# It's Done!

- ◆ You've got your content calendar filled out.
- ◆ You've downloaded the free resources.
- ◆ You know how you're tracking results.
- ◆ You've scheduled and automated all the things.
- ◆ Congratulations, now you're a proactive communicator!

# Let's Continue the Conversation...

**Lea Hensel**

**lea.Hensel@foth.com**

**651-288-8614**

