



2016 Communications Plan Update

Why do we need a communications plan?

- Boost awareness in the surrounding community

We need to boost statewide community awareness of the ADDPC and its purpose, function and goals, using a variety of available tools and methods. This means incorporating statewide press coverage, social media updates, relevant visuals and videos, printed materials, and an attractive, easy-to-use website to spread its message.

- Enhance communication with consumers

We want to improve communication alongside persons with developmental disabilities and their families, as well as other stakeholders across the state of Arizona, while intentionally reaching out to minorities.

- Educate on current issues

We want to tie in relevant topics that impact local individuals with developmental disabilities and their families and inform them about resources ADDPC provides the community. We will reach our audience while focusing on consumers as much as possible with an Arizona focus.

How will we get out our message?

We will spread the word about how ADDPC impacts the developmental disability community using a variety of methods:

Publications | *Newspapers, Magazines, Journals*

In the past, the Council experienced minimal success sharing stories through press releases and features in printed media.

In 2016, a network of contacts will be developed, starting with Pinal and Maricopa counties, by building off the background of the ADDPC Community Relations Specialist. These contacts will include local and regional newspapers that are more actively seeking content for publication. Magazines will also be targeted in this geographical area to promote interest in Council activities.

The Council will collaborate with the Morrison Institute of Public Policy and seek to use its working relationship with Cronkite News to feature Council activities.

Broadcast Media | **Television, Radio**

In 2016, our goal will be to obtain at least one television and radio feature each in the Metro Phoenix market, Southern Arizona market and northern Arizona area.

The Community Relations Specialist will seek out personal stories of individuals with developmental disabilities in order to share the impact of upcoming disability-related local and federal policy, such as the ABLE Act, while finding strong visuals and audio sound opportunities for the media outlets to increase chances they will feature our pitch.

Online | **Videos, Webinars, Website**

The Council will continue to use the Interagency Service Agreement established with the Arizona Department of Health Services in 2014 and build on the two videos featuring the AIDD Commissioner Arron Bishop and the Hacienda Computer Lab from 2015. The Community Relations Specialist will work with ADHS to plan and produce two additional videos (see appendix A for more information about videos) and emphasize visually appealing content with a focused message.

The Council will initiate use of the Inter-agency Service Agreement that was initiated with the Institute for Human Development (NAU) to facilitate 2-3 webinars in 2016. The first webinar will address the topic of service animals and the Community Relations Specialist will coordinate planning and production. The Council and IHD will also choose two additional topics for webinars during the year.

In 2014, the operating platform for the Council was shifted and revised, resulting in features that allow frequent changes and adaptation of content. The Community Relations Specialist will complete training in February 2016 and will assume responsibility for accurate and fresh content (i.e revise/change one image on the homepage every 10 days). The legislative and grant pages will be maintained by the Grants Manager.

Additionally, the Council has established a Purchase Order with Eagle Creek, the contractor responsible for developing the new website platform for additional development of the site. Work will be done to improve accessibility and functionality to benefit site visitors.

In 2016, greater focus will be placed on the analytics used to measure visitor activity on sections of the site to drive improvements/revisions. In addition, one survey will be posted on the homepage during the year for visitors to evaluate the usefulness of the site.

Social Media

In 2016, the Council will continue to operate two primary social media sites, Facebook and Twitter. The current Council intern will maintain both sites while striving to attain increases in the number of 'Likes' on the Facebook page. Analytics will also be used on this site to drive changes in the types of information posted.

YouTube

The Council currently accesses the DES YouTube channel for posting original videos. In order for videos to be posted, all videos must be screened and approved by DES. In 2016, communication will be established with the Arizona Department of Administration to determine if the Council can be approved to operate its own YouTube channel.

The Council will also pursue better integration of videos on the ADDPC website.

Style Guide

The Community Relations specialist will create a style guide for all media content created by the Council to enhance the ADDPC brand and provide consistency across all platforms.