

# COMMUNICATIONS PLAN TEMPLATE

## MONTH 1 | LAUNCH INITIATIVE

Promote the Affordable Connectivity Program(ACP) using city-owned communications channels and launch outreach campaigns that raise awareness and encourage participation.

### MONTH 1

#### Launch an ACP Webpage on the City Website

Feature EducationSuperHighway's [GetACP.org](https://www.getacp.org) enrollment support tool (link or embed a widget).

#### Host a Press Event

Check the availability of the local leader and event moderator and confirm the date, time, and location.

Invite and confirm attendance of speakers from community-based organizations, trusted institutions, local internet service providers, city partners, etc.

Develop the media advisory.

Invite local and regional news outlets, radio stations, online publications, etc., to the press event.

#### Issue a Joint Press Release

Request quotes from partner organizations to include in the press release.

Create a press kit (include a media advisory, press release, ACP fact sheet, awareness flyer, and a biography of the speakers).

#### Leverage City-Owned Marketing & Communications Channels

Email Newsletters

Text Messaging

Printed Mailers (direct mail, flyer distribution, inclusion in utility bills, etc.)

Social Media Platforms

#### Identify Partner Organization Communication Channels

Host a meeting with representatives from the partner organizations to

Outline best options for reaching target communities (e.g., newsletters, social media accounts, pre-existing community events, etc.)

## MONTH 2 | ACTIVATE

Activate community partners to amplify ACP outreach efforts.

MONTH

2

### **Launch a City-Wide Month of Action**

Encourage partners to link the city webpage on their websites or embed the [GetACP.org](https://www.getacp.org) enrollment support tool (link or embed a widget).

### **Leverage Partner-Owned Marketing & Communications Channels**

Postcards at Community Events

Email Newsletters

Text Messaging Campaigns

Social Media Platforms

Partner Websites

### **Begin Paid Social (Facebook, Instagram, etc.)\***

Boost social media content to increase impressions and engagement.

## MONTH 3 | EMBED

Build on awareness efforts by targeting high-priority groups via trusted institutions, influencers, and paid advertising.

MONTH

3

### **Continue to Leverage Partner-Owned Marketing & Communications Channels**

### **Leverage Trusted Institutions Communications Channels**

Establish ongoing communications via trusted institutions and those who can support enrollment, e.g., Businesses, Schools, Libraries, Housing Associations, and Community Health Centers.

Flyering at POS

Text Messaging

Social Media Platforms

Websites

### **Convince Influencers to Raise ACP Awareness**

### **Paid Social (Facebook, Instagram, etc)**

Target paid social media content by location, interests, and demographics.

### **Paid Advertising Opportunities**

Focus targeted advertising efforts on high-priority locations and communities with high ACP eligibility and low enrollment or high levels of unconnected homes.

Billboards

Transit Ads

Local TV

Local Radio