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.

- **Launch an ACP Webpage on the City Website**
  Feature EducationSuperHighway’s [GetACP.org](https://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.

- **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.

- **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