

## **Early Draft**

### **The Purpose of the City of Birchwood Village Communications Plan:**

To support our City's mission and vision statement. More specifically the communications plan should help enhance our small town, close community heritage, our safe and friendly neighborhood and highlight our natural environment. If done well we will foster pride in Birchwood and build a stronger, more knowledgeable community.

### **Birchwood's Mission Statement:**

To provide quality public services in a fiscally responsible manner while preserving the city's natural environment and reinforcing a safe and friendly neighborhood.

### **Birchwood's Vision Statement:**

Birchwood Village commits to building on its small town, close community heritage, while enhancing a high quality of life for its citizens. We pledge to work in collaboration with our residents to foster pride, to preserve and enhance our natural environment and reinforce our safe and friendly neighborhood.

### **Guiding Principles:**

Our communications will be:

- Open, honest and consumable
- Timely
- Engaging
- Accessible to all our citizens
- Protective of the privacy of individuals
- Positive and thoughtful
- Two way
- Reinforcing of what is special about our community and its citizens

### **Key Initiatives:**

- The Birchwood Website
- Birchwood Social Media
- Birchwood Signage and Newsletter
- Birchwood Community Events and Volunteerism
- Personal Recognition and Follow up

Key tactics under each of these initiatives can follow after agreement on the above.