Holland City Communications Plan

At their January 8, 2013 study session, City Council reviewed the draft and provided directions for Council's consideration as its January 15, 2014 regular City Council meeting. The addition of Wiki page updates was added to the Communications Grid for the Public Information Coordinator's regular attention.

Summary:
Most organizations are highly engaged in external communications – especially social media. I often tell interns that a City Manager's job is "all about communications" yet the Social Media surge compels additional energies:

"A staggering 78% of millennial internet users engage in social media" and "over 46 million Americans check their social media profiles daily," Social Media Audit, City of Holland, 2013."

Supporting Documents

holllandcity-communicationsplan_effective_jan__2014_final.pdf

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http://www.cityofholland.com/citymanager/holland-city-communications-plan