

March 25, 2019

**Communication Strategy**

**General Principles**

**Key messages:**

* Transition Cornwall+ is part of a vibrant, international grassroots movement that began in the United Kingdom in 2005 and has since spread to hundreds of communities around the world. We are one of the many Canadian communities associated with the international Transition Network.
* Mission: *Transition Cornwall+ supports Cornwall and neighbouring communities in facing challenges such as the rising cost of energy and food, extreme weather, and financial uncertainty. By working together right now, we can create a more affordable, caring, healthy and secure future for all.*
* For our communities to withstand the challenges of uncertain times, we need to inspire and support positive local responses at every level – individuals and groups, business and government.
* Transition Cornwall+ is also a working group with the Social Development Council of Cornwall and Area.

Strategy: **“How will we achieve our mission?”**

* By building a network of relationships with supportive organisations and individuals, always working with partners
* By sparking the spirit of community and feelings of power, enjoyment, belonging and sharing
* By realizing that our key role is as connectors – working through those already involved in the activities
* **By creating action groups to work together to revision, rebuild and celebrate this area, including key areas such as food security,** health and quality of life, active transportation infrastructure, diverse local business ownership, energy conservation and more…
* By being inclusive of all ages and demographic groups in word and action
* **By** rediscovering the everyday skills of how to fix things, preserve food, and care for our health through better nutrition.
* By including a positive and joyful component in all activities and celebrating activities and achievements

**Audiences:**

TC+ strives to be inclusive of all ages and demographic groups so having multiple platforms will help TC+ reach this broad audience.

**Consistency:**

Be consistent, especially on Facebook - posting on a regular basis (once a day, once a week, etc) as opposed to flooding the page with multiple posts after weeks of silence. Followers will learn what to expect from your consistency. Consider "scheduling" posts ahead of time.

**Language:**

Use plain language: experts recommend that vocabulary and sentence length be accessible to readers at the Grade 3 level

Where possible and appropriate communicate in both French and English

**Content:**

Build on the tangible, accessible, local approach that's working so well for us. Keep things local, focusing on tangible actions that are accessible to Cornwall's and the United Counties population.

**Advertising:**

Consider advertising or boosting when appropriate on Facebook as an effective way to reach people in a specific area and know exactly how many people were reached.

**Print Media:**

Press releases, photo ops and letters to the editor will help you reach a newspaper-based audience, or people who don't have access to the internet.

**Website:**

* Purpose:

The website is a space to connect people to Transition Cornwall+ and provide them with some basic background, a glimpse of who we are, what we do, how to be involved and how to connect with us. The website is intended to be quite simple without having it be a content-heavy platform that would require a lot of attention from the members of the Steering Group (or other volunteers). Our logo should be prominent as it it well recognized.

* Principles:

 Keep the website simple with only the essentials and very few pages, for example: Transition Guelph is an excellent example: <https://www.transitionguelph.org/> as well as <http://www.thinkbigcatch.com/>). Big Catch’s website is very simple but still has a few key sections (headers in the right hand corner).

1. Suggested Headings:

* *About* – Here we could include a brief background on the International Transition Town Movement; describe who TC+ is – the Steering Group – include the mission and our strategic priorities; this would be a good place to acknowledge partners as well.
* *Action Groups* - brief description of the different groups and the work they do and include links to their individual social media, websites and/or emails (Active Transportation; Food; Waste Reduction; Tree Action)
* *Learn More or Get in Touch or Contact Us* – where we could include links to the TC+ Facebook Page, a newsletter and include the general TC+ email for information. We also need a clear button to allow people to add their e-mail to our mailchimp mailing list or a list created in Wordpress (G Suite) with our own custom domain name.
* *Blog Roll* - (if there is a desire (and an interest/capacity) to continue to have a place to post articles and content – we could have a page created to post this type of content but keep it off the main page)
* *Resources* - We have a list of books, films and other resources that people can access. This is updated on a regular basis.
* *Calendar of Events –* A way of listing TC+ events (maybe a simple events calendar) where we could also add like-minded events not organized by TC+, such as events in Ottawa, Kingston, Montreal that act to further the message of TC+ that our followers might find interesting.

Current Administrators: Karen Carriere, Lynn Macdonell,

**Facebook and Other Social Media:**

In addition to the consistency, as mentioned above, and following the other guidelines above, each Action group administrator will use their discretion on what to repost to related Facebook Action Group sites.

Current Facebook Administrators:

Transition Cornwall+: John Towndrow, Lynn McDonell, Peter Leger.

Waste Management: Carilyne Hebert

Tree Action Arbre: Susan Towndrow, Lynn McDonell

Walk and Roll: Chantal Lalonde

Food Action: (All Things Food SDG Community Food Group): Kat Rendek?