

## Communications Strategy for Oriental

### Emergency Communications:

- TextMyGov (text distribution) and instruction on how to sign up.
- Annual Hurricane Preparedness seminar. Brochures, NOAA participation.
- Email Alert List.
- Town Website under NEWS
- Coordination with Churches on evacuations and residents requiring assistance.
- Social Media messaging

### Important Messaging:

- Construction/road interruptions (blog, text, website, and social media)
- Water system interruptions (same as above)
- Water System changes (printed on water bills- Consumer Confidence Report, Alternate Disinfection)

### Events:

- Website : Events
- Social Media
- Message Boards (physical- paper driven) out in town (3)

Town Participation Requests: For Budget Meetings, Town participation (as used for RENA participation), Update to CAMA Land Use Plans, Survey Monkey, paper surveys to return.

- Water Billing
- Social Media
- Paper Flyers
- Message Boards
- News and Events
- Email Alert List
- Item on Town Board Agendas (reported by local news blog)
- Advertised agendas for Board Meetings