



### Foundation 1: Community-Centered Strategy

Start with what your communities actually need, not what you think they need.

Key Questions to Ask:

- What challenges did residents face last holiday season when trying to access services?
- How have demographic changes in your state affected communication needs?
- Which communities felt underserved by previous holiday communications?
- What stories are people telling themselves about what matters most during the holidays?

#### Research Methods:

- Community surveys and focus groups
- Analysis of previous holiday feedback
- Partnerships with community organizations
- Review of demographic data and trends
- Outcome: When you understand these fundamentals, your holiday communications don't feel like bureaucratic announcements—they feel like genuine public service that anticipates and addresses real community needs.

*human connection  
is our superpower!*



### Foundation 2: Coordinated Messaging Development

Create messaging that maintains consistency across all departments while respecting each agency's unique voice.

#### Development Process:

- Create core messaging framework that all departments can adapt
- Develop materials that work effectively across multiple languages and cultural contexts
- Craft communications that genuinely help people navigate government services
- Build templates that ensure consistency while allowing customization

**Key Elements:**

- Clear, jargon-free language
- Culturally sensitive messaging
- Accessible formats (visual, audio, multilingual)
- Consistent tone that reflects your agency's values

**Quality Checkpoints:**

- Does this message actually help citizens?
- Is it accessible to all community members?
- Does it align with our department's mission?
- Can it be easily understood and acted upon?



## Foundation 3: Integrated Implementation

Ensure seamless coordination across all communication channels and touchpoints.

**Integration Areas:**

- Include sensory details that make scenes vivid (What did things look, sound, feel, smell like?)
- Capture authentic dialogue that reveals character and emotion
- Identify specific moments rather than general statements ("The day we discovered..." rather than "We often found...")
- Find concrete examples of abstract concepts (What does "poverty" or "discrimination" look like in real life?)
- Use metaphors or analogies that make complex issues accessible
- Test your story by reading it aloud—does it sound natural and genuine?

**Implementation Timeline:**

- **July-August:** Develop core messaging and approval workflows
- **September:** Create channel-specific content and train staff
- **October:** Launch coordination testing and final preparations
- **November-December:** Execute with regular monitoring and adjustment

**Success Metrics:**

- Reduced citizen confusion about services
- Decreased emergency communications needs
- Improved media relationship quality
- Higher staff confidence in messaging



# Framework Implementation Checklist



## ☐ Community Research Phase

- Conduct community needs assessment
- Review previous holiday feedback
- Identify underserved populations
- Map communication preferences

## ☐ Message Development Phase

- Create core messaging framework
- Develop department-specific adaptations
- Design multilingual materials
- Build approval workflows

## ☐ Integration Planning Phase

- Coordinate across all channels
- Train internal teams
- Establish community partnerships
- Create monitoring systems

## ☐ Implementation Phase

- Launch coordinated communications
- Monitor and adjust as needed
- Gather real-time feedback
- Document lessons learned

*we get things  
done!*

## Next Steps

**Ready to implement the Service Excellence Framework at your agency?**

Contact Mogul Media Consulting to discuss how we can help you build communications strategies that serve your communities exceptionally well.

**[team@mogulmediaconsulting.com](mailto:team@mogulmediaconsulting.com)**

**[mogulmediaconsulting.com](http://mogulmediaconsulting.com)**

*We specialize in helping government agencies transform their communications from crisis management to strategic public service.*