

Your July Action Plan

A 4-Week Roadmap to Holiday Communications Success



Week 1: Honest Assessment

Evaluate Last Year's Performance

Review What Happened:

- ☐ Analyze citizen feedback from last holiday season
- ☐ Identify where staff felt overwhelmed or unprepared
- ☐ Document communications that caused confusion
- ☐ Note which communities seemed underserved

Key Questions:

- What emergency communications did we have to send?
- Where did citizens express confusion about services?
- Which departments struggled with coordination?
- What media opportunities did we miss?

Assessment Tools:

- Staff feedback surveys
- Citizen complaint analysis
- Media coverage review
- Social media engagement data

Week 1 Deliverable: Comprehensive assessment report with identified improvement areas

We do this too!



Week 2: Capacity Evaluation

Understand Your Current Resources

Team Assessment:

- ☐ Map current staff roles and responsibilities
- ☐ Identify holiday planning time availability
- ☐ Assess skill gaps in communications areas
- ☐ Review departmental coordination mechanisms

**Resource Inventory:**

- Available budget for holiday communications
- Existing technology and tools
- Current community partnerships
- Translation and accessibility resources

Coordination Review:

- How do departments currently share information?
- What approval processes exist for communications?
- Where do communication bottlenecks typically occur?
- How quickly can emergency messages be distributed?

Week 2 Deliverable: Resource capacity report with identified gaps and opportunities



Week 3: Partnership Planning

Identify and Secure Needed Resources

Critical Partnerships to Evaluate:**Translation Services:**

- ☐ Assess multilingual communication needs
- ☐ Research available translation providers
- ☐ Get quotes and availability for November-December
- ☐ Establish preferred vendor relationships

Community Outreach:

- ☐ Identify key community organizations
- ☐ Reach out to faith-based groups and cultural centers
- ☐ Connect with local business associations
- ☐ Establish communication liaison contacts

Technology Support:

- ☐ Review website update capabilities
- ☐ Assess social media management tools
- ☐ Evaluate emergency communication systems
- ☐ Plan for increased digital traffic

Media Relations:

- ☐ Update media contact lists
- ☐ Plan media calendar for holiday season
- ☐ Identify key story opportunities
- ☐ Establish regular communication schedule

Week 3 Deliverable: Partnership agreements and resource commitments secured



Week 4: Strategic Planning Initiation



Begin Cross-Department Coordination

Stakeholder Meetings:

- ☐ Schedule planning meetings with key departments
- ☐ Create shared holiday communications calendar
- ☐ Establish regular coordination check-ins
- ☐ Assign specific roles and responsibilities

Framework Development:

- ☐ Begin developing core messaging themes
- ☐ Create communication approval workflows
- ☐ Establish quality control processes
- ☐ Plan integration across all channels

Community Engagement Planning:

- ☐ Design community feedback collection methods
- ☐ Plan focus groups or surveys for August
- ☐ Establish community advisory input process
- ☐ Create accessible communication formats

Documentation Setup:

- ☐ Create shared planning documents
- ☐ Establish project management system
- ☐ Set up regular progress reporting
- ☐ Plan for continuous improvement tracking
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Human connection
is our superpower!

Week 4 Deliverable: Comprehensive holiday communications plan framework with clear timelines and responsibilities

Success Metrics to Track

Efficiency Measures:

- Reduced last-minute communication requests
- Faster approval processes
- Improved staff confidence levels
- Better inter-department coordination

Community Impact Measures:

- Decreased citizen confusion inquiries
- Improved community feedback scores
- Better reach to underserved populations
- Enhanced media relationship quality

Long-term Benefits:

- Stronger public trust in government communications
- More effective use of communication resources
- Improved staff morale and job satisfaction
- Better preparation for future communication challenges



Emergency Planning Considerations

Always Plan For:

- Unexpected service changes due to weather or emergencies
- Staff shortages during holiday periods
- Technology failures or high-traffic situations
- Rapidly changing public health or safety information

Backup Communication Methods:

- Alternative social media account access
- Emergency media contact procedures
- Community partner notification systems
- Multi-channel message distribution plans

Monthly Milestones: July to December

August: Complete community research and finalize core messaging

September: Develop all channel-specific content and train teams

October: Launch coordination testing and media relationship building

November: Execute early holiday communications with monitoring

December: Full implementation with real-time adjustments

January: Complete evaluation and document lessons learned

Ready to Get Started?

Need support implementing this action plan?

Contact Mogul Media Consulting for expert guidance in government communications strategy.

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We help government agencies transform holiday communications from crisis management to strategic public service.