Corporate Communications Plan

2018 - 2020

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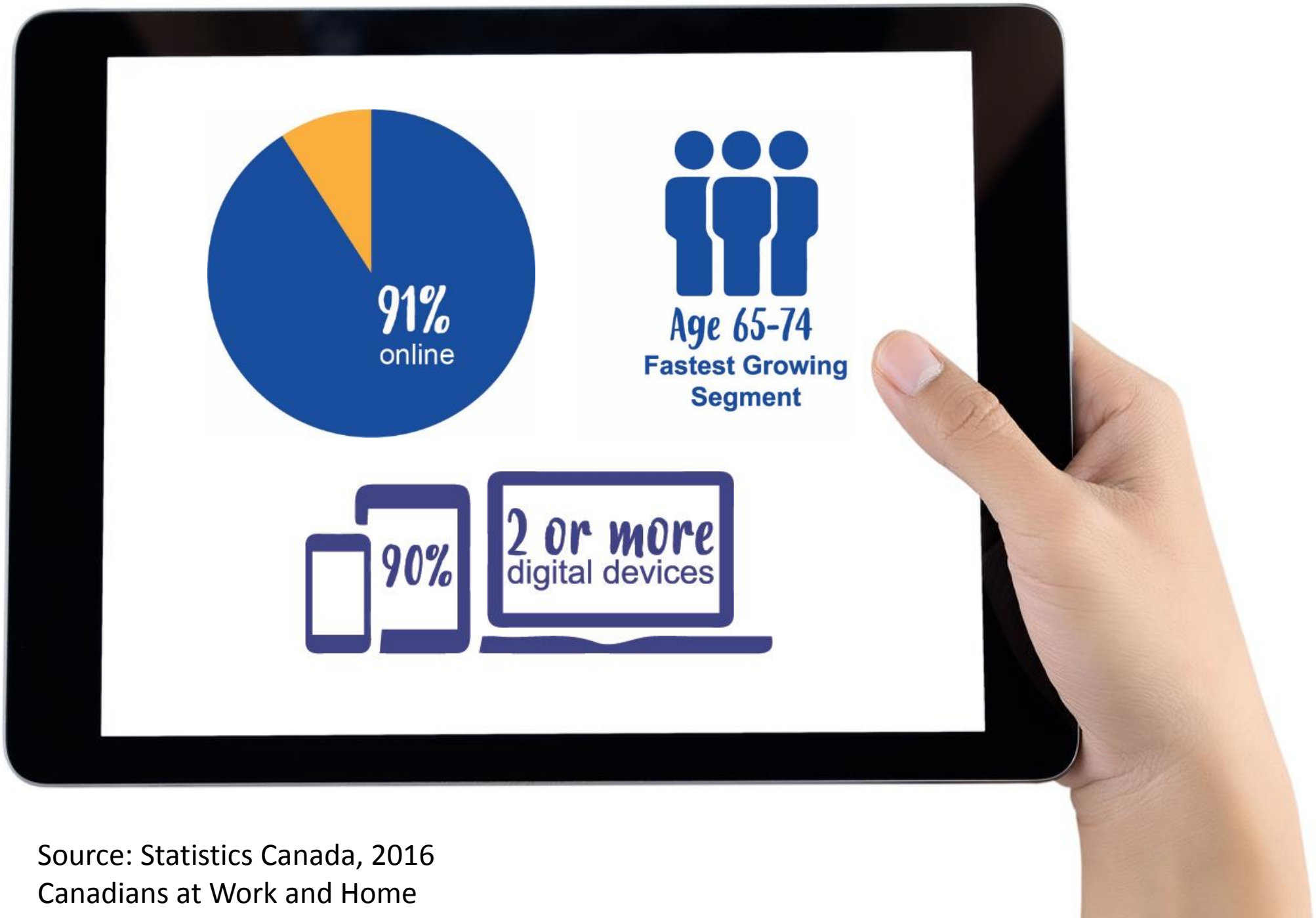
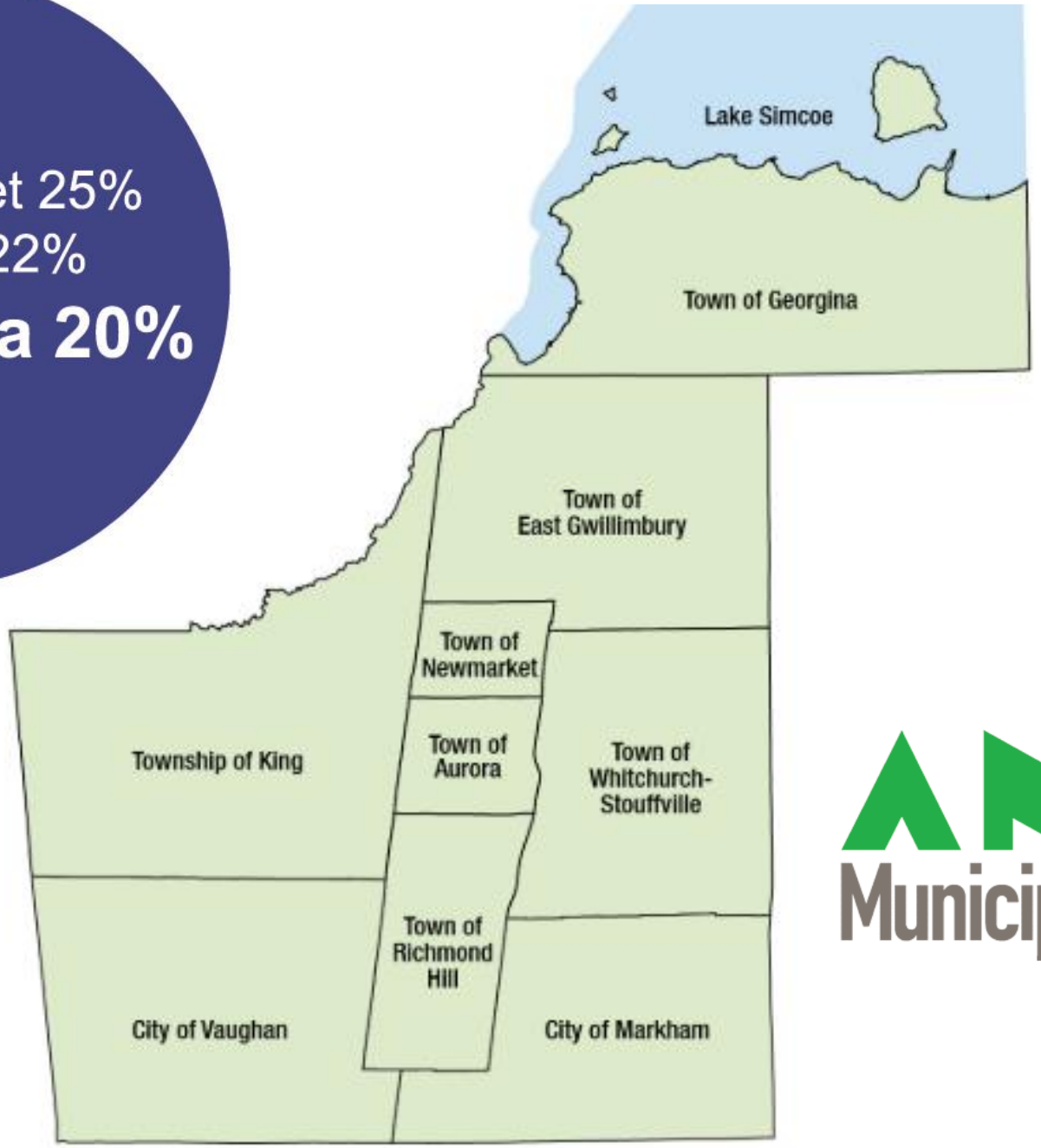
Success is led by the *power of communication*



Source: Statistics Canada, 2016
Canadians at Work and Home

1. Newmarket 25%
2. Aurora 22%
3. Georgina 20%

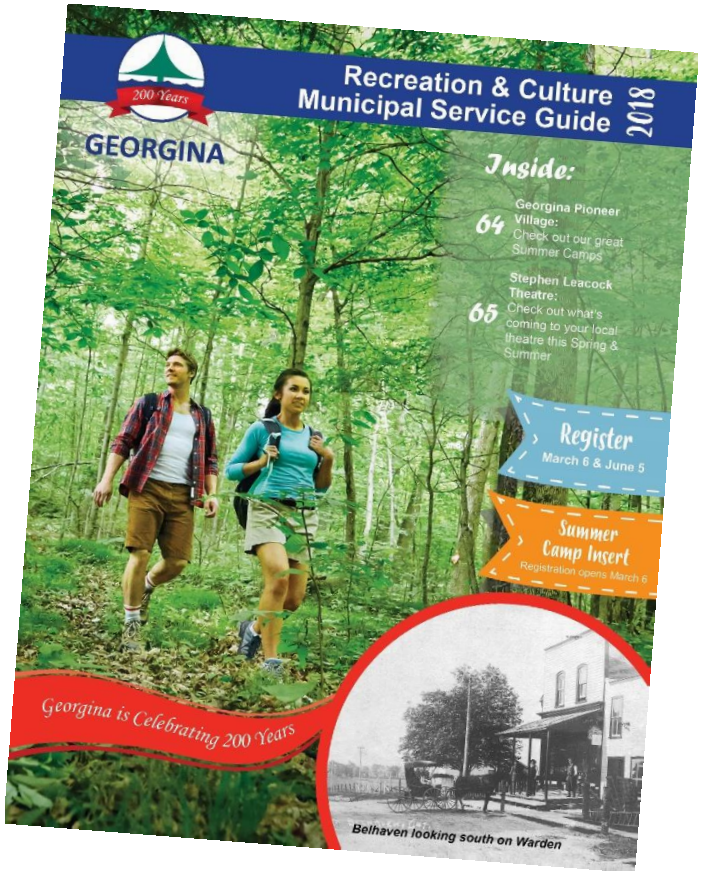


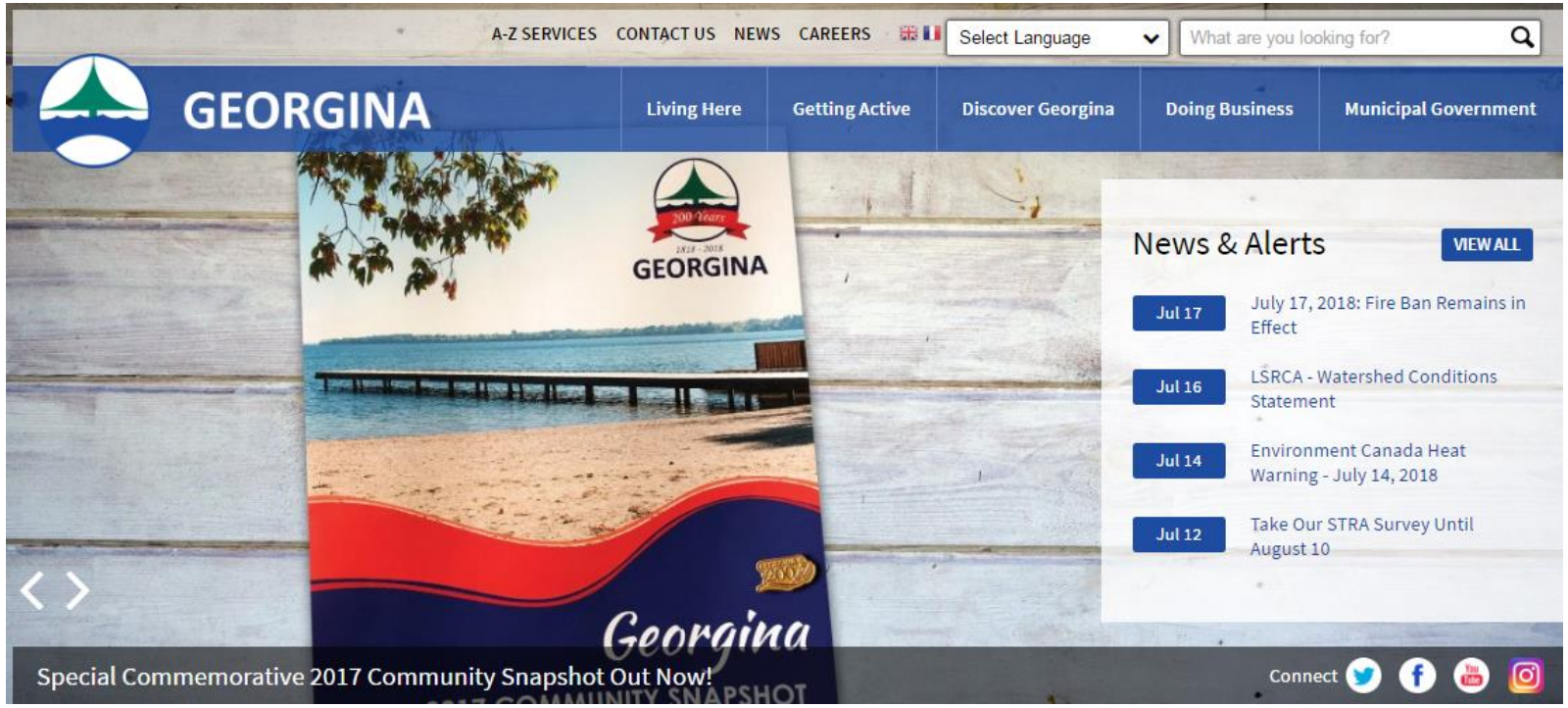
AMO Association of Municipalities Ontario

940K

www. georgina.ca

VIEWS





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Town eNews

July 2018

E-mail not displaying correctly? View it in your browser.

There's a new way to license your pet in the Town of Georgina! The Town has partnered with DocuPet Inc. to bring a new dog licensing program to the community. It's quick, easy and allows pet owners to license online in less than five minutes, or, over the phone or in person. Visit georgina.ca to learn more.

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Communication Strategies

7

External communications

Community engagement

Media relations

Social media

Council support and issues management

Internal communications

Branding, marketing and graphic design

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MEDIA TRAINING

COUNCILLOR COLUMNS

COMMUNICATION SURVEYS

WEBSITE ENHANCEMENTS

COMMUNITY SNAPSHOT

ONLINE ENGAGEMENT TOOLS

REFRESHED INTRANET

BRAND STRENGTHENING

SPECIAL MEDIA DAYS

SOCIAL MEDIA SCORECARD

CRISIS COMMUNICATIONS

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Telling *our* story