

Nature: Accessible for All Campaign Communications Plan

The Partners will carry out a sustained communications campaign to raise awareness using the AccesNatureNJ.org campaign web site, social media, and earned media to promote reliable information, images, videos, and personal statements.

I. Internal communications:

1. Campaign Partners will use email to let one another know about their activities, ideas, other events, inspiring stories, and challenges they are facing.
2. PPA will send bi-monthly “newsletters” with updates and schedules via email to the Steering Committee and Partners, using content Partners provide.

II. Public Communications:

1. Content
 - a. PPA will commission, create and share video, images and text content for Partners to use.
 - b. Partners will share content they create to support the communications effort.
2. Website: URL will be AccessNatureNJ.org.
 - a. Website is under development and will be reviewed by the Steering Committee and other campaign Partners before launch.
 - b. PPA will host the website and manage content, drawing on material from campaign Partners.
3. Monthly or Bi-monthly Email Blog/Newsletter
 - a. PPA will create and distribute a regular public blog/newsletter once the website launches.
 - b. PPA will maintain a database of people who sign up to receive the email newsletter via a signup form on the website.
 - c. PPA will solicit content from Steering Committee members and Partners for the newsletter.
4. Social Media
 - a. Campaign-specific Facebook and Instagram feeds will be updated with blog/newsletter content.
 - b. Partners will use their own and shared content for their social media posts.
 - c. PPA will maintain a storehouse of content (images, videos, testimonials, events) that Steering Committee members and Partners can access and use.
5. Digital Advertising and Earned Media
 - a. The Steering Committee will consider targeted online advertising on behalf of the campaign.
 - b. Partners will seek press coverage of and publish Op Eds about individuals, events and accomplishments, and the campaign will promote this coverage.