

Communication Methods

Method	Description	When It Is Best Used
Social Media Posts	Text, images, and/or video content posted to a social network to reach followers	Use to broaden a project's reach to those who may be interested but not directly impacted, to target certain groups who may not have participated in or heard about the project to-date
Press Releases	One- to two-page statement issued to media sources to solicit a news announcement	Use to notify the general public or to reach underrepresented groups (such as seniors, minorities, and those with limited English proficiency)
Direct Mailers	Written material directly mailed to the public	Use to reach directly impacted residents within a project study area
Door Hangers	Printed material that can be hung from residences' doorknobs with information on a project	Best used when there is a large amount of renters in an area
Flyers	One- to two-page designed material typically announcing an event or providing limited information; can provide URL to more information	Use to distribute info: at popups; to employees and customers of local businesses; and to ambassadors and other project partners to distribute on behalf of the agency
Emails	Electronic correspondence that can include project information, announcements, files, and links	Use to electronically distribute meeting or outreach activity instructions; use to distribute surveys, project updates, information, etc. to subscribers
Websites	A digital information repository on the Internet for project information and updates	Used to create 24/7 access to project information for people who won't or can't attend meetings
Videos	Digital compilation of pictures, film, and/or sound that conveys a message to viewers	Use to provide information in a captivating way for online meetings, upcoming meetings, and/or project updates
Fact Sheets	One- to two-page document providing useful information about a project or topic	Use to address commonly asked participant questions (FAQs), to provide background info, to explain technical terms/processes
Blogs	Articles compiled on a singular website written in an informal style and updated regularly	Best used as a platform where participants can check for project updates on their own time
Newsletters	Articles concerning a specific project or location information, or updates mailed or emailed to stakeholders	Best used to convey various updates and multiple facets of project information to subscribed group of people instead of hosting additional meetings
Story Maps	A stand-alone, interactive, linear web map that utilizes maps, legends, text, photos, and videos to convey project information	Use to communicate project designs and alternatives, provide public information about an event or project, or educate the public on a topic

