



Hide Tides and High Returns: How a Low Cost Communication Method Can Transform Your Information Flow

Vincent Brown, Senior Program Specialist, FEMA
Kristin Murphy, Lead Associate, Booz Allen Hamilton



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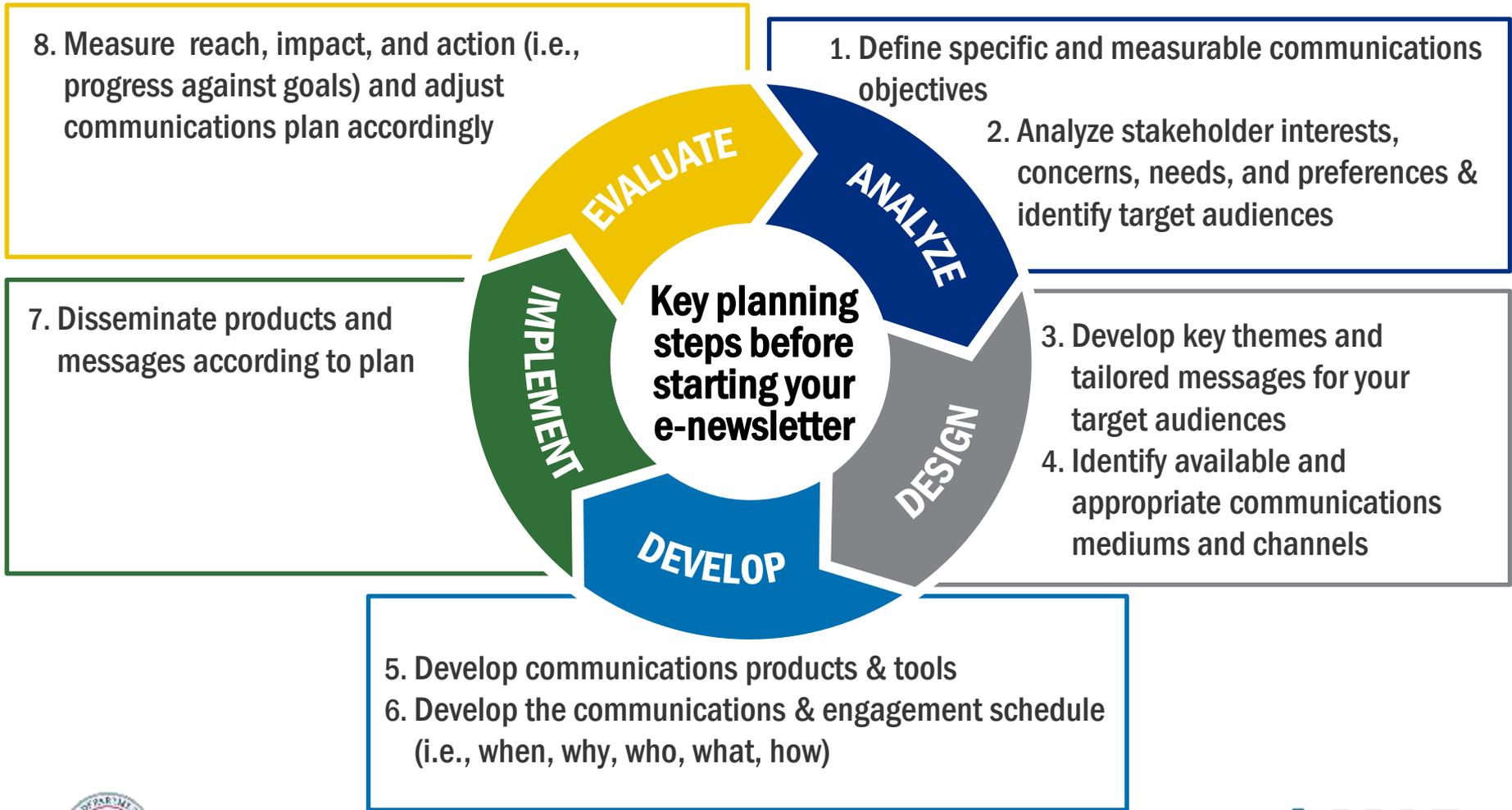
BEFORE YOU HIT SEND ON YOUR E-NEWSLETTER, MAKE A PLAN!

Kristin Murphy, Lead Associate, Booz Allen Hamilton



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Communications Planning Process



Setting goals and selecting your target audience



- ▶ Good communications goals clearly align the broader vision or goals of your organization/program with the awareness, understanding, ability, and commitment of the stakeholders that are critical to achieving them
- ▶ Key questions to answer during the analysis phase:
 - What is my organization/program trying to achieve?
 - Who are the stakeholders that are interested, impacted, or responsible for implementing the mission of my organization/program?
 - Where are these stakeholders on the commitment curve regarding the goals of my organization/program?
 - What are each of their unique interests, concerns, and goals?
 - What are the best ways to reach these stakeholders? Who do they trust? How do they consume information?



Designing tailored messages and sending them through the right channels



- Front end/ pre-decisional
- Linked to major milestones
- Recurring/ drumbeat

Timing



- Awareness – informational
- Understanding – dialogue
- Ability – details, tutorials, training
- Ownership – cooperation, spotlights, best practice sharing

Themes



- Anticipate audience needs
- Address unique concerns
- Engage with shared interests and goals
- Solicit input and cooperation

Tailored Messages



- Informational
- Motivational
- Promotional
- Conciliatory

Tone



- Web
- Social
- Print
- e-newsletter
- Meetings & Events

Channels



Creative content that drives key messages through what audiences:

- See
- Hear
- Think
- Feel
- Say
- Do

Tactics



Ongoing opportunities for measurement that are

- Accessible
- Genuine
- Responsive

Feedback Loops



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Disseminate and evaluate on a schedule



Editorial Schedules

For each delivery:

- ▶ Start & End Dates
- ▶ Channel (e.g., e-newsletter)
- ▶ Vehicle (e.g., newsletter title & section)
- ▶ Primary Audience(s)
- ▶ Key Themes & Messages
- ▶ Tactic/Content Type (e.g., listicle)
- ▶ Content Contributors
- ▶ Evaluation Method →

Evaluation Methods

- ▶ Electronic
 - Feedback surveys
 - Open comment spaces
 - Web analytics
- ▶ Interpersonal
 - Stakeholder forums/ town halls
 - Individual interviews (formal & informal)
 - Focus groups

NOW, CREATE YOUR E-NEWSLETTER!

Vincent Brown, Senior Program Specialist, FEMA



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Advantages to e-newsletters



Relatively low cost



A great relationship-building tool



Contact acquisition tool



Faster dissemination of information



Increases traffic to organization's website



Receive fast and easy to read statistics



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Research the best e-newsletter websites for your organization and build your database/subscriber list

Ensure the company follows your organization's compliance rules and process

Some e-newsletter websites are:

- GovDelivery – offers digital solution to over 4,000 public sector organizations including FEMA
- MailChimp
- ConstantContact

Make it easy for people to subscribe and unsubscribe

- This includes a possible link on your organizations website, emails, and in the e-newsletter as well.



Create a production schedule

To create a schedule it's normally easiest to work backwards

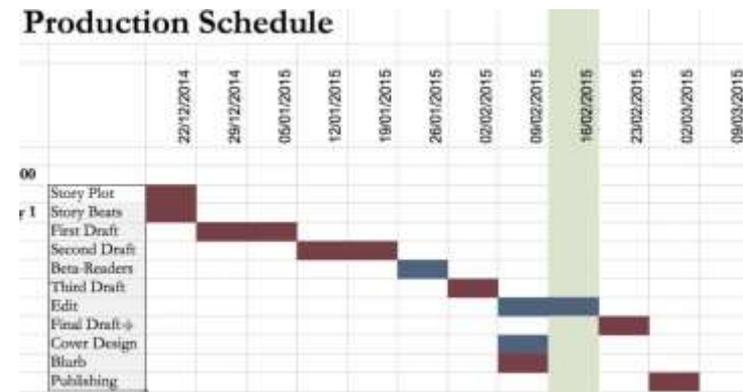
If you know when you want your e-newsletter to be published, working out how long it will take to print gives you your deadline for sign off

The level-of-effort could be 20-40 hours a month for a monthly e-newsletter. The table illustrates a monthly production schedule:

Task	Date
Send solicitation email	4 weeks prior to publishing date
Article and picture deadline	2 week prior to publishing date
Format e-newsletter	8 days prior to publishing
Initial Manager review	7 days prior to publishing
Copy writer review	6 days prior
Final Manager review	4 days prior
Publish	

Some things to keep in mind when creating a production schedule:

- ▶ Allow plenty of time to produce your first edition as this always takes longer
- ▶ Plan out a production schedule for the whole year; the e-newsletter team will be aware of any deadlines ahead of time. Set up repeating calendar reminders on Outlook
- ▶ In case the main team members of the e-newsletter production team are out, ensure there is a second member to handle the responsibilities
- ▶ Plan for any risk such as articles that need to be rewritten or compliance procedures
- ▶ Plan to have a final copy 24-48 hours before publishing



Create/receive content

Work out what your stories will be

- What will be the lead story and how will you create a hierarchy for the rest?
- Will you have a regular editorial piece from the same person – or invite different people to front the material?
- Invite people to contribute, but be aware that you will need to edit the material into suitable copy
 - Encourage your audience/network to act as contributors.
- Encourage stories/ the story-telling style. Readers will be more empathetic and relate to the content

Finding Comfort in Irma

By Stephanie Nixon (Stephanie.Nixon@fema.dhs.gov)



Region III employees came together to support Region IV Hurricane Harvey Incident Response Team (IRT) located in Ft. Stewart, Georgia

Recap: RMD Quarterly National Call - April 2018

by Vincent Brown (Vincent.Brown@fema.dhs.gov)

<ul style="list-style-type: none"> We have made and progress in several areas: • Risk & Disaster Resilience Assessment • Threats & Hazards Identification • Planning • Operational Coordination • Long-term Vulnerability Reduction • Public Information & Warning • Community Resilience 	<ul style="list-style-type: none"> • Risk & Disaster Resilience Assessment • Threats & Hazards Identification • Planning • Operational Coordination • Long-term Vulnerability Reduction • Public Information & Warning • Community Resilience 	<ul style="list-style-type: none"> • Risk & Disaster Resilience Assessment • Threats & Hazards Identification • Planning • Operational Coordination • Long-term Vulnerability Reduction • Public Information & Warning • Community Resilience
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RMD wants to know specific components of our strategy and is doing so by building the practices needed to help FEMA pursue their Mission.

The second, FY18 Quarterly National Call was executed on Tuesday, April 10, 2018. Approximately 100 Nationwide Staff, CTPs, and providers called in to listen to Headquarter (HQ) provide updates regarding RMD's FY18 budget and priorities, Risk MAP Recalibration, and the organizational management of risk. The National Call team

NMIS Moves Forward with a Special Thanks to Kathleen Boyer!



Mitigation Framework Coordinating Structure

The National Mitigation Investment Strategy (NMIS) considers and

Design your e-newsletter, review and send!

Keep the design simple and easy for the reader to navigate

- Make headings into links because readers skim them and will click on them if it's of interest to them
- Design your email for the email preview pane. Up to 80% of emails are read and actioned in the preview pane
- Be aware of disability considerations – size of text, alt tags on images, colored backgrounds, etc

Test your email before you send it

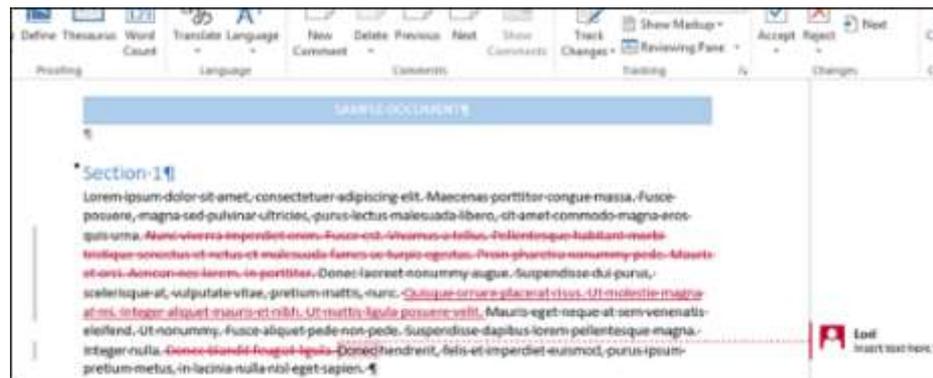
Send a copy to your team

Check all the links work – and go to the right place – before you send it

Thinks carefully about your subject line

What will encourage people to open your email, rather than consigning it to the recycle bin?

Determine the best time to send your e-newsletter. It will depend on your audience



Measure the effectiveness of the e-newsletter

Communications strategies should be reviewed and adjusted constantly.

While they may seem small, adjustments to subject lines or color combinations can make a big difference in the way a message is received.

- Recorded number of opens
- Recorded number of click-throughs
- General increase in web-traffic to your website around the time of the e-newsletters dispatch (allow a week)
- Record the number of ways your contacts have interacted with you



Common e-newsletter Mistakes

Top mistakes of e-newsletters:

- The audience isn't considered – consider what the reader would like to receive
- There is a misunderstanding of how people engage with online communities
 - Poor signposting for further information (readers generally prefer web links, not attachments)
 - Inappropriate personality
- The publishing frequency is inconsistent– either too often or too infrequent
- The two-way nature of e-communications is not recognized – need to offer a “reply” or “contact” option
- There is potential overkill – the risk of alienating contacts, if they receive too many emails. Limit the number you send and monitor the number of “unsubscribes”



Questions and Answers



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