

Checklist: Communication Tools and Tactics

Project Name: 2024 Coordinated Public Transit Human Services Transportation Plan Update	PROJECT ID#: 278439
Phase Description: Phase 2, Public Outreach-Needs Assessment	PHONE: (984) 542-3618
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Communications Tools - Check all that apply to this project/phase			2024 CPT-HSTP UPDATE/PHASE 2
Content	Material	CHECK	NOTES
Communications	Talking Points	X	
	News Release		
	News Item		
Social Media Posts (Paid or Unpaid)	Facebook	X	
	Instagram	X	
	Twitter	X	CAMPO and GoForward
	LinkedIn	X	
	Next Door	X	
	Social Media Geo-targeting	X	
Print Materials	A-frame poster		
	Flyers	X	
	Postcard		
	Brochure	X	1-pager with survey and web addresses, pop up location information
	Rack Card	X	
	Yard Signs		
	Bus Placards		
	Surveys	X	
Events	Public Meetings	X	
	Ribbon Cutting		
	Webinar	X	
	Promo Items / Giveaways		
Website Updates	Custom Landing Page	X	
	Updates to existing content	X	
	News Item		
	Graphics /Header/Icons		

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