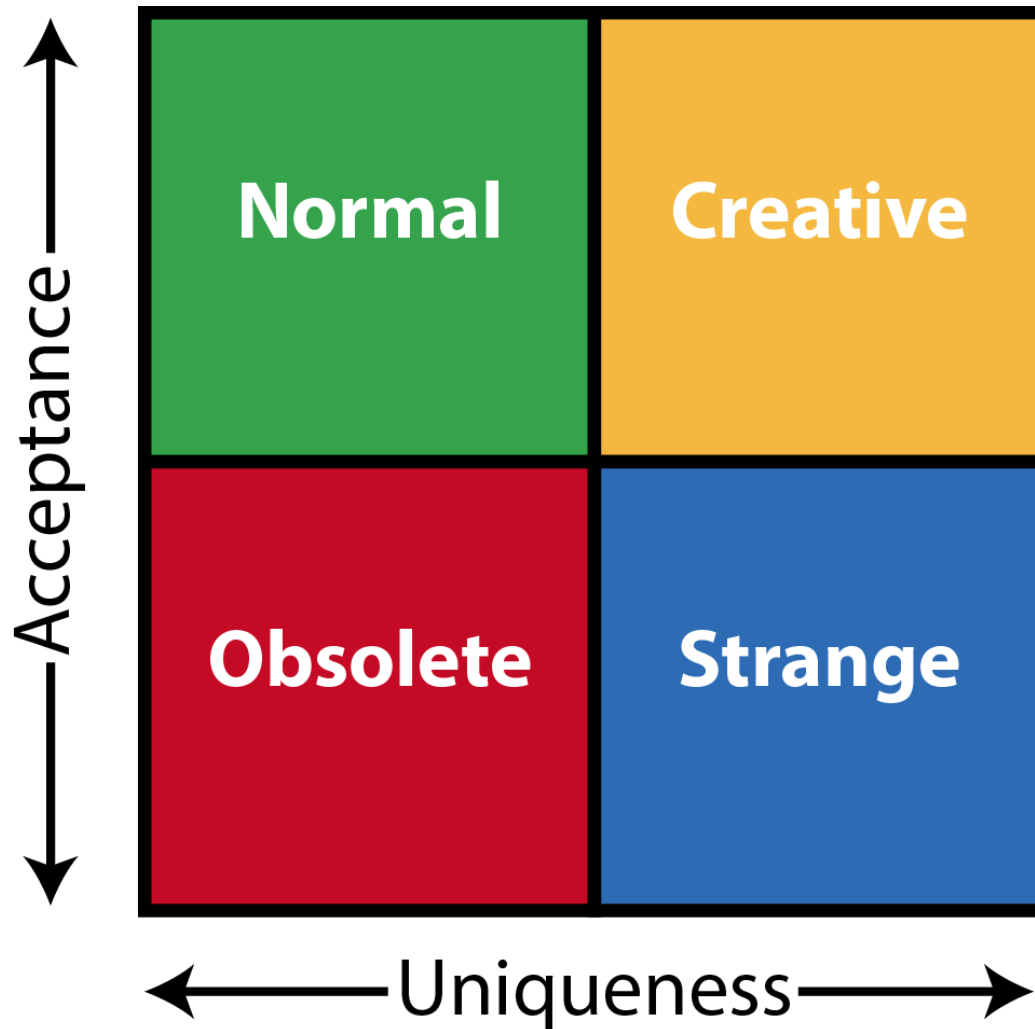


# Creative Ways to Communicate with Residents

Jason D. Grant, CPM  
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# Measuring Creativity



# What is Communication?

- ▶ Content that is created, arranged, articulated and presented strategically for the purpose of informing or positioning your audience to a particular point of view or to take a specific action



**“One cannot not communicate.”**

Watzlawick, Beavin and Jackson

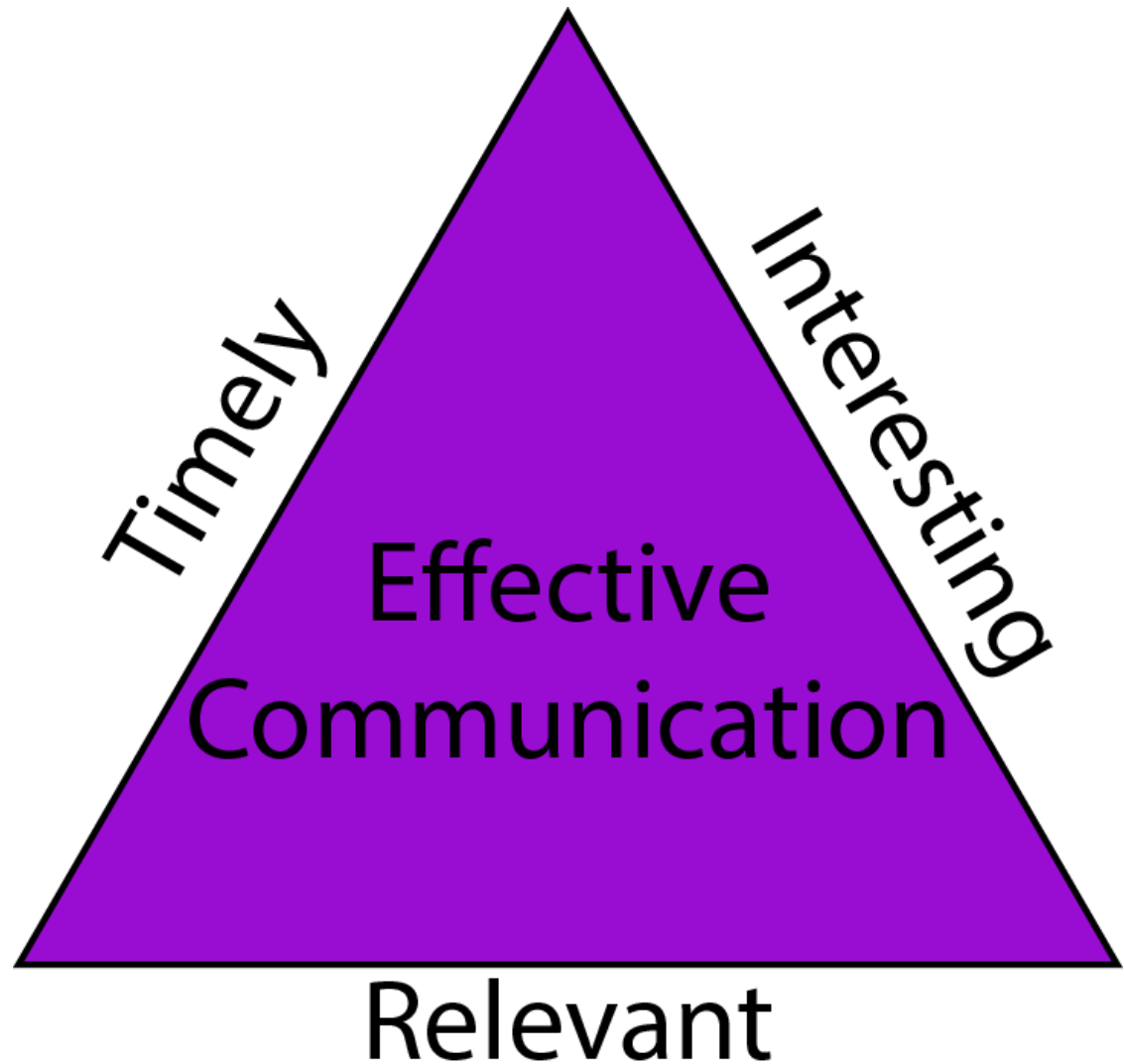
# Modes of Communication

- ▶ Messaging
- ▶ Mass Media
- ▶ Social Media
- ▶ Website
- ▶ Print Publications
- ▶ Video



# Messaging

- ▶ E-mails
- ▶ Social Media
- ▶ Articles



# Mass Media

- ▶ Change in business of print media creates opportunity
- ▶ How we communicate with the media needs to change



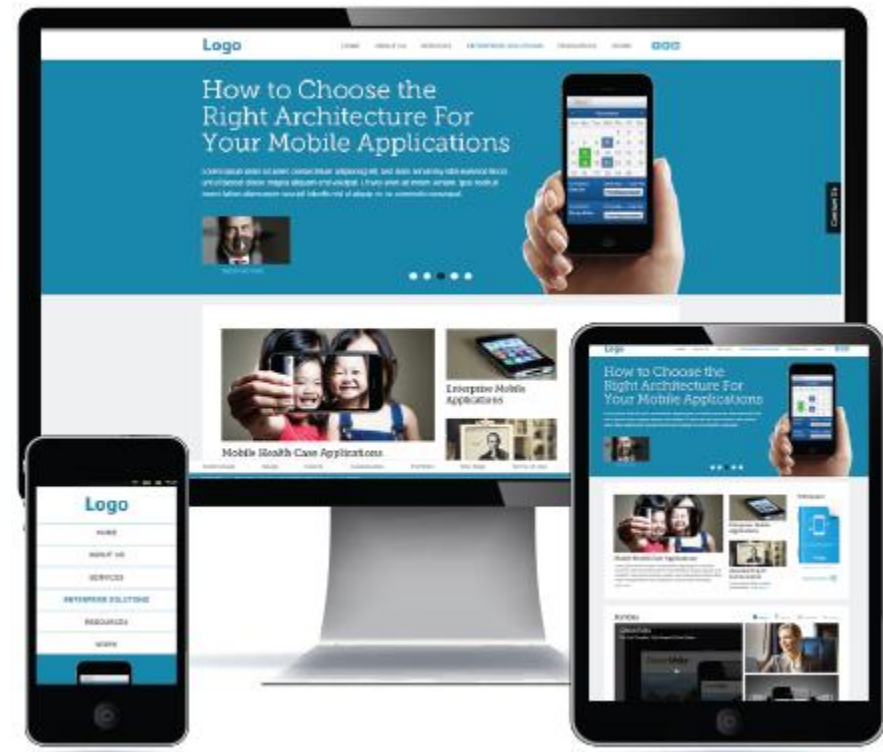
# Social Media

It's the same communication we've always done. It's just done online now too.



# Websites

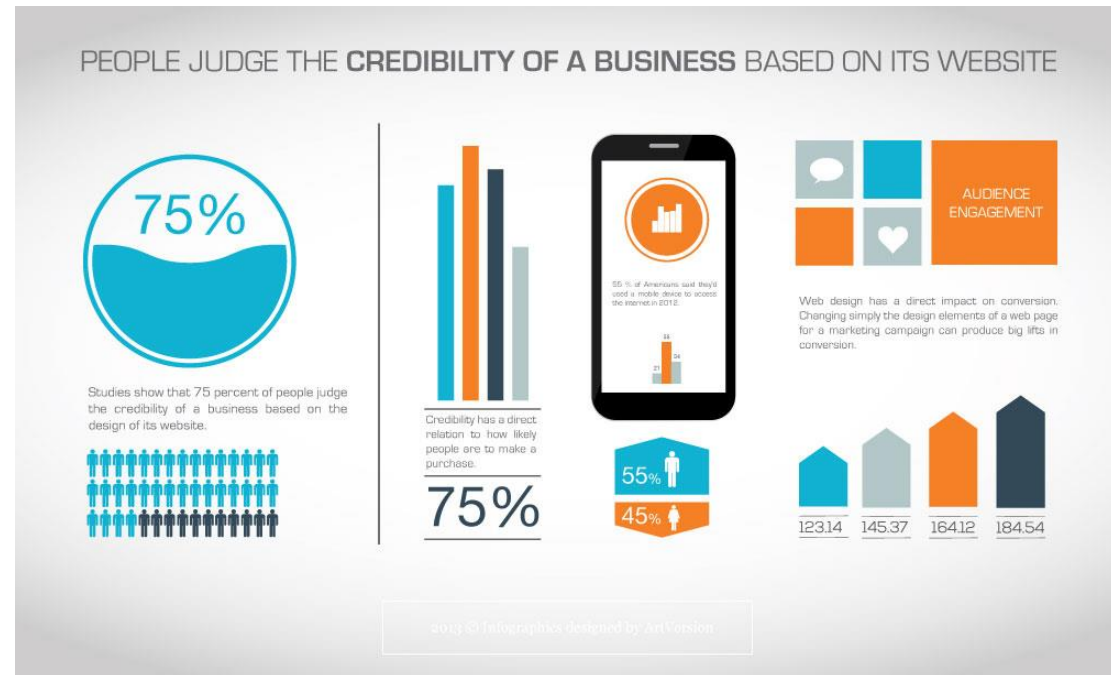
- ▶ Mobile Responsiveness
  - Allows us to consider user expectations
  - content based on device
- ▶ Web Applications
  - Allows users to receive information and services anytime, anywhere, on any device





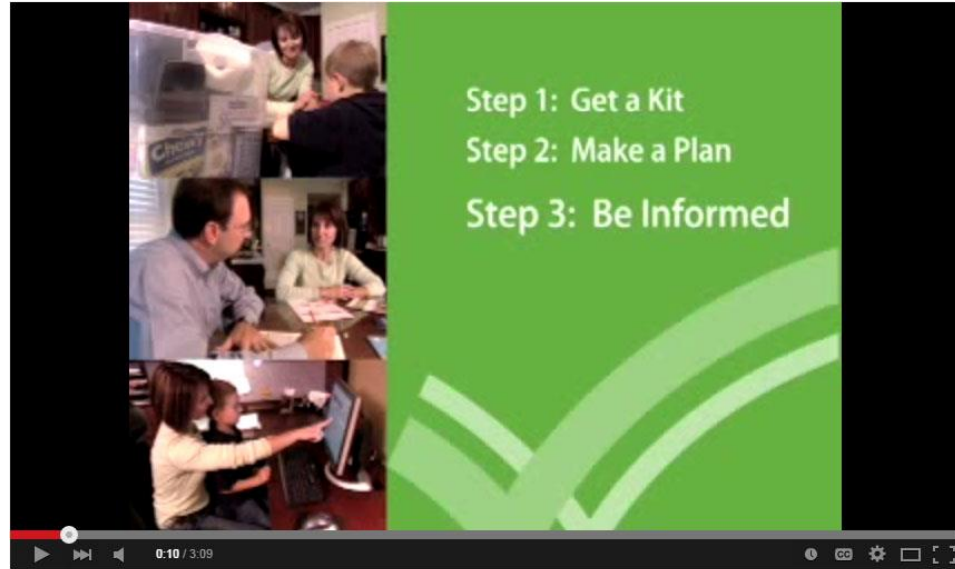
# Print Publications

- ▶ Infographics
- ▶ Engaging images
- ▶ Unique dimensions
- ▶ Brand Standards



# Video Productions

- ▶ High Definition
- ▶ Online Audience
  - Under two minutes
- ▶ Entertaining
- ▶ Quality Graphics & Infographics



**PWC** **NATURAL DISASTERS**  
**IS YOUR FAMILY PREPARED?**

# Key Considerations



# Where is the Online Space?



The sooner we accept the fact that anything we say or do can become public and put online the better off we are.

# Web site

- ▶ Provide Information
- ▶ Offer alternative business solutions
- ▶ Enhance workflow processes
- ▶ Reduce direct customer interactions



# Blogs

- ▶ Be consistent
  - Persona
  - Point of View
- ▶ Provide links to other relevant sources
- ▶ Provide links to other blog posts
- ▶ Identify the audience clearly and write to that audience



# The Public Owns It

- ▶ Have a reason for everything you write
- ▶ More will be said *about* your discourse than what you wrote
- ▶ Once it's released, you can't get it back



# Discussion

