

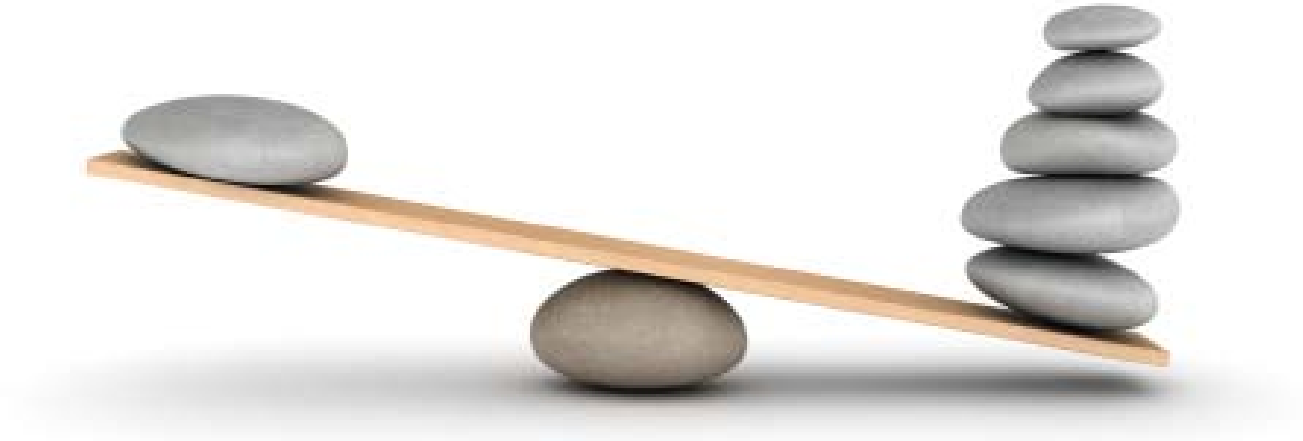
**Do the tools in your
communication toolbox
work together?**

Can they?

Julie Lorenz

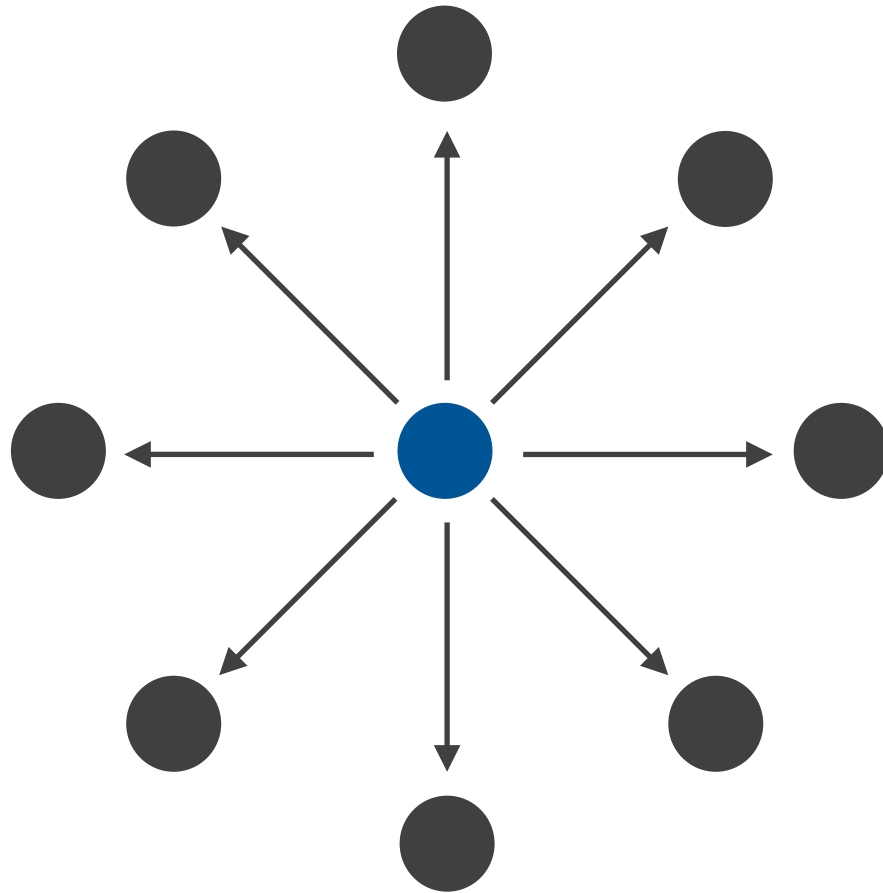
Senior Strategic Consultant



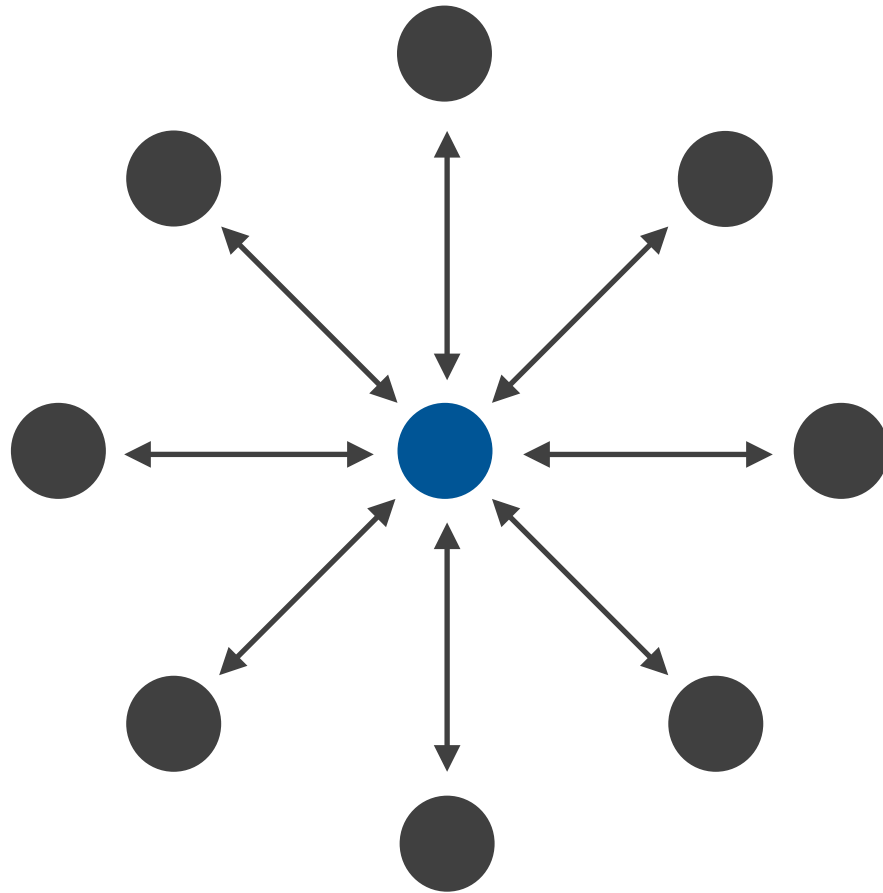


**Leveraging your
communication assets**

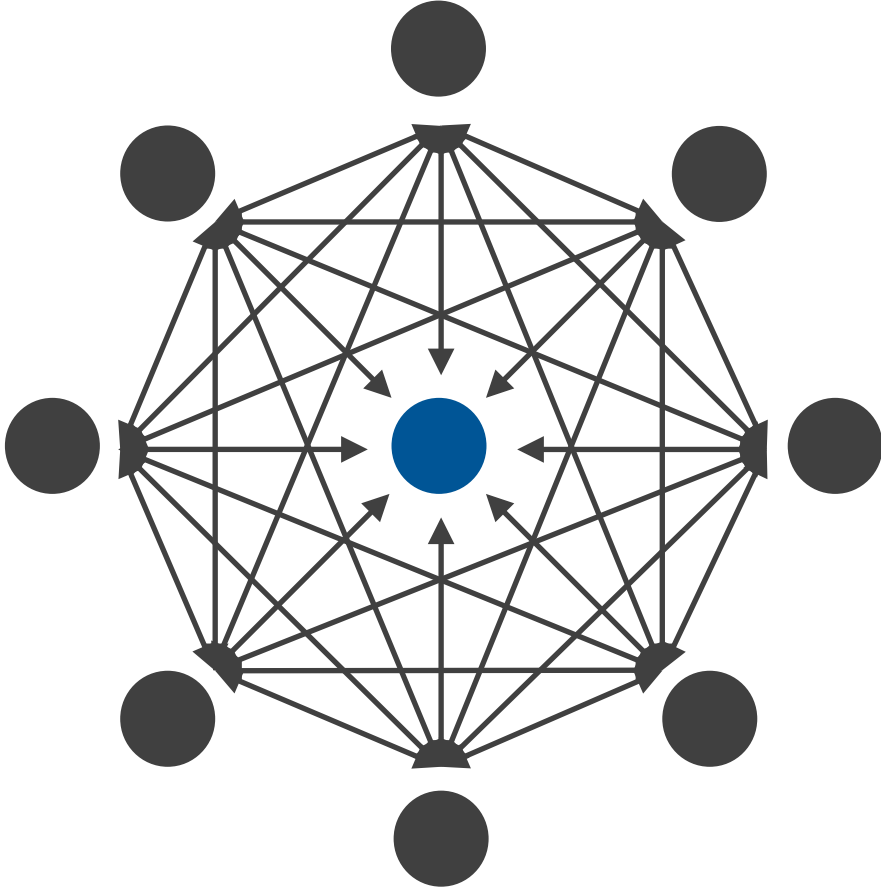
The old way



We're used to this



The social media multiplier



Nothing has changed

- Know thy audiences
- Nail the message
- Engage strategically

Everything has changed

- New platforms
- Exponential reach
- Near real-time
conversational response

**How do we serve ourselves in this
new medium?**

Do we use one-way **or**
two-way communication?

Can we use **both**?

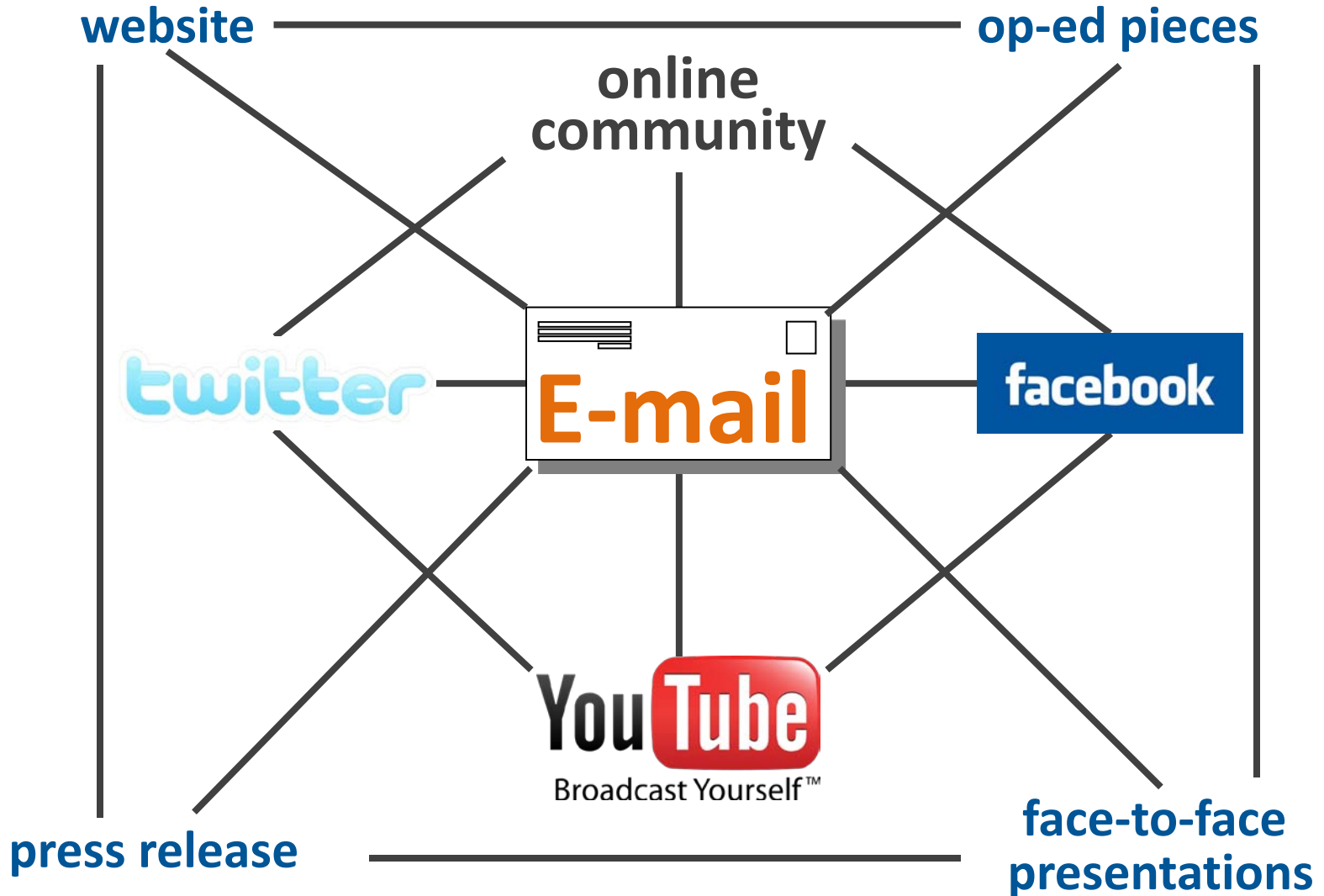
Leveraging communication assets

Consider your audiences

Decide what action you want them to take, if any

Know and use the power of each of your communication assets

Agency communication assets



Integrating communication assets

Monthly “editorial” meeting

- Messages
- Traditional and new mechanisms

Integrating communication assets

Recognize response time and tone varies
but basic messages remain the same

{ hint: vet responders not responses }
for new media }

Integrating communication assets

Our media tools will **change over time**,
but the need for good messaging and
storytelling **remains the same**.