

Silver Lining Strategic Communication Plan

Introduction

The purpose of this plan is to equip Churches United with the necessary tactics to generate positive publicity while combating any negative media coverage that may arise as the organization moves forward with the Silver Lining's Apartment project. It is important for Churches United to have this plan in place and available to them when assessing risks that may arise as the apartment project starts to hold attention in the community. The overall goal of this plan is to promote Silver Lining as a positive, beneficial, and unique service for one of the most vulnerable populations in the Fargo/Moorhead community.

Risks

These are the potential risks that could be mitigated by the following tactics. The potential risks are as follows:

1. Negative commentary from news outlets and other press related sources.
2. Continuing stereotypes/stigmas surrounding the homeless population
3. Negative comments on social media posts/platforms from community members
4. Lack of media training within organization can lead to miscommunication and misrepresentation of project details

Tactics

These are the tactics that should help in mitigating the previously mentioned risks. The potential tactics are as follows:

1. Letter to the Editor

- a. This is a tactic that can be utilized when negative press has surfaced. A letter to the editor would allow someone within the organization to combat negative commentary with positive commentary straight from the source.

2. Positive Social Media Posts about the projects

- a. Social media posts will help give the organization a chance to creatively solve negative press problems through platforms such as Instagram and Facebook. Here are some examples of social media content and ideas that could be beneficial to promoting Silver Lining in a positive way:
 - i. Instagram- Create a Highlight section/Instagram Reel on what there is to love about Silver Lining
 - 1. Stress the benefits of the facilities, but also the positive impact it is having on the Fargo/Moorhead Community collectively
 - ii. Facebook: Responding to questions and/or concerns that arise with Pastor Sue
 - 1. FAQs are submitted via website or take commentary that has been left on other news stories/platforms and use it as a guide when providing information about the project through this video format.

3. Brochure/ facts sheet

- a. Providing the community and news outlets with Churches United's brochure will assist in illuminating the mission of the project. The public will gain knowledge about the end goal of the project and also how previous projects, like Bright Sky, positively impacted the community.
 - i. Creation of a fact sheet that shows statistics and myth-busts any prior concerns that existed with the Bright Sky project.

4. Education and advocacy to the media

- a. Churches United has a unique opportunity to create and promote educational and activist work surrounding the homeless population in the Fargo/Moorhead area.

This could serve in conjunction with other positive publicity tactics through community outreach and engagement. This could also serve as a way for citizens to promote Silver Lining to news sources like the inForum in support of Churches United and the projects they do within the community.

5. Stress additional Churches United Programs and Facilities

- a. Another way to positively promote Silver Lining is to highlight the other programs offered through Churches United. Showcasing the variety of services the organization provides to the community will aid in decreasing community hesitations.

6. Creating Message and Verbiage Guide

- a. Creating a message and verbiage guide will allow all individuals directly involved with promoting Silver Lining to discuss the apartments project and mission of Churches United with unified language. This will increase credibility, cohesion, and transparency within press and media interactions.

7. Positive testimonials

- a. Having positive testimonials from not only residents of the Bright Sky Apartments, but also community members that live and work near the apartment location. These testimonials will showcase that Silver Lining, like Bright Sky will be a safe and beneficial addition to the community, which in turn will create positive feelings towards the Silver Lining project.