

# Sample Grassroots Tourism Communications Plan

Activity	Target	Message	Results	Date	Additional Content to be Provided	Status
<b>Email Campaign</b>						
Email Campaign for Stakeholder Group #1: Industry & Community Leadership						
Email #1	Industry & Community Leadership	Inviting stakeholders to the Key Stakeholders Meeting; informing of additional engagement activities	Awareness/attendance at the key stakeholder meeting	Mar. 4		Completed
Email #2	Industry & Community Leadership	Follow up reminder of the Key Stakeholder Meeting (if required)	Awareness/attendance at the key stakeholder meeting	Mar. 13		Not Started
Email Campaign for Stakeholder Group #2: Community Members and Local Business Owners						
Email #1	Community members & Local Business Owners	Announcing the project; informing stakeholders of the Community Gathering, Elders Gathering, Youth Event, and the survey	Awareness/attendance at onsite engagement activities and survey completion	Mar. 3		Completed
Email #2	Community members & Local Business Owners	Reminder to take the survey and to attend the Community Gathering and Elder & Youth Gathering (CONTENT MODIFIED DUE TO COVID-19 INTERRUPTIONS)	Awareness/attendance at onsite engagement activities and survey completion	Mar. 13		Not Started
Email #3	Community members & Local Business Owners	Final reminder to take the survey	Survey Completion	Mar. 23	✓	Not Started
<b>Social Media Campaign</b>						
Post #1	Facebook Audiences	Announcing the project; informing stakeholders of the Community Gathering, Elders & Youth Gathering, and the Survey	Awareness/attendance at onsite engagement activities and survey completion	Mar. 3		Completed
Post #2A	Facebook Audiences	Reminder to take the survey and to attend the Community Gathering and Elders & Youth Gathering	Awareness/attendance at onsite engagement activities and survey completion	Mar. 13		Not Started
Post #2B	Community Facebook Audience	Last-minute reminder to attend the Community Gathering	Gathering attendance	Mar. 16		Not Started
Post #3	Facebook Audiences	Final reminder to take the survey	Survey Completion	Mar. 23	✓	Not Started
<b>Poster</b>						
Poster #1	Community Members	Announcing the project; informing stakeholders of the Community Gathering, Elders & Youth Gathering and the Survey	Awareness/attendance at onsite engagement activities and survey completion	Mar. 3		Completed