

## **Town of Kiawah Island Communications Workgroup Scope of Work**

The mission of the Communications workgroup is to assist the Town's Communications department in effectively and efficiently communicating to the community through a multitude of mediums (publications, electronic messaging, website, social media).

The Town Communication Specialist shall have oversight responsibility for the Communications workgroup serving as Chairman. A member of Town Council shall serve on the workgroup as Liaison. The workgroup shall be comprised of full time resident volunteers with any of the following skill sets and or experience:

- Writing
- English or Editing
- Marketing
- Public Relations
- Communications
- Social Media
- Outreach

The workgroup will perform the following functions:

- Serve as a community advisory group for the Town's Communications efforts, mediums and development of new methods of reaching the community.
- Develop, write and/or review timely printed and digital articles in the interest of the community.
- Aid in developing the layout and scope of Town Notes, focusing on current events and other items of interest to residents, guests, and local businesses; events.
- Serve as social media contributors by collecting and submitting photography content to be distributed to the Town's social media accounts. Members that have social media accounts should share Town posts to help build the Town audiences.
- Informing the Communication Specialist of any recommendations regarding web and social presence that is positive and informative through the Town's website, social media pages, and any sort of resident online forums.

- Review and make recommendations on an annual workplan for the communication department.
  - Make the Communication Specialist aware of any negative public impressions and or publicity that the Town would need to address.
  - Forward any press articles that affect the Town to the Communication Specialist.
  - Serve as a mediator between the Town and the community and to recommend solutions for problems or potential areas of concern.
  - Make recommendations for enhancing the Town's website and other forms of communications.
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The workgroup meetings shall be noticed and open to the public

The workgroup will be responsible to Communications Specialist and has no authority to supervise staff.