

DRAFT PACAC Communications Plan Outline

Purpose/goals of the plan

Promoting the value of heritage and heritage preservation as a means of community building, sustainability, and revitalization with a focus on building a connection between places, stories and buildings.

Audiences

New generation/young adults (18-25)

Residents of Peterborough

Development Community and Property owners

Downtown Businesses

Newcomers to Peterborough

The broader community (through Tourism)

Challenges and strategies

Challenges include capacity and focus. Audience specific focus will inform the strategies outlined, which will include approaching 10-12 groups identified as opportunities for collaboration based on the goals of the plan. Groups identified would be asked to contribute one post or theme per week over the course of one month. The Communications Sub-Committee will draw upon the themes and add content in conjunction to their submissions. The Communications Sub-Committee will meet monthly to facilitate the Plan and discuss content.

Actions

- social media content – Instagram and Facebook focused
- developing template graphics and messaging
- Community events/workshops/walking tours
- developing content for website
- photography/video content
- media outreach for earned media including events to generate earned media coverage

Audience-specific activities

Key messages

- Celebrating our heritage and preserving our stories/enhancing our collective understanding of a space
- Education and awareness of heritage preservation/conservation



- Heritage and sustainability/adaptive reuse/green buildings/environmental
- Changing perceptions of what heritage is and can be
- Community building through accessibility and inclusivity; identity and connection through a collective sense of belonging.

Content should always reflect the purpose and goals of the plan – meetings with organizations to discuss content delivery and key messages for their contributions.

Draft a content framework for requests and content expectations to assign to various groups.

Opportunities for Collaboration (weekly posts over one month)

- GreenUP
- PMA
- DBIA
- AGP
- Neighbourhood Vintage
- Statement House
- Lett Architects
- Riverview Park & Zoo
- New Canadians Centre
- Sports Hall of Fame/Petes
- Lang Pioneer Village Museum
- Trent University
- Trent Valley Archives
- Peterborough Public Library
- Canadian Canoe Museum
- Downtown Farmers Market
- Wildrock Outfitters

