2024 PLAN

PUBLIC RELATIONS DEPARTMENT

TOWN OF WHITESTOWN

"Public relations is the practice of managing the spread of information between an organization and the public."

MISSION STATEMENT

Be the go-to source of information about Whitestown government by creating and sharing effective messages and compelling stories that foster positive community engagement and connection.
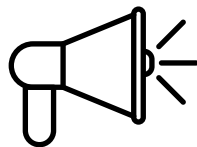
CORE VALUES

INTEGRITY
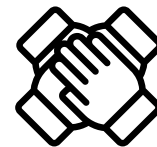We adhere to the highest standards of accuracy and truth.

EXCELLENCE
We are dedicated to producing stellar work each and every time.

ADVOCACY
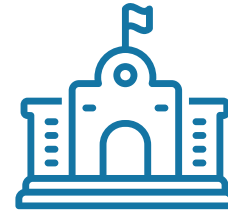We serve the public interest by acting as responsible advocates.

COLLABORATION
We embrace a spirit of teamwork and building collaborative relationships.

TARGET AUDIENCES

EXTERNAL

- Residents
- Business Leaders
- Visitors
- Community Organizations
- Media

INTERNAL

- Employees
- Town Council
- Boards, Commissions, and Committees

KEY MESSAGES

- Whitestown is a safe, vibrant community that boasts a family-friendly atmosphere with extensive amenities while retaining its small-town charm and agricultural roots.

- Whitestown's location and business-friendly environment makes it an ideal place to locate and grow a business.

2024 GOALS

INTERNAL COMMUNICATION

- Develop a communication portal for Town employees to view and receive notifications regarding employee news, information, and events
- Meet quarterly with each department to discuss the major issues and opportunities and develop key messages and communication strategies

MEDIA RELATIONS

- Develop and maintain positive working relationships with members of the media
- Respond in a factual, professional, and prompt manner to all media inquiries
- Increase the media presence in the community

COMMUNITY RELATIONS

- Distribute regular updates to residents and stakeholders via a variety of communication methods
- Maintain an informative Town website
- Increasing our e-newsletters to be sent biweekly to provide more information to the public
- Respond promptly to questions, requests, and concerns through the general inbox and social media channels
- Develop and maintain a strategy and voice for each social media channel
- Implement an accessibility plan for the website