Let's Talk Parker Publishing and Marketing Policy

The Town of Parker will engage the community in an effective and meaningful way. The steps below outline the internal process for www.LetsTalkParker.org, including project development, publishing, marketing and reporting. Any questions or concerns may be emailed to letstalkparker@parkeronline.org.

Project Selection

- Let's Talk Parker will be used to engage the community on projects that meet the following criteria:
    - To inform a decision or action through community input
    - To help identify community needs and aspirations
    - When the community has raised or expressed a significant interest or concern
    - When there is a high-risk matter impacting the community
    - When required by resolution, law, policy or agreement
    - When two-way communication is desired
    - Occasionally, a project that does not fit the criteria above may benefit from being promoted on the Let's Talk Parker platform. In such cases, the Town Administrator will make the decision as to whether or not the project will be included.
- To request a project be featured on Let's Talk Parker, staff will submit a project request form. The Town Administrator's Office and the Communications Department will review/approve all requests and notify staff of project approval/denial.

- If it is determined that Let's Talk Parker is not the best tool for a specific project, the Communications Department is happy to promote the project through other avenues, which could include Talk of the Town, Town website, social media channels, Nextdoor, email blast or other tools determined to be the best fit and reach for the project audience.

- The Town Administrator will be the final decision maker regarding which projects will be included on www.LetsTalkParker.org.

Project Development:

- Once a project receives approval to be included on the site, a project shell will be created and a project administrator will be assigned. Each department will be expected to build out its own project, as well as provide project monitoring, responses to questions, reporting and project closure.
- Any project stakeholders (i.e. other affected staff or departments) must be included in the development of the project prior to it being submitted for publication, especially if the project could impact the workload, budget, resources or short or long-term duties of another department and/or staff person.
- The Town Administrator's Office will provide staff with any necessary training. Regularly scheduled staff trainings will be offered.
- Best practices should be used in the development of each project and applied to project tools selected. View the five questions you should ask as you are developing a project.

- Project tags will be used to assist in project reporting and follow-up. Project tags should be specific to the project (i.e. "My Mainstreet Development" versus "development") to ensure that project-specific statistics can be pulled.
- All projects will include the "Who's Listening" tool and staff photos will be used. Staff can provide their own appropriate photo for use, or existing staff photos will be used.
- The "Life Cycle" tool will be utilized on each project to provide the public with clear timeframes as to when input will be solicited and considered.
- The Communications Department can assist with editing project graphics and photos.
- Project content must be finalized and approved by the appropriate Department Director prior to being submitted for publishing.

Project Publishing and Homepage Location:

- Once projects are completed and submitted for publication, please allow 48 business hours for projects to be approved and published. Prior to publishing, the Town Administrator's Office and Communications Department staff will review the projects for accuracy, ensure the Town's graphic standards have been adhered to, and make any necessary adjustments to enhance community understanding and participation.
- The Communications Department and Town Administrator's Office, with input from the project manager and departments, will determine the most appropriate placement of the projects on the Let's Talk Parker home page.
- Direct project links can be created to take people directly to specific projects on the site.
- The Town Administrator's Office and the Communications Department retain final editing and publishing authority on the Let's Talk Parker platform and all projects contained within.

Project Marketing:

- The Communications Department will promote the overall Let's Talk Parker platform on a regular basis through the Town of Parker's marketing channels.
- When new projects are published on Let's Talk Parker, the Communications Department will help promote them through Facebook, Twitter, Nextdoor and email blasts, as well as through the Town of Parker website.
- While departments with their own marketing/PR channels are encouraged to promote their department-specific projects, marketing efforts should be coordinated with the Communications Department to ensure messaging consistency.

Project Closure/Follow-Up:

- Individual departments are expected to monitor their projects and respond to any questions that are submitted and/or concerns that arise. Questions submitted through Let's Talk Parker should be responded to within 48 business hours.
- If questions are submitted through social media or other marketing channels, Communications Department staff will reach out to the project manager/contact for information. Unless otherwise arranged/approved, requests for information from the Communications Department should be responded to within 24 business hours.
- Project managers should provide periodic updates on their Let's Talk Parker project pages regarding the community input they have received, how that has impacted the decision-making process and what action, if any, is being taken in response to the input received.

- Completed projects will remain archived and available to the public on the Let's Talk Parker site to promote transparency and enable the community to see prior community engagement that has taken place on projects/initiatives.

Project Reporting:

- Any department-specific ideas/suggestions received through Let's Talk Parker outside of a Department's specific projects will be forwarded to a representative of the applicable department on a weekly basis. Each department should designate a department contact(s) to receive this information (and respond, if applicable).
- Departments with published projects will be responsible for monitoring their individual projects, responding to inquiries, pulling statistical data and reports, etc.
- A final project report should be compiled on each completed project and communicated back to public through Town marketing channels. The final report should include what engagement took place, how many people participated, what feedback was received and what action was taken based on the feedback.
- Any names and/or email addresses should be removed from reporting data before sharing with the public.
- The Town Administrator's Office will provide Departments Directors with a monthly overview report of Let's Talk Parker engagement statistics.
- The Communications Department will publish a quarterly Let's Talk Parker newsletter to highlight new projects, and encourage participants to complete the registration.