

TAMIO SMALL SHOPS TRACK

PIO 101

Assess your community's communication needs, build relationships with key stakeholders, gather and organize your assets, streamline your processes, and develop a strategic plan to move forward.





Meet the Panel

Daniel Seguin, City of Jacksonville

- 2.5 years in government with 8.5 in communications
- Jacksonville population 13,998
- One person shop

Jill Lind, CPC, CTE, Town of Trophy Club & City of Southlake

- 16 years in government
- Trophy Club 14,000 - Southlake 30,000
- Two person shop

LeaAnn Petersen, CPC, CPM The Woodlands Township & City of Seabrook

- 18 years in government
- Township 123,000 - Seabrook 14,000
- Eight person shop - 11.5 years as a small shop



Jumping In

- Listen
- Organization Overview
- Leadership
- Your Role
- Sit at the Table
- Your Community
- The Media
- Communications Audit



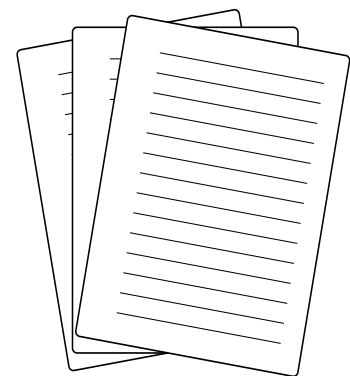


BECAUSE IT'S MY **PROCESS**

Developing a Process

DISCOVERY

- How do you get info?
- Who gives you info?
- Managing information
- Request forms
- Time considerations
- Subject matter experts
- Media requests



DEVELOPMENT

- Branding
- Tools and software
- Writing
- Design
- Production
- Platforms and channels
- Resources and vendors
- Time management

DISSEMINATION

- Website(s)
- Email
- Social
- Media
- PEG Channel
- Signage
- Print
- Meeting and Events
- Departmental

Take the time to jot it all down...



PERSISTENCE, INGENUITY, AND EFFORT

Inspiration

- Your Comm Cohorts
- Facebook
- Google Images
- Canva Templates
- TAMIO Resources

AI

- ChatGPT
- ElevenLabs
- Motion
- Chat Features

Design Tools

- Canva
- Adobe Express / Creative Cloud
- BeFunky

Video Tools

- CapCut
- Canva
- iMovie/Final Cut Pro
- Adobe Premier Pro

Project Management

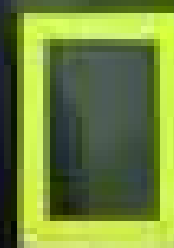
- Wrike
- Google Docs
- Sprout Social / HootSuite
- Teams / Office 365

Other Resources

- Issuu/Simplebooklet
- Fiverr
- Looker Studio (Google Analytics)
- GovDelivery/Constant Contact/MC
- Adobe/Google Forms/OpenForms



of people who I totally



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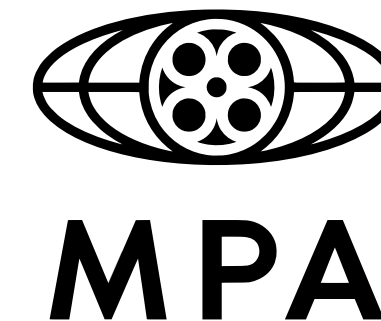
Challenges

- Egos
- Politics
- Personalities
- Limited time
- Not enough staff
- Anyone can do this stuff!
- Being left out of the conversation/Brought in too late



**I'M GONNA DO IT...
I'M GONNA GO TO COLLEGE**

Never Stop Learning







Books to read:

- “First 90 Days in Government” - Michael Watkins
- “Start With Why” - Simon Sinek
- “A Wordsmiths Work” - Mark R. Weaver
- “Red Alert” - Matt Dole
- “Hug Your Haters” - Jay Baer



AND IF THEY WOULD,



Connect with Us

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