

VACo Communications Overview



QUESTION

What is the name of VACo's newsletter?

- **County Call**
- **County Connections**
- **County Report**
- **County Times-Dispatch**

QUESTION

What is the name of VACo's video magazine?

- **VACo Today**
- **VACo Video Vault**
- **VACo on the Go**
- **VACo Pixar Pictures**

A little bit about our philosophy

Communications supports all facets of the association, and in particular, the pillars of the organization

- Legislation
- Education
- Enterprise Programs
- Member Services

A little bit about our philosophy

Aspire to engage all VACo members in the legislative process with impactful communications


- Steering committees
- Lobbying legislators
- Being educated on the issues

A little bit about our philosophy

Value and treat the media as an ally

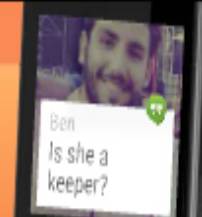
- Be diligent in answering media inquiries
- Every media inquiry should be discussed by VACo Legislative Team
- If VACo can't provide information or quote, refer reporter to an outside source

The Positive

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Virginia General Assembly: County group calls for quick budget action

March 26, 2014 | By Dave Ress, dress@dailypress.com

The Virginia Association of Counties, one of the heavy-hitters in Capitol Square, says the General Assembly and governor need to get on the stick and pass what it carefully describes as a responsible budget as soon as possible.

In a letter to all 100 members of the House of Delegates and all 40 state senators, with a copy to Gov. Terry McAuliffe, the association said "it is imperative that the Governor and all members of the General Assembly" remember that counties face deadlines set in law for their budgets.

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The Negative

The Schilling Show

1070 WINA

Monday, August 11

5:40 Mark



More about our philosophy

- **Effective communications ensures member trust and public trust**
- **It's important to brand events, publications and entrepreneurial efforts**
- **Keep pace with technology to provide the best means of delivering communications**
- **Think outside the box and try to do things in-house before outsourcing projects**

VACo's Delivery of Communications

- **Media Relations**
- **Website**
- **E-mail**
- **Publications**
- **Social Media | Videos**
- **Texting | Mobile Technology**

VACo's Audience

- **VACo Members**
- **General Public**
- **Legislators | Governor | U.S. Congress**
- **Media**
- **Associate Members**

QUESTION

- **What is the most viewed page on VACo's website besides the homepage?**

ANSWER

From January 1 to August 13

- **Homepage** – 54,852 unique visits
- **County Employment** – 46,613 unique visits
- **Links to County Websites** – 11,938 unique visits
- **VACo Team** – 3,291 unique visits

Website

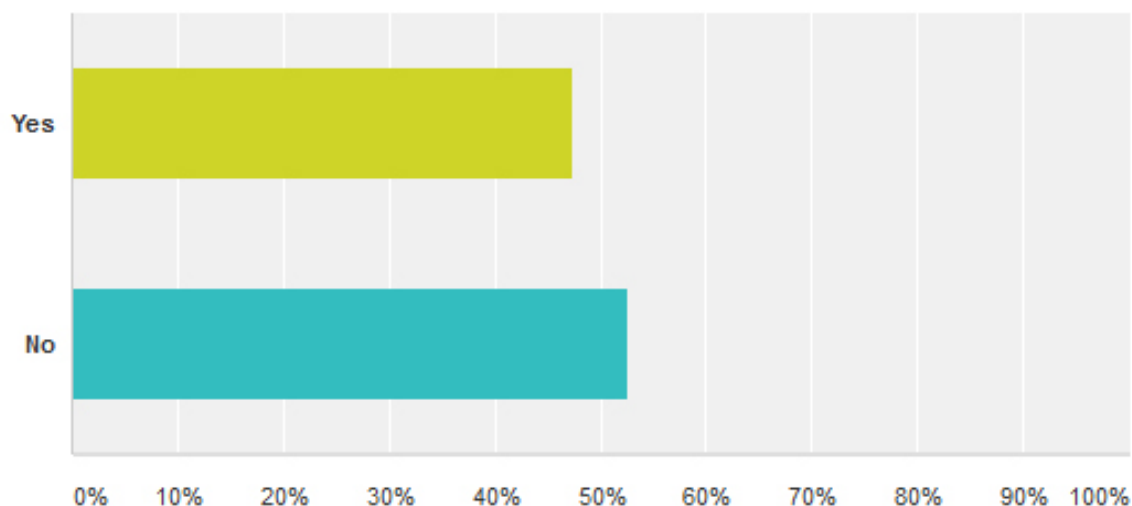
- **Redesigned in-house in 2009 and 2013**
 - 2009 redesign cost was price of Dreamweaver program
 - 2013 redesign cost was \$300, price of WordPress template
- **Focused on building county employment database – wanted to become the state's foremost resource for county employment opportunities**
 - 44 postings in July; 17 postings in August
 - Distribution of postings: County 42, City 9, Town 5, Other 5
- **Use website as hub for all VACo Communications**

Social Media | Videos

- **Post positive news and information and not materials that incite debate or discussion**
 - **Facebook** – 460 Likes
 - **Twitter** – 1,056 followers
 - **YouTube** – 27 subscribers | 238 videos produced
- **Recent study showed 47 percent of VACo members want to watch brief video rather than read VACo article**

8. To receive timely and important VACo news, would you watch a brief video (rather than read a VACo publication or announcement containing legislative news)?

Answered: 99 Skipped: 1



Answer Choices ▾	Responses ▾	
▾ Yes	47.47%	47
▾ No	52.53%	52
Total	99	

QUESTION

How many of you have contacted a legislator when VACo issued a Capitol Contact ALERT requesting your help on a legislative issue?

Legislative Communications

- **Capitol Contact and Capitol Contact ALERT**
 - Concise and to-the-point writing. We want our lobbyists lobbying and building relationships and not spending all their time writing
- **Text blasts for ALERTS**
- **Other publications**
 - Legislative Program
 - Legislative Priorities
 - Legislative Summary
- **Legislative Videos**



2014 (4) – 1. Speaker Howell, 2. Delegate Kilgore, 3. Senator Favola and 4. Senate Finance Committee Staff Director Betsey Daley

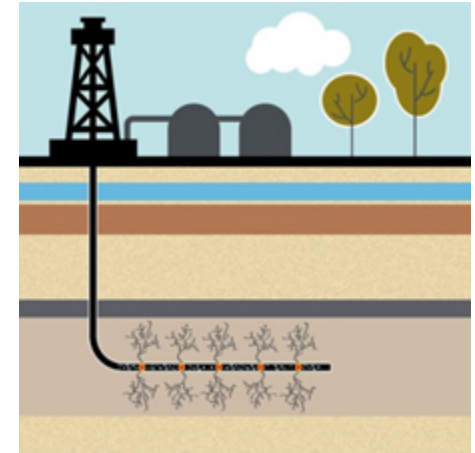
2013 (6) – 1. Senator Martin, 2. Delegate Landes, 3. Senator Ruff, 4. Senator Saslaw, 5. Delegate Kilgore and 6. House Appropriations Committee Staff Director Robert Vaughn

QUESTION

- **Was there a particular VACo communication that enticed you to come to the County Officials Summit?**
 - County Connections?
 - Website?
 - Social Media?
 - Word of Mouth?

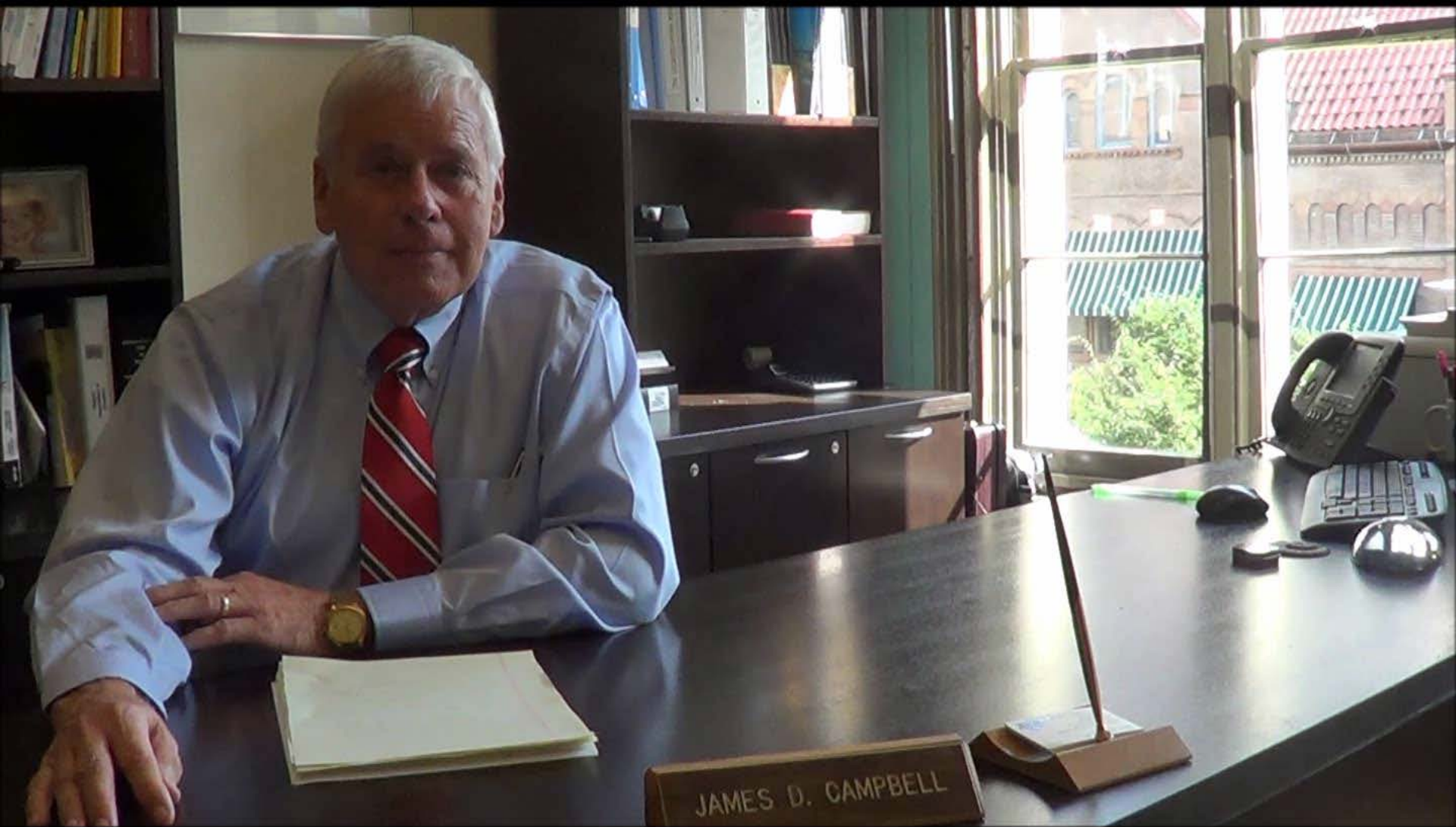
Education Communications

- **Building the brand of VACo Education**
- **Effectively use E-mails to communicate educational events and opportunities**
 - County Connection averages 39 percent open rate and 54 percent click rate
- **Develop brochures and publications for VACo Education**
- **Post information for seminars, webinars and educational events on social media**



Enterprise Programs

- **Enterprise Programs save VACo members money and make them money**
- **Use County Connections newsletter to promote enterprise programs**
- **Use video to raise awareness of enterprise programs**



Do you publish your own blog or newsletter?

- **What is the purpose of your blog or newsletter?**
- **What is content geared toward?**
 - General information?
 - Advocacy?
 - Campaign?
- **How successful are you in using a blog or newsletter?**

What can we do
better?

QUESTIONS?