

NH Energy and Climate Collaborative Communication & Outreach Committee

Purpose of the Committee

To work with the Collaborative staff to raise awareness of the NH Energy and Climate Collaborative and Climate Action Plan by providing input and recommendations regarding:

- The intent, type, structure and use of common communication tools;
- Unique ways to communicate and emphasize the work of the Collaborative and its implementing partners;
- The best means to leverage the existing networks and partnerships to conduct communication and outreach; and
- Opportunities to directly engage implementing partners.

Work Plan for the Committee

The Communication & Outreach (C&O) Committee will meet every 4 – 6 weeks as needed. In person meetings can be substituted by conference calls so long as the Committee meets in person prior to any scheduled Collaborative meeting.

The C&O Committee will engage in discussions, provide input, and develop specific recommendations to the Collaborative on communication and outreach efforts and develop a strategy for implementation. Final decision on all matters will be made by the Collaborative unless the Collaborative has given specific authority to the Committee to act on its behalf.

Purpose & Guidelines for Communication Tools

The Collaborative communication and outreach tools include: speakers' bureau, website, social media (e.g., Facebook, Blog and Twitter), and annual meeting.

Speakers' Bureau

Purpose:

To provide in person education and outreach from Collaborative members to a variety of groups, individuals, institutions and networks on the NH Climate Action Plan and progress made towards implementation of the Plan and provide opportunities for the audience to engage in a discussion regarding how they as individuals or as a group can play a role.

Guidelines:

- The Collaborative has established a Speakers' Bureau made up of Collaborative members designees, and staff, as well as members of the Climate Change Policy Task Force.

- Clean Air – Cool Planet hosts a larger Speakers’ Bureau for all speaking engagement opportunities on climate, energy and sustainability.
- The Collaborative staff coordinates efforts with Clean Air – Cool Planet to ensure that speaking requests specifically on the Climate Action Plan and/or Collaborative are forwarded to the Collaborative Speakers’ Bureau.
- Additionally, the Collaborative staff is developing a few foundational slides for ALL speaker presentations that include a brief overview of the CAP and Collaborative. These slides will provide a contact for more information on the CAP and the Collaborative.

Website

Purpose:

To provide static information on the Collaborative, its membership and its meetings while also providing a dynamic environment to review, connect and contribute to the work of the Collaborative’s implementing partners.

Guidelines:

- The website is maintained by the Collaborative Coordinator.
- Updates are made to the website on a weekly basis.
- All Collaborative meeting agendas, presentations, handouts and completed public speaking forms will be posted on the website.
- The Inventory of Recommended Actions which tracks the work of the implementing partners will be posted on the website. Changes and additions are made to this document daily. An updated version of the inventory will be posted bi-weekly.
- C&O Members are encouraged to submit news and events to the Collaborative Coordinator to post on the website so long as the materials support the goal of the Collaborative.
- The website will provide a link to the Collaborative’s social media tools – Facebook, Blog and Twitter.
- The website is already live – www.nhcollaborative.org

Facebook

Purpose:

To provide a more dynamic communication source than the website and connect with various energy and climate networks. The Collaborative’s Facebook page will post events, news articles, and videos that support the work of the Collaborative implementing partners. The Facebook page will also provide frequent references and links to the Collaborative website, blog and twitter accounts.

Guidelines:

- Collaborative staff will post updates to the Collaborative Facebook page once a week.
- An invitation to “become a fan” of the Collaborative’s Facebook page will be posted on the Collaborative website.
- Access to posting on the Collaborative wall, tagging photos or displaying any videos, articles, or photos will be denied for fans of the Collaborative Facebook group.
- All posts and discussions will be initiated through Collaborative staff.

Twitter

Purpose:

To provide daily links to energy and climate news for the Collaborative, its implementing partners, and important state and federal announcements.

Guidelines:

- Collaborative staff to “tweet” or “re-tweet” a minimum of once a day.
- Twitter will be used in conjunction with the Collaborative’s blog, Facebook, and website to provide links to news and events.
- A link to “follow” the Collaborative on Twitter will be posted on the website, blog and Facebook sites.

Blog

Purpose:

To provide a very dynamic communication source to share the success stories of our implementing partners.

Guidelines:

- Collaborative staff to have all administration rights to the blog.
- Collaborative staff will invite implementing partners to be guest bloggers, however, the Collaborative staff will review blogs before posting.
- Collaborative staff will develop a schedule for Collaborative members and guest bloggers to ensure blog has new content weekly
- Blogs will be limited in space but can provide links to other websites and articles as appropriate
- The blog will link to the website, Facebook, and Twitter sites for the Collaborative