
Communication Strategy



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The communications strategy for the City Council Strategic Plan will consist of content developed by the Council and City staff work groups, utilizing the multi-platform communications tools. The City web site alexandriava.gov will serve as the central hub for strategic plan content. The web page will include a new tool that will allow the community to comment directly, share and view information on the strategic plan development.

Information will be shared with the community through social media, videos, FYI Alexandria, and news releases. Additional communication opportunities will also be used to update and drive the community to provide input at public meetings or through electronic channels.

A demonstration of how the communication strategy may be employed in the strategic planning process will be provided during the retreat.