

# Communications Plan Overview

## Purpose

This plan positions the Chamber to enhance and focus its communications efforts in order to: (1) Educate, (2) Engage and (3) Excite.

## Goals

- 1 Move from simply communicating to fully engaging.
- 2 Generate support and enthusiasm for Chamber members and the services they provide.
- 3 Influence decisions and decision-makers.
- 4 Enhance the profile of the Chamber and reinforce its value proposition.

## Audiences

### PRIMARY

- Chamber Members
- Elected Officials and Staffs in Service Area
- Chamber Board
- Chamber Committees Members

### SECONDARY

- Businesses (general)
- Elected Officials and Staffs Outside Service Area
- Potential Members

### Strategy #1

#### Tell the stories of Chamber

##### Members

- Leverage member-produced content
- Connect with members at sector and individual levels – really get to know them

### Strategy #2

#### Tell the Chamber's Story

- Reinforce the value proposition of the Chamber for members through all communications channels
- Highlight wins, successes and milestones

### Strategy #3

#### Inform, educate and persuade elected officials and their staffs

- Institute routine communication flow and check-ins to ensure consistency of messages
- Be seen and heard when we need something and when we don't

### Strategy #4

#### Elevate the Chamber's influence

- Present all communication with a consistent tone, polish and professionalism that makes reinforces confidence
- Reach the right decision-makers at the right times

## Messages

1

Chamber San Mateo County is not your traditional chamber of commerce. We are more focused on 'getting things done' and less on talking about getting things done. As a convener of all facets of the community, we tackle big problems and make a lasting impact on issues that matter – transportation, housing and taxes.

2

We are the voice and support for businesses, institutions, employees and labor for growth, problem-solving and the bettering of the region's quality of life.

3

The Chamber, serving Redwood City, San Carlos, Belmont and Menlo Park and broader San Mateo County, is the largest business association on the Peninsula and encompasses 1,500 members, 175,000 residents and 100,000 employees.

4

The Chamber is where San Mateo County organizations, businesses, and communities come together to create a brighter future. Through programs, advocacy, and opportunities to connect, we ensure business voices are heard, diverse perspectives are shared, and leadership is fostered. As a member of the Chamber, you can play an integral role in shaping the economic future of our region.

## Examples of Communications Pieces

- Annual Report
- Weekly Newsletter
- Meet our Members Weekly Spotlight
- Member of the Month Feature
- What Members are Saying
- Monthly Message from CEO
- Quarterly Op-Ed on the State of Business
- Quarterly Business Briefings
- Website Content and Functionality Redesign

## Channels



<https://www.chambersmc.org>



<https://www.facebook.com/chambersanmateocounty>



<https://www.linkedin.com/company/chamber-san-mateo-county>



[https://twitter.com/chamber\\_smc](https://twitter.com/chamber_smc)



[https://www.instagram.com/chamber\\_smc/](https://www.instagram.com/chamber_smc/)