

## **EDGE Pilot Program – Communications Team (Core Messages)**

August 12, 2019 | 11:00 am – 12:00 p.m.

Wisconsin Department of Natural Resources

101 S. Webster Street | Madison | Room G27

Conference Call Option: Skype or 1-866-715-6499 | Access Code: 2805239246

- I. Welcome and Agenda Review
- II. Review of Goals for the Social Media Team and Membership
  - Vision Statement & Branding
  - Strategic partnerships
  - Message Map & Communications plan
  - Outreach tools and materials
  - Test Messaging
  - Implement Communications Plan
- III. Select projects based on the goals and define success for each project
- IV. Discuss of timeframe commitments
- V. Next Steps & Review of Assignments
- VI. Next meeting: August 21, 2019, 12:00pm-1:00pm