

The background features several concentric circles in light gray, some solid and some dashed, creating a sense of depth and movement. A bright green callout box is centered on the page, containing the main title and subtitle. The box has a small downward-pointing triangle at its bottom center.

Update on CBP Communications Office Strategic Plan

Management Board

July 2019

Reminder...

Developed by CBP Communications Office in 2016.

Goals and recommendations intended to influence communications priorities of CBP partners.

Activities to be taken by the CBP Communications Office over five years.



Three goals:

Enhance and strengthen internal communication across the Chesapeake Bay Program.

Increase outreach and communications efforts that prioritize engagement with local governments, local elected officials and diverse stakeholders.

Expand the interested public's knowledge of the work of the Chesapeake Bay Program, its partners and the importance of restoring and protecting the Chesapeake Bay watershed.



Events attended
in 2019

- **UMD Symposium on Environmental Justice and Health Disparities**
- **Salisbury Green Fest**
- **Wardensville Farmers Market**
- **Brightview Senior Center**
- **St. Michaels Farmers Market**
- **Naturally Latinos**
- **Homestead Gardens**
- **PA Farm Show**
- **Delaware Environmental Education Conference**
- **Festival del Rio**
- **Bowie Baysox**

New Communications Workgroup Members

Potomac Conservancy

Department of Defense

Eastern Shore Land Conservancy

Metropolitan Washington Council of Governments

PA Municipal Authorities Association

Greensmith PR

Pennsylvania Association of Conservation Districts



Social Media Growth

- 20 % growth across all platforms since last year
- 8,331 Facebook followers
- 11,700 Twitter followers
- 5,097 Instagram followers

The background features a photograph of a building with a prominent red tower. A semi-transparent green overlay covers the middle portion of the image, containing the word "Priorities" in white text. The tower is a multi-tiered structure with a pointed top, and the building below it has a brown roof and a window. The sky is a clear blue.

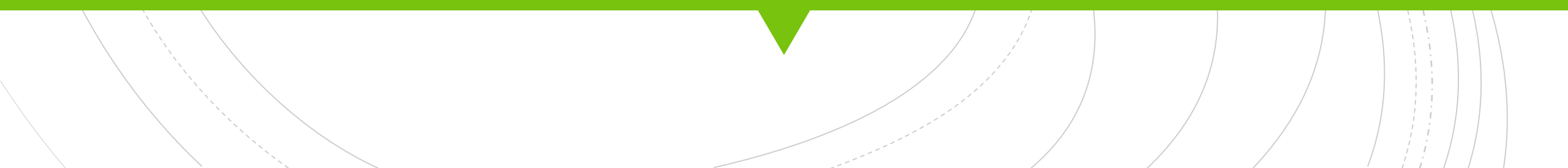
Priorities

Internal Communications





Ensuring Messages Resonate with Target Audiences

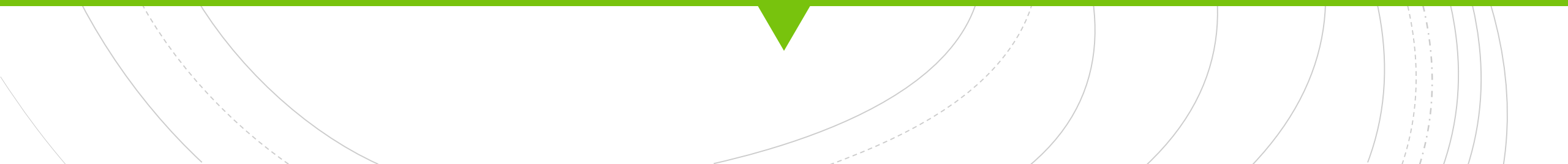


Enhanced local engagement





Engage audiences with webinars





Explore the possibility of offering communications products in different languages.

A young tree with green leaves is the central focus, set against a background of other trees in a nursery. A semi-transparent green rectangular overlay is positioned in the center, containing the text 'Continue branding work.' in white. The overlay has a small downward-pointing triangle at its bottom center. The background shows several other young trees, each with a white protective sleeve around its trunk, situated in a nursery bed with dark mulch and some grass.

Continue branding work.

Continue to
grow social
media presence



A monarch butterfly is perched on a pink flower. The background is a soft-focus natural scene. A large, semi-transparent green rectangular overlay covers the center of the image, containing white text. The text is centered and reads: "Suggestions on what the CBP Communications Office should consider focusing on."

Suggestions on what the CBP
Communications Office should
consider focusing on.

Questions?

Thank you!

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