



Communication and Outreach Strategy for Ethics Program

Ethics Commission Meeting

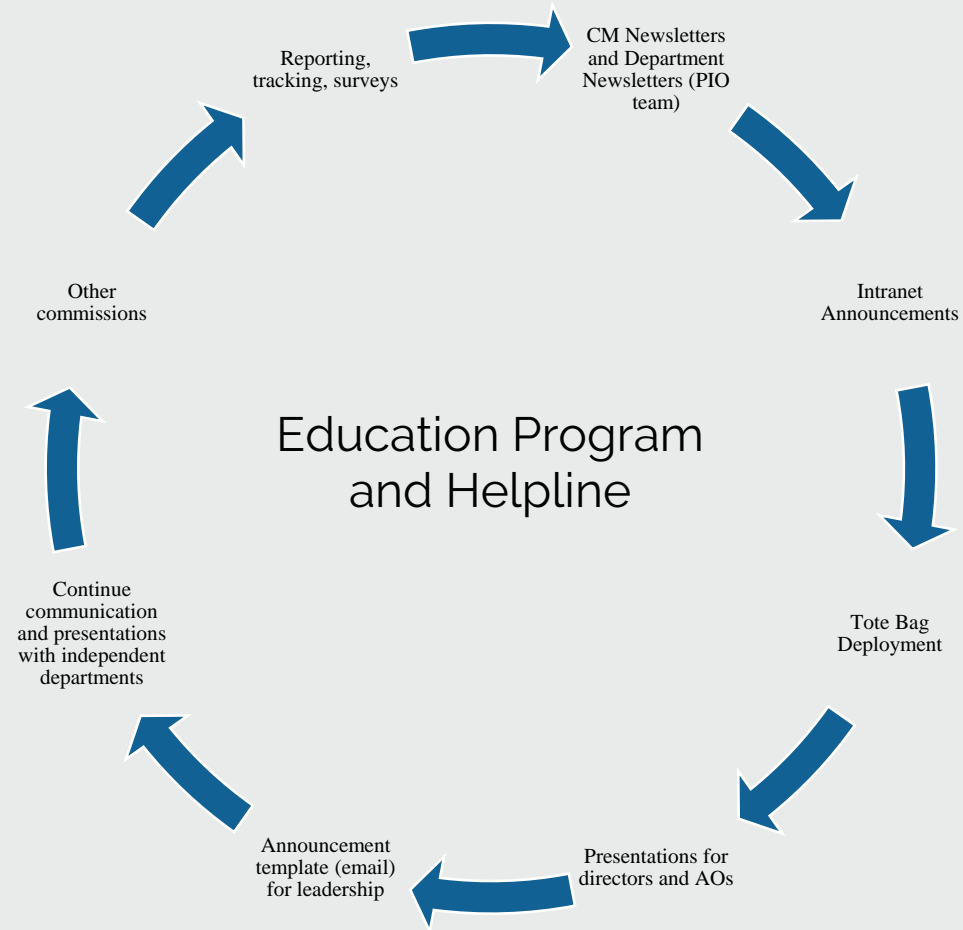
April 12, 2023



Action Plan Deliverables 3.4 and 3.5

- Action Plan deliverable 3.4: Create and execute Outreach Plan to City employees, elected and appointed officials.
- *Action Plan 3.5: Create and execute Public Outreach Plan with resources for public on ethics issues.
- *Ethics Officer is currently focused on 3.4.

Internal Communications and Outreach Strategy (3.4)



Public Communications and Outreach Strategy (3.5)



Communication Plan of Action for Ethics Commission

- Keep in mind:
 - High-level suggestions and ideas
 - Evolves over time
 - Media coverage
- Use tools that are included in both the internal and public communication and outreach strategies just discussed
 - Internet and Intranet– use to highlight specific items up for discussion and other day-to-day activities that the commission may be participating in (ex: ad-hocs)
 - 'Ethics Corner'
 - Social and print/electronic media
 - I-clips/60sec PSAs with LBTV
 - Council meeting crawlers
 - Use your own social media accounts to promote meetings
 - Consider paid advertising on Facebook, Instagram, NextDoor

Communication Plan of Action for Ethics Commission (cont)

- Use tools that are included in both the internal and public communication and outreach strategies just discussed
 - Community meetings and other events
 - Council check-ins and district Newsletters
 - Council meetings – public comment
- Conversation starters for various meetings and check-ins
 - How can we help you spotlight ethics in your department?
 - Did you know that the ethics program has a webpage under the City Manager?
 - Would you be willing to put an 'ethics statement' on your webpage?



Thank you

Heather Van Wijk

Ethics Officer

562-570-7443

Heather.VanWijk@longbeach.gov