

## ❖ Why Choose Us

Strategic communications strategies build mutually beneficial relationships between organizations and their publics. VMLIP's experienced communications consultant can assist your entity in developing and maintaining an effective community engagement strategy.

For more information, call (800) 963-6800 or visit: [www.vmlins.org](http://www.vmlins.org).



Communications  
Consulting



[www.vmlins.org](http://www.vmlins.org) | 800-963-6800

## ❖ Services

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Governmental entities face unique communications challenges and needs. With today's rapidly changing media landscape, citizens of various generations communicate and receive information through a multitude of platforms including blogs, social media, traditional media, and more.

What's more, many citizens expect two-way communication with governmental entity leaders – in real time.

VML Insurance Programs (VMLIP) provides members with public official's liability coverage with communications consulting services.

## ❖ Services

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Communications consulting services include:

- Access to an experienced communication specialist with a background in governmental communications and public relations;
- Webinars, workshops, and on-site training;
- Sample policies, procedures, and materials;
- Articles and best practices;
- Monitoring of current communications trends and strategies, and more.

VMLIP is offering this service to assist members with mitigating public officials' liability.

## ❖ Training Opportunities

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Training opportunities offered through the Communications Consulting service include those offered through webinars, the VMLIP Online University, and in-person. Topics covered include:

- Effective Crisis Communications
- Engaging Citizens, Encouraging Open Government: Social Media Considerations and Strategies
- Intro to Social Media: Supporting Strategic Goals
- Prepping a Spokesperson
- Social Media 101
- Strategic Communications Planning
- Workplace Violence: Prevention and Communication
- Press Releases & Owned Media in the Digital Age

## ❖ Sample Policies

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Sample policies and plans include:

- Sample Crisis Communications Plan
- Sample Social Media Public Comment Policy
- Sample Social Media Administration Policy
- Sample Strategic Communications Plan

