



VRSA

Virginia Risk Sharing Association



Communications Consulting

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.

The Virginia Risk Sharing Association (VRSA) provides members with public official's liability coverage with communications consulting services.

Communications consulting services include:

- Access to an experienced communication specialist, accredited in public relations by the Public Relations Society of America, with a background in governmental communications and public relations;
- Webinars, workshops, and on-site training;
- Sample policies, procedures, and materials;
- Articles and best practices; and
- Monitoring of current communications.

Training opportunities:

- 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 and plans:

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

Strategic communications strategies build mutually beneficial relationships between organizations and their publics.

VRSA's experienced communications consultant can assist your entity in developing and maintaining an effective community engagement strategy.

**Contact VRSA's Director of Communications at: 804-237-7312
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