



# 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;
- Virtual engagements, 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 or: [hcammarasana@vrsa.us](mailto:hcammarasana@vrsa.us)**



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