



The NAIOP 2016 communications plan is a summary and strategic outline of our current and future communications efforts with all forms of media. The focus of this committee has our core offerings and value statements and to deliver a concise and consistent message to our membership and the general public at large. To date, this has been largely focused on three media streams: web (blog, LinkedIn, Twitter, email and web site), print, and video.

Our focus for 2016 will be to strengthen these streams and to develop media strategies that will leverage our created content, our member media, and our education series. In 2015, we introduced a writer to provide blogs focused on our breakfast meeting content and NAIOP advocacy throughout the calendar year.

### **Key Action Items**

- Increase overall media presence.
- Encouraging a higher level of public commentary of the reporting we author and positions we take on current market issues.
- Encouraging a higher level of referencing our report content in our membership's own media and post our reports or links to our reports on their own sites.
- Above action items create a higher level of awareness where more media will notice the comments and develop the habit of reporting regularly on NAIOP reports.
- Leverage our national reports and trend issues to tweet and blog on as it becomes relevant to our market place.
- Post news releases on Canada Newswire
- Hold a small news conference when issuing reports.
- Ask NAIOP members to send out reports, press releases, etc., to media on their contact lists and/or others that they would send them out to, and encourage recipients to share the info with reporters and others who might be interested.
- Make photos and video available for media to retrieve via the NAIOP website or an FTP site, Dropbox, etc., on an ongoing basis.
- Keep in contact with the few reporters left covering the industry.
- Mainstream media needs a story that is often not so industry focused. For our reports to gain mainstream media interest we need to development the broader community story for them.

Tremendous growth in awareness through regular weekly blogs and use of Twitter (1,977 followers, a 30 percent year over year growth) and significant growth, up to 50 percent in LinkedIn followers, plus a following of a half dozen journalists from the mainstream media and regular coverage on such issues as industrial land inventory and CaCs.