



**GOVERNMENT
COMMUNICATIONS DAY**

February 24, 2022

A day to highlight all
the good work public
communicators do.

CAMPAIGN TOOLKIT



Use



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Did you know?

February 24 is Government Communications Day!

What Does That Mean?

A day to highlight all the good work YOU do as a public communicator.

- When your agency is working on getting rate increases approved, guess who's working on a public outreach and education campaign – you are.
- When your agency receives an award, guess who's preparing the media advisory, issuing the press release, and creating a highlight video – you are.
- When a news outlet is looking for a comment or responding to a crisis, guess who's working on creating a newsworthy, strategic response and preparing talking points – you are.
- When you are trying to change behaviors or educate the community on environmental impacts, land-use changes, budget, or more, guess who is writing the communication plan – you are!

For 364 days of the year, you proudly stand behind the scenes, but let us help you shine for this one day!

What To Do:

- ✓ **Use** the “Government Communications Day” image ([web banner & social media jpgs](#))
- ✓ **Like** our social media posts and retweet/repost on your agency site.
 - Facebook @CaliforniaPIO
 - Twitter @CAPIOTweets
 - Instagram @californiacommunicator
 - LinkedIn CaliforniaPIO
- ✓ **Participate** in our social media campaign to showcase local governmental communicators (and win a prize):
 - Tell us about yourself or another public communicator who deserves a shout-out.
 - Share your favorite memory about being a public communicator.
 - Share your crazy workspace – empty cups of coffee and all!
- ✓ **Share** the following [story](#) in your agency newsletter to help your colleagues realize the benefits of having a public communicator on the team!
- ✓ **Circulate** the following [flyer](#) and help spread the news that February 24 is “Government Communications Day!”

Hashtags To Use:

#GovernmentCommunicationsDay
#WeLoveCAPIO
#GovCommDay
#PublicInformationRocks

