

SIRA COMMUNICATIONS STRATEGY

A communication strategy for SIRA will contribute to the ability of the association to service its community and achieve its objectives.

The following statements are an overview of the strategy:

- A. Communications should be designed and performed with the association's objectives in mind.
- B. Communications are a method to maintain the association's relevance within its environment.
- C. Communications should be targeted at its intended audience in the most appropriate way possible.
- D. For each communication, appropriate channels should be used.
- E. The efficiency of channels should be taken into account and measures should be in place to ensure a channel is maintained at maximum efficiency.
- F. Communications should be coherent and consistent through the use of communication plans.
- G. When communication plans are designed, the audience's responses and processes should be taken into account.
- H. To ensure that the communications strategy is maintained and evaluated, appropriate procedures should be designed and followed.