

Building Trust

A Real Case Study

Governments at all levels are challenged to provide information in a timely fashion while also maintaining and protecting privacy.
TaylorMade Solutions works side by side with clients to deliver customized solutions.

Municipality Using Social Media To Build Trust

STEP 1



Identified Objectives:
We use a customized tool that helps determine objectives and validate them within the organization.

STEP 2



Developed Action Plan:
With the client we developed a step-by-step action plan to help them reach their overall communication objectives. This also included developing policy.

STEP 3






Developed Tools, Metrics and Training for client:
Because of the very nature of government, we believe it important to equip our clients with the right solutions.



Check-ups

We set a cadence of monthly check-ups, in addition to being on call for emergencies, to review progress and adjust strategies for emerging issues.

Policy Considerations

<p>Communications 101</p> <p>It is a conversation with real people and not a Twitter handle or Facebook profile.</p> 	<p>Be Human</p> <p>Speak like a human being and not a robot.</p>  <p>Monitor & Train</p> <p>Policies are meant to be living & reflect the times. Revisit often.</p> 
---	---



IMPORTANT NOTES


Social media use by governments need a different approach than private sector. Our customized approach with more than 33 years in the public sector and more than 20 years in Public Relations provided concrete results for our client to use social media with confidence.

Results



SUBHEADER HERE

What our client had to say about us:
"The TaylorMade Team were quickly able to understand our needs, and address our concerns about moving into territory we were unfamiliar with and hesitate to take on."

			
259 Million Monthly Users	1.23 Billion Monthly Users	190 Million Monthly users	8 Million Canadian Users