

2023 GRSB Comm Plan

January 2023 – December 2023



2023 1st Quarter Deliverables

These are the top pieces of content they we will be working on for the 1st quarter of the year. They are not listed in any particular order.

- Media Kit
- Blog Posts
- Press Releases
- Podcast Interviews
- Global Calendar

Channels

- Social Media
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Email
- Website
- Print
- Podcasts

Audiences

- Consumers
- Producers
- Members
- Sustainability Communicators
- Industry Businesses and Organizations
- Latin America

Schedule

- Media Kit
 - Completed by March 1
- Blog Posts
 - One each month (4) for 1st quarter
- Press Release
 - Up to 3
- Podcast Interviews
 - 2
- Global Calendar
 - On-going

Task Force

- Kellie Lasack
- Communications Council
- Industry Experts
- Members
- GRSB Staff



Additional Information, Cont.

- **Media Kit**
 - Will be a team effort to compile a list of industry publications, as well as other publications that may be interested in our messaging
- **Blog Posts**
 - Kellie will use the highlights from Connect
 - Ruaraidh offered to write an opinion piece once a month
 - Posted on our website to help with SEO and used on social channels
 - Ideas Include:
 - Definition of Sustainable Beef
 - How Sustainable Beef and Nutrition Go Hand-In-Hand
- **Press Releases**
 - Less releases on members, but more on our goals
 - Distributed by Kellie and Josefina's contact

Additional Information

- **Podcasts**

- Will reach out to various podcasts and pitch them ideas on how we could be a great topic/conversation on their channel
 - Kellie has started a list of podcasts and will approach
 - Ruaraidh and Josefina said they would be willing to speak

- **Global Calendar**

- Work with Roundtables and SureHarvest to develop a calendar

2023 Outcomes

With these communication channels we're looking to spread more awareness of GRSB and the work it's doing for beef sustainability. These efforts will grow our audience, our members, and our community of industry members invested in sustainable beef.

2023 Deliverables

These are the proposed items that will be completed or started on in 2023.

- Infographs
- Fact Sheets
- Blog Posts
- Webinars for Communicators
- Podcast Interviews
- Video Creation
- Media Kit
- Press Releases
- Latin American Content
- Global Calendar
- Photo Library
- PowerPoint Presentations
- Social Media