

The BestLife Group – 2025 Communications Plan

Prepared by Launch & Prosper Consulting Group

COMMUNICATION GOALS & OBJECTIVES

Goal 1: Strengthen Local Reputation and Community Engagement

Build visibility, trust, and positive sentiment in the local market by sharing stories of impact, social responsibility, and community-driven success.

- **Objective 1.1:** Increase recognition of BestLife’s brand through consistent, values-aligned messaging across all platforms. Distinction - intentionally different.
 - i.e. “We don’t pay the bills” rumours starting
- **Objective 1.2:** Foster deeper relationships with local stakeholders, including municipalities, nonprofits, and residents.
- **Objective 1.3:** Highlight philanthropic and sustainability efforts to position BestLife as a socially responsible leader.

Goal 2: Position Leadership as Industry Experts

Build thought leadership that elevates BestLife’s voice in housing innovation, sustainability, and community development.

- **Objective 2.1:** Optimize public profiles and publish expert content on LinkedIn and industry forums.
- **Objective 2.2:** Engage with media and speaking opportunities to elevate public credibility and subject matter authority.
- **Objective 2.3:** Build a sustainable content library to support leadership development and regional expansion.

Goal 3: Strengthen Preparedness and Strategic Growth

Develop a proactive communication structure that supports long-term business development and risk mitigation.

- **Objective 3.1:** Establish a responsive crisis communication protocol.

- **Objective 3.2:** Track key communications performance metrics.
- **Objective 3.3:** Align internal communications and workflows to reduce friction and maintain message clarity.

OPERATIONAL ALIGNMENT: REPUTATION-BUILDING FOR BUSINESS OUTCOMES

The communications strategy is designed not only to enhance awareness but to directly contribute to operational success across three critical areas:

1. Talent Recruitment and Retention

A stronger public-facing reputation and employee brand will attract both local and out-of-market candidates aligned with BestLife's mission and values. Clear messaging around culture, community involvement, and innovation will support:

- Recruitment marketing efforts
- Improved applicant quality
- Lower turnover due to values-aligned hires

2. Business Development and Competitive Positioning

A polished brand presence and consistent communications framework will directly support RFP success and commercial contracting efforts. Enhanced reputation signals professionalism, capability, and leadership in housing, contributing to:

- More invitations to bid or apply for funding
- Greater success rate in competitive RFP processes
- Stronger positioning in public-private partnerships

3. Financial Investment and Fundraising Readiness

Investors—whether public funders, private equity, or grantmakers—evaluate reputation as a key risk indicator. Strong communications build confidence in BestLife's stability and values, which can accelerate:

- Access to financing and bridge funding
- Larger grant awards based on organizational credibility
- Increased investor interest and positive due diligence outcomes

GUIDING PRINCIPLES

- **Consistency** – Ensure unified messaging across all channels—internal and external.
- **Community-Driven** – Center communications on local impact, social good, and people-first values.
- **Clarity & Timeliness** – Communicate clearly, concisely, and with urgency where appropriate.
- **Operational Excellence** – Refine templates, tools, and workflows to enable smoother communication and greater efficiency.
- **Empowerment** – Equip staff and leadership with tools and knowledge to be effective communicators and brand ambassadors.

COMMUNICATION INITIATIVES & TACTICS

Phase One (0–6 Months)

Internal Communications

- Standardize templates and communication processes (hosted via a central platform like Connect Team).
- Launch bi-annual internal updates ("BestLife Roundup") featuring key wins and future direction.
- Celebrate employee milestones and promote participation in communication-related professional development.

External Communications

- Optimize executive LinkedIn profiles and publish bi-monthly thought leadership content.
- Implement a social media calendar (3–4 months at a time) with a focus on community impact, behind-the-scenes activity, and thought leadership.
- Pursue earned media opportunities by identifying local speaking engagements, pitching housing solution stories, and distributing milestone-based press releases.

Crisis Communication Protocol

- Develop a clear, accessible crisis plan outlining roles, holding statements, and approval workflows.

- Conduct a "crisis drill" to test comprehension and effectiveness.
- Integrate the plan into internal platforms for ongoing accessibility.

Measurement & Tracking

- Establish baseline KPIs (e.g., open rates, social media engagement, sentiment analysis, error rates in internal forms).
- Review performance at monthly check-ins and adapt tactics as needed.

Long-Term Vision (6 Months–5 Years)

Reputation Management & Growth

- Expand partnerships with community and public organizations.
- Launch major PR campaigns tied to project completions or philanthropic initiatives.
- Develop internal experts across a range of topics (green building, nonprofit collaboration, tenant care) and prepare them for external representation.

Operational Excellence

- Transition to more advanced digital infrastructure to support collaboration and cross-team knowledge-sharing.
- Establish internal mentorship and communication coaching programs.

Sustainability & Community Engagement

- Publicly track sustainability and hiring metrics.
- Host recurring community engagement events (e.g., build days, open houses).
- Capture and share events across all platforms to build goodwill and positive sentiment.

TIMELINE OVERVIEW

Timeframe	Key Activities
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Month 1	<ul style="list-style-type: none"> • Finalize standardized templates • Launch LinkedIn profile updates • Draft crisis communication plan
Months 2-3	<ul style="list-style-type: none"> • Launch social calendar • Begin speaking/PR outreach • Initiate employee development reviews
Months 4-6	<ul style="list-style-type: none"> • Host a community event • Measure social/PR impact • Conduct crisis drill • Publish first “BestLife Roundup”
6+ Months	<ul style="list-style-type: none"> • Grow SME visibility • Launch larger-scale PR campaigns • Expand partnerships and sustainability efforts

HOW SUCCESS WILL BE MEASURED

Internal Metrics

- Reduction in form and template errors across departments
- Increased open rates for internal newsletters
- Higher participation in communication-related professional development
- Improved employee engagement and satisfaction scores, measured through internal surveys

External Metrics

- Greater number of media mentions, speaking engagements, and published thought leadership content

- Increased social media engagement and more positive sentiment in comments, shares, and direct messages
- Higher volume of qualified leads and new partnership opportunities resulting from communications and PR activities
- Enhanced online reputation across platforms such as Google Reviews, Glassdoor, and local forums