

ARMS Progress Report

Communications Plan

June 15, 2012

Objective:

Increase awareness among key audiences of the changes to ARMS survey, which were implemented in response to the recommendations from the Committee on National Statistics of the National Research Council. The [ARMS Progress Report](#) has been posted to the NASS homepage and ERS has committed to providing a link to the report on their web page as well.

Target Audiences:

- ARMS Data Users
- Key Commodity Stakeholders

Tactics:

Social Media

NASS's Public Affairs team will disseminate messages with links to the *ARMS Progress Report* on Twitter, which will allow the agency to reach its 8,000+ followers.

Fact Sheet

The Public Affairs team will also create a fact sheet that will summarize the information in the *ARMS Progress Report*. NASS and ERS will be able to disseminate the factsheet at the annual Data Users' meeting, as well as at meetings with various ARMS stakeholders.

Email Notification

NASS's *Farm Production Expenditures* report is one of the key publications that is based on ARMS data. NASS will draft and send an email to all individuals who currently subscribe to this report via email, to ensure they are aware of ARMS changes.

Timeline:

July 5: NASS posts a message on Twitter

July 5: NASS sends an email to the *Farm Production Expenditures* report subscribers

July 16: Summary fact sheet is available to the public