

Communications Committee Report

01/31/12

We continue to move forward in our strategy to implement and utilize social media and a variety of digital communication tools in an overall effort to improve communication between the neighborhood association and members.

Specific Goals:

- 1) Keep Winnona Park residents up-to-date on neighborhood matters.
- 2) Provide information in a variety of ways so residents may choose their preferred way of receiving information.
- 3) Engage more residents in neighborhood matters.
- 4) Create two-way communication channels to enhance resident opportunity for input and to engage in direct dialogue beyond membership meetings.
- 5) Increase membership.
- 6) Stimulate member involvement and increase commitment to neighborhood issues.
- 7) Encourage feedback.
- 8) Support in maintaining and growing the relevance of the association.
- 9) Inform neighbors of ways they can be engaged and involved.

Status:

- 1) Facebook page created.
 - a. Name: Winnona Park Neighborhood Association, Decatur, GA
 - b. Address: <http://www.facebook.com/WPNADecaturGA>
 - c. Content: To include announcements, neighborhood news, online discussions, share photos, share documents (i.e. Event flyers) communicate concerns & ideas, etc.
 - d. Volunteer: 1 point person to maintain Facebook updates.
 - e. Follow-up: Post volunteer position on Yahoo groups.
- 2) Twitter account created.
 - a. Name: @WPNADecaturGA
 - b. Content: Emergency alerts, traffic updates, urgent messages, neighborhood watch alerts, lost animals, association activities, events and recaps, etc.
 - c. Volunteer: 1 point person to maintain Twitter updates.
 - d. Follow-up: Post volunteer position on Yahoo groups.

Status cont'd:

- 3) Newsletter website
 - a. Name: The Link
 - b. Address: <http://www.wpnathelink.com>
 - c. Content: Feature profiles, upcoming events, post event recaps, Longer form information and stories, Advertising, classifieds, recommendations and more.
 - d. Volunteer:
 - i. 3-4 writers to help write and come up with stories
 - ii. 1-2 still photographers to capture events
 - iii. 1-2 Videographers to capture events
 - iv. 1-2 sales people to sell and coordinate advertising
 - e. Follow-up: Post volunteer positions on Yahoo groups.

Looking Ahead:

- 1) Brand and "market" the association as a dynamic association that provides relevant, fun and engaging ways to connect residents.
- 2) Integrate emergency response and neighborhood watch into a function of the digital communication tools.
- 3) Setup ability to pay membership online via Paypal.
- 4) Look at creating an online "Welcome Wagon" (maybe even in concert with a "knock on the door" Welcome Wagon) to welcome new neighbors and provide information.
- 5) Consider the possibility of recording/streaming WPNA meetings and/or allowing online attendance/input.