

Communications Committee Report 02/03/15

Status

- Online Membership New & Renewal:** Initiative completed. Beta rollout was in Oct 2014. Unaware of any issues. Request to remove the “Beta” wording off the website.
- Ability to accept Mobile Payments:** Initiative completed. Rolled out in Oct 2014. Unaware of any issues
- Yahoo! Groups:** Continue to maintain and manage.
 - Working on wording for guidelines/reminders to go out to the listserves once a quarter as a “FILE - GUIDELINES” posting. This will help formalize guidelines used for post approval/reject. It will also, include our Yahoo Groups membership approval guidelines and communication outlet links. This should keep all our residents current and new informed.
 - Suggesting same for Public Safety. Quarterly “FILE – PUBLIC SAFETY” including general Public Safety type info/links as a way to better manage these types of postings.
- Facebook:** Our Page continues to get more likes. Up from 95 “likes” a year ago to 261. Spikes in May 2014 and Oct 2014. Also, more engagement (reach/post clicks/ likes, comments and shares). The Fall Picnic 176/16/3 (OCT2014), Photos from the Fall Picnic 50/20/1 (OCT 2014) and The Luminaria 77/8/4 (DEC2014) have had the most engagement. Demographics: 71% Women, 27% Men, Largest age range 35-44.
- Twitter:** 48 followers up from 35 in MAY 2014 . Tom Reed continues to admin [@WPNADecaturGA](#)
- Nextdoor Winnona Park:** 138 new users joined since JAN 2015. Total of 272 neighbors. [nextdoor.com/join/GERXKC](#)
- Website:**
 - Created “Newsletter Archives” page.
 - Uploaded and created links for 48 scanned newsletter PDF’s available for viewing. Time range 1977-1982.
 - A big thanks to Bob & Nancy Leitch for sharing these.
 - Created “News Archives” page.

- Updated membership pricing on membership page and membership store pages.
- Updated & uploaded membership 2015 print form.

General

The Winnona Park Neighborhood Association (WPNA) distributes information concerning our neighborhood via:

- Our organizational website: <http://winnonapark.org>
- The WPNA_Neighborhoodnews (moderated) and winnonapark (unmoderated) Yahoo! groups:
[MODERATED: http://groups.yahoo.com/group/wpna_neighborhoodnews](http://groups.yahoo.com/group/wpna_neighborhoodnews)
[UNMODERATED: http://groups.yahoo.com/group/winnonapark](http://groups.yahoo.com/group/winnonapark)
- Our Facebook page: <https://www.facebook.com/WPNADecaturGA>
- Our Twitter feed: [@WPNADecaturGA](https://twitter.com/WPNADecaturGA)
- The private social network Nextdoor: nextdoor.com/join/GERXKC

Official communications can always be found on the organizational website and will be sent out via the WPNA_Neighborhoodnews (moderated) Yahoo! group. Other communication outlets are provided as social tools for the community and as such *may* not be updated with official communications.