

Communications Committee Report 02/23/16

Status

- 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 PAGE:** Our Page continues to get more likes. Up from 261 “likes” a year ago to 407. Also, more engagement (reach/post clicks/ likes, comments and/or shares). Dekalb Water Main Break 181/40/0 (JAN2015), Photos from the Derrydown Block Party 262/1.5K/8 (JUL 2015) and The Luminaria 97/13/0 (DEC2015) as a sampling. Anything with a photo gets, by far, more engagement. Demographics: 71% Women, 27% Men, Largest age range 35-44 @ 28%.

- Facebook GROUP:** Created a closed facebook group called “Winnona Park Shares” in late 2014/early 2015. However, it wasn’t promoted or offered up to the community as management/admin/guidelines needed to be established and worked through. However, many of these issues have been addressed and it is active. It can be found at: <https://www.facebook.com/groups/WPShares>

- Twitter:** 55 followers up from 48 in FEB 2015 . 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 “Video Archives” page.
 - Updated membership pricing on membership page and membership store pages.
 - Updated & uploaded membership 2016 print form.

- Nation Of Neighbors:** The WPNA has partnered with the City of Decatur Police Dept. through “Nation of Neighbors” for out Neighborhood Watch.

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 NEW Facebook GROUP: <https://www.facebook.com/groups/WPShares>
- Our Twitter feed: [@WPNADecaturGA](https://twitter.com/WPNADecaturGA)
- The private social network Nextdoor: nextdoor.com/join/GERXKC
- Nation of Neighbors (Neighborhood Watch / Public Safety):
<http://www.nationofneighbors.com/community/GA/winnonapark>

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 or may not* be updated with official communications.

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- Our Facebook PAGE: <https://www.facebook.com/WPNADecaturGA>
- Our NEW Facebook GROUP: <https://www.facebook.com/groups/WPShares>
- Our Twitter feed: [@WPNADecaturGA](https://twitter.com/WPNADecaturGA)
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