

NWNC Outreach & Communications 2020 Objectives & Strategies

1. Continue to build awareness and engagement with NWNC stakeholders
 - Transition and update Website
 - i. The Mailroom takes over July 1, 2020
 - ii. Update site (see attached)
 - iii. Sync Social Media efforts with website
 - Create consistent NWNC voice on social media and website
 - i. Create branded templates to make it easy for board members to use and quickly identify that it is NWNC to stakeholders. (see attached)
 - ii. Have Rana include a President's message in the monthly eblasts. Post the eblasts on the home page of the website as well as on social
 - iii. Boost Facebook posts to reach broader constituency for special events
 - iv. Confirm what platforms we want to maintain: Facebook, Nextdoor, Instagram, etc)
2. Ensure stakeholders have visibility and transparency to NWNC efforts
 - Announce meetings at least 5 days prior to meeting on all platforms
 - Include links to agenda and all handouts for easy access
 - Recap highlights from GBM (3-5 takeaways) via social post and website home page. (Need to determine if we can / should do this for committee meetings. *Need to solve how stakeholders can access minutes prior to board approval – 4-week delay. Audio recording from webinar?)*
 - Create folders (pages) for key projects to allow easy viewing of status (i.e. COVID efforts; Utility Box, Aliso Canyon Gas Leak)
 - How can we give better visibility to funding motions?
 - Make sure calendar is updated and accurate
3. Support Committee efforts with outreach and communication
 - Create and maintain a Reference Handbook for board members to easily access key contacts, templates and forms, quick reference "how to" guide and other tools. Locate it on the NWNC website
 - Act as resource for Committee approved efforts including events, promotional items for giveaway, access and approval of NWNC creative, and creation of communication materials.
 - Provide monthly Committee Chair Update – feature one Committee per month with on website; provide 1-line update per Committee on front page of website
4. Continue COVID efforts as it relates to Outreach and Communication
5. Create a way to gain broader stakeholder input on funding and Community Impact Statements
 - Nextdoor polls