Partnership for a Healthy Durham
Communications Committee

November 2, 2021 @ 9:00am – Zoom/Virtual

AGENDA

Facilitators: Katie Lipe & Angel Romero Ruiz

Communications: The purpose of the committee is to improve the Partnership's external communications, internal communications and branding.

Meeting Outcomes:
- Learn more about social media platforms.
- Understand the demographics of who utilizes social media platforms.
- Learn tips for efficient and effective social media posts.
- Gain knowledge of how the Partnership can utilize social media for engagement.

Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05	**Welcome and approve October meeting minutes.**		
9:05 – 9:40	**Social Media Training presentation from Sonja Likness, Director of Social Media at Duke University.**		
9:40-9:50	**Questions and discussion with Sonja on the presentation.**		
9:50 – 10:00	**Announcements and meeting adjournment.**		
Next Meeting: December 7, 2021 at 9:00 AM			

Partnership for a Healthy Durham Communications Committee
2018-2021 Action Plan Goals and Objectives

GOAL 1: Internal Communication – or – Partnership members know about all committees' activities (and know how to support them).
- OBJECTIVE #1: Implement in-person cross-committee representation at committee meetings to ensure each Partnership member is updated on all committee activities
- OBJECTIVE #2: Serve as technical assistance for other Partnership committees by 1) sharing stories and events from committees with public via multiple outlets and 2) reviewing and providing feedback on materials created by other committees

GOAL 2: External engagement/communication with the community – or – the community knows who the Partnership is and what we do
- OBJECTIVE #1: Assess Partnership membership directory to determine sectors and demographics represented in order to identify gaps.