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Partnership for a Healthy Durham
Communications Committee

January 22, 2024 @ 9:00am – Zoom/Virtual

Minutes

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Facilitator: Katie Lipe and Angel Romero Ruiz

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

Present: Bria Miller, Catrina Lloyd, Krista Kicsak, Angel Romero, Reina Rodriguez, Benay Hicks, Dani Moore, Jeevitha Ananthan, Pam Purifoy, Rowena Mudiappa, Amina Sesay, Deborah Duncan, Sharon Munoz, Nancy Cox, Kelsey Graywill, (Bike Durham)

Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps

9:00-9:55	Welcome and introduction. Social media presentation from Bike Durham sharing successful strategies for content ideating, planning, and scheduling. Presenter: Kelsey
	
	1. Opening Exercise: Saved/Bookmarked Posts
	   a. Review the types of posts in your Saved folders
	   b. Example Reasons/Categories- Educational, future reference, deadlines, for later, inspiration
	   c. Consider and create memorable posts/content like posts you save
	2. Presentation Sections- Participants asked to take notes in the four areas (b-e)
	   a. Team Workflow- Big picture, structure will vary depending on the org
	      i. Bike Durham structure- two-person team
	      ii. Workflow- Engagement, Marketing Collateral, Brand Awareness, Content Creation
	   b. Call to Action (CTA)- What are we calling the audience to do?
	      i. Spread Awareness- Not a viable CTA, lacks intention, but other actions lead to awareness
	      ii. Action Examples: Attend, Sign up, Donate, Share, Join, etc.
	      iii. Framing or focusing on a specific campaign drive the audience to act
	   c. Campaigns- Platforms
	      i. Bike Durham: Facebook, Twitter, Email Blasts, Instagram
	      ii. Characteristics for preferred platforms
	         1. Optimal post frequency- how often posts can be made
	         2. Reshare ability- methods of sharing, like stories (temporary)
	         3. Native content performance
	      iii. Facebook/Twitter allow frequent resharing; Email remind audience of campaigns and CTA, Instagram uses stories for sharing content.		

	d. Maximizing- What content can be used to maximize engagement?
	        i. Ask a question- Closed ended, use polls, allow emoji responses for easier engagement
	        ii. Cliffhangers- Narrative or visual. Ex. Seamless Instagram post requiring audience to scroll for full image (New bike day)
	        iii. Urgency- Ex. Telling audience they don't want to be left out of the conversation about budgeting and bike infrastructure
	        iv. Emotional Response- Ex. Image of bike that was struck by a vehicle
	        v. Features- make audience a part of the story. Ex. Community Instagram takeovers during National Week without Driving.
	        vi. Recognizable figures- ex. Images of families with Wooly Bull
	        vii. Other Ex. Dutchify Durham Campaign allowed audience to use filters to add Dutch features to Durham streets dutchcyclinglifestyle.com/imagine
	    e. Expanding- How to efficiently expand coverage
	        i. Repurposing content for other platforms
	        ii. Use across other mediums
	        iii. Tied to seasonal/annual events		

9: 55-10:00	Social Meda Q&A
	1. Post Frequency- How frequently to post?
	    a. Facebook/Twitter- frequent, daily
	    b. Instagram- lower frequency, requires image, high quality content better for engagement, weekly
	2. Tools- Cloud based allow for collaborative/simultaneous work
	    a. From chat: Q: Do you have any recommendations on resources to learn how to edit those videos? ex being your bodies/faces over a video
	    b. A: Capcut, Canva
	3. Email Blasts- Spam Filters
	    a. From chat: Q: Email blasts. How do you address the spam filters that block legitimate mass mailings?
	    b. A: Regarding spam filters. The number one suggestion is to frequently clean your email database. Through our CRM (client resource management too) Action Network, clean up is automatic - it purges folks who haven't responded to emails or taken an action (registered, completed a survey) within a particular time frame. Second, when you send out correspondence, segment your database to make the content as relevant as possible and to acknowledge their status with your organization. For example, if they are a top donor, they attended an event, they volunteered.		

10:00	**Adjourn.**		

Next meeting: Tuesday, February 6, 2024 at 9am via Zoom.