

Communications Committee Report

February 19, 2021

This month's focus has been on increasing traffic on our social media platforms:

Twitter: [@HuntClubCA](#)), Facebook: [HuntClubCommunityAssociation](#) and the [HCCA Website](#).

Thanks to Zivana, Christine, John D. Reid, Jason and Kat for their efforts in this regard.

We have been posting a wide variety of things in the neighbourhood, as well as focusing on Black History Month. When possible social posts have been linking back to our website to help increase site traffic. Here are some of the items from the previous month:

- City Updates: Phase 2 LRT construction, Parks/Recreation & NCC plan notices.
- Scavenger hunts / photos of [snow sculptures](#), [little libraries](#) and [skating rinks](#).
- Holiday greetings: Chinese New Year, Valentine's Day, Flag Day
- "[Valentine's Day Cards for Seniors](#)" with Chartwell Bridle-wood Retirement Residence. The response from the seniors and staff were heartwarming, and exactly what we hoped for. We are developing a "Pen Pals for Seniors" program to start in March.
- Black History Month: [Tribute to black Canadians](#), A [request for video submissions](#) has been getting great involvement from the community.

We're getting organized and are developing a yearly schedule of events and celebrations that we will prepare for in advance. If you have any submissions for the communications team we encourage you to use the forms on our website. You'll also find an editorial guide for preparing articles. These forms go to the appropriate people.

Article Submission: <https://hunt-club.ca/updates/#submit>

Social Posting: <https://hunt-club.ca/social/>

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