

Communications Report for Consent Agenda for June 7th HCCA Board Meeting

2020-21 has seen an increase in public engagement for the HCCA through the launch of our new website and increased participation by HCCA in our social media, particularly Twitter and Facebook.

Newsletters have gone totally digital, and the new website has caught the attention of more of our community, resulting in more unsolicited articles and opinion pieces, comments on posted articles. The new web platform has allowed the increased use of graphics and pictures, adding interest to posted items. The new Project section on the website has allowed project managers to keep their volunteers informed. Now that we've had almost 6 months to get used to the new website, it may be time to determine any enhancements to functionality or content. Committee members should prepare some comments in that regard to be discussed at a future Comms meeting. The objective will be to prepare a Communications Plan and schedule. This will reduce the number of ad hoc requests for changes and additions.

Our Social Media traffic has increased thanks to the efforts of Zavina on Twitter and Jason and Kat on Facebook. Perhaps Zavina and Jason would each consider a Zoom session to help Board members hone their social media skills.

A Communications meeting invite will be sent within the next week or so.