



CAN Communications Plan

July 8

2011

Community Action Network is a partnership of agencies, organizations and individuals who work together to enhance the social, health, educational and economic well-being of Central Texas. The goal of CAN's Communications Plan is to enhance awareness of community issues, strengthen partnerships, and support collaborative strategies to promote equity and opportunity.

Working
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promote
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CAN Vision Statement

Our richly diverse community will be healthy, safe, educated, just and compassionate where all people work together to achieve their full potential and celebrate their lives.

CAN Mission

To achieve sustainable social, health, educational and economic outcomes through engaging the community in a planning and implementation process that coordinates and optimizes public, private, and individual actions and resources.

The goal of CAN's Communications Plan is to enhance awareness of community issues, strengthen partnerships, and support collaborative strategies to promote equity and opportunity.

Target Audiences

- CAN and community leaders
 - ✓ Elected officials, policy makers and lead executives of CAN partner agencies who serve on the CAN Board of Directors as well as community members who serve on the CAN Community Council.
 - ✓ Board members and Executives of CAN Partner agencies.
 - ✓ Elected officials and other leaders
- Service providers and CAN Partner staff
 - ✓ Issue Area Group members
 - ✓ CAN Partner agency staff members
 - ✓ Non-profit leaders and staff
- Community-at-large
 - ✓ People with little or no knowledge of or interaction with health and human service needs and issues
 - ✓ Latent or potential neighborhood and community leaders
 - ✓ People engaged in faith-based and community organizations
 - ✓ Neighborhood and community leaders

Strategy 1: Craft and share a consistent, concise and clear description of CAN and its role in the community

What is currently being done:

- Descriptions of CAN are shared in press releases, in CANews, on the website and in CAN documents, but they are not consistent.

What more could be done:

- Seek Executive Committee and CAN Board input on and approval of a concise description of CAN and then consistently use these statements and no others when describing CAN.
- Share these statements and descriptions of CAN on

- Website
- In all CAN documents, including the CAN Community Dashboard report
- In all presentations
- In all press releases and media advisories
- On back of CAN staff business cards
- Create business cards with the CAN summary on one side and CAN contact info on the other side and give these to CAN Board members and Community Council members to distribute.

How this could be measured:

- Distribution and use of cards
- CAN leaders’ reported ease at describing what CAN is and what CAN does

Strategy 2: Leverage existing electronic and social media tools to extend CAN’s reach in the community.

What is currently being done:

- A wide-array of research is regularly posted on website, shared in CANews and through Twitter and Facebook
- Website, CANews, Twitter and Facebook are connected and integrated
 - Website includes a “Subscribe to our Newsletter” button and CANews includes links to website
 - Website includes running posts to Facebook/Twitter and buttons to “Join in the Conversation”
 - CANews includes links to CAN’s Twitter and Facebook pages as well as a “Share” link so readers can easily share the newsletter through their social media
 - “Like” and “Follow” all elected representatives, all CAN Board members and agencies, all CAN Community Council members and non-profits that are active in the CAN network.
- CAN hosts website of 12 Issue Area Groups on its website. Ten of these websites are created, updated and maintained by CAN in conjunction with the Issue Area Group. The other two websites are created, updated and maintained by the Issue Area Group and linked on the CAN website.

<i>Baseline -</i>	<i>July 8,2011</i>
<i>Twitter</i>	<i>452 followers</i>
<i>Facebook</i>	<i>70 people like CAN</i>
<i>CANews</i>	<i>3,761 subscribers</i>

What more could be done:

- Expand subscriptions to CANews and number of people “following” CAN in social media
- Provide social media training to CAN Board, Community Council and interested Issue Area Groups about how to use social media.
- **Long term idea:** Launch an “I am Austin” campaign that uses PSAs and/or social media to share brief videos of the stories and faces behind the statistics. Select a stat for each month, identify partner agencies with clients who have personal stories to share, shoot

videos to post as examples, invite public to share their own stories, CAN staff will screen these submissions and post (share) appropriate ones.

How this could be measured:

- Track # of CANews subscribers and “opens”
- Track # Twitter followers and re-tweets
- Track # Facebook “Likes”

Strategy 3: Increase accessibility, usage and understanding of the CAN Community Dashboard.

What is currently being done:

- The Community Dashboard provides a common language and summary of the community’s well-being.
- Press conference with CAN leaders is held annually to release the new report.
- CANews includes a link to the Community Dashboard and an invitation to contact CAN for a presentation.
- The Community Dashboard report and www.CANcommunitydashboard.org are featured prominently on CAN website home page and in CANews.
- Community Dashboard report and statistics are shared through Twitter with links to the dashboard website.

What more could be done:

- Be proactive in scheduling presentations to CAN Partner agencies.
- Reach out to other groups – Chambers of Commerce, Leadership Austin, Rotary Clubs, Issue Area Groups and other collaborations, especially those noted in the Community Dashboard report.
- As the analysis of each of the 16 indicators is updated throughout the year, share links to these updates through announcements in CANews, social media and on website.

How this could be measured:

- Press coverage of annual release of Community Dashboard report
- Hits to www.cancommunitydashboard.org
- Number of presentations to CAN partner agencies and other community groups

<i>Press coverage</i>	<i>7 media outlets covered the story</i>
<i>Hits to dashboard website</i>	<i>17,530 hits from April 12th – May23rd</i>
<i>Dashboard Presentations</i>	<i>Community Justice Council Community Development Commission Basic Needs Coalition UT Social Policy class ATCIC Board</i>

Strategy 4: Increase awareness of CAN initiatives.

What is currently being done:

- CAN produces an Annual Report report in February of each year that includes a summary of CAN's major accomplishments of the previous year. The report also includes a brief update for each Issue Area Group and links to their websites. The 2010 End of Year report was sent to 3,788 members of the CAN network through Constant Contact with 841 opens and 288 unique click-throughs, 55 of which were to the CAN Community Dashboard.
- CAN holds a retreat in the fall of each year for Board members, Community Council members, members of CAN Work Groups and leaders of Issue Area Groups. The retreat highlights accomplishments of the past year and identifies key areas of focus, or continued focus for the coming year.
- In January or February of each year, the CAN Board of Directors approves an annual Work Plan to focus CAN's work and energies for the year.
- Monthly meetings of the CAN Board of Directors and CAN Community Council are televised live on Cable Channel 6 and are streamed live at www.ci.austin.tx.us/channel6.
- Topics to be covered are announced in CANews and through social media.
- Meeting agendas are posted at Austin City Hall.

What more could be done:

- Send media advisories to alert media when key meetings are being held.
- All Community Dashboard presentations should conclude with a summary of CAN's key initiatives.

How this could be measured:

- Track media stories on CAN initiatives.
- Track receipt and "opens" of CAN End of Year report.