

Communications Committee Report – 2/5/2013



www.winnonapark.org
www.winnonapark.com

Status

Our website is full of helpful information and is updated as needed. Cynthia Osborn manages the website. However, I'm happy to report that Marcia Lampe of *Lampe-Farley Communications* is on board to guide and help out with our design and technical efforts moving forward. (Yay!)

- Working to update site to accommodate:
 - Online processing of new & renewal membership forms.
 - Online processing of new & renewal membership payment via Paypal
 - Register/Login for members

To-do

- Scroll will not update with current info. Need to fix.
- With Marcia on board we can also look at the possibility of a website re-design.
- Would still like to scan old newsletters if anybody has some available.



Status

We began our Twitter account/feed in Jan 2012. Tom Reed immediately took the helm as our WPNA Twitter Account Manager. Back up admin for the account is Cynthia Osborn.

- We have 22 Followers
- We average 3.25 tweets per mo. (39 Tweets for the yr)
- We are Following 7
 1. Ralph Ellis @DecaturGAPatch
 2. Midway Woods @midwaywoods
 3. Decatur Next @DecaturNext
 4. Downtown Decatur @DowntownDecatur
 5. Decatur Metro @DMetro
 6. Decatur Farmers Mkt @decaturfm
 7. DecaturKAC @DecaturKAC (Kecia Cunningham)

To-do

- Update our Profile picture logo.
- Continue to spread the word and get more followers.

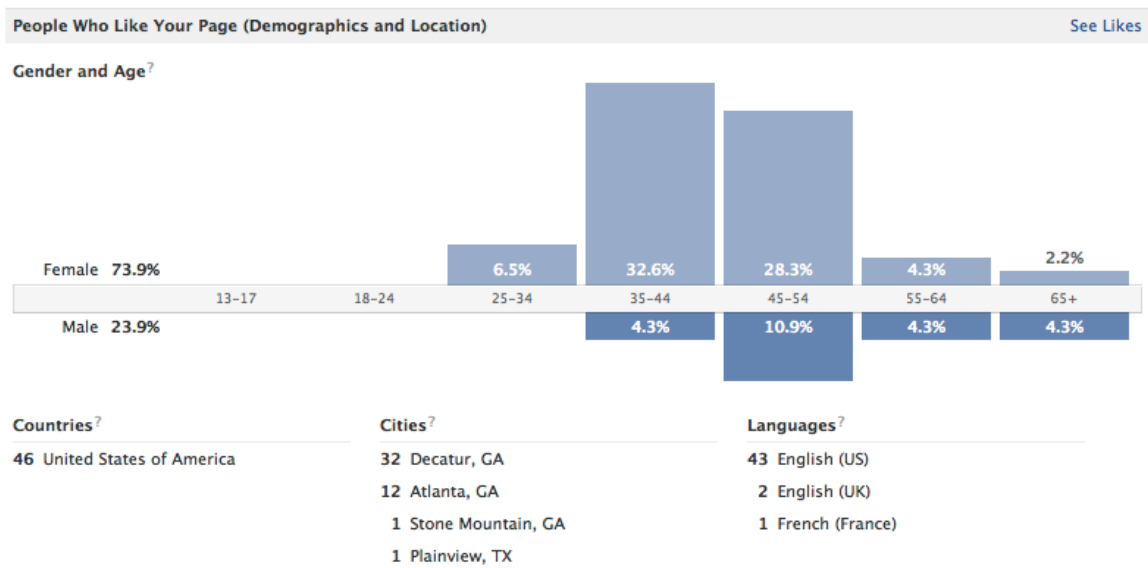


<https://www.facebook.com/WPNADecaturGA>

Status

We began our Facebook Account in June 2010. However, we did not begin actively maintaining and posting on the account until Jan 2012. Cynthia Osborn is the Facebook Account Manager.

- We have 46 “Likes” (fans)



- Of note is our post w/the highest Viral Reach

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
10/20/12	Annexation - City Commission Meeti...	24	12	10	41.67%
10/23/12	Winnona Park's own singer/songwrit...	18	4	1	5.56%

To-do

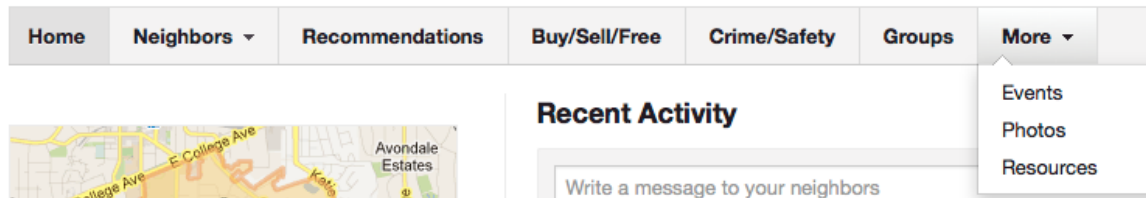
- Would be helpful to have another dedicated Content Creator
- Would be helpful to have a backup admin.
- Would be helpful to have a dedicated Advertise
- Continue to spread the word and get more Likes.



<https://winnonapark.nextdoor.com>

Status

We began our Nextdoor Account in May of 2012. Nextdoor is a private social network for a neighborhood. It offers things like stored recommendations, buy/sell/free, Crime/Safety, Groups, etc.



The thinking was this would be a closed space to have a “potentially” more organized place to keep neighborhood recommendations, create neighborhood groups, etc. The safety of information provided and who can join is often brought up as a concern.

Nextdoor states:

Nextdoor makes it safe to share online the kinds of things you'd be okay sharing with your neighbors in person.

Here's how:

- Only you and your neighbors can see what's shared.
- Every neighbor has to verify their address.
- Every neighbor signs in with their real name. Just like in person.
- Your website is protected by password and encrypted by HTTPS.
- We never share your info with advertisers.

We currently have 22 neighbors who have joined. But it hasn't really been used. The questions is: Do we continue to have this as an option?



Keeping Community Connected

<http://www.WPNATheLink.com>

Status

In Jan 2010, in an effort to revitalize the idea of a neighborhood newsletter I recruited members to the Communications Committee and we began working on an online Newsletter with the idea that it could eventually include a print version. We were able to get two online "issues" out for the year and started working on a third when (for a variety of reasons) volunteers and help dropped off.

I still feel passionately about this project and would like to press on.

However:

1. I must simplify the process and make it more organic and blog like rather than "issue" driven.
2. We need volunteers.

To-do

- Writers/Content Creators
- Ad Sales
- Website update help
- News feed updates (mostly reading and flagging stories to be included)