

HARALSON FAMILY CONNECTION COALITION

FY 2016 Annual Planning- Description of Work Teams/meeting notes

Communications Team

The Communications Team will be responsible for planning, coordination, and completion of action steps for the following strategy activities from the Annual Plan for FY 2016.

- Communications Plan-
 - a. HFCC Communications Team will work with a professional agency to create and implement a plan for communicating HFCC information and promotion of valued local programs.

June 18, 2015- notes

Members Present:

Wendy Bonner, Anne Chaffin, Elaine Hutcheson, Richard Wagner, Tara Chapman, Kelli Weaver

Develop social media strategy and activities

1. Create a Facebook Page for HFCC. (Target date of August 1st with a goal of 100 likes.)
 - a. Create a Facebook Team to include:
 - i. Administrators: Responsible for postings to Facebook page. At least three posts a week on various subjects.
 - b. Remainder of the Facebook team would be responsible for sharing at least one of those posts each week.
 - c. Create a recruitment flyer to get 10 Facebook team members.
 - d. Develop a Social Campaign.
2. Community Partners
 - a. Create an email to partners once a month covering upcoming events, other resources, as well as an appeal to Facebook.
3. Jim to add Facebook icon to email signature.
4. Phase 2 would incorporate Instagram with hashtag #ConnectHaralson. This would be photos posted by members and partners at events and meetings always using #ConnectHaralson hashtag.

Create a “speaker’s bureau” of collaborative and community members to talk in the community about HFCC

1. Create a sub-committee to develop a Speaker’s Bureau presentation.

2. Who's going to do the speaking? Identify 3-4 testimonials that would be willing to speak on behalf of the HFCC.
3. Contact civic clubs and try and get on their program calendar.

Identify and Utilize “free” promo opportunities for PR needs of other teams

1. Newspaper article at least 1 time a year that describes the overall function of HFCC.
2. Community Voice- 1 time a year that describes the overall function of HFCC.
3. Information in Church Bulletins.

Kelli followed with this information in the form of an action plan with tasks and persons responsible.

Task	Assigned to	Due Date	Notes		
Setup Facebook for HFC	Jim Winchester	ASAP			
Recruit FB Ambassador Team	Tara, Elaine, Jim, Anne, Richard, Wendy to all recruit at least 1 “FB Ambassador”	Present Ambassador name at next meeting.	FB Ambassador is committed to sharing at least 1 per week or the high priority postings.		
After FB Setup, build friends	Kelli		Kelli/ Prepare flyer for Jim to distribute to all partners	Kelli/Wendy, prepare newsletter to all partners, clients, full set of stakeholders, include feature of staying connected on Facebook and access to resources	Newsletter due: 1 month after Jim presents 40 partner list.
Build Partner Communications Contact List	Jim Winchester	List of 40 HFC partners, email, name and phone number	By next meeting		
Other Jim FB Support	Jim Winchester	Once acct is setup, please add “like us on Facebook” to			

		your corporate signature, website, etc.			
Speakers Bureau Program – Program Development	Jim Winchester	Work with Kelli Weaver to build 5 page powerpoint for opportunities	Identify 1-2 HFC Testimonial Champions		
Speakers Bureau Program – Booking Opportunities	Kelli Weaver – Bremen Rotary Tara – Tallapoosa Lions, Kiwanias and church Elain – Buchanan Woman’s Club, church Richard – BJWC	Report opportunities at next HFC meeting.			

Summary of Tasks by person:

Kelli

Rotary Speakers Bureau opportunity, Flyer for Back to School program (4 per page, 150 copies at chamber, 150 at

Wendy

1 Facebook Ambassador identified, newsletter for July (facebook feature), Aug hashtag (#connect Haralson), Sept - feature Speakers Bureau

Jim

setup facebook, prepare resources/partner list with name, email and pho contact, work with Kelli to prepare a 5 slide speakers bureau program, identify 1-2 testimonial for SB program, once facebook is setup, add FB “Like us on Facebook” to your corporate signature. Talk with Kelli about potential PR Stories (10 years anniversary?, changes this year, what can we pitch for local PR), update website.

Ann

Find and recruit at least 1 Facebook Ambassador

Tara

Admin on Facebook, share info via Instagram, research SB opportunities with Lions, Kiwanias and church

Richard

SB program with BJWC, recrute at least facebook ambassador

Elaine

Setup SB opportunity with Buchanan Womans Club and 1 with church, find and recrute 1 Facebook Ambassador.