**East5ide Unified Communications Plan**

Developing and implementing a communications plan for internal and external audiences is a key activity for East5ide Unified. This communications plan will be carried out by the East5ide Council in tandem with the Outreach and Engagement Workgroup.

**Levels of Community Engagement**

Each circle represents a level of community engagement for East5ide Unified, and each requires a nuanced approach for communication and outreach. The shaded circles represent layers for internal communication and non-shaded boxes represent layers for external communication

**Primary Communication Tools**

**Internal – Council and Workgroups**

* Communication
	+ Email
	+ Document sharing
	+ Meeting sharing
	+ The Civic Network as a potential tool for document sharing, posting meetings, building connections
* Tools to promote external engagement and outreach via internal partners
	+ Brochure/1-pager
	+ Talking points/elevator speech
	+ Thumb drive with key docs

**External – infuse shared messaging throughout**

* Website – East5ide Unified standalone website via The Civic Canopy
	+ History of East5ide Unified
	+ About – Implementation background, BUILD, structure
	+ Workgroup page or pages
	+ Meetings
	+ Contact
* Email blasts
	+ Newsletter
	+ Ongoing updates – event information, happenings, etc.
* Newsletter (monthly)
	+ Email and hard copy – how do we distribute hard copies?
* Social media
	+ Facebook – existing
	+ Instagram or Twitter?
* Phone and Text
	+ Phone bank
	+ Texts
* Media – local connections
	+ LaVoz, Urban Spectrum, Brother Jeff’s publication,
* Basic resources for outreach on East5ide Unified (on the website and in hard copy)
	+ Brochure/1-pager/postcard
	+ Elevator speech/talking points
	+ Thumb drive with key docs
* Other tools
	+ Infographics infused with community data and shared messaging – shared via newsletter, social media, ?

**Audiences**

-Business in 80205 (do we need to engage EPIC on how to speak to businesses?)

-Youth

 -Host a youth-specific orientation (Taylor can help, enlist Hope, Josh, others? Canopy intern Lauren)

-Residents

 -Youth

 -Church groups

 -Parents

-News media

-Child-serving orgs

 -child care

 -health care

 -Libraries

**Community Data for Infographics**

* # Doors in 80205
* Life expectancy data
* Graduation rates
* Pre-k enrollment/K enrollment
* Child-level health data
* Single parent households
* Revenue generated by 80205 businesses
* Look at data used at March 2016 community meeting