**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