



# Communication Strategy.

## Introduction

An ongoing communication strategy is important starting with community consultation and going beyond the formation of a new community. The communication process is one of the most essential parts of the process as it will enable the community to get on board and take ownership. A range of media needs to be employed to connect with the broadest cross-section of the community, both digitally and physically.

	Communication Method	Benefits / Drawback
Digital / Online	Internet: Community website	<ul style="list-style-type: none"> <li>Enables information to be distributed quickly.</li> <li>Needs regular updating.</li> <li>Can provide links to other relevant websites.</li> </ul>
	Internet: Local email lists	<ul style="list-style-type: none"> <li>Can be more personalised correspondence but does take more time to collect and maintain all relevant email addresses.</li> </ul>
	Internet: Social media; eg. FB	<ul style="list-style-type: none"> <li>Widely accessible.</li> <li>Enables local connection as well as connections to wider communities.</li> </ul>
	Internet: Neighbourhood social networks	<ul style="list-style-type: none"> <li>Share information and link people into decision-making about the future of their local area.</li> </ul>
	Internet: Community survey	<ul style="list-style-type: none"> <li>Gauge community feedback, can also have hard copy version available.</li> </ul>
Physical / Collateral	Community centre	<ul style="list-style-type: none"> <li>Can be a temporary facility that becomes something else when permanent structures are in place, but a central easily accessible place for the exchange of information.</li> <li>Can have suggestion box in place for people to leave ideas and comments.</li> </ul>
	Community noticeboard	<ul style="list-style-type: none"> <li>If in central location can be good means to communicate information but has limited audience.</li> <li>Can be defaced.</li> </ul>
	Posters, flyers, letterbox drop	<ul style="list-style-type: none"> <li>Excellent way to distribute information to broad range of people if distributed widely.</li> </ul>
	Community greeters: Paid guides or volunteers	<ul style="list-style-type: none"> <li>Gives a face to a town.</li> <li>Helps new members settle in to the community and feel welcome.</li> <li>May inform new residents of local community organisations, sports facilities, shopping and transport.</li> </ul>
	Signage	<ul style="list-style-type: none"> <li>Creates local identity.</li> </ul>
	Community meetings	<ul style="list-style-type: none"> <li>Good forum for discussion.</li> <li>Often only attended by those who are passionate about subjects for discussion.</li> <li>Difficult for some people to attend at particular times.</li> </ul>
	Community surveys	<ul style="list-style-type: none"> <li>Gauge community feedback, can also have online version available.</li> </ul>
	The local paper	<ul style="list-style-type: none"> <li>Usually distributes information fairly widely, however only reaches those who read the paper.</li> </ul>
	Mail outs: Community newsletter, Christmas cards, etc.	<ul style="list-style-type: none"> <li>Easy to access.</li> <li>Can have a digital version online.</li> </ul>
	Dinner parties and drinks with neighbours	<ul style="list-style-type: none"> <li>Relaxed environment to converse and build social connections.</li> <li>Limited numbers.</li> </ul>
	Drop in centre with suggestion box	<ul style="list-style-type: none"> <li>Ascertain community feedback and can bring new ideas to the table.</li> <li>Limited to those who use the drop in centre.</li> </ul>
	Community consultation sessions	<ul style="list-style-type: none"> <li>Creates community ownership.</li> <li>Brings new ideas to the table.</li> <li>Valuable tool for feedback and development.</li> <li>Some people may not be able to attend sessions.</li> <li>Sessions can be dominated by some community members.</li> </ul>