

# Connecting and Communicating in Your Neighborhood

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# Department of Communications & Media

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The department offers a full-range of communication and creative services for county departments that includes media and community-relations, and television production.

Our team helps build and maintain relationships with county residents, businesses and employees.

# Connecting with Residents

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## Award-Winning Interactive Annual Report



## E-Newsletter

Sign up for **Weekly Update**, the county e-newsletter delivered straight to your inbox.

The online source for things to do in Chesterfield.



## Social Media Sites



## Short Video Segments

Reporter-style news and information segments aimed at residents and shown on social media and Chesterfield TV.

## Chesterfield TV

Watch Chesterfield community television on Comcast channel 98 and Verizon channel 28.



# Chesterfield County's Social Media

# Chesterfield Community Television 98/28

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## Original Programming

- **Unsolved:** *On July 9, 2009, Damion L. West was killed in the 4800 block of Burnt Oak Drive. The case has not been solved. This program aims to help detectives get clues to solve the case.*
- **Home and Garden:** A collection of stories that focus on gardening techniques and resources available to Chesterfield County residents.
- **Chesterfield Now:** A bundle of short news style segments that highlight various county programs and events.



# Effective Communication

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## **Effective Internal Communication -**

Communication that happens inside your group—it means members of your group:

- Understand your purpose and be sure there is clarity on what you hope to accomplish
- Know when and where events take place
- Get feedback from everyone involved in order to improve.

## **Effective External Communication -**

Communication that happens with people outside of your group. It means others:

- Are aware of who you are and what you're about.
- Know how, when and why to contact your organization.



# Communication Strategy

1

Define who you are as a group.

2

Create a basic fact sheet (brief statements, bullets, goal)

3

Involve community leaders

4

Determine your communication tools

# Communication Tools

Website

Electronic newsletter

Emails

Printed newsletter

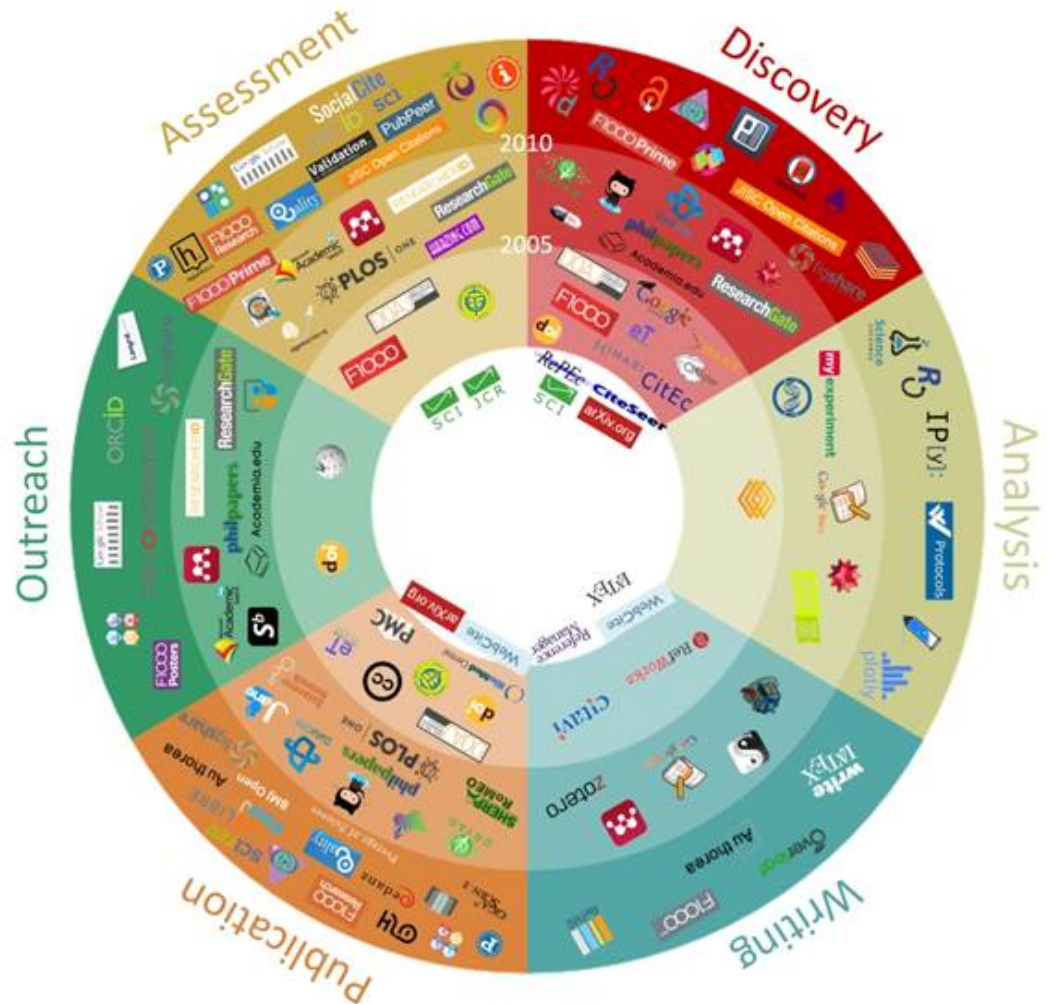
Printed factsheets

Social media

Video

Traditional media

Community calendars







# Build a Website

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Weebly – weebly.com (Free)

Doodlekit – doodlekit.com (Free)

Google sites -  
<https://gsuite.google.com/products/sites/>

Ning – Ning.com (Basic \$25 per month)

Go Daddy – GoDaddy.com (cost; hosting and domain name)



# Write and Send an E-newsletter

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Canva

Word

Constant Contact (fee)

Publisher

Adobe Spark

Newsletter2Go



Adobe Spark



# Print and Distribute Written Materials

Newsletter (print)

Flier (print)

Poster (print)





# Facebook

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Facebook started in 2004 as a social networking site for college students.

Over 1.71 billion users

Facebook was the first social media platform Chesterfield County used. It started with just one account run by the Department of Communications and Media several years ago. Today, the county has 15 Facebook sites.



# Nextdoor

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Based in San Francisco, California, Nextdoor was founded in 2010.

Nextdoor's mission is to provide a trusted platform where neighbors work together to build stronger, safer, happier communities, all over the world.

Total Number of Active Neighborhoods:  
160,000

Number of Public Agencies with Accounts:  
350 accounts in 250 U.S. cities

Average Number of Daily Messages Sent on Nextdoor: 4 million



# Filming Videos

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iMovie

Windows Movie Maker

Lightworks



# Use Traditional Media & Event Calendars

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Weekly Newspapers – Observer; The Village News

Community Calendars – Newspapers, television, etc.

Social Media Event Calendars

Evites

# Chesterfield County Public Library

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Print, scan, and  
copy

Assistance with  
electronic devices  
(your personal  
librarian)

Reserve a meeting  
space

Business Centers

3D printing and  
wireless printing



# Summary

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Good communication helps keep your audience informed about news and events of your organization or neighborhood, while also providing a sense of community. By using a variety of tools, you can communicate more effectively and reach a larger, more diverse group.