

CNA Social Media Strategy ADOPTED 6-13-2017

EXECUTIVE SUMMARY

The greatest value of social media is the ability to engage in community, and to foster a relationship with others. We propose to expand our social media presence to a place of engagement and interaction by Concordia residents and businesses. By doing that, we can build authentic and real-time communications that build CNA's mission of inclusiveness, belonging, participation and transparency.

The CNA Media Team proposes making these two changes to the FB account:

1. Change the FB account from a "business" to a "community" page.
2. Allow all of our FB followers to post items on our FB feed.
 - That would allow individuals to post information, events and activities to our FB feed.
 - It would also allow our advertising and community partners to post and promote neighborhood events. For example:
 - Kennedy School or Cerimon House may promote an upcoming event with a link to details.
 - New Seasons may post a picture of a Fernhill concert with a "Thanks for letting us sponsor" message that links to its own social responsibility statement.

In all instances, these posts won't actually appear on our FB feed until one of our four FB administrators approves them.

1. Although comments on posts won't undergo that screening process, the four administrators have the ability to delete any comments that don't adhere to the guidelines we will state on our page.
2. If any posts and/or comments don't adhere to the guidelines, the administrator rejecting the post or deleting the comment will send a copy of the guidelines to the would-be poster.

(For detailed guidelines, see Page 3, #4.)

CNA Social Media Strategy Proposal

DETAILS

The greatest value of social media is the ability to engage in community, and to foster a relationship with others. We propose to expand our Facebook (FB) page to a place of engagement and interaction by CNA members. By doing that, we can build authentic and real-time communications that build CNA's mission of inclusiveness, belonging, participation and transparency.

The CNA Media Team recognizes the importance of social media as a part of our marketing outreach and proposes:

1. Changing page settings from a “business” format to a “community” format:

- Is achieved easily within the settings of our current page
- Permits community members to post content on our FB page, after a CNA administrator reviews and approves those posts, based on set guidelines according to our mission
- Addresses the communications challenge of print media not being “real time” or fluid
- Allows for CNA Social Committee events and community meeting invitations to be sent to group members and FB will remind users automatically that events are upcoming
- Encourages diversified content of what our community wants to discuss or promote, rather than what a few administrators believe is pertinent
- Fosters interaction and engagement

2. Posting links on FB to four to six CNews stories each month, selected by the CNews editor

- Promotes those specific stories and drives viewers to ConcordiaPDX.org
- Provides more views for our website, and helps with community engagement, including McMenamins Kennedy School Community Room rental
Permits the CNA Media Team to offer additional content or immediate updates to CNews stories already in print
- Exposes CNA members to online content and adds to the value CNA's communications efforts
- Allows the CNA Board to link agendas and minutes to promote transparency

3. Providing an interactive FB account adds value to CNA partners – including business partners, advertisers and sponsors – allows them to post and promote what they are doing in and for the neighborhood

- A policy shall be established to allow partners to promote neighborhood events on our FB page that allows for engagement and event happenings in Concordia. (e.g., McMenamins Kennedy School or Cerimon House may post an upcoming

event with a link to details, or New Seasons may post a picture of a Fernhill Park concert with a “Thanks for letting us sponsor” message and link to its social responsibility mission).

- Recognition of partnerships on this social media platform enhances the value of our relationships, encourages longevity of partnerships and promotes engagement/activity on our FB page. The more posts and activities on social media, the more likely people will view and contribute.

4. Providing (and enforcing) guidelines on the FB page

- New FB introduction: Welcome to this community page sponsored by the Concordia Neighborhood Association. This is the place for all community members to stay updated – and to update others – on happenings in Concordia. If you express your thoughts and feelings, please do that in a constructive, thoughtful and respectful manner.
- Guidelines:
 - Be sensitive to Concordia’s diverse cultural and linguistic backgrounds, plus political, religious and general differences.
 - Use good taste. Avoid profanity. Also consider that slang can be misunderstood or misinterpreted.
 - Don’t use all capital letters because it is the internet’s form of shouting, and it is regarded as impolite or aggressive.
 - Be respectful of others’ views and opinions. Avoid threatening language and “flaming” (publicly attacking or insulting) because it can injure feelings and decrease the opportunity to elicit different points of view.