

Ginter Park Residents Association End of Year 2022 Reports – November 17, 2022

Communications

The Communications Committee

Susan Rebillot, Chair and Website Manager

Anne Thorn, Newsletter Editor

Dave Foster, Newsletter Advertising Manager

Jan Smoot, Newsletter Design

Accomplishments

- Became more familiar with the capacity of new website features and expanded our use of them.
- Changed out the headers on website pages seasonally to keep the appearance appealing.
- Continued to publish a digital newsletter monthly 10 months yearly
- Initiated a Weekly Gazette for timely announcements and news.
- Created a door hanger to increase engagement throughout districts and to promote membership.
- Increased followers on social media, Instagram 446 followers; Facebook group, 952 members. Managed, moderated and posted daily. Both accounts and the Mailchimp account are free, non-professional accounts.
- Mailchimp account has 1,007 subscribers. The dashboard provides the open rate for each newsletter, Gazette or eblast that send out via Mailchimp. We have steadily increased number of emails opened. For example, of 1002 successful sends of the November email, 892 were opened. Of 1006 successful sends of the November 6 Gazette, 1006 were opened.
- Recruited a dedicated Advertising Manager, our first in 5 years. He is laying the foundation for revised advertising packages and pricing.
- Maintained the website and the Direct email accounts for the Board, Committee Chairs and District Reps.

Goals for 2023

- Improve the skimability and fonts for newsletters and Gazettes as suggested by analytics.
- Study the monthly analytics for additional improvements that can be made.
- Improve the workflow/processes for getting out the newsletter.
- Recruit writers to establish regular columns in the newsletter.
- Work with Advertising Manager to establish revenue goals for 2023.
- Obtain consultation from Members with professional communications/marketing skills regarding increased and improved use of Instagram to increase engagement and followers.
- Create 2-4 door hangers to promote engagement, enrollment, and attendance at socials/events/meetings.
- Contribute to effective partnerships with Membership Chair, Events/Social Co-chairs, and District Reps Chair to further association goals.
- Keep up-to-date, accurate records for all communication accounts and ensure that the documents are filed by the Secretary.
- Within Quarter I, collaborate with the Board to create, disseminate and review the outcomes of a neighborhood-wide Survey in order to learn about the interests of our evolving neighborhood.
- Plan for torch-passing by engaging and involving members with website and communications skills.

