

Social Media and Communications



Center For Neighborhoods

2016 Neighborhood Summit *Strong Leaders, Strong Community*



Today's Workshop Goals:

- Learn from community experts and leaders
- Connect with each other on issues that matter to us
- Come away with viable action steps

Moderator

Gwen
Kelly

Program Facilitator
Center For Neighborhoods



Workshop Speakers

Sara
Otoum
Digital Marketing
Strategist
Humana



Kristena
Morse
Account Director
RunSwitch Public Relations



Jessica
Bellamy
Owner
*GRIDS: Grassroots
Information Design Studio*



June 4, 2016

Communications & Social Media

Sara Otoum, Kristena Morse

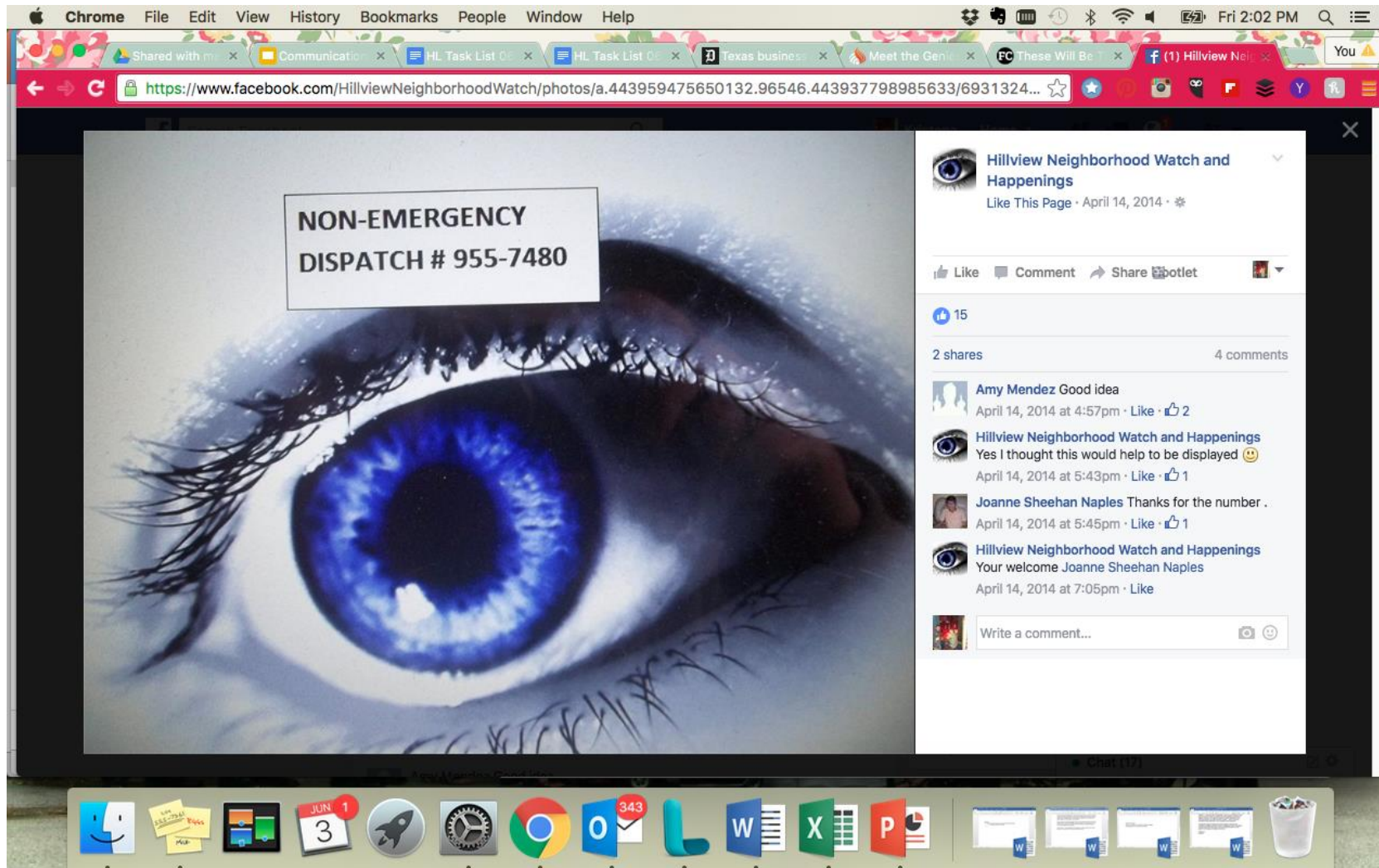
Facebook

- 1.65 billion active users worldwide
 - Facebook is too big to ignore!
- Age 25-34 is the most common age demographic
 - Facebook is the platform to engage this group
- Facebook users are 76% female, 66% male
 - Can effectively reach both genders
- Highest traffic occurs mid-week between 1 and 3pm
- Average time spent on Facebook is 20 minutes

Facebook

- Fan pages
- Group pages
- Events
- Contests

Fan Pages: Hillview Neighborhood



Group Pages:



Events: DoDivision Street Fest

The screenshot shows a web browser window displaying the Facebook event page for the 'Do Division Street Festival 2016'. The browser's address bar shows the URL <https://www.facebook.com/events/154366368294305/>. The Facebook interface includes a search bar, a user profile for Kristena Morse, and a sidebar with navigation options like 'Upcoming', 'Calendar', 'Discover', 'Subscribed', 'Past', and 'Create'. The main event banner features the text 'FRIDAY, SATURDAY, SUNDAY JUNE 3-5' and lists performers: 'PEANUT BUTTER WOLF • BADBADNOTGOOD', 'A PLACE TO BURY STRANGERS • DOOMTREE', 'BEACH FOSSILS • NIKKI LANE • J-ROCC', 'C.W. STONEKING • DELICATE STEVE', and 'FRUIT BATS • NE-MI • DIANE COFFEE'. It also mentions '3 DAYS OF LIVE MUSIC ON 2 STAGES' and a '\$5 Donation' requirement. Below the banner, the event is categorized as 'Public • Concert • Hosted by Do Division Street Fest an...'. The date and time are 'June 3 - June 5' from 'Jun 3 at 5 PM to Jun 5 at 10 PM in CDT'. The location is 'Do Division Street Fest, 2000 W Division St, Chicago, Illinois 60622'. Ticket information shows '11K interested', '5.2K going', and '2.8K invited'. The bottom of the page has tabs for 'About' and 'Discussion', and a chat window for 'Chat (32)'.

Chrome File Edit View History Bookmarks People Window Help

Shared with m... x Communication x HL Task List O x HL Task List O x Texas busines... x Meet the Gen... x FC These Will Be... x f (1) Do Division... x You

<https://www.facebook.com/events/154366368294305/>

f Search Facebook

Kristena Morse
Edit Profile

MY EVENTS

- 3 Upcoming
- Calendar
- Discover
- Subscribed
- Past
- Create

THIS WEEK

Do Division Street Festival...
Today at 6 PM

2016 Neighborhood Sum...
Tomorrow at 8 AM

**FRIDAY, SATURDAY, SUNDAY
JUNE 3-5**

3 DAYS OF LIVE MUSIC ON 2 STAGES

PEANUT BUTTER WOLF • BADBADNOTGOOD
A PLACE TO BURY STRANGERS • DOOMTREE
BEACH FOSSILS • NIKKI LANE • J-ROCC
C.W. STONEKING • DELICATE STEVE
FRUIT BATS • NE-MI • DIANE COFFEE

#DoDivision \$5 Donation

Do Division Street Festival 2016

Public • Concert • Hosted by Do Division Street Fest an... Hootlet Interested Invite Hootlet ...

June 3 - June 5
Jun 3 at 5 PM to Jun 5 at 10 PM in CDT

Do Division Street Fest
2000 W Division St, Chicago, Illinois 60622 Show Map

Tickets Available
www.do-divisionstreetfest.com Find Tickets

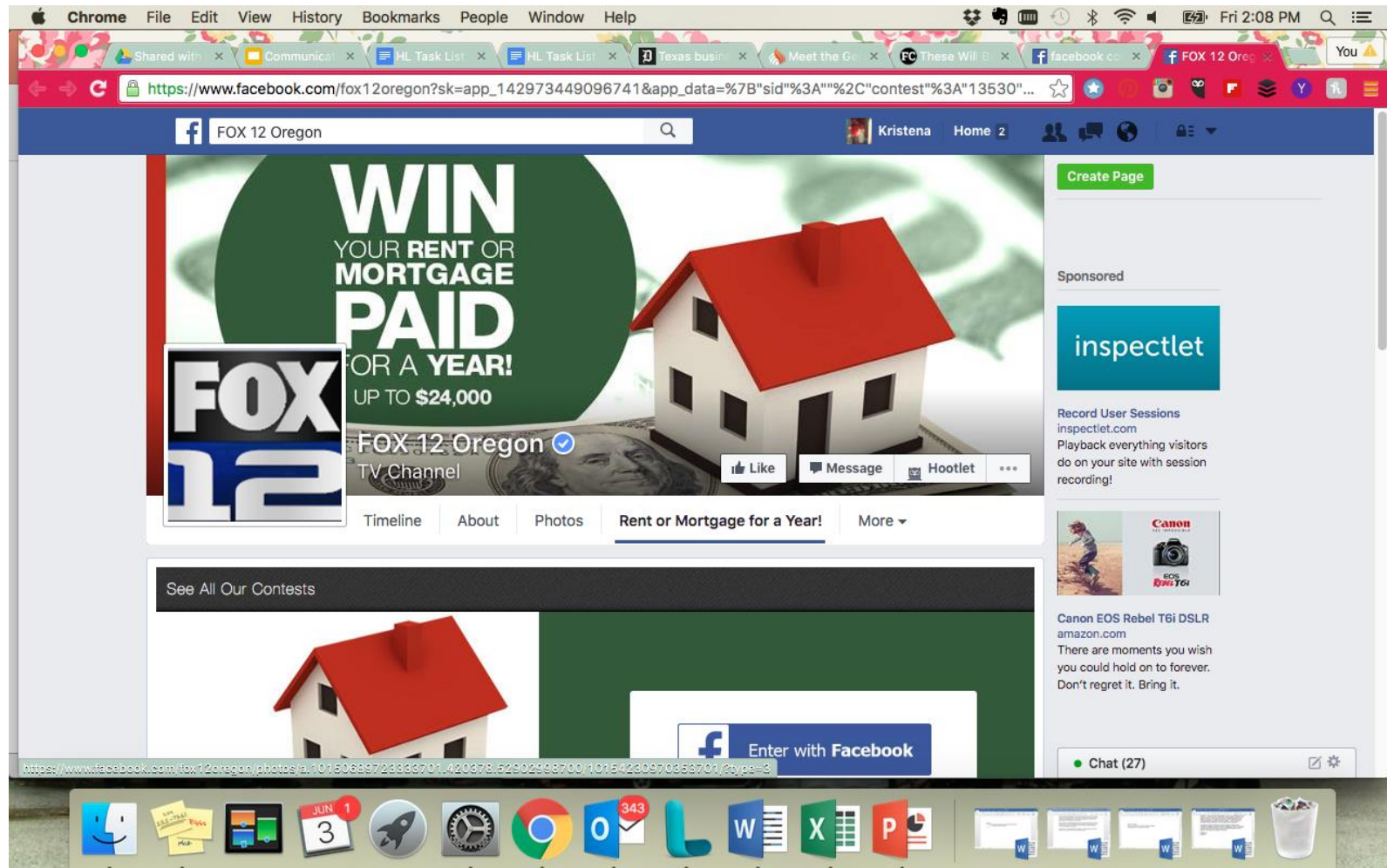
11K interested 5.2K going 2.8K invited

Carly and Kevin are interested

INVITE FRIENDS Chat (32)

About Discussion

Contests



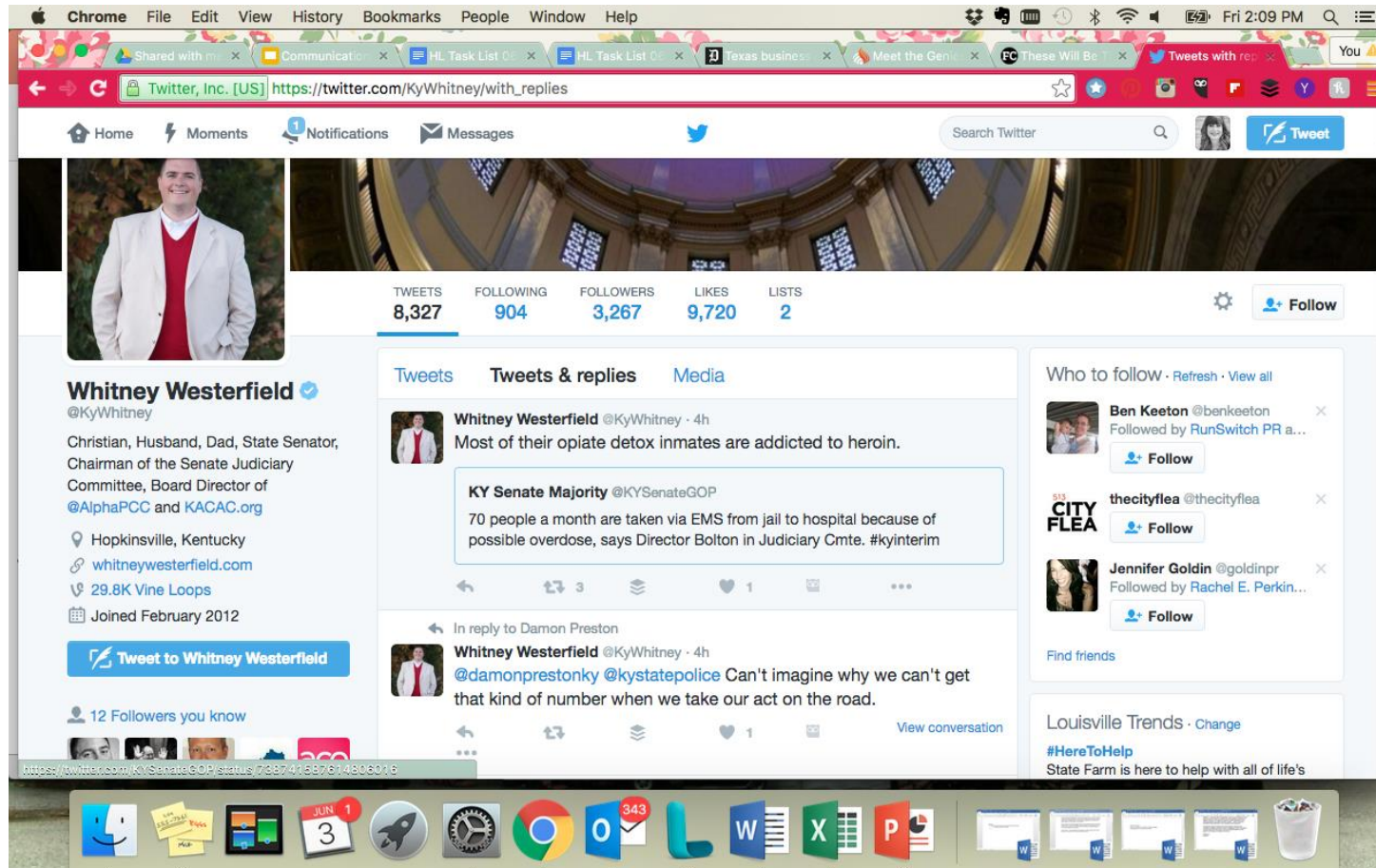
Twitter

- Average monthly users are 255 million
 - 25% increase from last year
- 43.4 million users tweet more than once per day
- Tweets with 1-2 #hashtags see 21% more engagement than those without #hashtags
- Grandparents are the fastest growing demographic on Twitter
 - This is a platform to reach some of your older target audiences

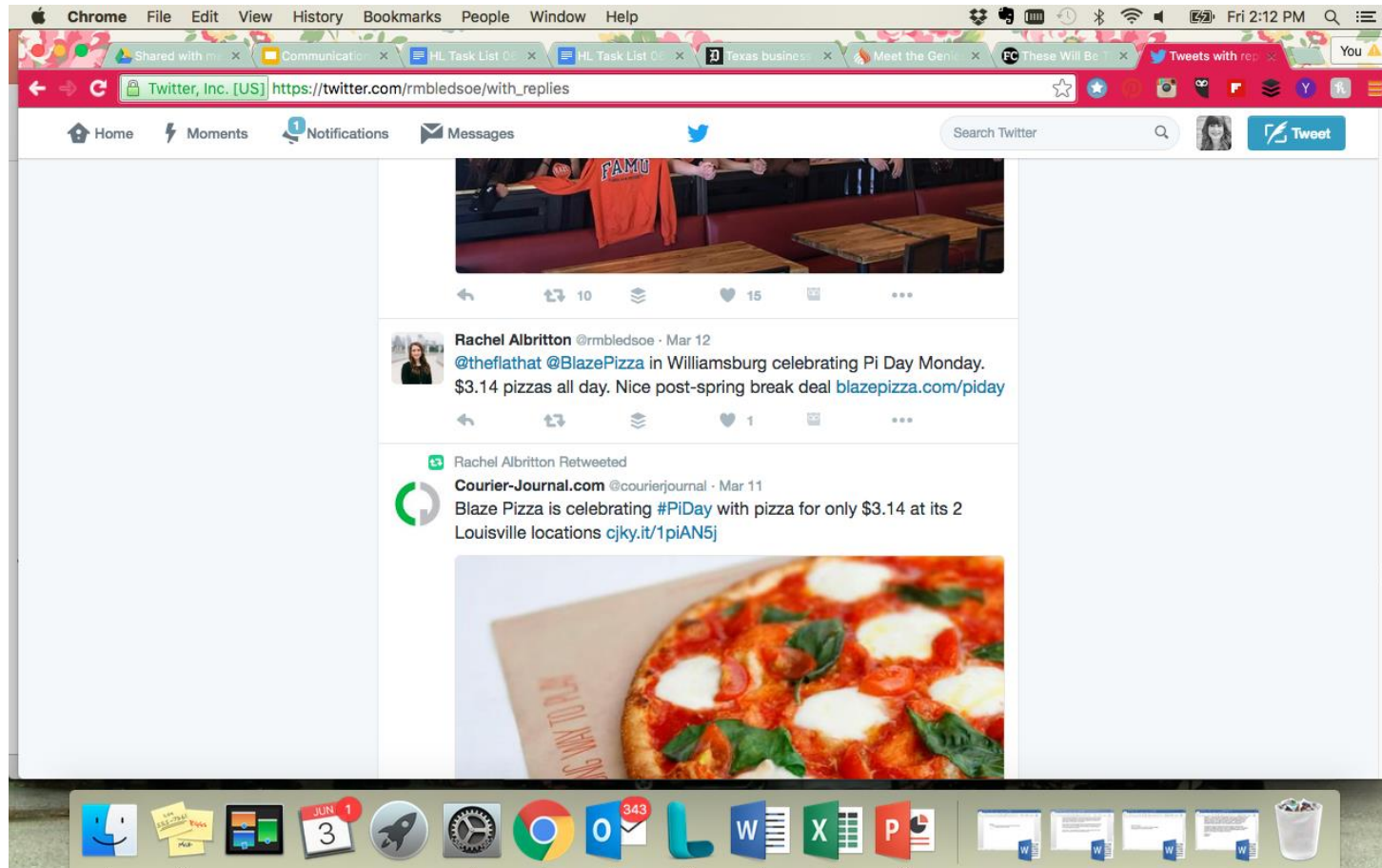
Twitter

- Engage with elected officials
- Connect with media across Louisville
- Engage with advocates

Engage with Elected Officials



Connect with Media



Engage with Advocates



Email/E-Newsletters

- Free services
 - MailChimp
- Best practices

Other Tools

- YouTube
- Instagram
- Survey Monkey
- Next Door
- Live Streaming



DESIGNING A COMMUNICATIONS STRATEGY



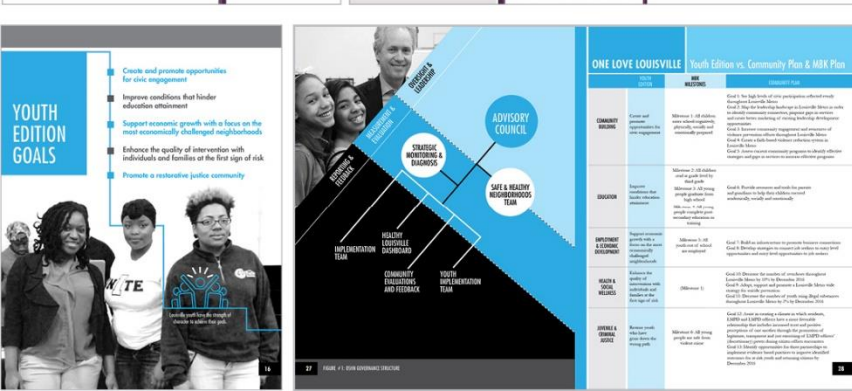
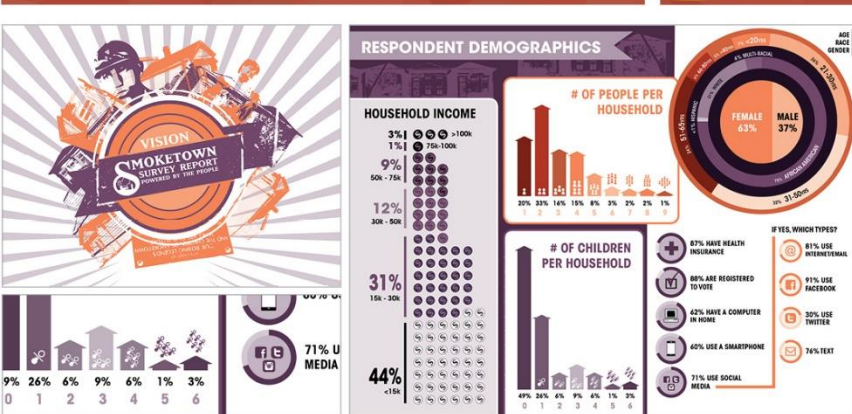
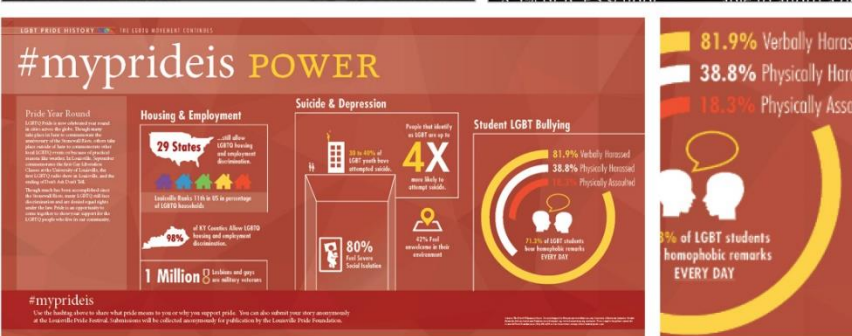
GRIDS

LOUISVILLE, KENTUCKY

Jessica Bellamy

COMMUNITY ORGANIZATION · DATA COLLECTION · RESEARCH ANALYSIS · DATA VISUALIZATION

E. bellamy.jessica@gmail.com P. (502) 386-0084 W. gridsconnect.me



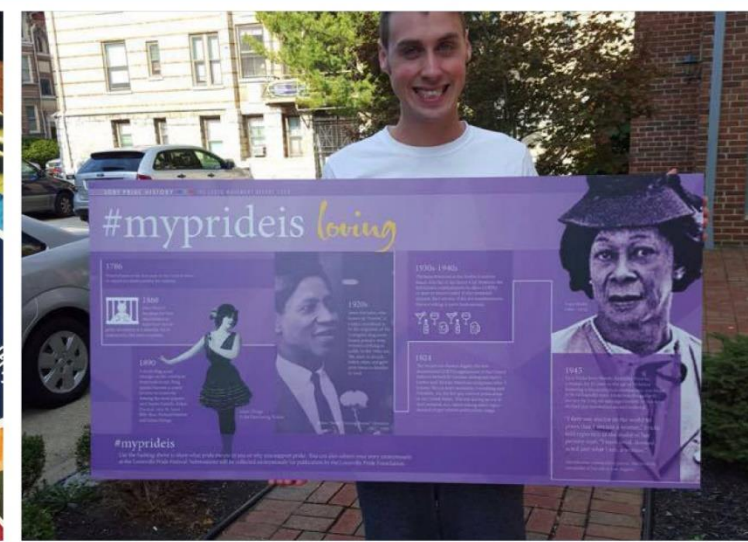
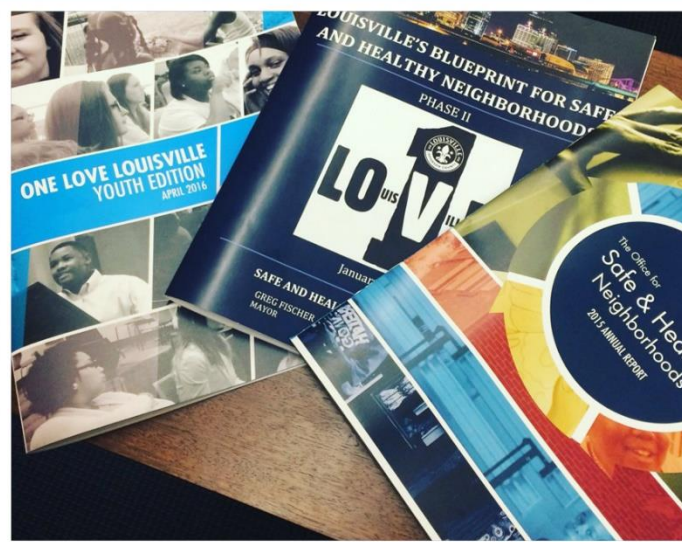
GRIDS was born out of the need to increase access to information at the community level. We serve to better disseminate information, as well as create conscious perspectives of data.

We focus on creating conscious and responsible design, and inspiring mindful collaborations between research analysts, geographers, designers, community organizers, activists, and more.

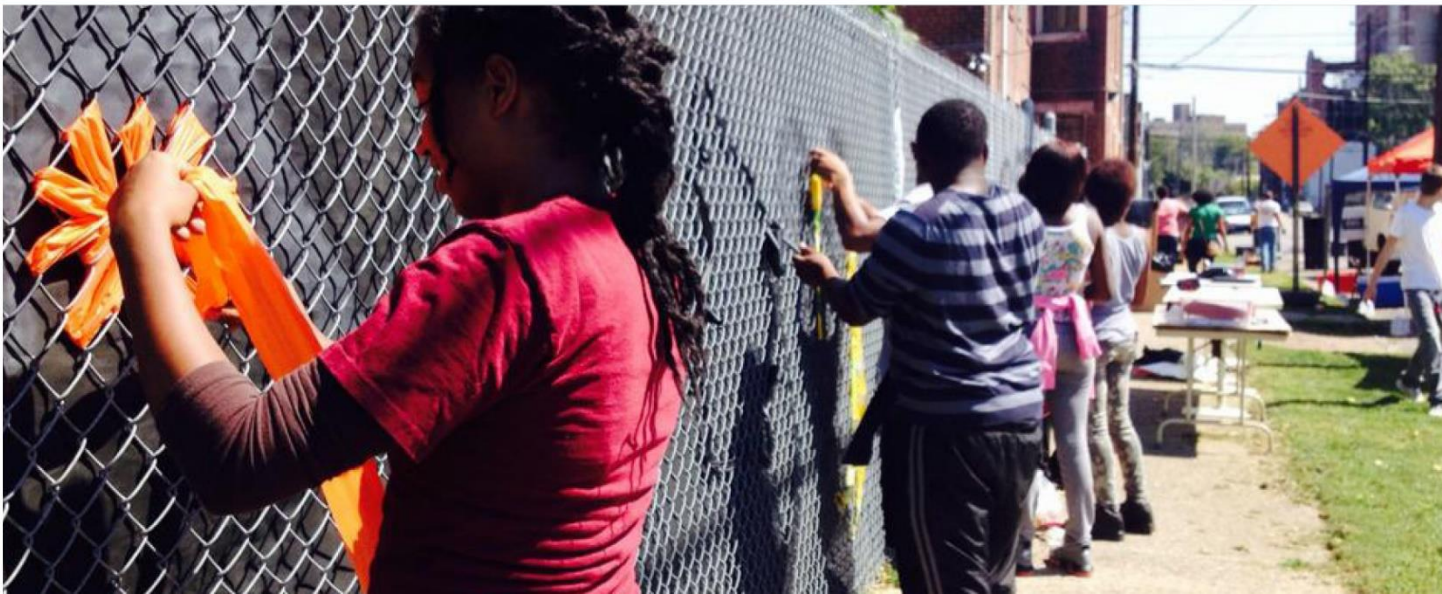
GRIDS is a research based design studio that generates information graphics, animated graphics, maps, and much more in order to better disseminate information to communities.

Sustainable Health Choices, Office of Safe & Healthy Neighborhoods, Louisville Urban League, Develop Louisville, Resource Generation, Kentuckians For The Commonwealth, Louisville Affordable Housing Trust Fund, The Catholic Community of St. Patrick, Better Together Strategies, Awesome Everyday, ArtThrust, and more.

SUPPORT SOCIAL JUSTICE INITIATIVES We fuel sustainable & equitable action!



INVESTIGATE COMMUNITY CONCERNS We use more than design in our work!





PREREQUISITE WORK

- 1) IDENTIFY AN ISSUE OR COMMUNITY CONCERN**
- 2) INVESTIGATE & DO YOUR HOMEWORK!**
- 3) START CONNECTING WITH COMMUNITY MEMBERS**
- 4) RALLY ALLIES AND COMMUNITY PARTNERS**
- 5) MAKE SURE EVERYONE IS AT THE TABLE TO CREATE A PLAN AND IDENTIFY SOLUTIONS**



COMMUNICATIONS STRATEGY

INFLUENCING POWERS

ORGANIZING GROUP

(i.e. neighborhood association, social justice initiative, coalition, etc)

CAPACITY

(i.e. the sum of collective work, volunteers, active community partners and allies, time, etc)

RESOURCES

(i.e. tools, materials, funding, amenities... necessary for work)

RESIDENTS

(i.e. affected population)



MUST INCLUDE AFFECTED POPULATION

- + Identify Realistic Solutions
- + Community Buy-in
- + Identify Root and Systemic Issues
- + Increase sustainability of programming
- + Increase capacity
- + Tap into the local communications network

INFLUENCING POWERS

DRIVE THE WORK!

They can also....
EMPOWER and ENABLE
or
LIMIT and DESTROY.



KNOW YOUR AUDIENCE

THIS WILL INFORM YOUR METHOD!

COMMUNICATION METHODS



EMAIL/E-NEWSLETTERS



PHONE CALL/ PHONE TREE



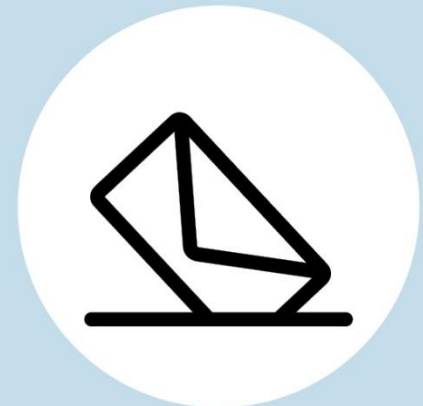
DOOR KNOCKING/ CANVASING



SOCIAL MEDIA



WORD OF MOUTH



MAIL

ACCESS + LOCAL
NETWORKS





ORGANIZING TECH

GOOGLE DRIVE & ASANA

Google Drive

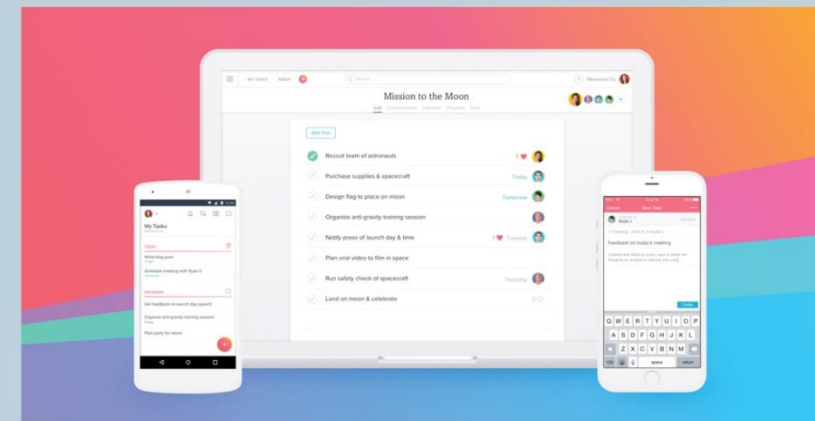
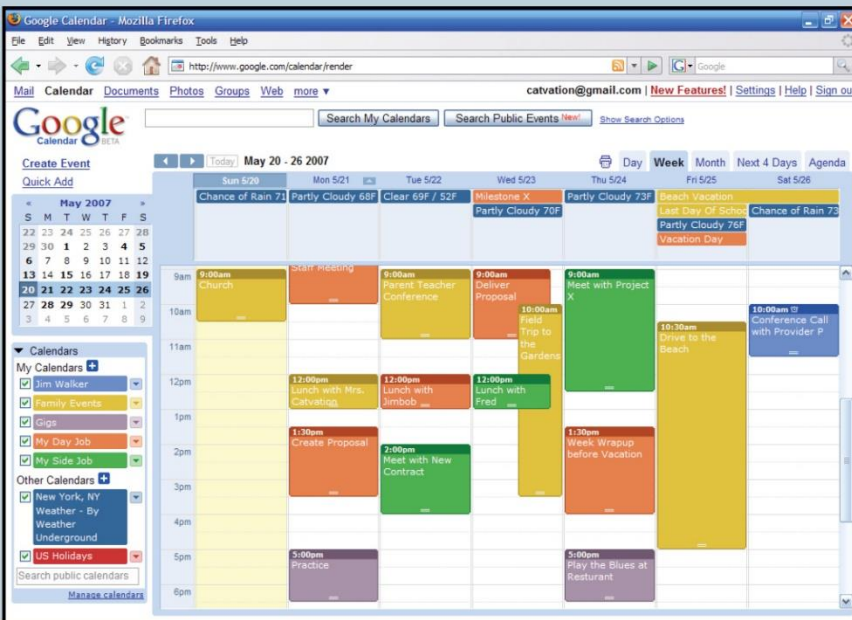
Keep everything. Share anything.



Google docs



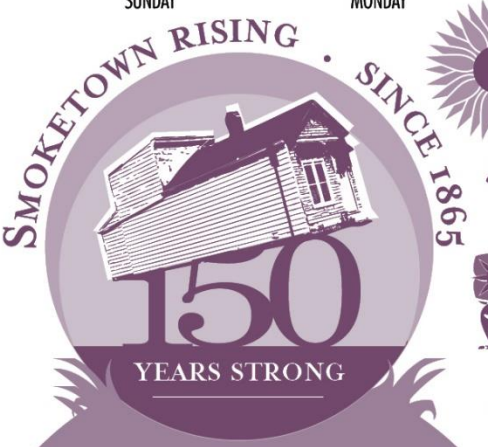
asana






GRIDS DESIGN EXAMPLES

SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY



SMOKETOWN RISING
150 YEARS STRONG



SMOKETOWN RISING
WEEK OF SERVICE

Salvation Army
Food Prep & Serve*

3pm- YouthBuild's
Smoketown Tree Walk
@ 772 S Preston

4pm -YouthBuild
Streetscape Celebration:
Wiffle Ball Game
@ 772 S Preston ST

Salvation Army
Food Prep & Serve*

St. Vincent DePaul
Kitchen Service*

Steam Exchange
Cleanup : Create
Community Arts Center
(10am-4pm)

1-3pm- Coke Memorial
& Harambee Health
Free HIV Testing

SERVICE OPPORTUNITIES & COMMUNITY ACTIVITIES		4/17	4/18			
<p>St. Vincent DePaul Kitchen Service*</p> <p style="text-align: center;">4/19</p> <p>St. Vincent DePaul Kitchen Service*</p> <p>Salvation Army Food Prep & Serve*</p> <p>3-6pm -Calliope Arts Free Woodcut Workshop @ CalliopeArts</p> <p style="text-align: center;">4/26</p>	<p>St. Vincent DePaul Kitchen Service*</p> <p>St. Vincent DePaul Garden Prep (9am-12pm & 1pm-3pm)</p> <p>House of Ruth Painting & Yard Work*</p> <p>Salvation Army Food Prep & Serve*</p> <p style="text-align: center;">4/20</p>	<p>St. Vincent DePaul Painting Family Shelter (10am-4pm)</p> <p>St. Vincent DePaul Kitchen Service*</p> <p>Walk Your Block* KFTC Walkability Study (12pm-3pm)</p> <p>Salvation Army Food Prep & Serve*</p> <p>5pm-8pm Smoketown Skill Share @ St. Peter Claver</p> <p style="text-align: center;">4/21</p>	<p>St. Vincent DePaul Kitchen Service*</p> <p>St. Vincent DePaul New Garden Dig (9am-12pm & 1pm-3pm)</p> <p>House of Ruth Painting & Yard Work*</p> <p>Salvation Army Food Prep & Serve*</p> <p>6-8pm- New Roots Food Justice Workshop @ Coke Memorial UMC, in Sanctuary</p> <p style="text-align: center;">4/22</p>	<p>St. Vincent DePaul Painting Family Shelter (10am-4pm)</p> <p>St. Vincent DePaul Kitchen Service*</p> <p>Salvation Army Food Prep & Serve*</p> <p>Walk Your Block* KFTC Walkability Study (4pm-7pm)</p> <p>5pm-8pm Smoketown Skill Share @ St. Peter Claver</p> <p style="text-align: center;">4/23</p>	<p>St. Vincent DePaul Painting Food Pantry (10am-4pm)</p> <p>St. Vincent DePaul Kitchen Service*</p> <p>Salvation Army Food Prep & Serve*</p> <p>5pm-8pm Smoketown Skill Share @ YouthBuild</p> <p style="text-align: center;">4/24</p>	<p>St. Vincent DePaul Kitchen Service*</p> <p>Walk Your Block* KFTC Walkability Study (12pm-3pm)</p> <p>Salvation Army Food Prep & Serve*</p> <p>10am It's My Home: Project Warm Workshop @ YouthBuild</p> <p style="text-align: center;">4/25</p>

*** St. Vincent DePaul
Kitchen Service Times**
11:45am to 12:45pm &
4:45pm to 5:45pm

*** House of Ruth
Painting & Yard Work Time and Info**
10am-4pm
Volunteers must be 18+ or accompanied by
an adult. We're looking for 6-12 people,
and it is, of course, weather-pending.

*** Salvation Army: Food Prep & Serving Times**
Serve Breakfast 6:30AM TO 8:30AM
Serve Lunch 11:30AM TO 1:30PM
Serve Dinner 4:30PM TO 6:30PM (except Saturdays)
Prep Food 9:00AM TO 11:00AM;
2:00PM TO 4:00PM (except Saturdays)

*** Walk Your Block: KFTC Walkability Study**
Kentuckians For The Commonwealth (KFTC) is launching Walk Your Block, a walkability study in
the Smoketown community. KFTC hopes to use the results of this study to work with neighbor,
community partners, and city officials to improve accessibility, safety, and housing conditions
in Smoketown. No experience necessary to participate. Volunteers under age 18 need adult
supervision. You can sign up for one day or all three days of the study.

f

Page: Smoketown Give-A-Day
Event(s): Walk Your Block
& more....

Addresses: Salvation Army (911 S. Brook St.), YouthBuild (800 S. Preston St.), St. Vincent DePaul (1026 S. Jackson St.),
Steam Exchange (643 Finzer St.), House of Ruth (607 E. St. Catherine St.), St. Peter Claver (526 Lampton St.),
Calliope Arts (324 E. College St.), Coke Memorial (428 E. Breckinridge St.), Kentuckians for the Commonwealth (735 Lampton St.)

MYGIVEADAY.COM

SIGNUP TO VOLUNTEER

Sources: louisvilleky.gov/strategicplan,
and LAHTF's Information database
managed by Rachel Hurst.



In 2013
one in every
eight JCPS
students were
homeless.

21,000
Families are on
the waiting list
for subsidized
housing.

Louisville Family
that was assisted
by the LAHTF.



Minimum wage in
2015 will still be
under \$8/hr.



The wage needed to
afford the average
2-bedroom apt in
Louisville is more
than \$14/hr.



SOLUTION

Fund the fight against the housing
crisis! If Louisville increased the
insurance premium tax rate by 1%,
home and auto insurance owners
would undergo a monthly .63 cent
cost increase to support the creation
of an annual \$10.15 million revenue
stream for affordable housing.



The LAHTF is designed to
be flexible and respond to
evolving community needs by
giving grants and/or loans
for affordable housing-related
activities including:

- » Homeownership & Rental Housing Acquisition
- » New Construction
- » Rehabilitation
- » Emergency Repair
- » Down Payment Assistance
- » Temporary Rental Assistance
- » Technical Assistance & Training for Developers
and Low-income Housing Consumers
- » Support Services designed to keep special
at-risk people stably housed
- » Foreclosure Interventions
- » Housing-related Asset-building

Currently the LAHTF is focusing on the
rehabilitation of vacant and abandoned
properties for affordable housing re-use.

PROBLEM

91,999 Louisville
families can't
afford their rent
or mortgage.

We deserve a safe
place to call home.

Louisville
**Affordable
Housing**
Trust Fund



37% OF THE WORKFORCE

CAN'T AFFORD RENT
& UTILITIES FOR A
2-BEDROOM APT.



Louisville Metro Government's 6YR Plan

Louisville Metro needs to
develop nearly 65,000 new
affordable units in order to
meet the market demand.

Our Hardworking Families Need the Louisville Affordable Housing Trust Fund.

IF YOU
LIVE, WORK, PRAY OR PLAY IN
SMOKETOWN WE NEED YOU!

MARCH 24, 2016
5:30-7:30 P.M.





MEYZEEK MIDDLE SCHOOL
828 S. Jackson Street, Louisville KY 40203
~ Meet in the Cafeteria ~

Join us for a Community Conversation about the future of the vacant lot running from Preston to Jackson and Jacob to Finzer recently donated to the neighborhood. Community members will be asked to contribute their ideas for incorporating greenspace for Smoketown children, job training for young adults, and a business on the Preston Street side of the lot.

FOR KIDS: There will be a session for children K-8th grade.

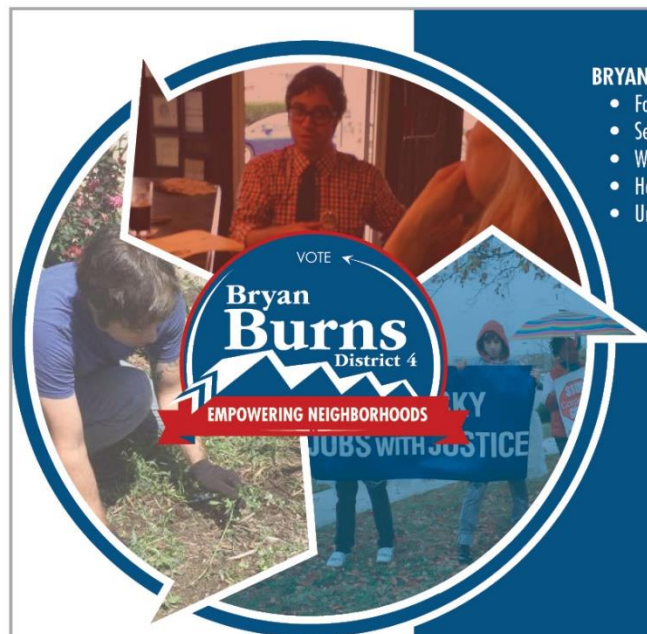
FOR ALL: Dinner will be provided.

BRYAN WANTS TO EMPOWER YOUR NEIGHBORHOOD BY:

-  Fixing and cleaning up our roads, sidewalks, and alleys
-  Repairing our vacant houses and putting families into them
-  Providing programs for our children and opportunities for adults
-  Making sure everyone has a chance to succeed!



VOTE MAY 17TH



BRYAN BURNS IS A GRASSROOTS CANDIDATE THAT:

- Fought to increase Louisville's minimum wage with Kentucky Jobs with Justice
- Served as a Teamster for 10-years
- Works to keep people in homes with the New Directions Housing Corporation
- Helps both parents stay in the picture with 2Not1 Fatherhood a Families Inc.
- Understands all of the issues!

Bryan would love to meet with and speak with you in person, so please don't hesitate to contact him with your questions or concerns:

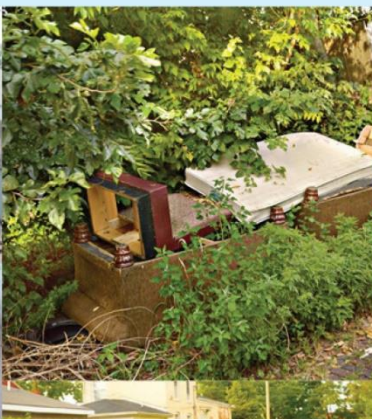
Phone: 502.224.9333
Email: bbformetrod4@gmail.com
Website: bbfordistrict4.com
Facebook: <https://www.facebook.com/BBforDistrict4>
Twitter: <https://twitter.com/BBforMetroD4>



Nelligan Art Alley Project

Dear neighbor,

Nelligan Art Alley Project is bringing together a diverse group of community members who will share insights on the design and practicality of using Portland's alleyways as community spaces. The goal of the project is to create a resident-driven cooperative design that enhances the aesthetics of the alleyways and allows the space to be used for community events, art exhibits, and other practical uses. The Nelligan Art Alley Project will also serve as a gateway project to help Portland address alleyway issues such as trash dumping, graffiti, and other illegal activity as well as preserve the historic integrity of these spaces. Please join us at our next social, meeting, or clean up!



Our next event is:



LOFT PRIDE HISTORY THE LGBT MOVEMENT BEFORE 1950

#myprideis loving

1786 First recorded use of the word "gay" in the United States to describe a person's sexual orientation.

1860 John Edgar, a prominent figure in the early gay rights movement, was born in 1860. He was a writer, editor, and publisher, and is known for his work on the "Gay Blade" and "The Gay Blade" in the 1890s.

1890 A group of men in New York City, known as the "Fifth Avenue Society," were the first to openly identify themselves as gay. They met regularly to discuss literature and art, and they were known for their flamboyant and effeminate style.

1920s The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1924 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1945 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

#myprideis

Use the hashtag above to share what pride means to you or why you support pride. You can also submit your story anonymously at the Louisville Pride Festival. Submissions will be collected anonymously for publication by the Louisville Pride Foundation.

LOFT PRIDE HISTORY THE LGBT MOVEMENT 1950-1969

#myprideis sublime

1950s-1960s The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1953 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1958 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1959 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1962 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1966-1969 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

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LOFT PRIDE HISTORY THE LGBT MOVEMENT 1969-1979

#myprideis sanctuary

June 22, 1969 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

June 28, 1969 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

July 1970 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

September 1970 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

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LOFT PRIDE HISTORY THE LGBT MOVEMENT 1970-1999

#myprideis UNSHAKABLE!

1978 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1982 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

June 1987 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1992 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1993 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1994 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

1999 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

#myprideis

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LOFT PRIDE HISTORY THE LGBT MOVEMENT 2000-2015

#myprideis LUMINOUS

2001 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

2003 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

2004 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

2007 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

2013 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

2014 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

2015 The first recorded use of the word "gay" in the United States to describe a person's sexual orientation was in the 1920s. It was used in the context of the "Fifth Avenue Society" and the "Gay Blade" in the 1890s.

#myprideis

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LOFT PRIDE HISTORY THE LGBT MOVEMENT 2016-2020

#myprideis POWER

Pride Year Round

Housing & Employment

Suicide & Depression

Student LGBT Bullying

#myprideis

Use the hashtag above to share what pride means to you or why you support pride. You can also submit your story anonymously at the Louisville Pride Festival. Submissions will be collected anonymously for publication by the Louisville Pride Foundation.

Questions / Discussion

June 4, 2016

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