



DOWNTOWN LOS ANGELES NEIGHBORHOOD COUNCIL

Outreach Strategy 2020 - 2021

Priorities


We're Going Digital!


1. Livestream All Board Meetings and select committee meetings on Facebook.
2. Host a Digital Community Forum for each area every quarter.
3. Use Facebook and Instagram Ads to distribute our digital newsletter.



Priorities

Why?

June Board Meeting has 588 views
June Executive Board Meeting has 479 views
Special Budget and Finance Meeting has 204 views - called with just 24 hour notice
May Board Meeting has 516 Views
And these can keep increasing if people want to find information!

 Angela Lancaster · 52:29
I have been wanting to attend a meeting before it became this format. This is a great opportunity for me to attend these meetings. I'll want to comment at some future meeting. Thanks for making this all so accessible.
Like · Reply · 4w

 Harold R. McCarthy
I just jumped from our new website to our facebook page... AWESOME SAUCE!!!!!!!!!!!!!! 🍷🍷🍷🍷🍷
Like · Reply · 2w

 Dawn Jackson · 39:23
Can DLANC keep the virtual meeting as an option. I was never able to attend before with a young child at home.
Like · Reply · 4w  2

1. Livestream All Board Meetings and select committee meetings on Facebook.

- All DLANC Board meetings will be livestreamed on Facebook Live and Youtube when available for ultimate accessibility and transparency.
- Select Committee Meetings will be livestreamed, but only based on personnel availability.
- Promote each Board meeting using Facebook and Instagram ads for ultimate exposure on the lowest budget.
- Use Eventbrite to gather stakeholder information for further mailing list development and growth.

2. Host a Digital Community Forum for each area every other month.

- Coordinate with local board members to host at least one public forum every other month, alternating areas. Starting with the South Park Digital Forum.
- Use FB events and advertise those events using targeted FB ads to increase attendance.
- Use FB event RSVPing and EventBrite as a way to grow local database.
- Livestream events on Facebook and Youtube for ultimate community reach and exposure.

3. Use Facebook and Instagram Ads to distribute our digital newsletter.

- Use Facebook and Instagram Ads to increase digital distribution of our monthly newsletter.
- Acquire local business sponsorship to cover additional hard copy costs of the newsletter.

Expected Results

- Better overall reach to new, younger and broader communities
- Higher meeting/event attendance
- Stronger voice in city government
- More community participation in civic process
- Larger reach, bigger impact on an optimized budget.

Budget

ITEM	SEPT 20	OCT 20	NOV 20	DEC 20	JAN 21	FEB 21	MAR 21	APR 21	MAY 21	TOTALS
Forum FB Ads		250		250		250		250		1000
Board Meeting Fb Ads	250	250	250	250	250	250	250	250	250	2250
Digital Newsletter Ads	250	250	250	250	250	250	250	250	250	2250
Hard Copy Newsletter (Printing)	200	200	200	200	200	200	200	200	200	1800
TOTALS	700	950	700	950	700	950	700	950	700	\$7,300





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