| ***NC Collaborative Social Marketing/Communications Committee Update*** |
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| **Sub-Committee Co-Chairs:** |  *Brandon Alexander, Renee Cordero* | **Sub-Committee Co-Chairs Emails:** | *balexander@alliancebhc.org**,* *corderorh@alliancebhc.org* |

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| ***Strategy*** | ***Activity*** | ***Start Date/End Date*** | ***Measurable Outcomes*** | ***Lead/Co Lead*** | ***Progress*** |
| Strategy 2: Utilize social media as a manner of extending Collaborative communication. | Revamping on NC Collaborative website | 1/10- 7/1 | Website complete | Renee/Brandon | In final stages with launch date shortly |
| Posting to social media accounts and encourage people to follow | Ongoing | Items posted | Brandon | With Brandon stepping down coordinate how to post pieces. He will provide password/admin rights to Twitter and Facebook |
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| Strategy 2: Implement a marketing campaign that exhibits the philosophies and intent of the Collaborative. | Membership Committee Video | 1/1- 6/1 | Video complete | Brandon  | Final video getting vetted by Membership Committee |
| Create additional Awareness campaigns | 7/1 -12/31 | Campaigns created | Various | Determine audiences and messages  |
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| Strategy 3: Capitalize on technology to ensure that Collaborative efforts are streamlined for member and partner use. | Ensure that remote connection is working and remains sufficient for those not able to attend meetings | Ongoing | Does it work? Is it sufficient? | Renee/Brandon | Everything seems to be working as it should.  |
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| Strategy 4: Create written material that will serve as a resource for members and the communities they serve. | Develop a quarterly newsletter with feature articles from providers, families, and youth. | 7/1 -12/31 | Newsletter created | Various | Determine means to distribute newsletter. My recommendation would be to create/send through Constant Contact pre-created templates. Each quarter ask committee chairs/local collaborative to submit information for newsletter.  |
| Create an Mental Health Awareness page toolkit on Collaborative website with links to materials, sample op-eds, green ribbon graphics, social media posts, etc.  | 7/1 – 12/31 | Tool Kit created | Various | Start looking at what elements should be added to this resource page.  |
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