



**WEST MULTNOMAH**  
Soil & Water Conservation District



## ***Communications in 2020***

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**January 21, 2020**

**Presentation to Directors at January 2020 Board Meeting**





# GOALS

1. **Inform constituents about our work**
2. **Educate constituents on conservation topics**
3. **Engage constituents in conservation efforts**
4. **Grow public support for our work**



# OBJECTIVES

## Examples:

- **Increase newsletter subscriptions by 5% in 2020 (~75 new sign-ups; currently at 1500)**
- **Increase Facebook followers by 10% in 2020 (~100 new followers; currently at 1053)**
- **Increase website traffic + improve user experience (reduce bounce rate)**



# STRATEGIES & TACTICS

- **Website redesign**
- **Newsletter template redesign**
- **Social media**
- **Events**
- **Publications**
- **Video**



# GUIDANCE & QUESTIONS

- **How to get my help for District-related communications: All board-supported projects should be tied to a staff person's work plan.**
- **What do you need from this position, related to your roles as Board members?**