Communications in 2020
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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?