

COMMUNICATIONS PROGRAM: MICHIGAN ALLIANCE FOR LEAD SAFE HOUSING

OBJECTIVES:

- I. Increase Membership (Individual or Groups) by 25% by July 2013
- II. Increase Social Media Outreach by 100% by December 2012
- III. Utilize Social Media reach to drive website traffic
- IV. Create Five-Year Plan Document

ACTION STEPS:

I. Increase Membership

Main Goal: Current membership is at 12 organizations and by July 2013 we will aim to have 15 total active member groups.

Steps:

- Seek out additional trade and health groups to join coalition
- Put out the call via MEC for their member groups to join
- Have events, meet and greets, to encourage members to bring in new members.

II. Increasing Social Media Outreach

Main Goal: Currently there are 22 Facebook Fans and 9 Twitter Followers, those numbers by the end of the 2012 year will be at 45 and 20 respectively

Steps:

- Get member groups and individual members to “Like” the page
- Comment, share, and create a voice on Facebook for the organization
- Offer prizes for the 40th follower, 50th follower, etc.
- Retweet and build Twitter with Facebook voice.
- Establish consistent tweeting and Facebook post habits
 - One main post a week
 - Three or four comments or Retweets

III. Utilize Social Media to drive website traffic

Main Goal: Increase total number of unique visitors from 36 (July 2012) to over 100 by the end of 2012.

Steps:

- Use the growing Facebook and Twitter audiences to send them to specific content on the site.
- Encourage member groups to share stories, details, and pictures that can be hosted on the site exclusively and drive traffic from Member groups and their respective social media outlets
- Make the site dynamic and exciting through videos and other multimedia, interactive games/puzzles, and interesting data and infographics.

IV. Create Five-Year Plan Document

Main Goal: Create a 'living' document that will function as a five-year plan detailing goals, membership numbers, different money spent and revenue streams, awareness, and more.

Steps:

- Narrow down the main attainable goals for the Coalition
- Have the member groups each create their own version of a Five-Year Plan and build from those initial drafts what the Coalition wants to have as a whole.
- Aim big and high with lofty goals that may seem unattainable now, but in five years could be a reality.
- Share these drafts and plans in an open environment either online or in person so that people feel apart of the goals and will then work harder together to attain said goals.