

CITYWIDE SOCIAL MEDIA/COMMUNICATIONS PROPOSAL

Office of Neighborhood Involvement, Neighborhood Resource Center
April 7, 2011

DRAFT for ONI Bureau Advisory Committee consideration

Need statement

ONI and its partner organizations have widely disparate capacities for utilizing new social media for effectively telling their program success stories. There are numerous exciting initiatives utilizing Facebook, Constant Contact e-newsletters, web branding efforts, video production and YouTube postings, subscription lists, Oregonian's My Portland pages, and more. Collectively we've not had the capacity to develop and implement effective social media strategies that are essential to engaging an increasingly media savvy community.

Currently ONI's Information and Referral manager, John Dutt, serves as our web master in addition to his many other duties and each program coordinator is responsible for their own online communications. NRC staff did develop a communication strategy in January 2010 but have not had the capacity to effectively implement the plan including design of a web brand, production of video content and producing more dynamic written content. ONI has had minimal capacity to prepare for the City's transition to the Portlandonline 2.0 format that will require far more dynamic content.

Solution and goals

Hiring additional FTE at ONI as a social media program coordinator and identifying what additional resources are needed for our community partner organizations to build coordinated and effective social media strategies. The goal is to build our collective capacity to more effectively tell the story of our program successes and expand community involvement in the civic life of the City utilizing social media tools that are accessible to our constituencies and public. One challenge is to design FTE support that both develops an overall communication strategy as well as implements the more technical aspects of the strategy.

Functions that need to be addressed:

- Development of an overall communication and marketing strategy.
- Convening of ONI staff and partner organizations to develop and continually update a strategy.
- Identification of what resources are needed by partner organizations for communications/social media.
- Dedicated ONI webmaster to coordinate overall design and content management.
- Provide web and social media training to ONI and partner organizations.
- Develop ONI's social media tools including Facebook, Twitter, Flickr, blog, RSS feeds.
- Coordination of ONI's Portlandonline subscription or dynamic "news".
- ONI web-based contact info database application design and maintenance.

- Photo and video production coordination – training staff, producing content, embedding on web.
- Possible tie-in to PIAC PDX Civic Connect proposal for one-stop city website with all City public involvement and volunteer opportunities.
- Development of how-to organize, advocacy, and non-profit management leadership content online.
- Graphic design and production of NRC brochures and how-to leadership development documents.
- Coordination of ONI's electronic equipment – computers, video/audio, polling clickers, headsets.

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