Social media, websites, or email?
Benefit, pain, or disaster?

ONE-PS Retreat
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Considering an online presence? Things to consider:

Purpose:

- Notifying members?
- Responding to members?
- Building contact list?
- Promoting neighborhood/activities?
- Providing resources to membership?
- Archiving meetings?
- Sharing experiences (pictures)?

Neighborhood characteristics:

- Age/experience distribution?
- Likely internet access?
- Technical savvy?
- Professional expectations?

Resources:

- Computer resources (laptop?)
- Financial resources (websites cost)
- Coordinator* experience
- Coordinator* stability/availability
- Personal agendas
- Collaboration resources
- Message control

  * Person/persons responsible for social media presence

Tools for reaching Residents

Individual-oriented:
- Email: Good: Immediate, widely used / But: "old school"
- Texts: Not good
- Nextdoor: Good: Immediate / But: mixed response, message control

Internet:
- Facebook: Good: Immediate, widely used / But: poor data-access, message control, commitment

- Website:
  ○ For user: Good: easy, strong data-access / But: 'old school'?
  ○ For Board: Good: message design, data-access and delivery / But: commitment

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ONE-PS Neighborhood Organization usage

48 Neighborhood Organizations / 28 (58%) have some Internet presence:

- 11 (23%) Facebook
- 21 (44%) website

Evaluation:

Facebook: Most were up-to-date but looked to be seldom used.

Websites:
  ○ 3 were private, 3 seemed out of date
  ○ most others linked to helpful resources and to minutes of NOrg meetings
  ○ some appeared to be professionally designed

Hands-On Practice

Go to www.one-ps.org (Neighborhoods) to access the following model sites:

- Canyon Palms (Wordpress)
- Indian Canyon (Wordpress)
- Rogers Ranch (Weebly)
- Sunrise Park (GoDaddy)
- Tahquitz Creek Golf (Apple software)
- Tahquitz River Estates (professional?)

Prompts:

1. What's their purpose?
2. What's the target audience?
3. What about their design works?
4. What doesn't?

5. What would you need to create similar?

Website development services:

Common:

- Weebly*

- Wix

- Wordpress

- GoDaddy

Cautions:

- ➢ Assumes you're ready

- ➢ Credit card required

- ➢ Join email lists

- ➢ Ownership of content