Community Design Communication Checklist

Before you start using the public engagement tools below, make sure you have these items in place.

- ☐ Name of Initiative (Can come up with this later, but you at least need a working name) _____
- ☐ Organization/Person/Group Primarily Responsible for Communication and Outreach_____
- ☐ Other Organizations/People/Groups Who Will Assist with Communication and Outreach_____
- ☐ Stakeholder/Contact List
- ☐ Written narrative of your project, practice or the community's story.
  - ☐ Short-form-- including catchphrases, quotes from important people and a quick summary of what you want to do
  - ☐ Long-form-- You can get away with not having it all written out, but you do need to be able to draw from this master document
- ☐ Potential event plans that take into account diversity of lifestyles and information distribution needs.
- ☐ Note how you'll manage the addiction.

Now, you're ready to select your tools. Remember, you do not need all of these at once, but if you can maintain all of them, you will have maximum engagement of your community or project.

Social Media Sites
- ☐ Facebook
- ☐ Twitter
- ☐ Perriscope
- ☐ Pinterest
- ☐ Snapchat
- ☐ Instagram
- ☐ YouTube
- ☐ Vimeo
- ☐ LinkedIn
- ☐ SoundCloud
- ☐ Reddit

Social Media Management
- ☐ Juicer.io
- ☐ Hootsuite/Buffer/Other Mass Posting Manager
- ☐ Storify

Design Tools/Platforms
- ☐ Landscape
- ☐ Canva
- ☐ Adobe Creative Suite

Website/Email/Office Software
- ☐ Google Drive-- Forms, Docs, Sheets
- ☐ Google Email
- ☐ Dropbox
- ☐ Mailchimp Account
- ☐ Website Hosting-- BlueHost
- ☐ Website domain name-- BlueHost
- ☐ Wordpress.org Download or Wix template
- ☐ Conference Call/Webinar
- ☐ Live Streaming--
- ☐ Online space to collect public feedback

Kristen Jeffers **Media**
www.kristenejeffers.com

Community Design Communication Resources

Social Media Examiner-- http://www.socialmediaexaminer.com

Comprehensive site on how to use social media in business

Buildings are Cool--http://www.buildingsarecool.com

Great example of how an architect tells his story and his community's story

New Media for Designers--http://www.nm4db.com

Another book/website on new media tools written by a practicing architect. His list is worth checking against mine and adding to it.

Beth's Blog--http://www.bethkanter.org

Beth Kanter, author of the Networked Nonprofit (also a great resource), blogs aobut using social media
in nonrpofit and community serving organizations

Awesomely Techie--http://awesomelytechie.com

Some technical support and advice from the popular blogger Awesomely Luvvie, who also does a great job cultivating community online

Canva Design School--https://designschool.canva.com

Canva's how-to section. Note that every social site and new media tool has a comprehensive help and ideas section and many are free.

Streetsblog-- http://www.streetsblog.net

Network of great planning, development and transportation advocacy blogs.

Google Calendar, **iCal** or the **Calendar Function of Hootsuite or Buffer** for planning your communications.

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