

Using Media and Other Personalized Communication to Advance Community Design

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Things You Need Before You Get Started

A Name

Because you need to call yourself something

Stakeholder/Contact List

(That's more than the usual suspects).

**Who will manage the
posting, designing,
writing and sharing**

**Who else will be trained,
especially when you are out
in the community/field
working**

**A General Idea of
What You Want Things
to Look Like**

**How Much Money You
Are Willing to Spend
on these Efforts**

**A story/narrative/
things to say**

**Event plans or plans to be at
events or places to enhance
your online media efforts**

**Managing the addiction
that comes with constant
monitoring of online media**

Let's Start!

Facebook

(What it is...)

Facebook is a digital yearbook, message board, and an online chat provider.

Facebook

(What its known for...)

Started as a resource for college students only, has evolved to become the newswire of the world, with room for full context using pictures, text, video and sound, distributed via individual pages, via a “news-feed”, and in private groups and chats. Can sink or swim a career or reputation.

EVERYONE KNOWS ABOUT IT AND EVERYONE IS HERE AND NEWS BREAKS HERE

Facebook

(How to use it in community design...)

Start with the group function. You can use this for PRIVATE Q&A, link sharing, and video presentations among a group of stakeholders, internally as a project team or with members of a community, i.e. neighborhood associations. This does need to be moderated.

Pages allow you to do the group function more openly, and also allow you to run ads, create events and write on individual pages as an organization.

If you aren't ready for a group or page, you can always just write on individual walls or the walls of groups or pages to promote initiatives.

Twitter

(What it is...)

A social network that favors brevity-- thoughts are expressed in 140 characters or less--although that's starting to change.

Twitter

(What its known for...)

**Trending topics,
hashtags, igniting
social movements.**

Twitter

(How to use it in community design...)

Do a hashtag-focused Q&A with your community

Track responses to your projects and to events using hashtags

Monitor emerging community issues

Advertise your meetings and those of other community partners

Retweet and share relevant articles.

Periscope

(What it is...)

A video-streaming service that thrives on hashtags, Twitter handles (you automatically have both as the service comes from Twitter) and a unique two-way communication dynamic.

You broadcast from your phone's front or back camera to whomever sees your link and people can send brief text responses and hearts to what you are saying or showing, that disappear. If you see them in time, you can speak directly to that person or to the amount of hearts received.

Periscope

(What its known for...)

Broadcasting people giving speeches, preaching, and broadcasting events. Many of these videos have the character of selfies, in that they are filmed with the front camera and from the angle of someone holding a phone in their hand. Also, the video replays are only available on the platform for 24 hours after the original live-stream.

Periscope

(How to use it in community design...)

Do a walk-through of your charette/engagement boards

Do a virtual site-walk

Live cast lectures, like this one!

Pinterest

(What it is...)

A site that imitates a bulletin board. You take digital images and caption them and put them as “pins” on a “board”. You can have many pins on many boards. Boards can be public or private.

Pinterest

(What its known for...)

Being the “women’s” social network, which has been debunked by many articles and the fact that there are about an equal amount of users.

Lots of how-to and DIY, especially around personal beauty and home decorating. Also, home to a lot of aspirational clothing, home and other purchases.

Pinterest

(How to use it in community design...)

Mimic your charrette's or just a regular design meeting's physical inboard by making individual posters, digital pins

Share boards and pins of progress with people who can't attend your meetings.

Do virtual pinups over time and using the group function.

Brainstorm neighborhood projects using a pin board

Write visual how-tos of your progress.

Snapchat

(What it is...)

Phone app that allows you to take pictures, selfies and short videos, add filters, text and scribbles on the screen to the image and send that image in an online chat for the long term or as a quick 10 second or less thing to see. Or you can add the image to a "story" which allows the image to be seen publicly by many followers for 24 hours.

Snapchat

(What its known for...)

**face-swaps, flower-crowns,
your kids hiding from you
online and in the old days,
naughtier things...**

Snapchat

(How to use it in community design...)

Take a picture of an empty lot and draw possibilities or write a message over the image for others to do so.

Make snaps of project boards to explain them. Make sure you put these in your story, download them back to your phone storage and encourage people to take screenshots!

Reach younger audiences by sharing working documents and project boards on a network where they actually hang out.

Instagram

(What it is...)

Instagram is an app that allows people to take images, originally perfectly square, but now of any orientation, and add photo filters on top and hashtags and a long caption to explain them.

Instagram

(What its known for...)

Pretty pictures, picture quotes, black and white pictures of questionable food, Throwback Thursday, Man Crush Monday, Woman Crush Wednesday, and other challenges/ themes that are related to specific hashtags.

Instagram

(How to use it in community design...)

Great way to share your renderings, process, finished product and other activities and correct any issues that came from photographing the image in real time.

Advertise your meetings using quote images.

YouTube & Vimeo

(What it is...)

A place to post videos, usually ten minutes or less, but sometimes longer. Vimeo is generally favored for longer form documentaries, YouTube can be anything from feature films, to music videos, to rants or hauls, which are videos made specifically to talk about purchases made at stores.

YouTube & Vimeo

(What its known for...)

A place where anything or anyone can become a film star. Also, both sites are havens for how-to videos, films of old TV shows, movies and music videos that are out of print and no longer for sale.

YouTube & Vimeo

(How to use it in community design...)

Post how-to videos

Show videos of example projects or inspiring community and group activities with your groups.

Host a documentary of your process, and your neighborhood.

LinkedIn

(What it is...)

A visual version of your resume, that allows you to attach digital versions of your project and portfolio files, share links you find relevant to your business.

LinkedIn

(What it's known for...)

Being your online resume

Helping you get more jobs and gigs

Being a “more professional”

Facebook

LinkedIn

(How to use it in community design...)

As a portfolio

Engage and share knowledge in relevant industry groups

Scout new project team members and office employees

Do competitor and neighborhood research

SoundCloud

(What it is...)

A site that hosts audio files and allows you to play them individually or as a playlist.

SoundCloud

(What its known for...)

A place for independent music artists, as well as podcasts, to showcase their music and thoughts.

SoundCloud

(How to use it in community design...)

Record your own podcast to teach how-tos or express ideas about our communities

Invite your community members and colleagues to express their ideas.

Record lectures and public charette proceedings

Record sounds and events in communities and neighborhoods

Reddit

(What it is...)

A bare-bones message board site that hosts wikis, information and links, but in a more static manner. There are many unique “sub-reddits” around different topics and people often still use aliases here without fear of repercussion.

Reddit

(What its known for...)

A place where mostly young, mostly white, mostly straight cis male people go to rant, insult people and graze at their navels.

Again, like Pinterest, Reddit's really more diverse than that and many subreddits do not tolerate any forms of abuse and others will remove extreme messages and people who are consistent abusers. Also, some communities supplement sites like Wikipedia and other more technical spaces with comprehensive technical trainings, advice and links to external sources of those things.

Reddit

(How to use it in community design...)

Create a sub-reddit to share thoughts, images, memes and the like. Reddit also has a wiki function where you can write out your narrative, your catchphrases and archive frequently asked questions.

Do an Ask Me Anything (AMA) Q&A session with yourself, project team members or members of your target community. These often attract members of the press.

Create a comprehensive community wiki/photo album/audio collection space an the like, without the distractions of constantly changing or moving parts.

Social Media Management

(What it is...)

Tools designed to make sense of the clutter.

JUICER.IO-- turns all of your social media into a Pinterest-style pin-board and you can put it directly on your website.

STORIFY-- allows you to pull in social posts and then do blog-style annotations and also add in offline images. Can then exist embedded into your blog as a post, on your static front page or as it's own link to be shared on the other channels.

HOOTSUITE OR BUFFER-- Allows you to write and schedule messages for Facebook, Twitter and Instagram in advance and allows you to moderate those individual messages in the app, without having to go the platforms. You can also monitor hashtags in the app and also see your entire news feed, but unlike the sites themselves, you don't get interrupted when someone likes, loves or writes on your content.

Social Media Management

(Why You Need It)

Keeps you from getting addicted to social platforms

Allows you to monitor performance of particular messages

See at a glance what you plan to say on a particular day

Social Media Management

(How to use it in community design...)

Discuss and plan what you and your team and the community want to say on a more public level.

Make sure you're sharing relevant articles from other colleagues and websites.

Make sure you are advertising your projects, your firm and your expertise on a regular basis.

Design Tools/Platforms

(Yes, it's worth the time/money...)

Maybe a long time ago what something looked like didn't matter...especially if money was an issue. Not anymore. It's now very easy to find free fonts and design software.

Plus, don't we all have Adobe Creative Cloud anyway?

Design Tools/Platforms

(The three you need)

CANVA-- Online site that provides templates for flyers, online quote boxes, resumes and more.

LANDSCAPE-- A site from another provider of a social media posting manager Sprout Social, that automatically adjusts the images you create for the specific and always changing guidelines of the major social networks.

ADOBE CREATIVE SUITE- Because most of us are designers and we are going to want to do more things.

Websites and Blogs

(What makes them different...)

A WEBSITE (and yes you need a website) at its most basic is a static digital document, that tells people who you are, what you or your work looks like, and what you do. You can also put links to sell or book services, along with contact information and links.

A BLOG (which you may not need, especially if you already regularly communicate with and through other channels) is a changing digital document, that functions much like a printed diary or journal or news article.

Website and Blogs

(Hosting and Domain Management)

You need to purchase a domain name (i.e. www.kristenejeffers.com) at a site such as Go Daddy or BlueHost. You will do this on a yearly basis.

BlueHost goes the extra step to provide web-hosting, plus as many website names as you want, for the cost of hosting the site.

BlueHost also has very friendly, understandable and concise tutorials of this process.

Then, download Wordpress.

Website and Blogs

(Wordpress vs. Wix)

I know Wix and and Blogger and other sites are free to use and provide a blog and some customization. You can even buy your own domain name for those sites. But when it comes time to put ads on your site or to download the backend database (what stores your information), your site might as well be dead, unless you use wordpress.com.

Wordpress.org, which you can get through BlueHost, is a much cleaner back-end and is easy to make look and do lots of fun things. Plus you will thank yourself and you will look smarter to your web developer.

Website and Blogs

(Static vs. Changing)

Again, one last reminder.

Websites can be static or changing. Blogs are always changing.

A blog is a website, but a website is not automatically a blog.

Your website and blog will evolve. Also, you need to know who owns your online materials. Ensure you either have a legal protected trademark or mark your work with the proper Creative Commons License.

Emails

(Private Correspondence vs. Newsletters...)

PRIVATE CORRESPONDENCE-- Elected officials, corporate CEOs and people who just don't like the social networks, still read their emails. Also, you reach people when they are in their offices or in a work mindset.

NEWSLETTERS/EMAIL COURSES AND CONTACT LIST MANAGEMENT-- Mailchimp or something similar is your resources for sending out a digital version of the old print newsletter. Articles you write, information about what you are doing, pictures, video links and other information. Also, Mailchimp allows you to set up automatic email responses for people who subscribe to your email list, to export that contact list for other purposes, such as print mailings (make sure you ask for mailing addresses!) and to set up email courses using the automatic function.

Online Survey and Engagement

(Because you need to constantly continue to evaluate your methods)

Survey Monkey, Google Forms, MySidewalk, etc.

Put in your community engagement questions and automatically have them come out into a spreadsheet or a report form.

This is an online channel, hence why I include it here. Also, the more sophisticated versions of these, like MySidewalk, have a social networking function and often develop robust message boards of their own.

Online, OpenSource Office Tools

(They are a lifesaver too)

Dropbox- you probably already have this. If you are going to spend money on anything, spend it on having enough room for all your design and communication work.

Google Drive and Docs- If you or your community can't afford the Office suite, this has great functionality to produce your fliers, calendars, plans and reports.

Old School Techniques

(Mail, phone call and word of mouth...)

Yes, you still need to mail something. Consider doing a postcard that is large enough to double as a flier.

You may need to do a phone calling campaign. If it wasn't important, the political campaigns wouldn't constantly ask their volunteers to do so.

Same with door-to-door word-of-mouth, and especially with going to community events. Remember that event plan we talked about?

This is a lot. I know. Don't feel like you have to do it all, at once, or alone. Use the checklist, the Facebook group, the resource list and use your individual community/project team to help you craft the right mix.

Questions? Use your neighbors and your worksheets to help you. Also, join the Facebook group for more links and updated information.