



Southland Recovery Coalition FY24 Communication Plan

DELIVERABLES (ACTIVITIES)	METHODS TO ADDRESS THE DELIVERABLES
Communication Plan – How we will communicate with the people in the community	<p>SOCAL MEDIA</p> <ol style="list-style-type: none"> 1. Email Blasts with partner organizations i.e.: Southland Human Services Leadership Council 2. Facebook 3. Linked-In 4. X (formerly Twitter) 5. Instagram 6. YouTube <p>TELE-COMMUNICATION</p> <ol style="list-style-type: none"> 1. Provide all contact numbers (Angelia Smith, Yvonne Orr, and Kathryn Straniero to address any issues that the council may have. 2. Have a dedicated conference call number for use 3. Use e-blasts; group text 4. Virtual meetups <p>ONGOING COMMUNICATION EFFORTS</p> <ol style="list-style-type: none"> 1. Follow up via telephone & email with Council Members 2. Disseminate newsletters 3. Disseminate flyers 4. Publish information in local newspapers
Community Outreach Plan – How do we reach out to the community	<ol style="list-style-type: none"> 1. Word of Mouth – Council members, staff and peers will talk to others about ROSC and its goals. 2. Flyers – distributed via email and posted throughout the agencies. 3. Ongoing meetings with businesses and other entities within service area. 4. Invite individuals into the facility for focus groups and tours. 5. Conduct educational and certification trainings and seminars. 6. Attend community-based meetings 7. Circulate Community Bulletins 8. Attend Town Hall Meetings 9. Host SRC Open House, Holiday, and Pop Up Events