

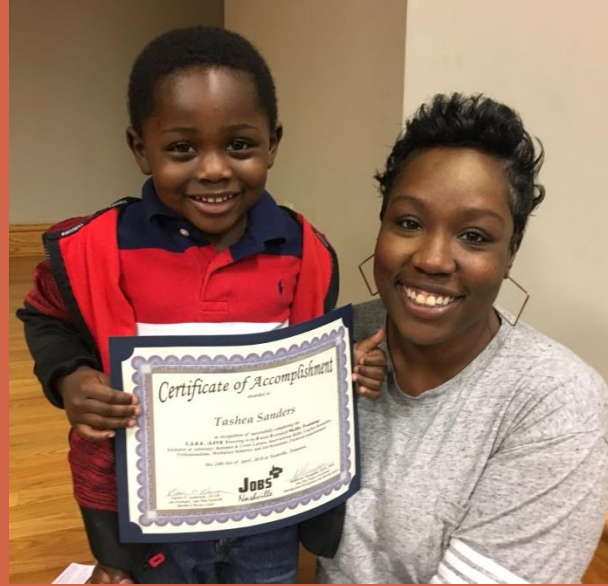
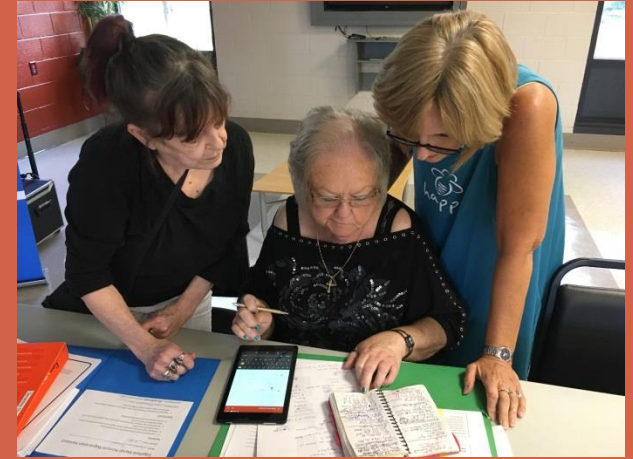
MDHA Communications

Aug. 12, 2019



AGENDA

- Internal Communications
- External Communications
- Expanding Department Resources



Internal Communications

- **Internal Newsletter**
 - Message from Executive Director Jim Harbison
 - MDHA major announcements/news
 - News coverage
 - Agency news and/or One Voice information
 - Staff features/photos from events
 - Annual Employee Awards Day
 - Positive stories
 - Social media highlight
- **MDHA One Voice**
 - Sent out as needed/requested
- **ADP Portal**
 - Add communications items to the Portal
- **All Hands Meetings**
 - Jim updates staff on Agency news
- **Media Training**
 - For staff and Board



External Communications

- **Media Relations**

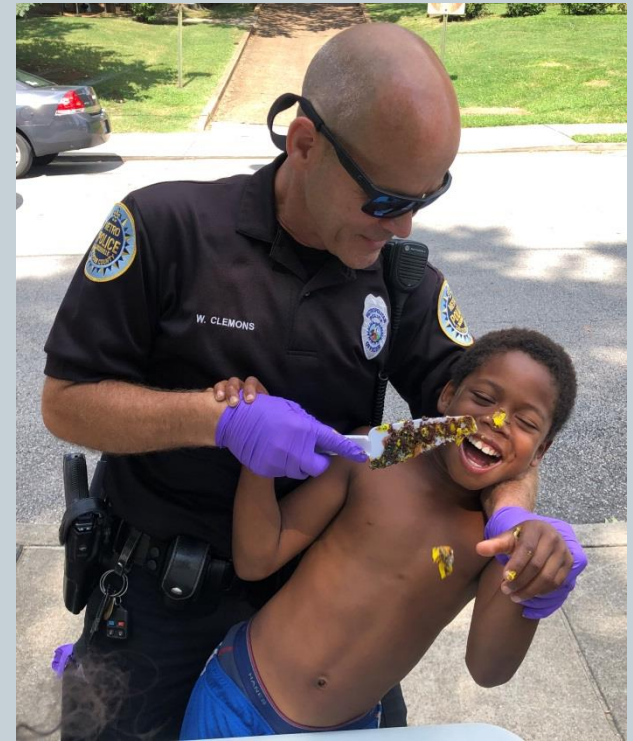
- Continue to build relationships with all media, especially those focused on affordable housing
- Morning meet-ups with media
- Being present, responsive and available, even in crisis situations
- Media interviews, positive story pitches
- Quarterly four minute segments on News 2 Midday
- Op-eds

- **MDHA Website**

- Transparency
- Stories, documents, agendas, press releases
- Construction updates

- **Social Media**

- Facebook, Twitter, Instagram and LinkedIn
- Use content calendar to map out posts
- Positive news stories
- Photos of residents at events
- Photos of properties
- Public events (Town Halls, job fairs)
- Strategically use analytics to determine hashtags, days and times to post on each platform



External Communications

- **Council Breakfast Every Fall**
 - Way to engage our city leaders
 - MDHA 101, development news and Q&A
- **External Newsletter**
 - Message from Executive Director Jim Harbison
 - MDHA major announcements/news
 - News coverage
 - Positive stories
 - Social media highlight
- **Annual Report**
 - New developments/construction
 - Envision
 - Grants and awards
 - Investing in our city and communities
 - Positive stories
 - Infographics
- **Annual Calendar**
 - Message from Executive Director Jim Harbison
 - A look back at our best moments and resident activities



External Communications

- **Groundbreakings and Ribbon Cuttings**
 - Pitch to media
 - Invite community to participate
- **Scholarship Receptions, 90+ & Property Events**
 - Pitch to media
 - Recognize residents in their accomplishments
- **Support All Agency Departments & Envision Process**
 - Talking points
 - Press releases for events
 - Social media
 - Website updates
- **Represent Agency at Public Events**
 - Coordinate with media and/or partners/organizers
 - Talking points
- **Represent Agency in Moments of Crisis**
 - Support our families
- **Speaking Engagements and Presentations**
 - Meetings
 - Lunch & Learns



Expanding Department Resources

- **My Home, My _____**
 - Series of 6 success stories focused on MDHA residents (print) with professional photos
 - Every other month
 - To be pushed out via web, newsletters, One Voice, media pitches
 - Success story becomes monthly focus on social media
 - Potential guest at the following Board Meeting
- **Video Success/Positive Stories**
 - Could be housing story, program participant success
 - Every other month
 - To be pushed out via web, newsletters, One Voice, media pitches
 - Success story becomes monthly focus on social media
 - Add YouTube channel for sharing videos
- **Drone Video of Developments**
 - Show bird's-eye view of Envision Cayce progress
 - Video pushed out via web, social media, YouTube, One Voice, internal/external newsletters
- **One-Pager for All New Construction Developments**
 - To be provided to MDHA staff via One Voice, MDHA Board, website under Construction Projects tab, social media, internal/external/resident newsletters, posted at each property including model unit, part of press packet for groundbreakings, ribbon cuttings