

Communications Update for Council

Report for September 30th Council Meeting

Reporting period: July 22 - September, 21, 2021

Prepared by Amy Allcock, Engagement Coordinator

Report is based on the goals, strategies and tactics outlined in the [2021 Communications Strategy](#), which was presented at the April 2021 Executive meeting.

Goal 1: Increase profile and capacity of council

- Developed and implemented Communications plan for special Council meeting with Joe Pierre.

Engage Council members

- Continued to share posts and amplify the work of our Council members and partners
- Invited Council members to share content in Oct 2021 newsletter

Develop and promote Policy Morsels newsletter as a valuable source of information on the regional food system & policy landscape.

- Began working on Oct 2021 newsletter

Position the Council on social media as an informative and engaging source of information

- Began working on a social media plan for the fall

Goal 2: Increase visibility and understanding of the local food economy

Promote Directory

- Developed a promotional package (poster and social media graphics) and reached out to Council Members and Local Government asked them to share with their networks and communities.
- Created a series of social media posts highlighting producers of seasonal fruits and vegetables as well as Youth & BIPOC directory members.

Goal 4: To inform residents of the Central Kootenay about the food policy council

Promote food systems literacy

- Researched arts funding opportunities for Food Systems Literacy project

Other:

- Ongoing Website maintenance - Wordpress updates and troubleshooting (PHP issue)
- Participated in the Anti-racism working group