

Bygones 18/9/19.

Jargon-free/busting.

Positive
optimistic
relevant
supportive
rejuvenated

Valuable
Inclusive
Tone/Feeling
Factors: "these people are helpful/helpful + want to keep in touch"

www.buffer.com
Twitter

Knowledge
Community
Goals
Social
elevator
LOCC
support members
Share actions/updates/knowledge
communicate members
Accessible + friendly to members

Some content across platforms?

links from 1 platform to another?
links to local eye charts
links to archives

social media

Responsibility + Accountability
Rules
Outside Contact

Forum? Discussion?
Peer/team
Policing
Consistent style/message

Communications Officer
Facebook
Tic Tac
Instagram
Reddit

Partners
Twitter
WhatsApp

Content
Review or actions/updates
Events
CET updates
links
industry news
celebrating successes
product links/links to archives

day dates
Community Engagement
links to archives
product links/links to archives
celebrating successes
links to website
Regular updates to maintain engagement

Updated, any use website
?weekly?
?daily?
?monthly?
?weekly?

Partners
Tumblr
Snapchat
Pinterest
LinkedIn
Slings
YouTube