

Digital Outreach

Federation of Community Councils

2024-01



Digital Outreach

- ❖ FCC communications via email, social media, and other technological sources
- ❖ The FCC currently uses Constant Contact list-serv for most engagement with constituents
- ❖ Emails sent out to the entire list-serv are called "FCC Alerts"

Current FCC Digital Outreach Policy



Sending out any email request to all on our list-serv



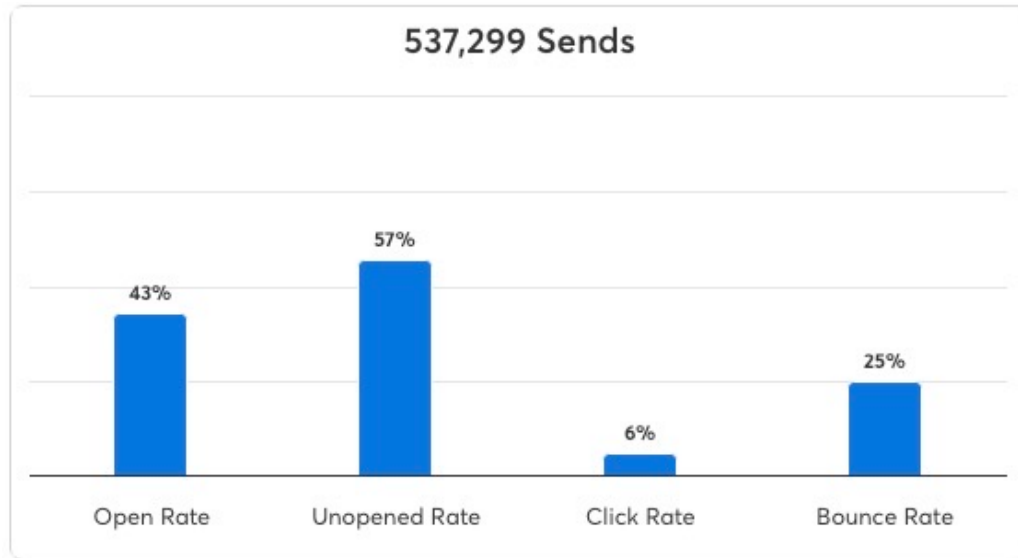
No limitations on who can request an FCC Alert



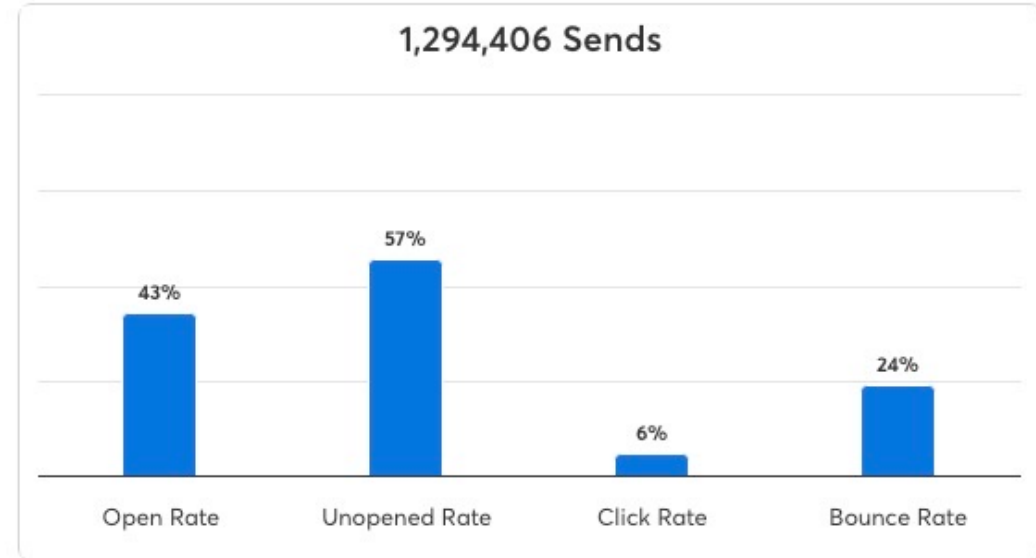
Social Media (facebook) currently inaccessible

The Data: List-serv

Open Rate
January - May 2024



Open Rate
January - December 2023

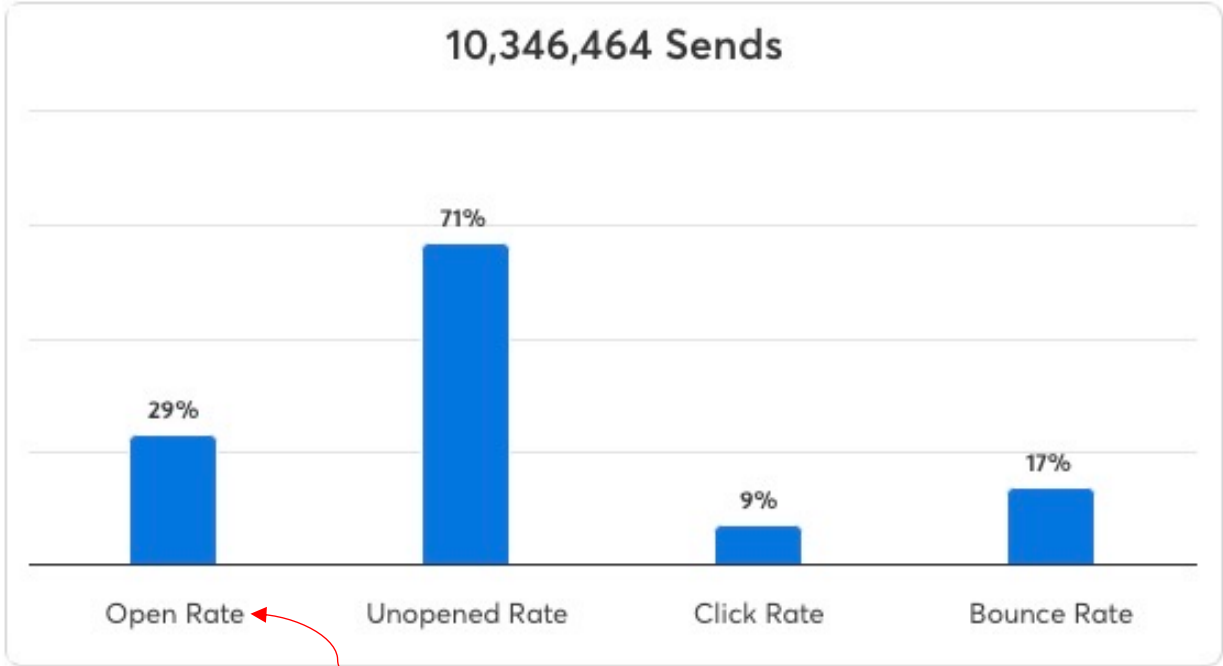


Subscribe & Unsubscribe
January 2023 - May 2024

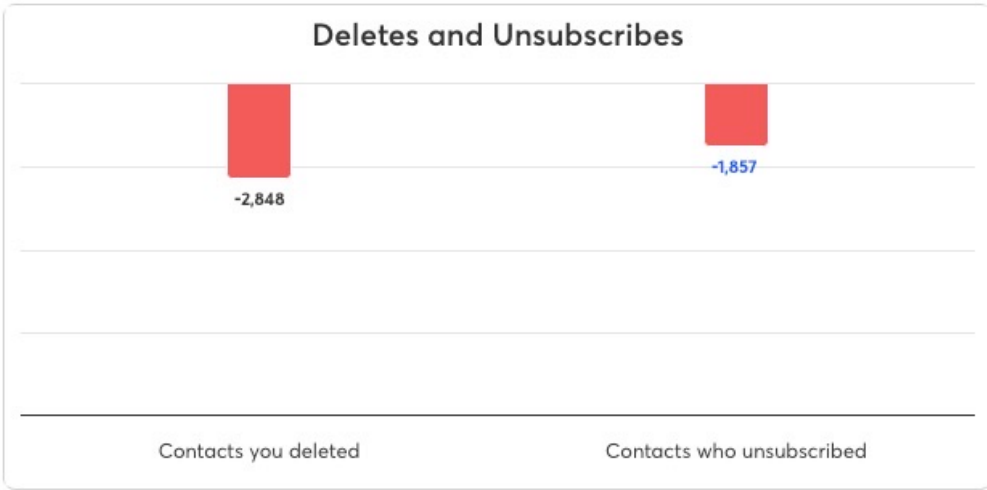
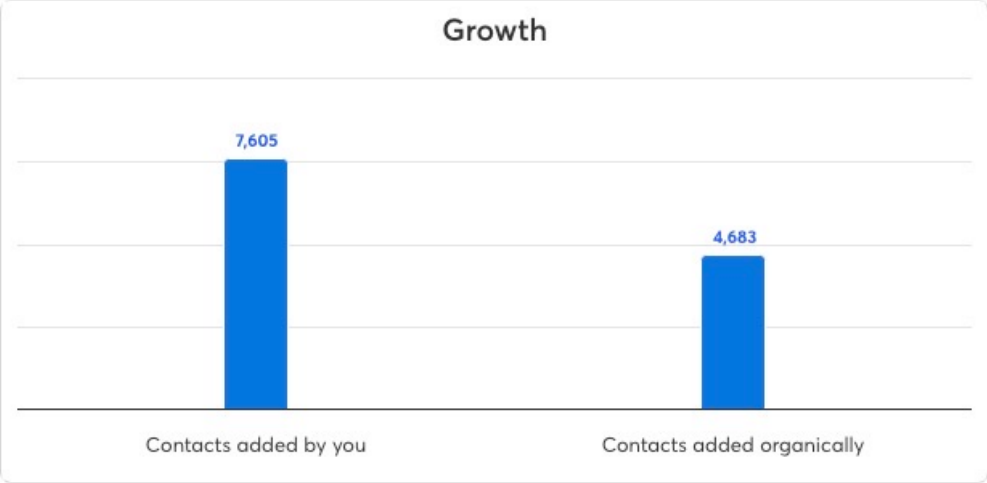


2016 - Today

38% of people unsubscribed!



Broke 40% in 2022

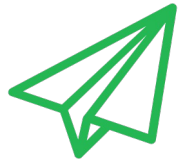


New Resolution Goals

"...striking a balance between informing and empowering members without diluting the message..."

"...support the community councils and their voice without straining constituent attention..."

Some New Policy Highlights



If not part of the mission, the email will be sent considered and sent via newsletter

Presidents/Chairs will always be able to send important information out to their council



Ask for more engagement from Presidents & Chairs

If a request is made for a specific council, the presidents/chairs will be asked if they want the information sent to their council



Inform all regular contacts of changes

Send out new policy criteria & engagement plan to all wishing to use our list-serv