

Best Practices in Communication

As reported by Charlotte neighborhoods at
Neighborhood Communication Workshop,
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Knights School of Communication
Queens University of Charlotte

What are your goals for neighborhood communication? Report your top two goals.

Incorporate all members.

Communicate across a diverse population.

Reach out to other neighborhoods – neighborhood sharing to develop best practices.

Create an open, connected community.

Creating an open dialogue.

Helping people find information.

Communicating about safety, rules, processes.

Promote neighborhood improvement.

What tools have you used? What has worked best?

Use signs in multiple languages.

Newsletters. Translate newsletters.

Fliers.

Block captains. Face to face communication.

Word of mouth. And ask people what they want.

Phone calls. Phone tree.

Monthly meetings.

Incentives! Free clothes, free hotdogs.

Give back to the community.

What hasn't worked?

Newsletter. Not relevant – not timely. Not read.

Website. – Some don't have Internet access.

Digital communication in general. Community centers with computers are not kept up to date.

Internet usage is not very high.