

NEIGHBORHOOD COMMUNICATION GUIDE



COMMUNICATION 101



Neighborhood communication refers to the exchange of information, ideas, and opinions among residents of a particular community or neighborhood.

Effective communication is essential for building a strong sense of community, promoting understanding, and resolving conflicts.

By following **communication principles**, neighborhood communication can help build a **stronger, more cohesive community**.



IMPORTANT COMMUNICATION ASPECTS

01

Listening

Effective communication requires active listening. This means paying attention to what others are saying and taking the time to understand their perspective

02

Respect

Showing respect for others is critical in building positive relationships. This means being polite, courteous, and acknowledging differences in opinions and beliefs.

03

Openness

Being open to new ideas and perspectives is important for fostering creativity and problem-solving.

04

Timeliness

Communication should be timely and responsive to the needs of the community. This means communicating important information in a timely manner and addressing concerns and issues promptly.

05

Transparency

Being transparent about decisions and actions taken by community leaders and organizations can help build trust and credibility.

06

Inclusivity

Communication should be inclusive, welcoming all members of the community regardless of their background or beliefs.

By following these principles, neighborhood communication can help build a stronger, more cohesive community.



WHAT SHOULD YOU COMMUNICATE?

01

Community news

This can include updates on local events, news about community organizations, and other relevant information.

02

Public safety updates

It's important to keep residents informed about any safety concerns in the community, such as road closures, traffic updates, or weather-related alerts.

03

Neighborhood projects

If there are any ongoing projects in the community, such as road repairs or park improvements, residents will likely want to know about them.

04

Volunteer opportunities

Many residents are interested in getting involved in their community, so it's helpful to share information about volunteer opportunities and ways to get involved.

05

Regulation Changes

If there are any changes to local regulations or laws that affect the community, residents should be informed.

06

General information

Leaders may want to share general information with residents, such as tips for staying healthy or advice for navigating the local transportation system.

By keeping residents informed and engaged, leaders can help build a stronger, more connected community.



COMMUNICATION FREQUENCY

The frequency of communication by neighborhood leaders can vary depending on the needs of the community and the nature of the communication. In general, leaders should aim to communicate regularly and consistently to keep residents informed and engaged.

Some examples of regular communication might include:

Monthly newsletters or email updates:

O 1 These can provide a summary of recent community news, upcoming events, and any important announcements.

Social media updates:

O 2 Posting regular updates on social media platforms like Facebook or Twitter can help keep residents informed and engaged.

Community meetings:

O 3 Regular community meetings can provide an opportunity for residents to voice their concerns, ask questions, and discuss important issues.

One-on-one communication:

O 4 Leaders may also need to communicate individually with residents to address specific concerns or issues.

It's important to strike a balance between providing enough communication to keep residents informed and engaged, without overwhelming them with too much information.



WHAT PLATFORM DO YOU USE?

The choice of platform will depend on factors such as the size of the community, the demographics of residents, and the types of information being shared.

Here are some examples of communication platforms that neighborhood leaders might use:

Newsletters or emails:

O1

Mailchimp, Constant Contact and HubSpot are great starting points.

Social media:

O2

Facebook, Signal, Telegram, WhatsApp or Nextdoor.

Community websites:

O3

Landing Page, Canva Site or a page on your Cities website.

Community meetings:

O4

Community Meetings, Council Meetings, Community Events, or Crime Watch Meetings

Ultimately, the choice of platform will depend on the specific needs and preferences of the community. Leaders should aim to use platforms that are accessible to as many residents as possible, while also being efficient and effective for communicating important information