



We wanted to give you an update on a few changes we are going to make in terms of communications. This turned into a longer email than planned! But there are some important changes to note, so please read on and share with your teams.

Thanks again to everyone that filled in the communications survey we sent out in January, that was really helpful. One of the main takeaways we got from the survey is that we are all overwhelmed with too much information (surprise!), and we tend to only have the headspace for one or two communication platforms. We completely understand. With that in mind, here are some changes we are going to be making:

Internal communications

All important communication between you (the members) and us (the support team) will happen in two places - email and Slack. You can always email any of us, any time, and Lella will continue to send out the team leader bi-weekly updates (on email and Slack and they are [available online](#)).

For network communication across teams, we are encouraging everyone to use Slack for this. For anyone not on Slack yet, we have [set up a tutorial](#) and are happy to help you get set up. There is also an option of having a private slack channel for your team; if that is something you would like - just let us know.

We are going to close the private Facebook members group (this is not the main page, just the private group where members can post and chat). This has become less used over the last year, and it doesn't make sense to be having conversations in different places. The group will be closed in 2 weeks, and we encourage all users of that group to get onto Slack.

Bottom line: if you are on email and check in on Slack now and then, you should be up to speed with For Our Kids organising. And if you ever want to reach out to the network to brainstorm, get support, find resources etc, Slack is the place for this. You don't need to be on other social media platforms to be kept informed. That said...

External communications

We will still be running lots of external communications to reach new parents and help with recruitment, to raise the profile of your teams and to share all the stories of the great work you are doing. As a quick summary:

- Facebook. Our main Facebook page is where we post stories, news articles and events every day. If you ever have something to be shared nationally (event, action, blog, story) please share with me (lorna@forourkids.ca) or post on the #communication-general channel on Slack.
- We would also like to encourage teams with their own private Facebook group to link their group to the For Our Kids central Facebook page. The benefits of this is we can see your posts more easily and amplify them on the national page. To do this you just need to add one of the support team as 'admin' on your group and we can link you to the main page.
- Instagram. We will continue to run @forourkidsCanada account and are working to get more content up. Again, we would encourage any teams with their own accounts to connect with us so we can help to share your stories.
- LinkedIn. We have set up For Our Kids as a company on [LinkedIn](#). Please feel free to add your volunteer time with For Our Kids onto your own personal profile and follow the page. We will be experimenting with a few posts to see what kind of interest we get. If anyone would like to submit a post about the benefits / challenges of volunteering alongside work, please let us know!
- Twitter. We are going to start using Twitter, mainly to support actions, events and potentially to reach out to influencers. We do not have the bandwidth to become prolific, opinionated twitter users! but do feel free to follow us (@ForOurKids5) if you are on twitter, or to recommend organisations / individuals for us to follow.

Phew! Thanks for getting to the end. Hopefully this helps to make things clearer on how we plan to communicate, but as always, any feedback or questions are very welcome.

Lorna Pelly