

How to: set up a resident communication channel

Creating a communication channel can make it easier for residents to discuss and improve recycling habits, share resources and strengthen the sense of community.

Follow these steps to get your channel up and running!

Determine the goal. Identify the purpose of the channel – at a minimum, your channel might be used to pass on emergency alerts and maintenance information. A more active channel could also include community updates, event invitations and general discussions like the sharing of recommendations or resources.



Think about your audience. Take into account the size and demographic of your building. Are people likely to be comfortable with mobile apps, and is this accessible to people of all ages and languages? Are they owners or renters?

Consider how many people you expect to join, how frequent messages are likely to be and how urgent the matters under discussion will be. Some platforms need one or more residents to act as administrators.

Choose a platform. Some options include:

- **Bulletin Boards:** Low maintenance; good for basic updates and posting key information that all residents need access to.
- **Email Lists:** Best suited to communicating occasional, non-urgent matters.
- **Digital Messaging:** (eg., WhatsApp, Signal) Best suited to smaller groups and urgent matters.
- **Mobile Apps:** (e.g., Slack) are great for detailed, ongoing discussions and planning, especially in large groups.
- **Social Media Groups:** If you'd like your channel to be a place for discussion and community building among residents a private group on a platform like Facebook will be a good choice.
- **Private Platforms:** Many very large buildings use dedicated online resident portals. These cost money to use but have many useful features including tailored reporting and alert systems.

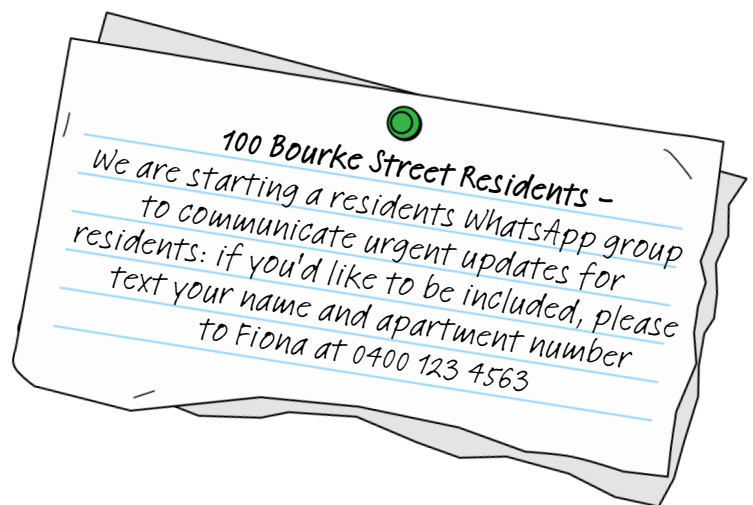
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How to get started:

Establish guidelines and rules: Set clear guidelines for how the communications channel should be used based on the pre-established goals. Specify what type of content is allowed, how often updates should be posted and any rules regarding respectful communication.

Invite residents to join: Once your channel is set up, let residents know about it and give them an opportunity to join. You might spread the word via a flyer in common areas or a note in each resident's mailbox.

Along with an explanation of what the channel is for, your invitation should either include a link and QR code to the new communication channel (if you have set up a Facebook group, for example) or a way for residents to provide the contact details you will need to add them.



Encourage participation:

Promote active participation by encouraging residents to ask questions, share suggestions and contribute to discussions.

Plan for the future: Have a plan in place for how you will update the channel as residents move in or out. If it's a channel that needs to have an administrator make sure that someone else is able to do this if you are away or unwell.