

2023 AGM BCA Communications Notes

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Here at the BCA we work hard at communicating with our community. We have 4 different ways that we reach out to community members:

- Social Media
- A monthly email
- The hard copy newsletter
- The BCA website

With social media we use Facebook and Instagram. We've seen our numbers increase over the last 3 years. We have roughly 825 followers on Facebook and 910 on Instagram. These two platforms are used to communicate and update the community on a regular basis on all the events, news and deals we can share.

We also have the Blueridge Neighbors Facebook group which has almost 1000 members. It has evolved into a wonderful platform where all our residents can share ideas, news, and even help find lost dogs! So please make sure you follow up on one or both platforms and be sure to join our Blueridge Neighbors group on Facebook.

Our monthly email - The *Blueridge Bulletin* - has just over 600 subscribers at the moment, and it has been growing slowly but steadily. We publish all kinds of Blueridge related news there, and it's free. Please subscribe to get it delivered to your inbox around the first of each month.

We continue to print 3 *Blueridge Community Newsletters* annually, delivered to all 1500 homes in Blueridge by volunteers. It features everything from favourite recipes to the latest pronouncements on trail parking and the winners of our community awards.

And local stories of interest to residents are always welcomed by the editors of both the *Blueridge Bulletin* and the *Blueridge Community News*.

The BCA website sees slow growth in visits, but as it is a repository of information rather than a community, we don't expect it to grow like social media. Instead we hope it becomes the place people turn to first when they have a question about something related to Blueridge. We add new information to that site as we can, and the home page always has key information and news on it.

URLs and QR codes for all of these were posted at the meeting, and all those resources can be found on the BCA website.