

2024 AGM BCA Communications Notes

Toby Barazzuol, Michael Bernard, Mahnaz Fardghassemi, Jeff Powell

The BCA continues to work hard at communicating with Blueridge residents. We have four different ways that we reach out to community members:

- Social Media - [Facebook](#) and [Instagram](#)
- Our Monthly Email - the [Blueridge Bulletin](#)
- The Printed Newsletter - the *Blueridge Community News*
- The BCA Website - blueridgeca.org

Social Media:

We use [Facebook](#) and [Instagram](#). Our numbers have continued to increase over the last three years. We have roughly 909 followers on Facebook and 999 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. Our goal is to reach 1200 followers on both accounts this year, so be sure to follow both to stay on top of news in Blueridge!

We also have the [Blueridge Neighbors Facebook group](#) which has almost 1200 members. It has evolved into a wonderful platform where we can share ideas, news, find new homes for unused items, and even help find lost dogs.

Our Monthly Email:

The [Blueridge Bulletin](#) has about 670 subscribers and continues to grow. We publish all kinds of Blueridge related news there. Recent additions include

- Notes from the Sausage Factory - summaries of DNV council items related to Blueridge in some way
- Newsworthy - links to news items that may interest Blueridge residents
- Important Dates - for all kinds of things, including local events, school schedules, holidays, and government deadlines

In addition, we have regular columns on various topics:

- local schools
- provincial government
- DNV government
- bears and other wildlife
- gardening
- and more

There is something for everyone. Please [subscribe](#) to get it delivered to your inbox around the first of each month.

Local stories of interest to residents are always welcomed by the editor of the *Blueridge Bulletin*. Send them to bulletin@blueridgeca.org.

The Printed Newsletter:

We continue to print three issues a year of the [Blueridge Community News](#), which is delivered to all 1500 homes in Blueridge by volunteers. As with the *Bulletin*, it features news of interest to Blueridge residents from the district and provincial governments, neighbourhood initiatives helping those less fortunate during the holiday season, developments in the Blueridge Sharing Garden, and suggestions for discounted home services offered by skilled trades. A new feature this year invites newcomers to the community to write about their experience in moving to Blueridge.

And as with the *Bulletin*, local stories of interest to residents are always welcomed by the editor of the *Blueridge Community News*. Send them to newsletter@blueridgeca.org.

The BCA Website:

As reported last year, the BCA website - blueridgeca.org - sees slow growth in visits. It remains a repository of information related to Blueridge rather than a community or social media site. As such we don't expect its use to grow in a big way. Instead we intend for it to be the place people turn to first when they have a question about something related to Blueridge. We add new information to that site often, and the homepage always has key information and news on it.

URLs and QR codes for all of these were posted at the meeting (or are available at the links above if you are reading this online). And of course each of these resources can be found on the [BCA website](#) easily.