

JOINT INFORMATION CENTER WEBSITE 2020

Operations and
Technologies

JOINT INFORMATION CENTER

- Overview & Backgrounds: Who & Where we are
- Joint Information Center: What & Why it's good
- Operation: How Michael Flows the Infos

- Tools
 - Google Docs for content merging
 - Content management quick overview
 - CoSchedule social media

JIC – WHAT AND WHY

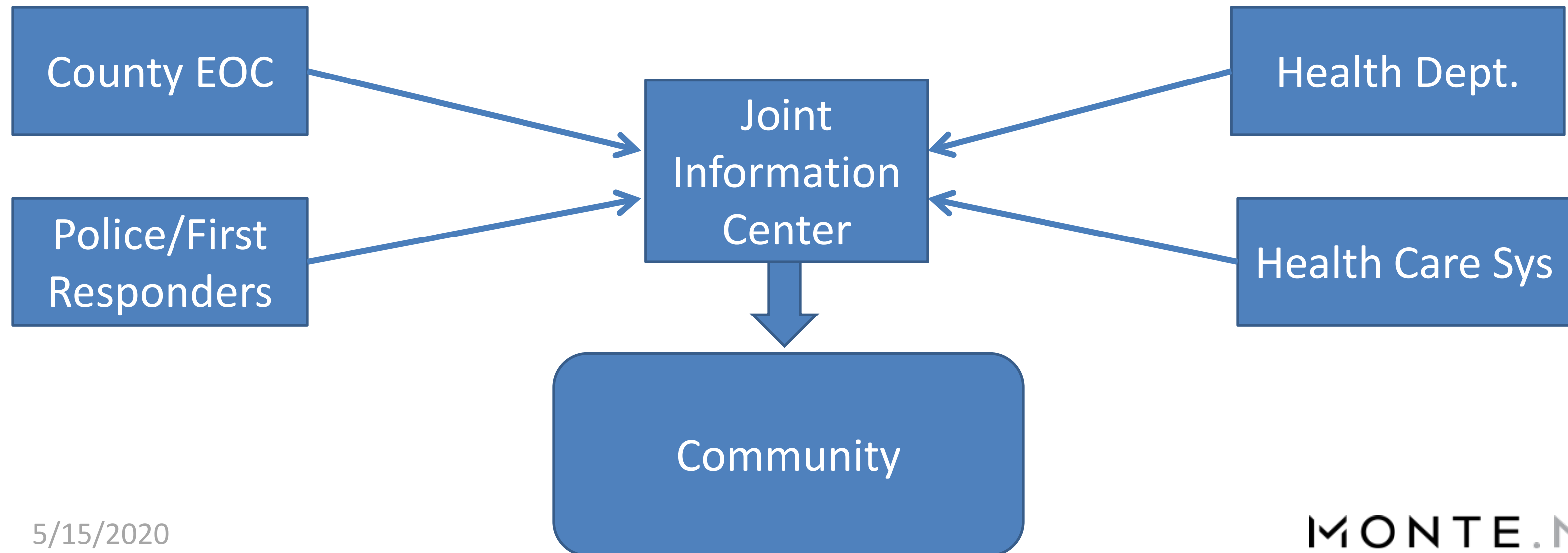
- Single source for 5-county region
- Trusted by regional communities
- Crisis communication & Response
- Answer the question: “What’s happening now?”
- Avoid disjoint messages from various sources
- Root source of facts for community

THE BIG PICTURE

- Trust of community is reflected in the stats
- 450 + Visitors per day, higher during dynamic events
- 60+% open rate for email briefings each day
- Visibility motivates content partners

JIC ECOSYSTEM

- Who from your world needs to be involved?



MICHAEL'S DAILY MAGIC

1. Gather daily research
2. Create a shared Google Doc for daily briefings
3. Michael sends relevant news and stats
4. Institutions send daily briefing to Michael
5. Michael makes minor edits for style
6. Posts to CopperCountryStrong.com
7. Drop into daily briefing email in mailchimp
8. Share briefing page link and key facts Facebook+Twitter

ESTABLISHING THE WORKFLOW

- Determined the relevant institutions
- Drafted a plan with institution leadership
- Reviewed, built consensus for the approach
 - Daily operation plan
 - Owning the page: stand behind every word
 - Unify with transparency: show what's happening

DEMO THE WORKFLOW

- Google Docs for merge of daily briefing
- Website:
 - Streamlined Content management system
 - Tagging for consistent organization
 - Integrated signup for email notifications
- Flow into Mailchimp or other email marketing system for pushing out daily updates
- Social media tool – CoSchedule

WEBSITE DESIGN + LOCALIZATION

- Brand (compare to Joint inf...for 5...)
- Structure
- Graphic design
- Local imagery

KEY TO REMOVE WORKFLOW FRICTION

- Several 'layers' of website support
- Graphic design
- Information architecture/structure of menus
- Front-end programming support (Chris)
- Content layout support (Ashley)
- Content editor (Michael)

CLOSING THOUGHTS

- We could be missing constituents, such as those without internet, so consider partnering with other media, radio/tv
- Still have homes & families struggling 2 years after the flood
- The tools you need may not be there. You might have to build them

THE LONG TAIL

- Establish public trust ahead of time, rainy day fund
- The end may not be clear
- Experienced volunteers can be faster than a standard approach to contracting

THANK YOU!

More questions, please!