Community Profile Report Dissemination Methods

Note: Dissemination methods will vary based on the intended audience. Some methods below might be appropriate for a broader audience, informing the community at large about the Community Profile process, findings, and intended action (Mission Action Plan). Many methods could be used for a more targeted approach – reaching specific audiences such as target communities. Materials/presentations should always be tailored to the intended audience.

- **Websites** can be used to provide the community with information and documents about such things as:
  - Background and purpose (e.g. baseline info, GIS maps)
  - People involved (e.g. Community Profile Team members, donors/funders, stakeholders that participated in the process)
  - Methods (e.g. data collection instruments, sampling techniques)
  - Progress, results and decisions (e.g. mid-process updates, public comment opportunities, final reports)

- **Blogging** can be used to provide informal updates, interactions, guest bloggers and sharing of pictures

- **Social Media** can be used to build followings, connect to others that may be interested in the results, good for getting the word out, and sharing photos (e.g. Twitter, Facebook, LinkedIn, YouTube)

- **Community or Organization Meetings** (e.g. town hall meeting)

- **Existing Networks** can be an already established group in which a presentation or handouts can be provided (e.g. NGOs, community leaders, city/village council)

- **Posters, Announcements or Events** in spaces visited by stakeholders (e.g. municipal buildings, schools, libraries, community centers)

- **Street Billboards**

- **Letters to Stakeholders/Groups**

- **Newsletters**

- **Newspaper Articles, Advertisements, Media Outreach**

- **Radio** (e.g. broadcasts, call-in shows)

- **Television and Videos**