



Communications Committee

John LeCoq, Chair
NFHP Board Meeting June 2023



Communications Committee Foundations

- Communications Strategy
 - Approved in November 2022
- Branding and logo Guidance
 - Approved in March 2023



Communications Committee

Upcoming Items

- Infographic Highlighting 2023 Projects
 - Target: July Completion
- 2022 Annual Report
 - Target: June Completion
- Waters to Watch Campaign
 - Target: 2023 projects (September Board Approval)



Website/Social Media Metrics

- 20,000 Visitors Annually
 - Peak traffic:
 - Click-throughs from monthly newsletter
 - Waters to Watch Announcement
- Social Media:
 - Facebook: High (7,000 users reached monthly)
 - Twitter: 113 profile visits (1 month)



Questions?