



Toronto  
Community  
Housing

# Toronto Community Housing

## Strategic Communications Plan

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GOVERNANCE, COMMUNICATIONS AND HUMAN  
RESOURCES COMMITTEE

MARCH 31, 2021

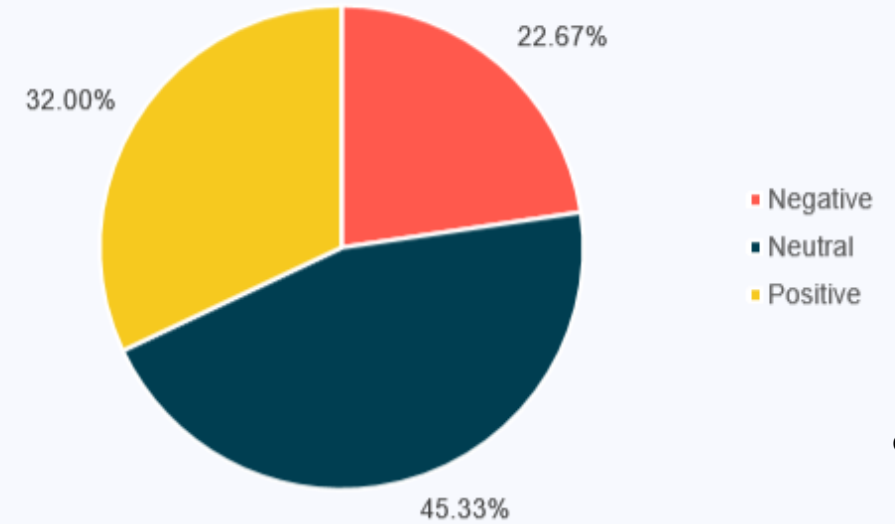
# What we know

The first pie chart reflects sentiment breakdown for the articles closely analyzed

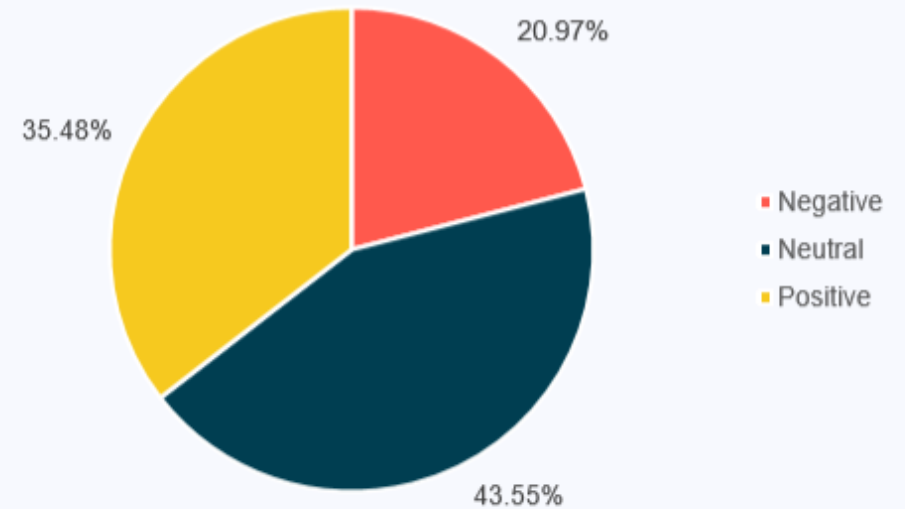
The second pie chart summarizes the sentiment of third-party spokespeople when commenting on TCHC issues, including City leadership and tenants

Overall, the analysis found the majority of stories that reference TCHC were either neutral or positive, with sentiment from third parties almost identical

**Share of Sentiment - All Stories**



**Sentiment - Third Party Opinion**



# TCHC Spokesperson Inclusion



## What we know

### Leveraging internal spokespeople impacts sentiment

TCHC spokespersons are subject matter experts. They are essential to fulfilling media needs and organizational objectives:

- share information about specialized topics
- reframe a story with strong key messages that reinforce objectives and can correct bias
- deliver proof points that positively reflect organizational achievements

## Our vision for Communications

We are champions for tenants, shaping and sharing their stories and helping them navigate our services. We inspire human connections, empower our people and partners, and celebrate the diversity and experiences of those who live and work in Toronto Community Housing.

# Our Plan

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Build trust and confidence among tenants, employees and stakeholders



Engage and inform key audiences to drive understanding of our services and supports, ensuring people have the right information, at the right time and on their terms



Be proactive storytellers, with a consistent human voice



Be trusted and respected advisors, nimbly solving problems and advancing the organization's strategic priorities



Create connections through integrated communications channels to enable transparency, trust and action.



Tenants



Employees



Stakeholders

Who we are  
communicating to

What will we  
communicate

## Who we are and what we stand for

- Tenant services and supports
- Human interest stories
- Community partnerships and impact
- Employee passion and commitment

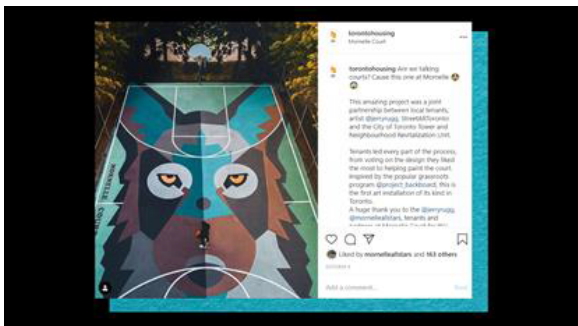
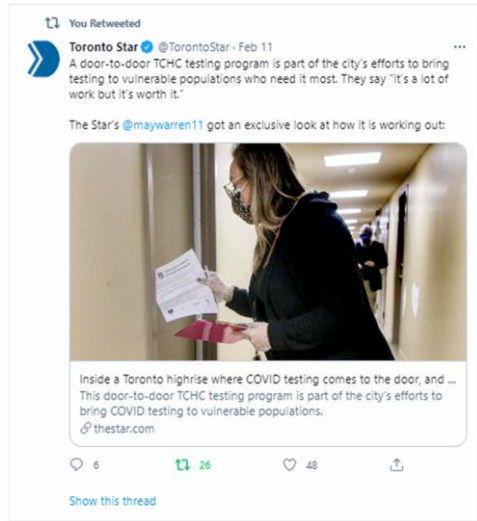
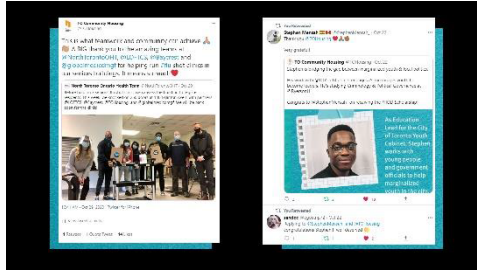


Toronto Community Housing

Toronto Community Housing  
16,244 followers  
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We are working closely with the [City of Toronto](#) and community agencies to bring mobile COVID-19 testing clinics to tenants in our communities.

...see more



# What we stand for

- Tenant services and supports
- Human interest stories
- Community partnerships and impact
- Employee passion and commitment



# Going Digital

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As a service organization, TCHC has an opportunity to leverage the power of digital communications to reach tenants and other key audiences



Rebuild internal and external websites to function as a service hub where tenants can easily navigate, access information and engage with TCHC



Partner with Information Technology Services to define future state digital platforms to support our tenant, employee and stakeholder engagement priorities

# Thank you & Questions

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