Provide a comprehensive set of tools to enable HCR's Communications needs, with an objective of minimizing both tool overlap and IT support resources.

HCR COMMUNICATIONS STRATEGY

USER	MEMBERSHIP					MEMBERSHIP & ADMINISTRATIVE				ADMINISTRATIVE			
FOCUS	IMMEDIATE	WEEKLY	QUARTERLY	CONTINUOUS	CHATROOM	EVENT REGISTRATION	MEETINGS						
COMMUNICATIONS TOOL	Facebook / Instagram	eNews	Horizons	hcrpca.org	Discord	ClubRegistration.net	In-Person Meetings	Zoom	YouTube	Email	Google Forms	Google Drive	PCA Glove Box
STRATEGIC IMPORTANCE	Share info on upcoming and past events with Members and other interested Porschephiles in real time	Provides weekly and special event communications with HCR members	Documenting club activities in greater depth and providing insights on members and sponsors.	Enables internet communications to HCR members and the world.	Provide a Moderated Platform where Members can chat with each other on topics related to HCR activities and Porsches	Enables registering members for events, Also in collecting fees and signing liability waivers, as needed	Enable the most efficient transfer of information and the building of relationships for small groups	Enable video conferencing for volunteers, members & guests who would be inconvenienced via other mechanisms	Provides a repository for HCR video events such as DSS	Provides a communications mechanism for all day-day HCR operations and business needs	Provides a set of tools that enable elections, membership surveys, etc.	Provides a database for sharing and/or assembling of large files or file sets e.g. photos ,Horizons	Provides a repository for critical records and operational information (including Redbook)
OWNER	Social Media Event Coordinator	President	Horizons Team	IT Team	Discord Coordinator & Moderators	Super Administrators	All	Secretary	IT Team	IT Team	IT Team	IT Team	President, Secretary
KEY USERS	Select Volunteerrs	Special Event Coordinators			Membership	Event Coordinators / Administrators	All	Volunteer Team	Volunteer Team	Volunteer Team	SPC, Nominating Comm, Secretary	Volunteer Team	President, Secretary
TARGET AUDIENCE	Membership	Membership	Membership	Membership	Membership	Membership	All	Volunteers, Membership	Membership	Volunteer Team	Membership	Volunteer Team	President, Secretary
EVENTS													
- Planning & Organization[1]							PRIMARY	SECONDARY		PRIMARY		SECONDARY	
- Promotion	TERTIARY	PRIMARY		SECONDARY									
- Communication to Membership	TERTIARY	PRIMARY		SECONDARY									
- Registration						PRIMARY							
- Special Event (Annual Meeting, DSS)							PRIMARY (Bi)	SECONDARY (Bi)	e.g. DSS Zoom videos				
- Past event publicity and documentation	IMMEDIATE		LONG TERM										
CALENDAR		SECONDARY		PRIMARY									
HCR/PCA PROMOTION	SECONDARY	SECONDARY	PRIMARY	PRIMARY									
OPERATIONS[1]													
- Region Business							PRIMARY	SECONDARY		PRIMARY		SECONDARY	
- Elections, Surveys, etc.		PRIMARY									PRIMARY	SECONDARY	
- Critical Information													PRIMARY
MODERATED FORUMS / CHAT ROOMS					PRIMARY (Moderated Bi)								

Notes:	[1]Operational communications are bidirectional.
	Bi = Enables bidirectional communications between members, and between members and leadership team.
	Eliminates Facebook Community, X (Twitter), and LinkedIn.