



LIVEWELLSD.ORG

# Live Well San Diego Marketing & Communications Opportunities

## BOOST YOUR ONLINE VISIBILITY COUNTY-WIDE

*Live Well San Diego* promotes its partners' programs and community events through a variety of platforms, including our website, social media, event calendar, and monthly newsletters. Submit the promotional materials for your next upcoming event or program to [LiveWellCommunications@sdcounty.ca.gov](mailto:LiveWellCommunications@sdcounty.ca.gov) for consideration.

## CO-BRAND PROGRAMS AND EVENTS

*Live Well San Diego* Recognized Partners can co-brand their programs and community events by incorporating the *Live Well San Diego* logo into their communications materials to increase the visibility of the partnership. Events must be in support of healthy, safe, and thriving communities and be accessible to the community. Please do not use the logo in conjunction with fundraising events. Connect with your *Live Well San Diego* partner liaison to discuss how to co-brand your materials and promote your events. If you need help connecting with your Partner Liaison, please contact the *Live Well San Diego* Support Team at [LWSD.HHSA@sdcounty.ca.gov](mailto:LWSD.HHSA@sdcounty.ca.gov).

To learn more, visit [LiveWellSD.org/about/materials](https://LiveWellSD.org/about/materials)

## SHARE YOUR SUCCESS STORIES

The *Live Well San Diego* blog is a place for Recognized Partners to share success stories about actions, programs, initiatives, or events that have helped San Diego County residents be healthy, safe, and thriving. Blog stories are then collected and shared in the *Live Well San Diego* monthly newsletter (14,000+ readers) and on our social media channels. Stories should highlight collaborations or partnerships, share personal stories or offer quotes, and showcase data and results to support the initiative's or event's impact. At the end of the fiscal year, select stories are chosen to be highlighted in the *Live Well San Diego* Annual Impact Report. Stories can be submitted as press releases, videos, links to website articles, or written especially for the blog.

To learn more, visit [LiveWellSD.org/news](https://LiveWellSD.org/news)

## PROMOTE YOUR VOLUNTEER OPPORTUNITIES

Does your organization work to keep San Diegans healthy, safe, and thriving—and need volunteers on a regular basis? Submit your ongoing volunteer opportunity to [LiveWellCommunications@sdcounty.ca.gov](mailto:LiveWellCommunications@sdcounty.ca.gov) for consideration.

To learn more, visit [LiveWellSD.org/volunteer](https://LiveWellSD.org/volunteer)

## PARTICIPATE IN A SIGNATURE EVENT

Signature Events bring individuals, families and organizations together in support of healthy, safe and thriving communities. Participation and support from Recognized Partners in these events strengthens partner-to-partner collaboration and streamlines efforts within a region.

To learn more, visit [LiveWellSD.org/events](https://LiveWellSD.org/events)

# New! Live Well San Diego Partner and Community Engagement Platform

The new Partner and Community Engagement platform consists of several integrated online management systems that will improve interaction between the backbone support team and our partners and stakeholders.

## UPDATED WEBSITE

### [LIVEWELLSD.ORG](https://www.livewellsd.org)

LiveWellSD.org has moved to a new content management system to help us improve website accessibility and provide better integration with our new partner service portal, networking and engagement platform, and email marketing tool.

The home page has received a new look, including more image content and better data visualizations. A new searchable partner directory has been developed to make it easier for site visitors to find the right partner resources to fulfill their needs. A new calendar integration with our partner service portal will make it easier for partners to share upcoming events, meetings, and classes with the public.

## RECOGNIZED PARTNER SERVICE PORTAL

### [PARTNER.LIVEWELLSD.ORG](https://partner.livewellsd.org)

The Recognized Partner Service Portal will allow new and existing partners to start a partner profile and keep it up-to-date. A new online application form will allow new organizations to apply to become a Recognized Partner and monitor their progress along the way. It will allow them to upload documents like logos, proclamation language, and their partner resolution, a formal document that outlines their organization's commitment to support the *Live Well San Diego* vision.

Once the organization has been recognized, Partners will be able to use the portal to keep their profiles up-to-date, including contact information, logos, company descriptions, communications channels, and a list of resources they provide to the public. The portal will also be where Partners can add upcoming events, meetings, and trainings to our *Live Well San Diego* calendar of events.

## NETWORKING AND ENGAGEMENT PLATFORM

### [ENGAGE.LIVEWELLSD.ORG](https://engage.livewellsd.org)

We wanted to make it easier for our Recognized Partners to connect with each other, share ideas and resources, and help support each other's projects. In addition, we wanted to better engage the community to help build stakeholder groups of individuals and organizations around Sector interests and regional Community interests. Our new Networking and Engagement Platform will allow us to do both.

A Partners-only project site will allow Partner organizational contacts to develop a profile to share contact information, needs, interests, and ideas with other Recognized Partners. Partners will also be able to engage alongside the public through public-facing project sites. Our online engagement platform will allow our regional Community Leadership Teams and our Sector Leadership Teams to come together online to determine priority needs and issues and develop community enrichment plans and action oriented workgroups to tackle solutions together.