



# 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](http://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 (15,000+ followers). 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](http://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](http://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 the community.

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

# New Digital Tools to Engage Partners!

## UPDATED WEBSITE

### LIVEWELLSD.ORG

LiveWellSD.org has a new look! Our new system has helped us improve website accessibility and will better integrate with our new Partner Service Portal and networking and engagement platform. We are working to launch a new searchable partner directory to make it easier for site visitors to find the right partner resources to fulfill their needs. We will also be launching a new community event calendar to make it easier for partners to share upcoming events, meetings, and classes with the public.

## NETWORKING AND ENGAGEMENT PLATFORM

### ENGAGE.LIVEWELLSD.ORG

Through our new networking and engagement platform, we are making it easier for Recognized Partners, local leaders, and community members to share ideas, discuss important topics, provide feedback on policy and planning, and contribute to the future of the *Live Well San Diego* vision.

A Partners-only networking hub and communications hub provide spaces for Partner representatives to develop a personal profile to share contact information, needs, interests, and ideas with other Recognized Partners and County of San Diego staff.

Partners can also engage alongside the public through public-facing project sites that engage stakeholder groups around Sector interests and regional Community interests.

## RECOGNIZED PARTNER SERVICE PORTAL

### PARTNERS.LIVEWELLSD.ORG

The Recognized Partner Service Portal allows new and existing Partners to start a Partner organizational profile and keep it up-to-date. A new online application form allows 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 an organization has been recognized, Partners can use the portal to keep their website profiles up-to-date, including contact information, logos, organization descriptions, communications channels, and a list of resources they provide to the public. The portal is also where Partners will be able to add upcoming events, meetings, and trainings to our new *Live Well San Diego* calendar of events.

The portal is soon to be available to Recognized Partners through a special email invitation.