



Building Social Connections

SCRO COMMUNITY

Presented by Josabeth (Jo) Way, VP

Work
Together

Community Days

Workshops



1. Why Social Connection Matters

Stronger trust → makes it easier for the Board to lead and gain support.

More involvement → more volunteers, more ideas, shared ownership.

Healthier culture → less division, more collaboration.

2. Our Opportunity as a Board

In past years, Board visibility was limited.

This year, the Board is active, present, and engaged.

How we communicate and connect now will set the tone for the future.

3. Principles for Building Relationships

Listen First – Approach concerns with curiosity, not defensiveness.

Show Up – Be visible at community events, workdays, and informal gatherings.

Communicate Clearly – Share updates on what's being done and why.

Respect All Voices – Full-time, seasonal, and non-resident members each bring value.

Focus on Common Ground – Highlight shared priorities (roads, water, fire mitigation, safety).

4. The Role of Social Media

Social media can build or break community trust.

Board members are often perceived as speaking for the Board, even personally.

Guidelines:

Avoid divisive or critical posts.

Clarify when speaking personally.

Share updates that are constructive and informative.

Promote connection, not conflict.

5. Practical Ways to Strengthen Community Bonds

Board visibility: “Coffee with a Board Member” drop-ins, rotate attendance at gatherings.

Open channels: Post-meeting updates (short and friendly, not just technical).

Recognition: Thank community volunteers publicly.

Inclusion: Offer small roles for people to get involved without long commitments.

Transparency: Explain the why behind Board decisions, not just the what.

Ways the Board Can Build Social Connection

- Work Together: Host community clean-up days, fire mitigation projects, or small road/trail improvement efforts.
- Gather Socially: Organize potlucks, BBQs, coffee with the Board, holiday events, or outdoor movie nights.
- Share Knowledge & Skills: Offer workshops (fire safety, water conservation), swap days (tools, seeds, books), or family activities like hikes or scavenger hunts.
- Create Traditions: Welcome new owners with a packet, highlight residents in newsletters, or celebrate community milestones.
- Improve Communication: Send quarterly updates, run photo contests, or keep a suggestion box open for feedback (email).

