

**Background:**

Staff have compiled a report of recent staff public information activities for the committee’s review. Staff will also discuss possible future Public Information activities.

**Public Policy Committee**

**Agenda Item 7.**

**Expected Action:**

The Committee will receive an update regarding recent public information activities. No action is anticipated.

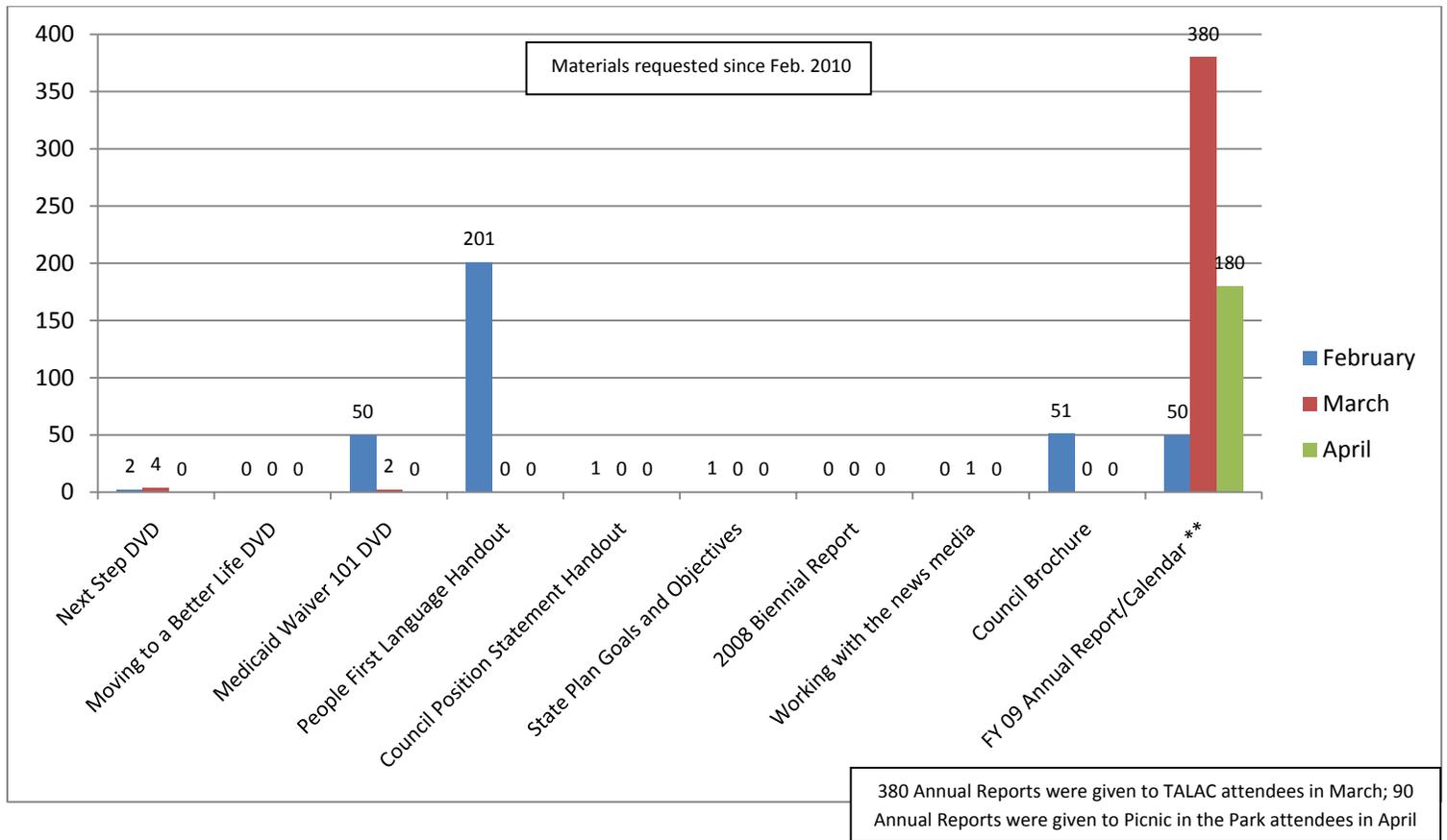
**Council**

**Agenda Item 12.**

**Expected Action:**

The Council will receive an update from the Committee on public information activities. No action is anticipated.

# TCDD Materials Requested & Information Update



## Social Media Update (data since April 2009):

### Twitter

<http://twitter.com/txcdd>

- 400 tweets
- 272 followers; following 239

### Facebook

[www.facebook.com/txcdd](http://www.facebook.com/txcdd)

- 411 friends; 194 fans
- 309 posts

## TCDD Email Update:

TCDD's email software allows staff to track how many recipients open or forward an email announcement; how many recipients access the information contained in the email (i.e. hyperlinks and downloads); and where our recipients are from (i.e. state agencies, council members, grantees, etc).

- All TCDD Council members have been signed up to receive email announcements
- As of April 2010 there are 1115 recipients signed up to receive TCDD emails
- As of April 2010 there are 911 FYI recipients

## Outreach:

- Melissa Loe and Joanna Cordry represented TCDD at the MHMRA Harris County Public Awareness Picnic in the Park in Houston April 10. An estimated 850 attendees learned about community resources, networked with families and professionals, and enjoyed free food and games.
- Lucy Walker responded to 50 requests for Information and Referral in January through March 2010. Other staff also handled I&R calls.