

### **RCCC Social Media Objective**

Leverage social media to expand membership and advance the Council's purpose to provide a direct and continuing means of citizen participation in local affairs.

### **2021 Social Media Subcommittee (Membership, Outreach & Communication Committee)**

- Nic Kinsman - Facebook Lead
- Amanda Doughty - Nextdoor Lead
- Gina Yesnik

### **Proposed Goals and Metrics for 2021**

1. Goal: Increase citizen awareness of RCCC meetings and activities
  - a. Metric: Every regular meeting is posted; new RCCC membership increases (25)
  - b. Strategy: Increase routine social media activity, improve process (Google Form), establish policy/guidance (in progress for May), and initiate basic metrics reports
2. Goal: Provide a direct means of citizen engagement & community involvement
  - a. Metric: One item featured per month; qualitative contributions to RCCC products
  - b. Strategy: Feature at least one meeting topic call for input (with document link when possible); develop online poll opportunities for public engagement
3. Goal: Create a welcoming and informative channel to local information and resources
  - a. Metric: Feature at least two informational or engagement posts per month; Reach 250 Followers/Members on Facebook and Nextdoor
  - b. Strategy: Establish rolling annual topics of interest (see below) with additional event-driven posts, 'Boost' relevant posts (\$50 2021 social media budget)

<b>Month</b>	<b>Featured Info Topic(s)</b>
Jan	Better know your RCCC Board
Feb	Transportation Committee Feature
March	RCCC's Voice in Municipal Government
April	State CIP and FireWise
May	May 1 National Wildfire Awareness Day, Bear Aware
June	Community Trails Information
July	What is the RCCC?
August	Hillside District Plan 101
September	
October	RCCC Board Election Attendance Requirement
November	
December	Annual Goal Planning