

2022 Social Media Subcommittee (Membership, Outreach & Communication Committee)

- Nic Kinsman - Facebook Lead
- Amanda Doughty - Nextdoor Lead
- *Recruit additional as able*

2022 Goals and Metrics

1. Goal: Increase citizen awareness of RCCC meetings and activities
 - a. Metric: Every regular meeting is posted; new RCCC membership increases (20)
 - b. Strategy: Maintain routine social media activity in line with established policy/guidance and continue [basic monthly 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 for input (with link when possible)
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 300 Followers/Members on both Facebook and Nextdoor
 - b. Strategy: Continue rolling annual topics of interest (see below) with additional event-driven posts, 'Boost' relevant posts (optional \$50 2022 social media budget)

Month	Featured Info Topic(s)
Jan (Nic)	Better know your RCCC Board, <i>Feature</i> : Parks Plan
Feb (Amanda)	Transportation Committee Feature (inc. meeting information)
March (Nic)	<i>Info</i> : RCCC's Voice in Municipal Government
April (Amanda)	FireWise (May 1 National Wildfire Awareness Day)
May (Nic)	State CIP Rankings
June (Amanda)	Bear Aware
July (Nic)	Community Trails Information
August (Amanda)	<i>Feature</i> : Hillside District Plan
September (Nic)	<i>Info</i> : What does a community council do?
October (Amanda)	RCCC Board Election Attendance Requirement Reminder
November (Nic)	<i>Feature</i> : Title 21
December (Amanda)	Annual Goal Planning

Annual Schedule of Hillside Awareness and Hazard Reduction Awareness Programs

<http://www.communitycouncils.org/servlet/content/Neighborhood%20Resilience%20Committee.html>