

Proposal for Sebastopol Climate Action Committee

Subject: Social Media & Press release plan for Education & Outreach committee

Objective: Inform Committee of our process and get approval from committee & Staff on this process

Summary: We create a process to get important messages out to the community about what our committee is doing, working on and what we need help with! We would be utilizing platforms like: flyers, NextDoor, facebook, Instagram, WACO, Craigslist free events, twitter etc.

Outreach to local businesses finding out what their participation would be for events such as flyers, posting on Instagram. From this we create a master list of all necessary information that can be accessed and implemented when we have something we want people to talk about.

Creating awareness of some of the special projects the committee is working on with grassroots marketing effort. Making budget requests when needed. For example, making a business card size handout that we give to the local businesses to hand out to customers. It would have a call to action on it like join us on Facebook, check us out on Instagram etc. as well as some facts about who we are and what we do.

Create interactive contests within the community. For example, submit your creative ways that you are conserving water. We could post all the images on Instagram, it could be hug a tree week send a picture of yourself hugging your favorite tree.... You get the concept just ways in which we can engage people and there some kind win for them at the end. It's amazing how many people join Instagram contests!

Basically we need to build a community so when we want participation we have an active community to speak to.

We research and develop a PR list, write press releases and submit to Mary Gourley and Holly Hansen for edits/ revisions. This will help us reach a wider audience both in numbers and demographically.

We also want to create a process for submission to the account holders so that we can plan in advance our posts and give our team ample time to make a posting on social media.

What we need: Approval from our Committee and Sebastopol City council/staff to move forward on creating accounts and make rules and parameters about what can/cannot be posted to make sure we follow protocols and how we