

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

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

**2021 Goals and Metrics**

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 (Bios)
Feb	Transportation Committee Feature
March	<i>Info:</i> RCCC's Voice in Municipal Government
April	FireWise (May 1 National Wildfire Awareness Day)
May	State CIP Rankings
June	Bear Aware
July	Community Trails Information
August	<i>Featured Plan, Policy, or Ordinance Affecting RCCC:</i> Hillside District Plan
September	<i>Info:</i> What does a community council do?
October	RCCC Board Election Attendance Requirement Reminder
November	<i>Featured Plan, Policy, or Ordinance Affecting RCCC:</i> Title 21
December	Annual Goal Planning