

DRAFT – Vs. 2

## Social Media Modified Schedule for Founders Day Festival For August – December

*Propose looking over again in December to modify and create January – April Schedule.*

### Content Calendar for Social Media and Website:

1. Tuesday Trivia – **Starts August**
  - a. Founders Trivia Campaign: Post a question and give the answer the next day. 1x week
2. Monthly Video from Keith – **Starts August**
  - a. Post 2<sup>nd</sup> Friday of each month
  - b. Choice from Keith
3. Poll the People – **Starts August**
  - a. Ask the public: What is your favorite parade prize? What's your favorite carnival ride? Where is your favorite place to hang out during the festival? This is a great way to promote engagement but also provide us valuable feedback. **First Tuesday of each month beginning in September and closing the last Thursday, with results the last Friday?**
4. Saturday Salute to those who make the event what it is. – **August through October**
  - a. The first round would be an introduction to each of us and then in the second-round focus on the various aspects each does. This is a question we can ask them and the others for their videos. What makes Founders *Founders*? It's the people, and the gathering, and the spirit of our town, and our founding families.
  - b. Ask City Council members, and business owners, Lions Club members, St Martin de Porres members, Cookoff Club members, local celebrities, schoolteachers, children and vendors: What is your favorite thing about Founders?
  - c. Run these 1-2x week March '21 thru March '22 to keep it top of mind
5. Non-Profit Highlight weekly - **September**
  - a. Write up & photo.
  - b. Ways to give, events/activities community can support
  - c. Lions Club, St Martin's and Cookoff Club.
6. Saturday Sponsor Shout Out – **Starts November**
  - a. Salutes/Shout outs to key sponsors who have signed on and maintain their commitment to support the event going forward. Sponsor Shoutout 2x month, Starting October
  - b. Sponsorship committee would contact all sponsors to get them to agree to be included which would serve as a commitment for future.
  - c. Longest running sponsor (do we have this info?)
  - d. Biggest/title sponsors from the past (and those who committed to be 2020
  - e. Quotes from sponsors on Why I support Founders
7. Friday Facts - **Starts November**
  - a. History of Founders/Did you know???
  - b. Series that tells the story a little each week.
  - c. Great Source: <https://www.texasmonthly.com/the-daily-post/origins-founders-day/>
8. GENERAL ANNOUNCEMENTS – **When they happen**
  - a. Sponsorship application up and available
  - b. Parade application announcements, theme announcements

- c. General logistics of the event
  - d. Etc.
9. Past Parade Participants – ask each organization/entry from the past (2018-2019) to submit their announcement like they do for the parade and we post those 1x week. **May delete.**
  10. Announcement of Donations to Big 3 (Lions, St Martin's & Cookoff Club) Produce videos for these (and as many as we can do for other items) plus highlighting the big three April 23-25.
    - Each spotlighted each day of Founders 2021 (who they are, what they do, how they give to organizations with the money they raise at FD)
    - Could we get Clint do a video of each organization that we can post?
  11. Get Businesses Involved: invite businesses to decorate their offices/doors like they do for Homecoming and submit their photos to be included on social media platforms.
  12. Like, Comment, Tag & Share Campaign to grow audience and share the education of FD. 1x month with prizes!!! (ask sponsors for door prizes, or look at a small budget item like a knock-off Yeti cup or ballcap) **Maybe starting in January?**
  13. Honorary FD Commissioner for the Day – invite schools to submit applications to be picked to be a commissioner for a day and get to tell all they things they would do if they were in charge of FD. 1x month. Why not for the time period between each meeting. Invite to attend meeting at the end of their term. We can run with the eight meetings scheduled before Founders 2022 to give each campus an opportunity.
  14. Announce 2022's Parade Theme **early** to give more advanced planning. Consider a theme that addresses the values and spirit of Dripping Springs (or something that signifies our Bouncing Back or Rebounding?)

## Notes Regarding Creation and Scheduling:

The City doesn't have the bandwidth to create all these posts. If Founders Day Commission decides on this schedule, posts will need to be assigned in the following way:

- City will create and post general announcement posts:
  - Sponsorship application up and available
  - Parade application announcements, theme announcements
  - General logistics of the event
  - Etc.
- For other posts, FDC will need to hire someone to create and design the posts or assign commission members to be responsible for the COMPLETE creation.
  - FDC to assign responsibilities by July 1<sup>st</sup>, in prep for August start
  - City will provide sign-up sheet for each post or series of posts
  - Person responsible must provide posts in 2 separate parts: Graphic and Copy
    - photo or graphic element to be used, designed in jpg format, social media sized.
    - exact copy to go along with it
  - City will provide sharable folders:
    - 1 for photos/graphics

- 1 one for copy that goes along with post
- Posts must be in folders two weeks in advance of post.
- Once in folders, no copy or graphics changes.
- City will schedule and post.
- City has discretion to change/say no if something isn't appropriate.
- FDC must be willing to respond/reply to questions on social media
  - Note: City cannot give access to social media account, they respond as regular poster.