



YOUTH COMMISSION AGENDA REPORT

Meeting Date: February 5, 2024

Subject: Marketing and Social Media

Prepared by: Bridget Matheson, Recreation Supervisor

Initiated by: City Staff

Staff Recommendation

The staff recommends to receive the report.

Background

At the January 8, 2024, Youth Commission meeting the commission inquired about how they could set up their own social media account and what policies may apply.

Update

Currently, there are nine commissions, and none of the commissions have a commission specific social media account. However, the City and the Parks & Recreation department have social media accounts for Instagram and Facebook. It is recommended that the Youth Commission create content that could be shared on the City's and Parks & Recreation social media platforms. Created content would be required to go through the staff approval process prior to the material being posted. There is an attachment in the Youth Commission Packet that explains the requirements for submitting marketing content.

In addition, the Youth Commission can also share the approved marketing content through their individual social media platforms.

Discussion/Analysis

The commission will need to receive the report.