



MEMO TO HISTORIC PRESERVATION COMMISSION

Topic: Creating an Action Plan for Generating Content for New Facebook Group

Background:

Shandy Lam has provided training and answered questions on how the Facebook Group works.

Next Steps:

1. Set a date for when the Facebook Group will go live.
2. Determine how to invite individuals to join the group.
3. Establish a plan for creating and posting consistent content.

Recommendation:

1. Go live on October 1, 2020.
2. Commission designates 1-3 commissioners as social media managers. The commissioner(s) work with Audrey to build a campaign to invite individuals to join the Facebook Group. The social media managers report on their plan to the Commission at the September Commission Meeting.
3. Social media managers meet regularly for the next 6 months to generate content for the group. The managers have the responsibility to write captions, select photographs, and make a schedule for posting for a set amount of time i.e: monthly, quarterly, etc. The social media managers will also have the option for additional
4. The Commission reevaluates in 6 months to determine if the process needs to be adjusted or if it is going well.