



CITY COUNCIL AGENDA REPORT

CITY HALL

CITY OF SONORA 94 N. WASHINGTON STREET, SONORA, CA 95370 P: (209) 532-4541

SERVICE, INNOVATION, INTEGRITY, COLLABORATION, RESPECT, LEADERSHIP

DATE: July 21, 2025

TO: Honorable Mayor and Members of the City Council

FROM: Melissa Eads, City Administrator

SUBJECT: Consider Approval of the Statement of Work No. 3 with Diamond Digital Marketing Co. for Expanded Social Media, Public Relations, and Communications Services, Effective July 1, 2025, Through June 30, 2026, in the Amount of \$36,000, and Authorize the City Administrator to Execute the Agreement.

RECOMMENDATION:

Consider Approval of the Statement of Work No. 3 with Diamond Digital Marketing Co. for Expanded Social Media, Public Relations, and Communications Services, Effective July 1, 2025, Through June 30, 2026, in the Amount of \$36,000, and Authorize the City Administrator to Execute the Agreement.

BACKGROUND:

The City of Sonora has contracted with Diamond Digital Marketing Co. since December 28, 2023, for professional social media services. This partnership has proven successful in enhancing the City's online engagement and public outreach.

Statement of Work No. 3 reflects an expansion of services to support a more strategic and proactive communications approach. The expanded scope will improve how the City communicates projects funded by Measure Y, foster stronger collaboration with departments such as Police and Fire, enhance City Council communication, and implement regular press coordination efforts to keep the public well-informed.

Key services include:

1. Social Media Management

- Platforms: Facebook, Instagram, TikTok, Twitter/X, YouTube, LinkedIn
- Post Frequency:
 - Posts: 32–38 per month
 - Stories (Facebook/Instagram): 12–18 per month
 - Short-form videos: Up to 6/month for Reels, TikTok, YouTube Shorts, etc.
- Engagement and Monitoring:
 - Comment/DM responses, social listening, 48-hour max response time
 - Outbound engagement (20 minutes/week)



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- Monthly analytics reports
- One paid ad campaign per month (up to \$200 ad spend)
- Weekly check-ins via email and one (1) monthly meeting with City staff

2. Quarterly Newsletter

- Full management, creation, and distribution of the City of Sonora's Quarterly Newsletter

3. Public Relations Services

- Up to two (2) press releases or press coordination services per month

This expanded approach is designed to keep residents more informed, support transparency, and increase visibility for City initiatives, particularly those funded through Measure Y.

FISCAL IMPACT:

All costs were approved in the FY 2025-26 Budget.

ATTACHMENTS:

1. Professional Services Agreement (dated December 28, 2023)
2. Statement of Work No. 3

CORE COUNCIL PRIORITIES:

Fiscal Responsibility and Stability, Infrastructure and Engineering, Public Safety and Disaster Preparedness, Economic Development/Growth and General Plan, Homelessness Issues, Staffing - Salary, Benefits, Training, and Retention