



April 25, 2019

TO: LOCSO Board of Directors
FROM: Matthew Fourcroy, Director
Social Media Plan Ad Hoc Committee Chairperson
SUBJECT: **Agenda Item 12A – 5/2/2019 Board Meeting**
Discussion Regarding the District's Social Media Plan

President
Marshall E. Ochylski

Vice President
Charles L. Cesena

Directors
Matthew D. Fourcroy
Vicki L. Milledge
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LOCSO Monthly Community Update

Utilize Email Marketing Software - Mail Chimp

- Provides number of easy options for designing, sending and saving templates of your emails
- Free for up to 2,000 users
- Allows single message that can be pushed to: email, website (RSS feed), Facebook, Twitter, Instagram, etc. Meaning that only update in one location and social media can be a result
- Need to create email list:
 - Chamber
 - LOCAC
 - CSD Website – add option to sign up
- Provides analytics – how many people looked at what and for how long
- Could possibly add Estero Bay News, New Times, and The Tribune to email list to keep informed.
- Would require initial setup:
 - Dawn Rodden at the Chamber of Commerce will assist @ \$50 per hour
- After initial setup, District Manager to update content
- Requesting \$700.00 budget to get setup –
 - Initial template setup & links to website & social media
 - 3 months of LOCSO Monthly Community Update publication
 - Training for District staff on update process each of the 3 months

Content

- Communications Officer (District Manager) to compile the highlights for the month.
- Sources: Committee Reports, BOD Meeting, LOCAC, etc.
- Send to Director Fourcroy for comments.
- Monthly content then updated via Mail Chimp and sent out.
- This method eliminates needing to maintain multiple platforms, can cover all platforms simultaneously with same information, photos, etc.