27 JANUARY 2017

TO: APA California Board Members

FR: Marc Yeber, VP for Public Information

RE: *CalPlanner* and Social Media Update

 Following is an update for both the CalPlanner and the Chapter's social media platforms as well as a cursory assessment and strategies being developed to better solicit and communicate content.

The *CalPlanner* had five issues for 2016. Below are a few remarks regarding past and current issues:

- **Past Issue -- Planning's Big Picture**
    a. Since this issue was suppose to be released in December and contained conference wrap-up material, it was intentionally marked as Vol 16 Issue 5
    b. The CalPlanner team did not receive a single infographic type of project (*despite being promised several*) and is the reason we published ones that were oriented towards California stats highlighting general topics
    c. A few after-release errors have been corrected and a revised version will be uploaded
- **Current issue -- Community Engagement**
    a. several feature stories have been received, but missing section and affiliate news, board member columns and other announcements.
    b. production for current issue will start the week of Jan 30 - Feb 3

In considering strategies to better streamline the submittal process , improve incentives for submissions and enhance the communication, the following are being developed :

1. provide a more defined schedule/ calendar for content submissions by all board members
2. continue using Facebook and other social media platforms to promote CalPlanner related activities
3. explore other avenues to share content with the public including shopping individual articles with other outlets
4. Develop a Tip Sheet for writing editorial content to assist contributors in their writing endeavors
5. offer resources such as links to writing style guides(think the Chicago Manual) and grammar sites

REQUESTED ACTION:

1. receive and file update

2. get feedback from board members on commitment to submit at least two to three items based on a schedule to be developed and presented by next Conference call.

The Chapter's **Social Media** platforms continue to ebb and flow with activity and are relational to the Chapter's programming at any given time (i.e, Conference). We still do not have any real analysis/ data on the effectiveness of these efforts to understand the effectiveness of communicating Chapter information. Any estimates on usage would be purely anecdotal.

Facebook: Our FB page seems to engage our members the most and is an effective communications tool to share a wide range of content. However, there seems to be a debate about which content should be posted (i.e., National v. section v. affiliate v. planning related news). Direction from board will be needed in order to move forward.

LinkedIn: no real change in use for the Chapter's Discussion Group page, though *CalPlanner* and other related member content is submitted via LinkedIn's homepage and appears in the page's feed. Engagement in Discussion Group seems to be minimal with only a handful of members submitting posts.

Twitter: Our Twitter account seems to be most engaged around conference time with significant less activity in between conferences.

REQUESTED ACTION: .

1. receive and file update

2. get feedback regarding the objectives for the Chapter's Facebook page; provide direction to staff and managing VP's as to the appropriate content to be posted.