14 JUNE 2019   * * * DRAFT * * *

TO: APA California Board Members

FR: Marc Yeber, VP for Public Information
Daniel Bezinovich, Digital Coordinator-Social Media

RE: Existing Social Media Platforms

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In an effort to strengthen and further streamline the Chapter's communications efforts, the following is an inventory of the Chapter's current (*as well as one newly established*) social media platforms.   Each of the platforms is listed, outlining the existing (*and potential*) role it plays in Chapter's communications. This is followed by a "Next Steps" portion which offers a few suggestions to initiate the discussion that will lead to a more comprehensive communication strategy document as it relates to these platforms.

Facebook

Overview:

The oldest and most established social media platform utilized by the APA California. It is primarily used for conference, CalPlanner, and legislative alerts and updates. Just like Instagram, Twitter, and LinkedIn, Facebook hosts demographically different audiences and is capable of hosting the same types of content.

This account should also be linked to all other social media accounts: Twitter, Facebook, Instagram to ensure full exposure.

Followers: 456

Largest Age Group: 25-34 (36%)

Smallest Age Group: 18-24 (4%)

Adding Followers: members like or follow; chapter can initiate via invitation on limited basis

LinkedIn (Company Page)

Overview:

LinkedIn is a social media platform capable of hosting links, videos and photographs like Instagram, Facebook or Twitter, however it serves a more career driven/professional audience and runs off of a different algorithm.

This particular page acts as a store front (*or alternate location*). It is not capable of being linked to other social media accounts; however, this isn't necessary due to the platform's general audience and purpose. If linking this account with other platforms is possible in the future, we should explore how to do it, but be more conscious/selective in terms of what posts are shared.

Followers: 257

Demographics: N/A

Adding Followers: member initiated

LinkedIn (Group Page)

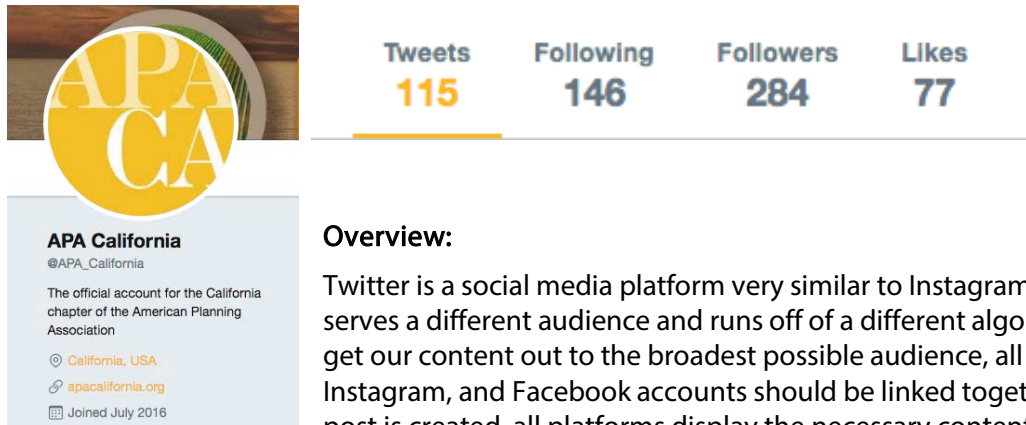This is a discussion forum and where the Chapter "builds community". By appearance , a LinkedIn *group page* may seem to function the same as a LinkedIn *company page*, but it is suppose to function differently. As a result the presence of two APA California pages may add to some confusion to our members. In addition the Group page has the most followers of any of the Chapter's social media platforms with 1,461 members. NOTE: The group page is unlisted, which means that it is not visible to the public. We are in the process of determining how to change this.

Followers: 1,461

Demographics: N/A

Adding Followers: member initiated; administrator approved

Twitter

APA California
@APA_California

The official account for the California chapter of the American Planning Association

⊙ California, USA
🔗 apacalifornia.org
📅 Joined July 2016

Tweets 115   **Following** 146   **Followers** 284   **Likes** 77

Overview:

Twitter is a social media platform very similar to Instagram, however it serves a different audience and runs off of a different algorithm. In order to get our content out to the broadest possible audience, all Twitter, Instagram, and Facebook accounts should be linked together so when a post is created, all platforms display the necessary content.

Currently the Twitter account is fairly polished, and usually experiences high activity during the state conference. However a reassessment of accounts followed should be done to ensure we are following all relevant accounts on Twitter – APA and its other chapters and divisions, as well as the League, and other Leg/ Policy interests groups.

Instagram

apacalifornia19   Following ▾   ...

0 posts   10 followers   0 following

Francine Farrell
A network of practicing planners, citizens & elected officials committed to urban, suburban, regional and rural planning in California
www.apacalifornia.org

⊞ POSTS   📷 TAGGED

Overview:

This is the Chapter's most recent social media platform to be added. We have not started to populate the page yet until we define its use/ purpose. The page needs to be adjusted with a simpler handle and administrator's Info more clear. The Chapter will need to start to follow other relevant accounts – APA and its other chapters and divisions as well as allied organizations such as AIA, AEP, ULI, ASLA.

This account should also be linked to all other social media accounts: Twitter and Facebook.

NEXT STEPS: Social Media Coordination

Goals/ Objevtives:
A. Establish the Chapter as a reliable online resource for timely and updated information
B. Strengthen channels for Chapter dialog on hot topics and member feedback
C. Reinforce the Chapter's online presence, engagement and communications with its members
D. Identify need and match up Chapter's efforts with specific digital platforms
E. Determine appropriate path to streamline our team's content submission processes
F. Promote all the different communication channels available to the members

Potential Strategies:
1. Define primary communications channel/ content type for each platform
2. develop guidelines for participation on each platform
3. Establish content submission protocol with coordinator/administrator
4. Create Chapter Dropbox account where content can be uploaded for posting
5. Determine a hierarchy of communication types (alerts vs. announcements)
6. Edit all social media accounts to ensure admin information is consistent throughout (*associated phone numbers, email addresses, etc.*)
7. Link all accounts together for streamlined and maximum content exposure
8. Seek out opportunities to remind members of the different platforms and encourage their participation (i.e., website, programs, newsletter, e-Blasts)

Platform Utilization:
Develop a matrix illustrating which content would be best served on which platform

Types of content:
- APA events and programming
- Conferences and workshops
- Legislation and Policy
- Newsletters and e-blasts/ elerts
- Projects exemplifying best practices
- Professional Development/ CM opportunities

Challenges to be Considered:
-- reposting of information between chapter and sections
-- one size does not fit all communications (*external and internal*)
-- oversaturation triggering a move to unfollow
-- understanding member preferences
-- reaching those not on social media platforms

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