



# Hillcrest Town Council Social Media Plan Proposal

03.15.2023

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## Overview

The proposed social media plan for the Hillcrest Town Council is designed to effectively engage with the community and promote its initiatives across multiple platforms. The plan focuses on maintaining a consistent presence on Facebook, Instagram, Meetup, Twitter, and TikTok, with tailored content strategies for each platform. By posting regular updates, sharing community news and events, spotlighting local businesses and residents, and fostering discussions, the Council will be able to strengthen community connections and involvement.

Key elements of the plan include sharing visually appealing content, organizing regular events, and actively engaging with community members. Consistent branding and tone, as well as monitoring engagement metrics, will ensure a cohesive and effective social media presence. Additionally, allocating a budget for social media advertising will help expand the reach of the Council's message, enabling them to connect with a wider audience and promote specific initiatives. Overall, this comprehensive social media plan aims to support the Hillcrest Town Council's mission and enhance its impact within the community.

## Goals

1. **Increase community engagement:** Foster a sense of connection and participation among Hillcrest residents by encouraging active involvement in discussions, sharing user-generated content, and responding to comments and messages across all social media platforms.
2. **Raise awareness of local initiatives and events:** Use social media to regularly inform the community about upcoming meetings, events, and initiatives led by the Hillcrest Town Council, ensuring residents are aware of opportunities to participate and contribute.
3. **Enhance the Council's reputation and visibility:** Establish the Hillcrest Town Council as a trusted and authoritative source of information on local issues, news, and developments by consistently sharing accurate, relevant, and timely content.
4. **Support local businesses and organizations:** Utilize social media to highlight and promote local businesses, organizations, and community members, emphasizing the importance of a strong, supportive local economy and network.
5. **Foster collaboration and partnerships:** Engage with local influencers, experts, and activists on social media to build relationships, exchange ideas, and collaborate on projects that benefit the Hillcrest community.

6. **Drive attendance to Council events:** Utilize social media advertising and targeted promotion to increase attendance at Hillcrest Town Council events, such as town hall meetings, workshops, and social gatherings.
7. **Monitor and adapt social media strategy:** Regularly analyze engagement metrics, feedback, and platform-specific trends to continually refine the social media plan, ensuring its effectiveness in achieving the Council's goals and addressing the needs of the Hillcrest community.

## Strategies

### Facebook

- Maintain an official Facebook Page for the Hillcrest Town Council.
- Post frequency: 3-4 times per week.
- Content ideas:
  - Announcements of upcoming meetings, events, and community initiatives.
  - Share news and developments relevant to the Hillcrest neighborhood.
  - Spotlight local businesses, community members, and organizations.
  - Share photos and stories from neighborhood events.
  - Encourage community members to engage in discussions and provide feedback.

### Instagram

- Set up an Instagram account for the Hillcrest Town Council.
- Post frequency: 2-3 times per week.
- Content ideas:
  - Share high-quality images that capture the beauty and charm of Hillcrest.
  - Document community events, meetings, and initiatives through photos and Instagram Stories.
  - Share user-generated content, such as photos from local residents.
  - Highlight local businesses, organizations, and community members.

### Meetup

- Organize regular events for Hillcrest residents to discuss neighborhood issues and share ideas.
- Post frequency: Schedule at least one event per month.
- Content ideas:

- Host town hall meetings, workshops, or social events to foster community engagement.
- Collaborate with local experts and activists for workshops or discussions.
- Provide a platform for residents to voice their concerns and suggestions.

## Twitter

- Create a Twitter account for the Hillcrest Town Council.
- Post frequency: 1-2 times per day.
- Content ideas:
  - Share updates on community events, meetings, and initiatives.
  - Engage with community members by retweeting and responding to their tweets.
  - Share news, articles, and resources relevant to Hillcrest.
  - Use hashtags to join conversations on local issues and events.

## TikTok

- Set up a TikTok account for the Hillcrest Town Council.
- Post frequency: 1-2 times per week.
- Content ideas:
  - Create short, engaging videos that showcase neighborhood events, initiatives, and accomplishments.
  - Share behind-the-scenes content from community events and meetings.
  - Collaborate with local TikTok creators to promote Hillcrest and its unique offerings.
  - Highlight local businesses, organizations, and community members through video content.

## Cross-Platform Best Practices and Recommendations

In addition to the platform-specific strategies above, we should strive to:

- **Maintain a consistent visual brand and tone** across all platforms.
- **Encourage followers to share your content** and spread the word about Hillcrest Town Council initiatives.
- **Monitor and analyze engagement metrics** to adjust your strategy as needed.
- **Allocate some budget for social media advertising** to reach a wider audience and promote specific events or initiatives.

## Brand Tone Guidelines

As a neighborhood association, the Hillcrest Town Council should maintain a consistent tone across its social media platforms that reflects its values, fosters a sense of community, and encourages engagement. To achieve this, adhere to the following guidelines:

- **Be friendly and approachable:** Write posts in a warm, inviting, and conversational tone. The goal is to make followers feel comfortable and welcomed, as though they're engaging with a trusted neighbor.
- **Be inclusive and respectful:** Use language that is inclusive and respectful of all community members, regardless of their background, beliefs, or opinions. Avoid using jargon, slang, or acronyms that may be confusing or alienating to some followers.
- **Be informative and accurate:** Share information that is relevant, timely, and accurate. Fact-check all information before posting to maintain credibility and trustworthiness.
- **Be supportive and empathetic:** When responding to comments, questions, or concerns from community members, demonstrate understanding and empathy. Offer support, resources, and solutions where appropriate.
- **Be positive and uplifting:** Highlight the achievements, successes, and positive aspects of the Hillcrest community. Share stories and content that showcase the best of the neighborhood and inspire pride among residents.
- **Be transparent and authentic:** Be open and honest about the Council's initiatives, goals, and challenges. This transparency will help build trust and credibility with followers.
- **Be concise and clear:** Keep posts brief and to the point, ensuring that messages are easily understood. Use clear, straightforward language and avoid overly complex sentences or technical terms.
- **Encourage engagement and interaction:** Ask open-ended questions, invite feedback, and encourage followers to share their thoughts and experiences. This will foster a sense of community and promote active participation in neighborhood initiatives.

By adhering to these tone guidelines, the Hillcrest Town Council can maintain a consistent, engaging, and welcoming social media presence that reflects its values and strengthens the sense of community within the neighborhood.

## Working with influencers

Connecting and working with neighborhood influencers can be a valuable strategy for the Hillcrest Town Council to increase its reach, strengthen community engagement, and further promote its initiatives. Here's a plan to build relationships with local influencers:

- **Identify Influencers:** Start by identifying key neighborhood influencers. These may include popular local bloggers, social media personalities, business owners, community leaders, or local celebrities. Look for individuals who have a significant following, a strong connection to the Hillcrest neighborhood, and whose values align with the Council's.
- **Research Interests and Initiatives:** Research each influencer's interests, past collaborations, and community involvement. This will provide valuable insights into potential partnership opportunities and help tailor your approach when reaching out to them.
- **Establish Connections:** Connect with the influencers on social media platforms by following their accounts, liking their content, and engaging in conversations where appropriate. This helps to build familiarity and demonstrates your genuine interest in their work.
- **Reach Out Personally:** Reach out to the influencers with a personalized message expressing your appreciation for their contributions to the community, and share a brief overview of the Hillcrest Town Council's initiatives. Invite them to collaborate on projects, events, or campaigns that align with their interests and values.
- **Offer Value:** Offer value in your collaborations by providing influencers with exclusive content, opportunities to participate in community events, or a platform to share their ideas and expertise. This will help create mutually beneficial partnerships.
- **Collaborate on Projects:** Partner with influencers on relevant projects, such as co-hosting a community event, participating in a panel discussion, or creating a social media campaign to promote a neighborhood initiative. Ensure that these collaborations are well-planned and that both parties have a clear understanding of their roles and responsibilities.
- **Nurture Relationships:** Maintain ongoing communication with influencers, keeping them informed of the Council's initiatives and updating them on any collaborative projects. Show appreciation for their contributions by acknowledging their efforts publicly and providing support for their endeavors.
- **Monitor and Evaluate Partnerships:** Regularly assess the impact of influencer partnerships on the Hillcrest Town Council's goals, such as increased community engagement, event attendance, or social media reach. Use this information to refine your approach and identify new opportunities for collaboration.

## Implementation

Implementing the social media plan for the Hillcrest Town Council requires a structured approach that not only focuses on content creation and engagement but also ensures that the workload is distributed evenly among Board members. This will help maintain a consistent and effective social media presence while preventing any single individual from being overwhelmed by the demands of managing multiple platforms.

1. **Assign platform leads:** Assign one or two Board members to be responsible for each social media platform (Facebook, Instagram, Meetup, Twitter, and TikTok). Each lead will be responsible for overseeing content creation, posting, and engagement on their respective platform.
2. **Content calendar:** Develop a shared content calendar that outlines posting schedules, content ideas, and deadlines for each platform. This will enable all Board members to collaborate and contribute ideas, as well as stay informed about upcoming posts and events.
3. **Rotating content creation:** Assign content creation tasks to different Board members on a rotating basis, ensuring that everyone has the opportunity to contribute their unique perspectives and skills. This can be done on a weekly or monthly basis, depending on the preferences of the Board.
4. **Regular social media meetings:** Schedule regular social media meetings where Board members can discuss progress, share ideas, and address any challenges. This will help maintain open communication and foster a collaborative environment.
5. **Collaboration with community members:** Encourage Board members to actively engage with community members on social media by sharing, commenting on, and liking their content. This will not only help distribute the workload but also strengthen relationships within the community.
6. **Analytics and reporting:** Assign one Board member to monitor engagement metrics and compile a monthly or quarterly report to be shared with the entire Board. This will keep everyone informed of the social media plan's progress and help identify areas for improvement.
7. **Training and support:** Provide training and resources to Board members, if necessary, to ensure they have the skills and knowledge needed to effectively manage their assigned platforms. Offer ongoing support and guidance as needed.

## Steps for implementation

To implement the social media plan for the Hillcrest Town Council, please see a step-by-step plan to get started:

1. **Social Media Training:** Begin with a social media training session for all Board members, covering the basics of each platform (Facebook, Instagram, Meetup, Twitter, and TikTok). This session should include instructions on creating accounts, posting content, and engaging with followers. Provide written guides or cheat sheets for future reference.
2. **Assign Platform Leads:** As mentioned earlier, assign one or two Board members to be responsible for each social media platform. This will allow them to focus on a single platform, making it less overwhelming and easier to manage.
3. **Set Up Accounts:** Under the guidance of the platform leads, set up accounts for the Hillcrest Town Council on each platform. Ensure that all Board members have access to the login credentials and are familiar with the platform's interface.
4. **Develop a Content Calendar:** Create a shared content calendar that includes posting schedules, content ideas, and deadlines for each platform. This will serve as a central resource to help Board members stay organized and collaborate effectively.
5. **Content Creation:** Assign content creation tasks to Board members based on their skills and interests. Provide guidelines on content format, tone, and style to maintain consistency across platforms. Encourage Board members to use the content ideas listed in the social media plan as a starting point.
6. **Schedule Posts:** Utilize scheduling tools, such as Facebook's native scheduler, Buffer, or Hootsuite, to schedule content in advance. This will help Board members manage their time more effectively and ensure a consistent posting frequency.
7. **Engage with Followers:** Encourage Board members to actively engage with followers by responding to comments, messages, and mentions. Set aside a specific time each week for engagement activities.
8. **Track Progress:** Designate a Board member to monitor engagement metrics and compile a monthly or quarterly report to be shared with the entire Board. This will help assess the success of the social media plan and identify areas for improvement.
9. **Regular Check-ins:** Schedule regular check-ins (e.g., monthly) for Board members to discuss progress, share ideas, and address any challenges related to managing social media platforms.
10. **Ongoing Support:** Offer ongoing support and guidance to Board members, addressing any questions or concerns they may have as they navigate the social media landscape.

## Milestones

To gauge success for the social media plan, we can set the following milestones to judge effectiveness and adjust strategies accordingly:



- I. **Follower growth:** Track the number of followers gained on each platform over a specific period (e.g., monthly or quarterly). Set a target percentage increase in followers to measure progress.
- II. **Engagement rates:** Monitor engagement metrics such as likes, comments, shares, and retweets. Set a target for the average engagement rate per post to ensure content is resonating with the audience.
- III. **Community participation:** Measure the number of user-generated content submissions, comments on discussion threads, and attendance at events promoted through social media. Establish targets for increased community involvement over time.
- IV. **Event attendance:** Set specific attendance goals for events promoted through social media, such as town hall meetings or workshops. Track the percentage of attendees who discovered the event via social media platforms.
- V. **Local business and organization partnerships:** Set a target for the number of collaborations or partnerships established with local businesses, organizations, and influencers as a result of social media outreach.
- VI. **Social media advertising ROI:** Determine a target return on investment (ROI) for social media advertising campaigns, measuring success based on factors such as increased event attendance, follower growth, or website traffic.
- VII. **Sentiment analysis:** Conduct a periodic sentiment analysis of comments and mentions across social media platforms to gauge the community's overall perception of the Hillcrest Town Council. Set targets for maintaining or improving positive sentiment.