

Proposed social media PR campaign – STNC and all of its committees.

From a local stakeholder who loves Sunland Tujunga and would like to help.

There is an election coming up and what I have observed in the past is not a lot of activity till close to the election and the normal “dumpster fire” communications that promote, encourage and incite divisiveness.

I am proposing a very positive, simple, and consistent message up to the election and on a daily basis.

The campaign slogan – motto?

Who we are

What we do

Come join the team!

More specifically, every day, and this could be done by every committee, posts labeled “STNC – WHO WE ARE: OUTREACH with a picture of the group doing an activity in the community, and WHAT WE DO: Some small content summarizing what has been done and or the result of the something done, no more than 1 two paragraphs, ending with COME JOIN THE TEAM!

These can also be as simple as posting about who you are and your roll on the STNC and why you are doing this with one of your favorite pictures.

Advertise when and where your meetings are with pictures and calls to action.

In their nature these would all be very positive communications supporting our community and inviting people to join in. This will help fill the voids created by negative comments and posts if done consistently.

These should be shared everywhere and I would advise this campaign be used when it comes to election time so it is very clear the STNC has been blasting the “digital” airwaves to reach everyone and not involved in any semblance of voter suppression.

These should be posted on as many social media platforms as possible as this marketing program targets platforms like **Facebook, Instagram, TikTok, Twitter**, etc. for brand promotion, target audience growth, and driving website traffic.

I will make myself available should anyone have any questions.

With regard

Mercedes Del Castillo