

A scenic mountain landscape featuring a large waterfall cascading down a rocky cliff face. The foreground is filled with dense evergreen trees, some with autumnal tints. The middle ground shows a valley with more trees and a path. In the background, majestic mountains rise, partially shrouded in mist or low clouds. The sky is a mix of blue and white, suggesting a bright but slightly overcast day. The overall atmosphere is serene and natural.

- SANDY CITY COUNCIL -

# Social Media Strategy

# BACKGROUND

14%

of survey respondents marked social media as their most used information source.

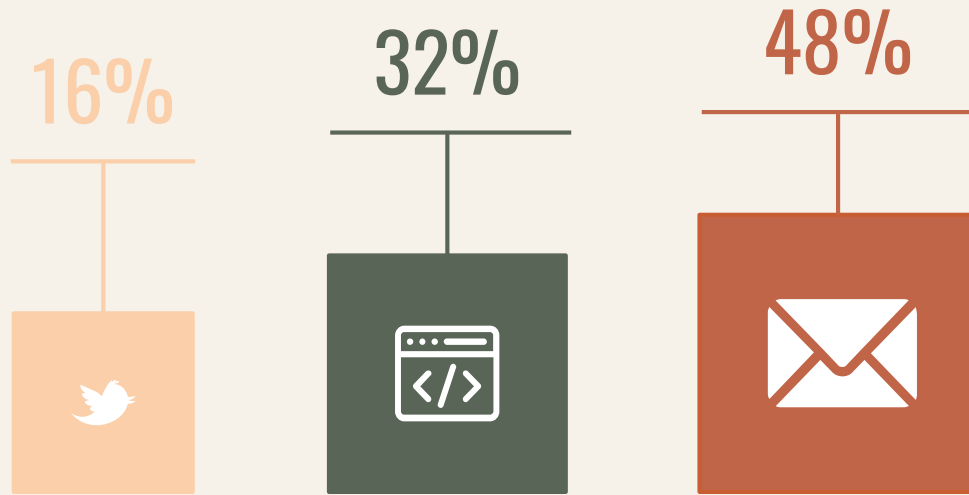
33%

of survey respondents noted SM as “slightly or moderately” useful.  
**Room for improvement!**

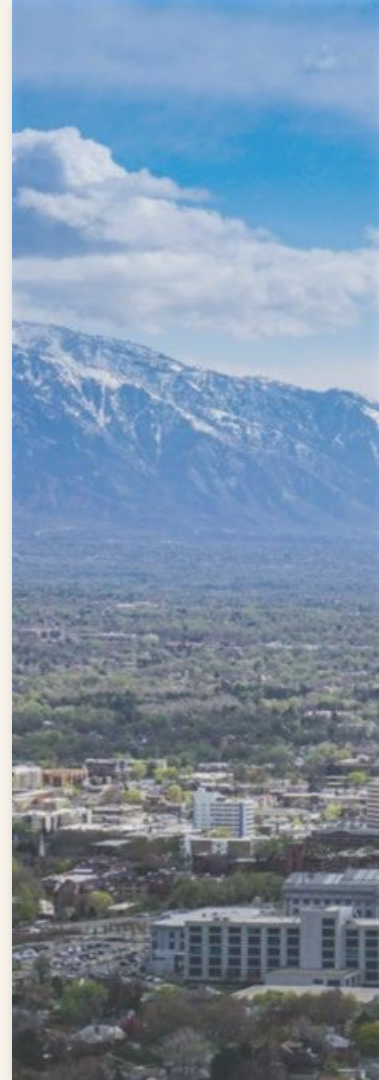
Message preference in order  
(highest to lowest):

Safety messages  
Municipal services  
City Events  
Recycling/ Air Quality  
Parks and Rec  
City Council Updates  
How Government works  
Mayor Messages  
Human interest stories  
City Employment

TOP COMMUNICATION METHODS



Info from Sandy City Survey Communications 2020 Report



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# What are OUR reasons for making social media pages?

WHY SOCIAL MEDIA?



Community  
Engagement



Education



Policy/  
Program  
Awareness

# OBJECTIVES

01

## CREATE A SOCIAL MEDIA PRESENCE FOR SANDY CC

1. Twitter
2. Facebook
3. Instagram

03

## CONNECT CC MEMBERS WITH THE PUBLIC

Provide a space for residents to connect and ask questions of the CC. See an increase in public outreach.

05

## DEVELOP A POSITIVE, DISTINCTIVE VOICE FOR THE COUNCIL SOCIALS

Create content that's consistent in tone, voice, and message: helping Sandy connect to its City Council.

02

## GARNER FOLLOWERS ON ALL PLATFORMS

500 new followers in the first year.

04

## EDUCATE ON SANDY CC POLICY

Education campaigns for city codes, rules to follow, and new laws. Increase accessibility of education materials.

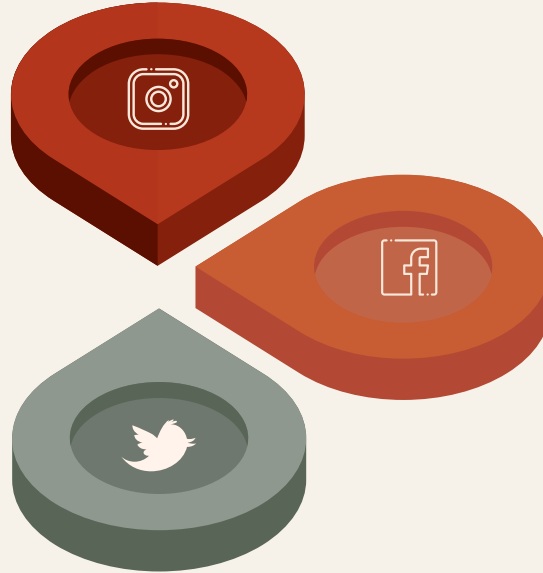
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## PLATFORMS

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### INSTAGRAM

Focus on unique images and stories.  
Post less than Twitter and Facebook.



### TWITTER

Sharing important news updates, promoting initiatives and policy changes, and education.

### FACEBOOK

Put a face on agency, sharing wins, promoting initiatives and changes, and education.

# CONTENT PLAN



INSTAGRAM



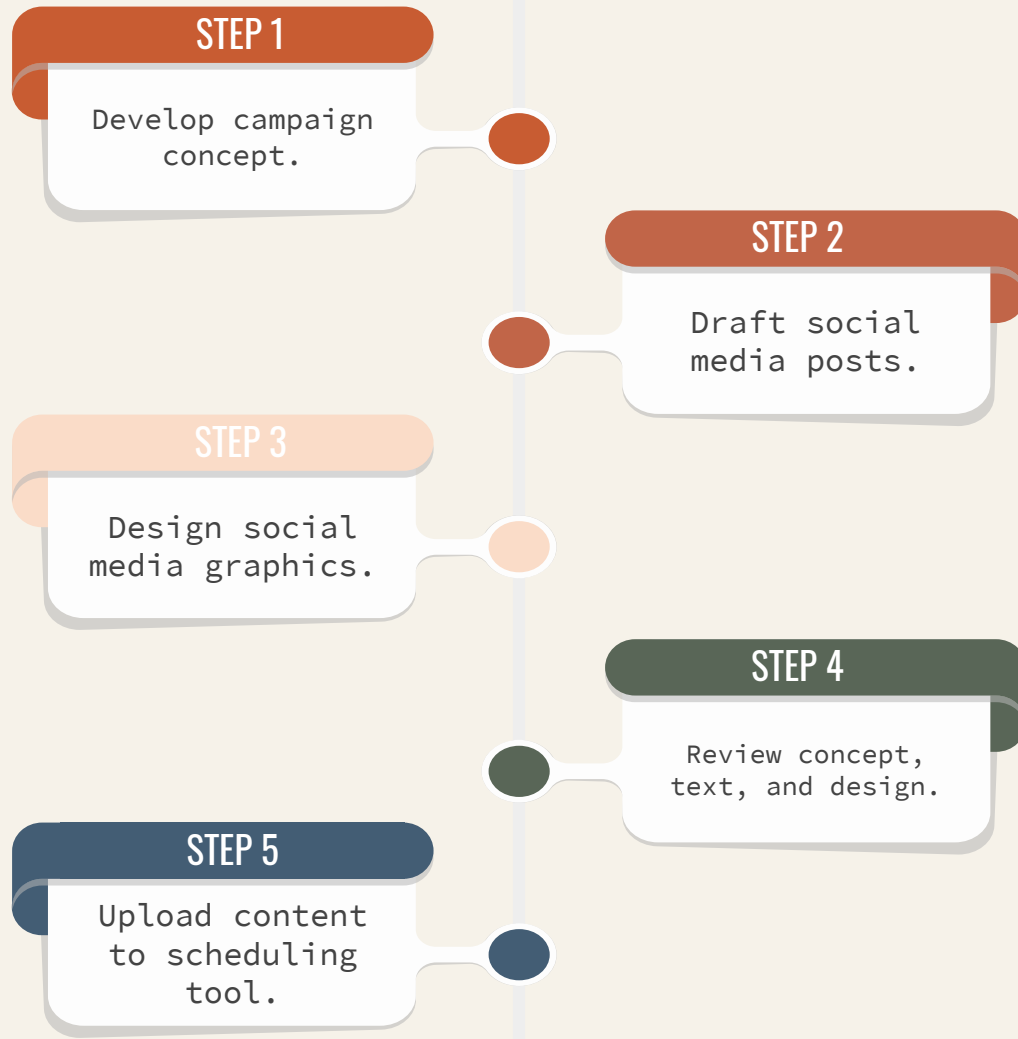
FACEBOOK



TWITTER

Meeting schedules  
Registration links  
Agenda Items  
Reminders

# EXAMPLE TIMELINE





# City Government 101

Mindful Monday:



Trivia Tuesday:



Word of the Week Wednesday:



Thought Thursday:



Feature Friday:



# SUCCESS & METRICS

GOAL: 500 new followers on each platform by October of 2021.

GOAL: 15% growth in followers and engagements each year after.

GOAL: 6 month survey for residents asking for feedback on social platforms.

Statistics from the first month of our social media pages.

## FACEBOOK

**212**

Page Likes

**376**

Avg. post  
reach

## TWITTER

**25**

Followers

**160**

Avg. Tweet  
Impressions

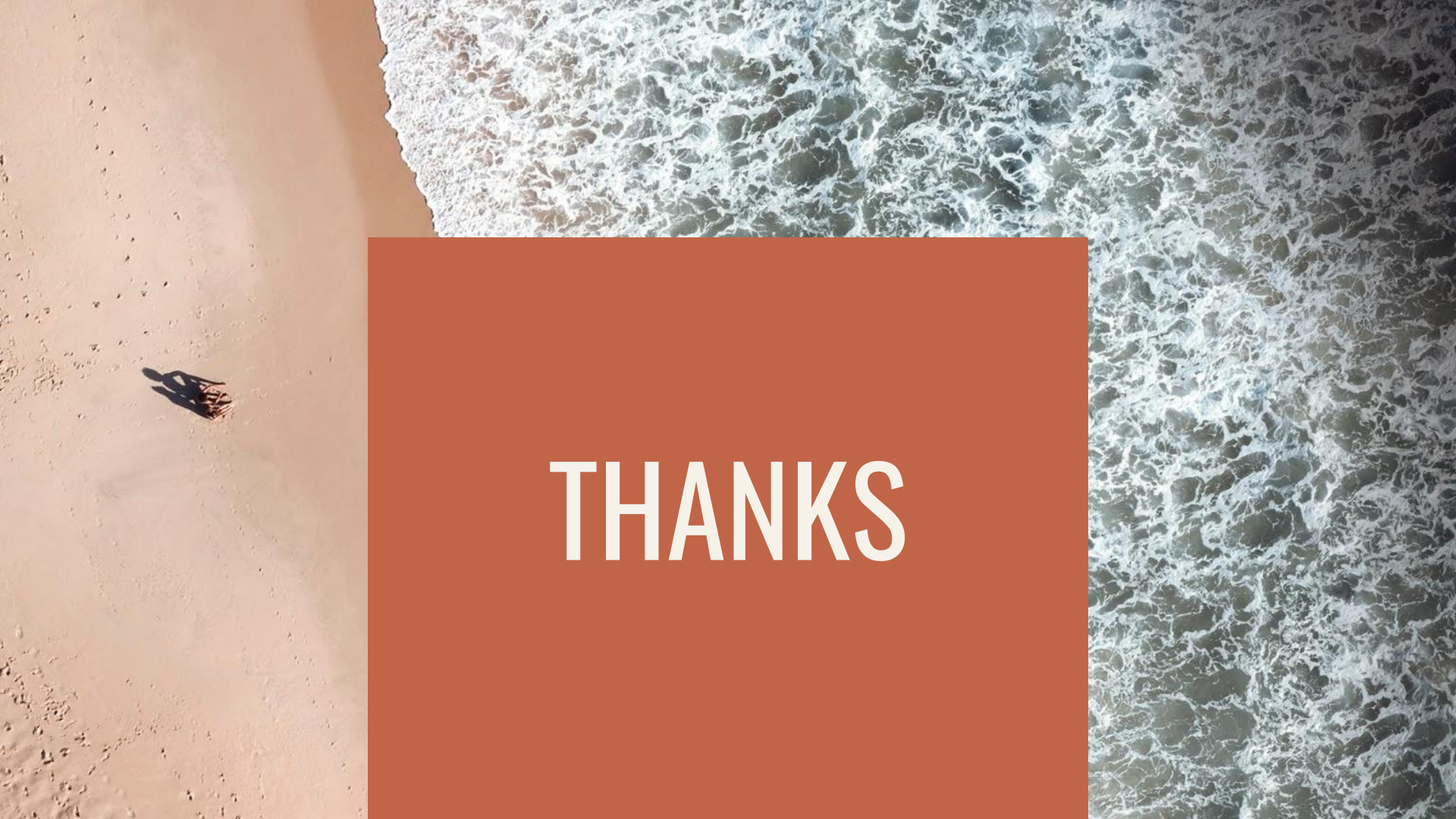
## INSTAGRAM

**88**

Followers

**38**

Avg. post  
reach



**THANKS**