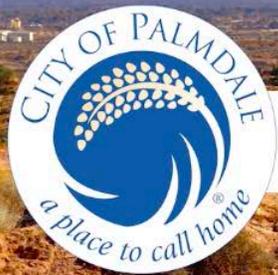


FEBRUARY 7, 2023

CITY OF PALMDALE

SOCIAL MEDIA

CONSOLIDATION PLAN



SOCIAL MEDIA PLATFORMS

WHY ARE WE CONSOLIDATING?

Consolidation of our social media platforms is crucial to tracking and maintaining the pages. It also allows us to streamline the distribution process and ensure our posts meet our graphics standards.

By consolidating our social media platforms, we can easily monitor our posts and make sure they are up-to-date. We can also keep track of each post's performance and ensure they reach the right audience. Additionally, we can ensure that our posts are consistent with our branding and messaging.

Currently, we have over 28 pages. Some pages need to be updated to have the engagement required to continue. Furthermore, combining our social media platforms will save us time and resources. We can easily manage multiple accounts from one platform and easily share content across platforms. We are testing a Social Media

Management software to help us with this task. Once we choose the software, we will share it and train you.

Consolidating our social media platforms is essential for us to be successful in our digital marketing efforts. Below I have outlined the proposed changes to our social media presence.

WHAT PAGES ARE WE CONSOLIDATING?

First, I would like to explain the process and thought behind consolidation. We have assessed each page on each platform. Many pages that need more engagement may still be valuable to our community. We researched an option that would allow the residents who followed certain pages to receive updates and still interact with the community-based group associated with the page.

The FaceBook “Group” feature can be created to replace a page while still maintaining a community presence under our main Facebook profile. Facebook groups have the same functionality as regular pages, except they are not searchable. A resident must follow our main page to see the groups available. Residents can then join the group. As a member, they can see the group feed, interact, and create a purpose-based sense of community with like-minded individuals interested in the same specific topics.

Our main pages on Facebook will be:

- The City of Palmdale (main)
- Palmdale Public Art (outside)
- Palmdale City Library (outside)
- DryTown Water Park (business)
- Public Safety (established and has engagement)
- Palmdale Neighborhood

[FaceBook] Consolidated Page Structure

The City of Palmdale main page subgroups:

- Parks & Recreation
- DryTown Water Park
- Palmdale Playhouse
- Palmdale Amphitheater
- Palmdale Library
- Chimbole Cultural Center
- Saves
- EPIC
- Palmdale Public Art

The Palmdale neighborhood main page subgroups:

- Legacy Commons
- Palmdale Community Gardens
- Yellen Dog Park
- Best of the West Softball Complex
- Joe Davies Heritage Airpark

Removed Pages:

- Palmdale Public Art (unpublished page - moved to a group)
- Palmdale Aquatics (unpublished)
- Palmdale Take Me Home Tonight (Inactive since Covid19)
- Next Generation (page not used)
- Palmdale Engaged (low engagement)

All other platforms will have one City account available.

[InstaGram] One Main City Account, Palmdale Public Art, Playhouse (requested)

[Twitter] One Main City Account

[LinkedIn] One Main City Account

[Youtube] One Main City Account

[Tik-Tok] One Main City Account

SUMMARY

This draft plan will allow us to focus our efforts on our FaceBook platform while still maintaining a presence on other social media sites. We will also be utilizing analytics to track the performance of our posts, allowing us to make better-informed decisions about how to use our social media resources best. This plan will also help maximize the impact of our social media efforts while minimizing the required resources. We look forward to your feedback and any questions you may have.

Thank you for your time and consideration, and please don't hesitate to contact us.