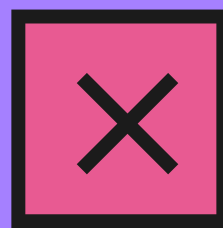
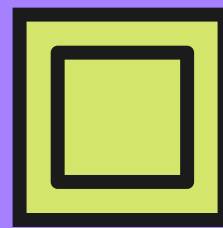
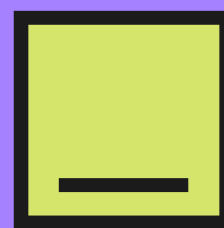
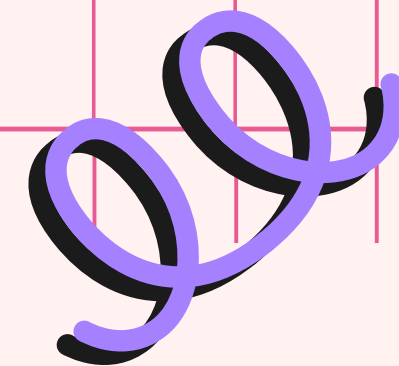
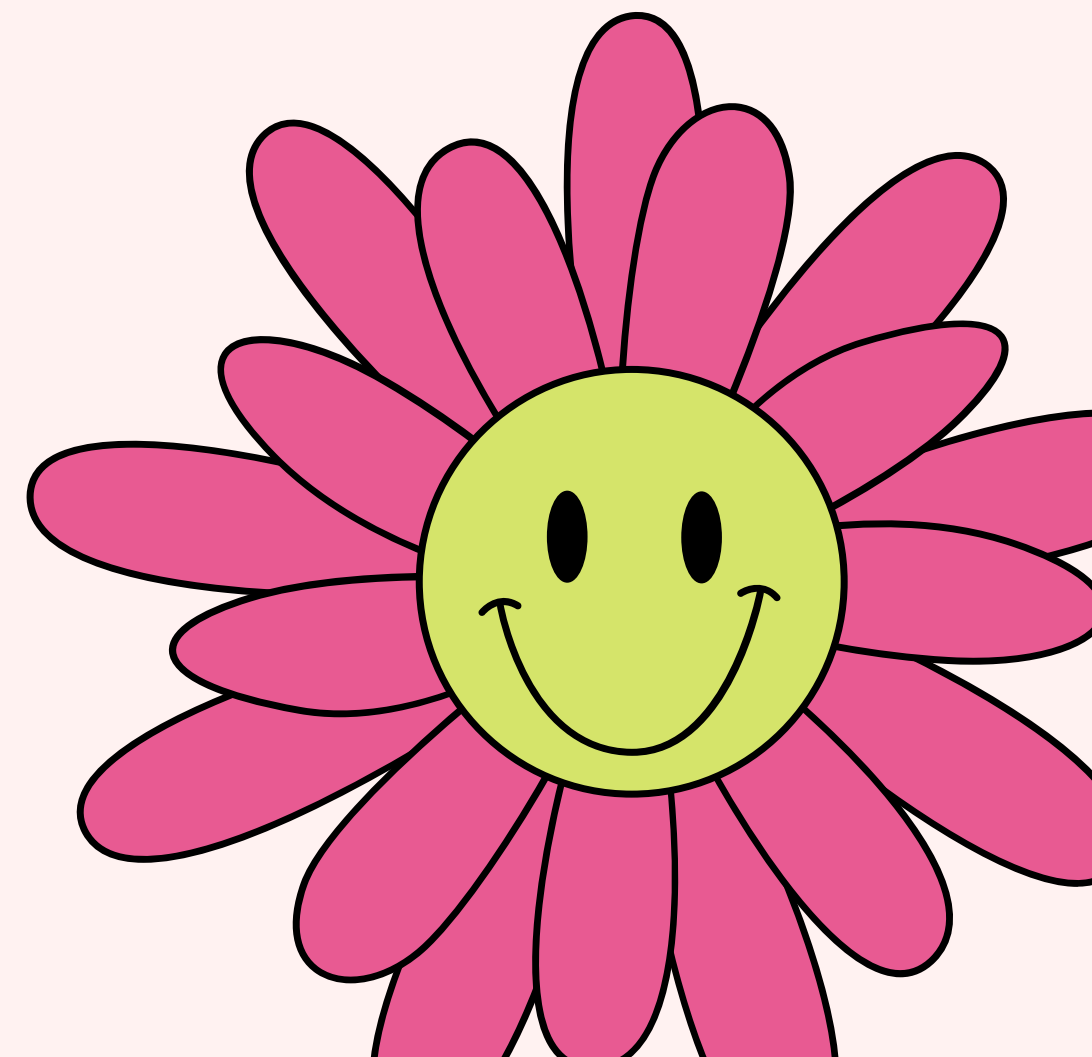
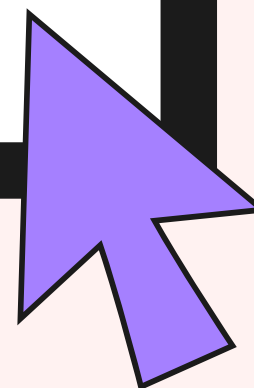


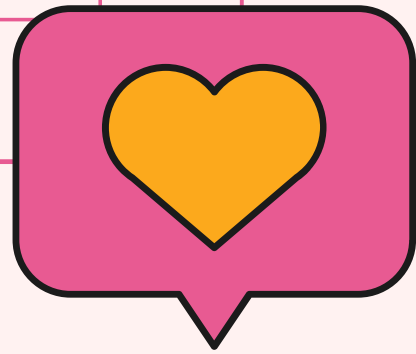
06/06/2024



MANAGING SOCIAL MEDIA

(as a super smallshop)



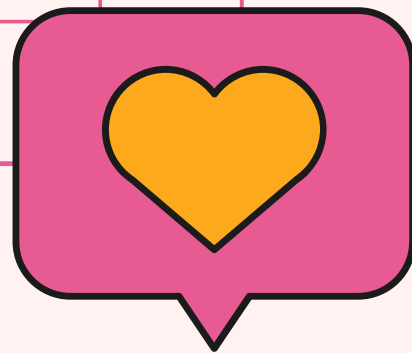
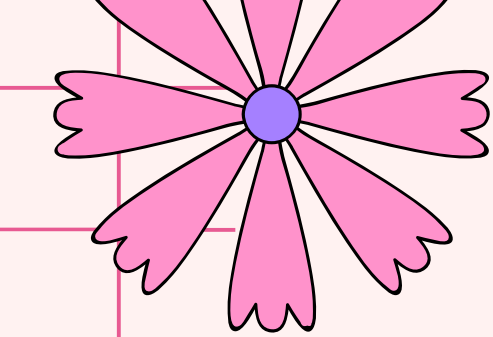


ABOUT US

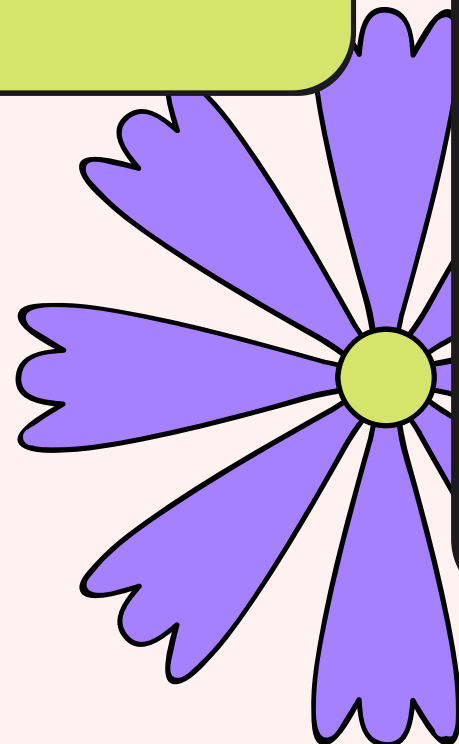


Frances La Rue is the Public Affairs Manager for the City of Anna, Texas. Before Anna, Frances worked in municipal communications for McKinney, TX, and Corona, CA.

Frances received a master's degree in Strategic Communication & Innovation and a Graduate Certificate in Advanced Digital & Social Media from Texas Tech University. She received her bachelor's degree in Marketing and a master's degree in Organizational Leadership from California Baptist University.

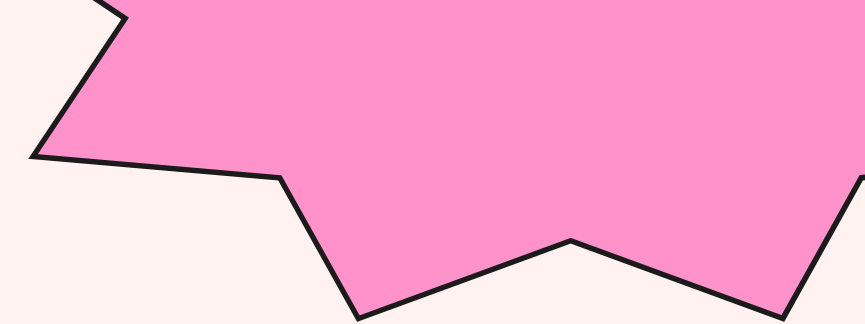


ABOUT US

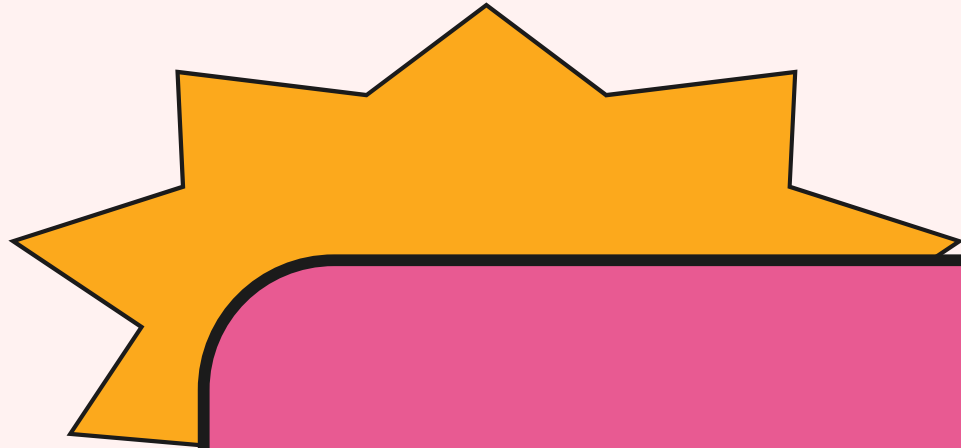
A stylized web browser window with a green header, a pink search bar, and a pink content area. The search bar contains a magnifying glass icon. The content area contains a paragraph of text.

Mikaela Hallis currently the Communications Manager for the City of Alvarado. She is originally from Las Vegas, Nevada and got her start in storytelling in 8th grade after reluctantly taking a video production class (thanks, Dad), She fell in love with storytelling and went on to earn her Bachelor's degree in Creative Media Production from the University of Oklahoma. She's spent most of her career writing and producing video content for non-profits like The Meadows School in her hometown, the Shaquille O'Neal Foundation, and multiple municipalities in Texas.





CAPACITY AND SKILLSET



ABILITY



MANPOWER



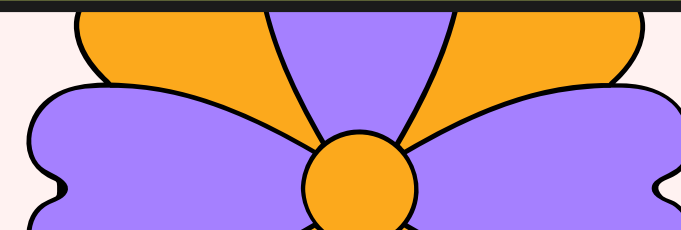
TIME



RESOURCES



OVERHEAD
SUPPORT



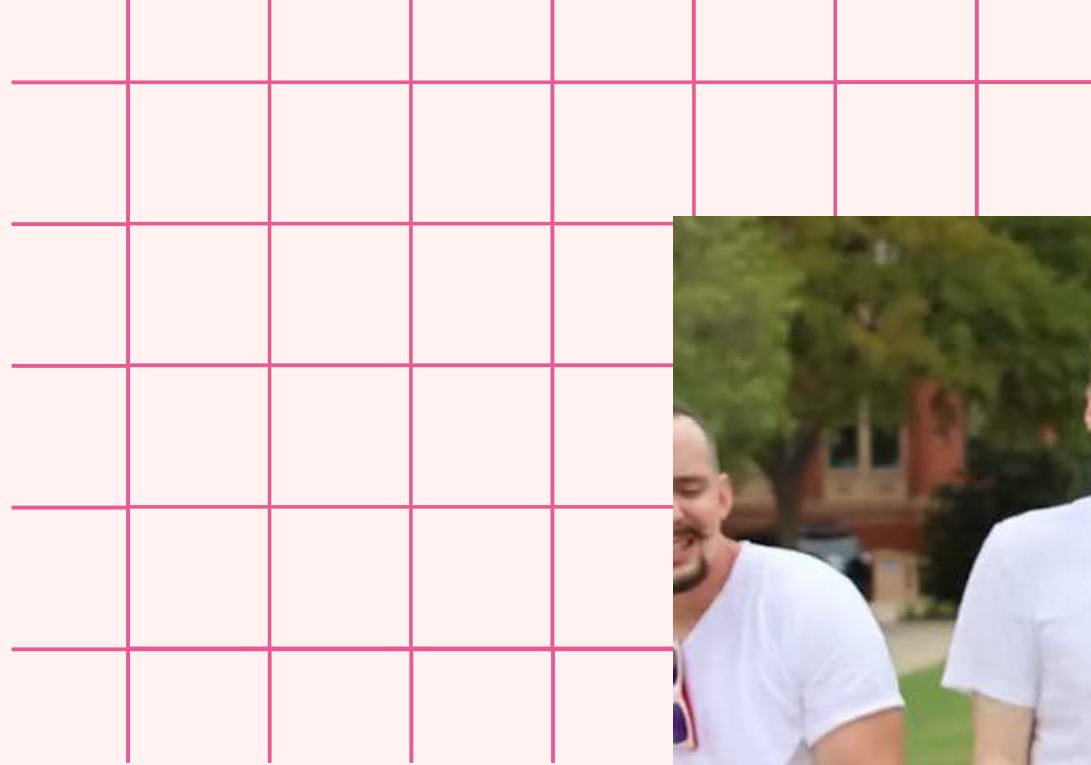
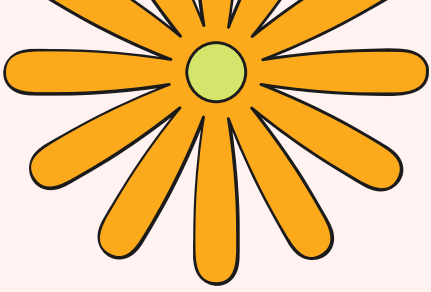
ROLES AND RESPONSIBILITIES

GATEKEEPER

As media professionals, especially in a small shop, we are the gatekeepers of community communication.

SUBJECT MATTER EXPERT

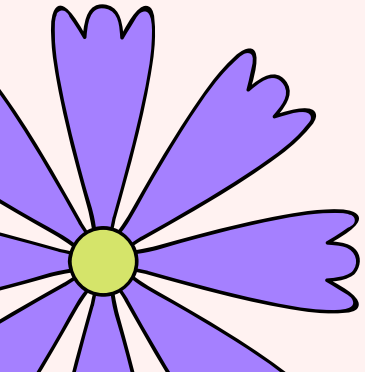
Leadership cannot empower you as the subject matter expert until you do.



FACEBOOK:
 2 REACTIONS
 1 COMMENT
 2 SHARES



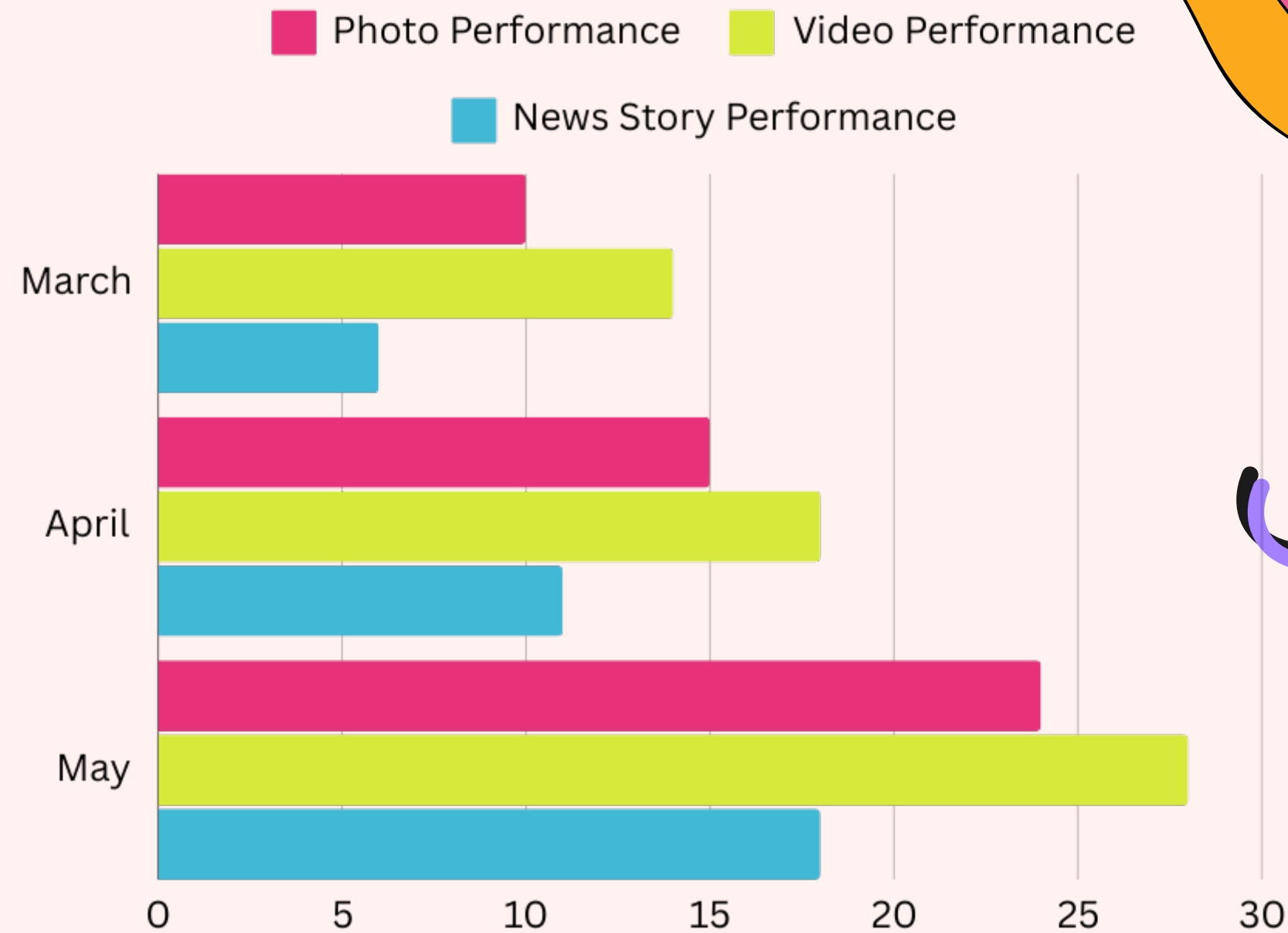
FACEBOOK:
 18 REACTIONS
 9 COMMENTS
 2.9K VIEWS

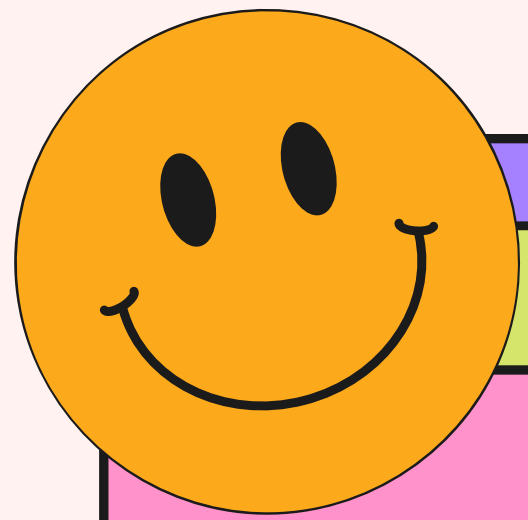


METRICS & DATA ANALYZATION

Data matters! Whether you notice the time of day your audience is online or a trend in performance in relation to how often you post, data can tell you a lot about how your content is being spread.

At the end of the day, engagement ISN'T everything, but it IS extremely important.





CONTENT PLANNING & MANAGEMENT

How do you plan your content?
Each city does it differently.

- GOOGLE SHEETS

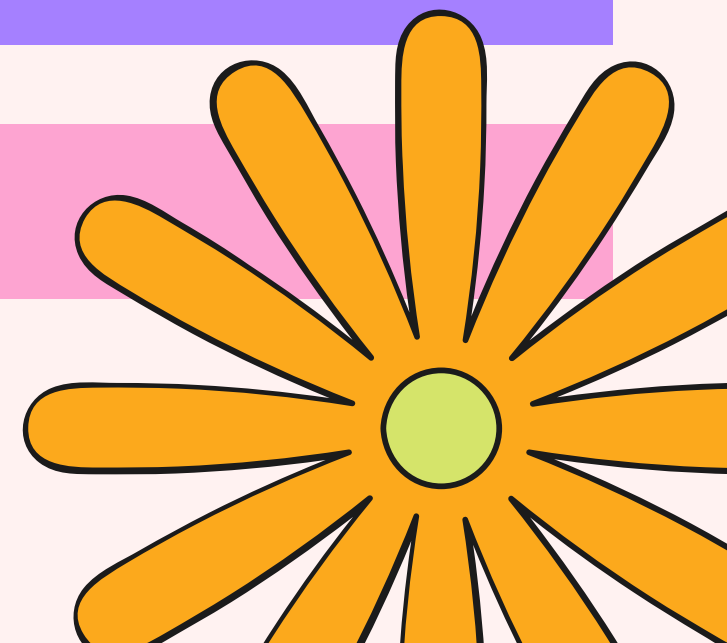
- AIRTABLE FOR REQUESTS

- MONTHLY SOCIAL MEDIA MEETINGS

- PHYSICAL WHITEBOARD

- FACE-TO-FACE REQUESTS

- MULTIPLE VIEWERS





EMPOWERMENT & ADVOCACY



**BE A BRAND
ADVOCATE**

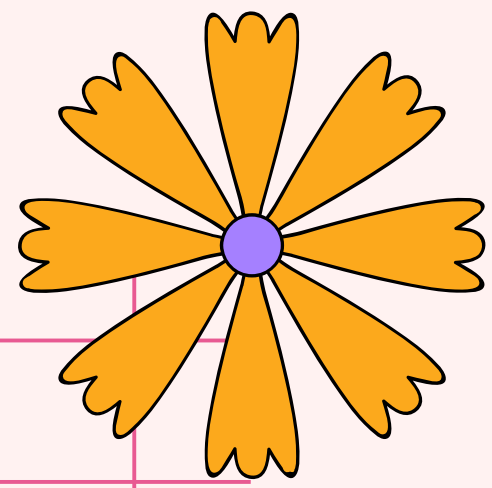
Make Changes Strategically

**DON'T *JUST*
CHECK BOXES**

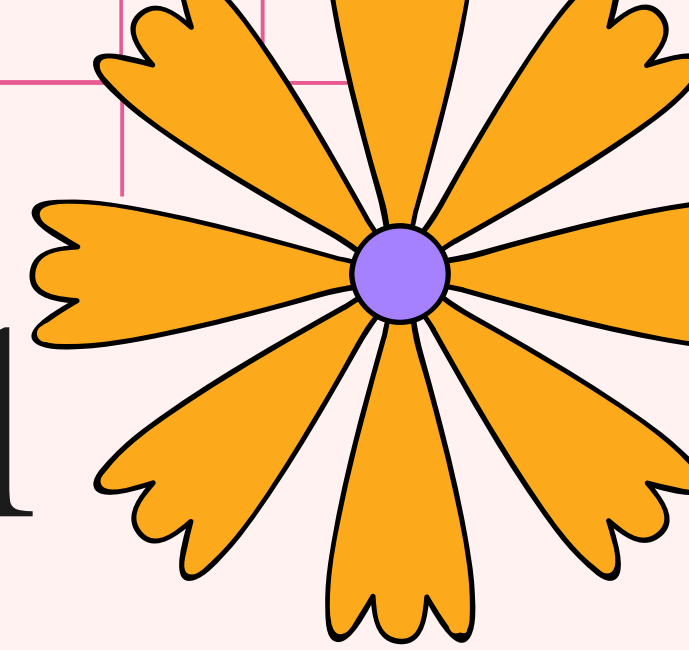
Make content that matters and
that tells the BEST story

**MEASURE
EFFORT**

What is worth the effort in vs.
return out?



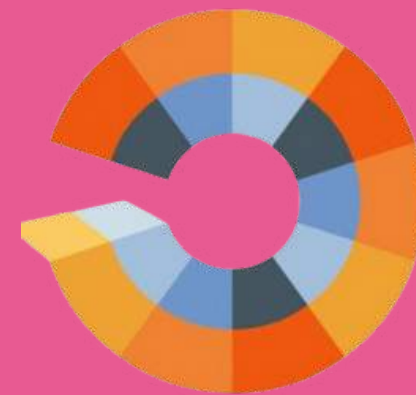
CONTENT HACKS 01



ADOBE SUITE
(PREMIERE)



CANVA

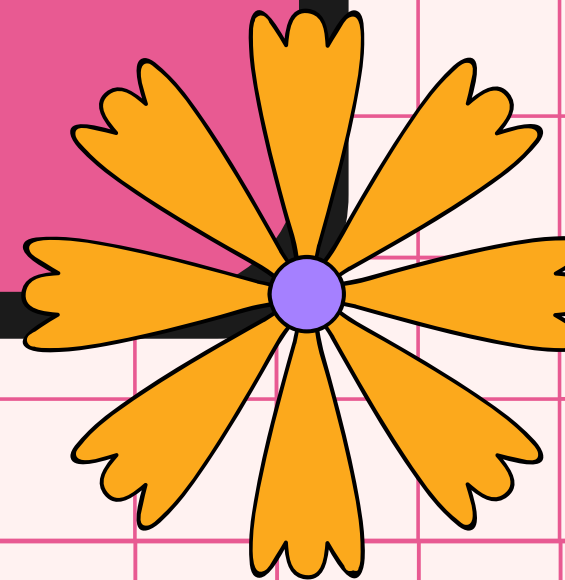


Social
Media
Today

SOCIAL MEDIA
TODAY



KAPWING





THANK YOU



CONTACT US:

flarue@annatexas.gov

hallm@cityofalvarado.org





RESOURCES AND EXAMPLES

Canva graphics template



Content Calendar template



Maximize your content cheat sheets

