

**Social Media Working Group**  
**April 26, 2018**  
**Meeting Notes**

Attendees: Kit Fox (Rancho Palos Verdes), Alexa Davis (Rolling Hills Estates), Katrina Nguyen & Leanne Singleton (Hermosa Beach) Chandler Sheilds, Jacki Bacharach, Kim Fuentes, Marilyn Lyon (SBCCOG), Roni Ramos (Harmony 3 Productions)

*Introductions:*

Kit Fox – Surpassed 10,000 Nextdoor subscribers (just over a 1/3<sup>rd</sup> of city households)

Alexa Davis – Contracted with Tripepi Smith (social media consultant, analytics provider, branding/style guide); signed up for Nixle 360 and Constant Contact

Katrina & Leanne – Using Constant Contact; new Public Information Officer (social media has been brought in-house); started an Instagram account; in process of upgrading website (e-notification) – trying to implement policy where staff posts content on website before sharing on social media

*Guest Speaker: Roni Ramos*

- DIY videos are easy to create
- Video is the future for accessing content
- Harmony 3 Productions creates “thumb-stopping” images/content (video, images, media, etc.); works with Manhattan Beach Chamber of Commerce
- Images/Videos with a “face” are more engaging, gain more trust from the recipient
- Recommend videos be between 6 and 12 seconds in length for social media (Wistia is platform that is recommended)
- 80% of internet traffic will be video by 2020
- Email lists are of prime importance to any organization/business; connect with subscribers at least monthly
- 90% of email gets delivered to inbox while only 2% of your Facebook fans see your posts in their News Feed
- Higher click-through rate if “video” is mentioned in email tag/subject line
- Consistency in style is important in social media (especially Instagram)
- “How-To” videos are a great starting place for video engagement
- GIFs are ideal for packaging full-length videos into enticing teasers
- Canva, Word Swag, A Color Story, Snapseed, Werble are favorite social media apps for enhancing posts with images/graphics
- Canva is potentially a cost-efficient/user-friendly alternative to Adobe Creative Suite software
- Clicking “flag” icon on Instagram to save posts that you might want to put into a collection to reflect on/organize later
- Comments on Instagram have to be more than 3 words to help boost traffic; Instagram is providing more engagement than Facebook
- No more than 30 hashtags allowed on a single Instagram post
- Animoto, Magisto, and WAVE are the best social media apps for video editing
- iStock and Dissolve are the best outlets for stock images