

Community Focus Statement E: Improve the appearance of the community.

Action Statement E.4: Establish a social media campaign to solicit community involvement in preserving and enhancing the community.

E.4

Benchmark: A group of interested journalists set up the social media campaign, work with youth to create regular posts, and successfully connect property owners with contractors or nonprofit groups.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: Volunteer time.



During Rebuilding Day, the work took place at several locations from Arrowbear Lake to Crestline. The team of volunteers at each site was overseen by a licensed contractor who planned the project, ordered the materials, and made sure everything went smoothly. Some of the projects on Rebuilding Day included a new coat of paint, yard and home cleanup, kitchen upgrades, ramp installations, and other repairs. Photo source: Joshua Mann

Often the largest barrier to make improvements to properties is the cost and difficulty associated with locating and hiring a skilled contractor. In order to encourage property owners to make much-needed improvements to preserve and enhance the communities, a social media campaign could be launched to help connect skilled contractors with property owners. Ideally, the contractors would be willing to donate some of their time either to complete the task or to teach the individual how to effectively complete it.

The social media campaign could be designed and managed by a few volunteers from local papers like rotwnews.com and The Alpenhorn News. After the initial launch of the program, youth could be invited to help generate posts and write copy on a more regular basis, with oversight from journalists. This task force of volunteers would be responsible for creating Twitter, Facebook, and possibly Instagram accounts that would publicize the campaign and connect property owners with contractors. The group of journalists could also use their papers to publicize the campaign and draw community members to the

social media pages. Not only could this campaign connect individuals but it could also be used to connect property owners to nonprofit groups or volunteer organizations that already do building improvement work, such as Rebuilding Together Mountain Communities.

Action	Action Leader	Timeline	Resources
1. Create a group of interested journalists to create a social media plan and design the social media campaign.	Champion with The Alpenhorn News and rotwnnews.com	Month 1	10 Tips on How to Promote Public Participation http://metroquest.com/10-tips-on-how-to-promote-public-participation/
2. Recruit interested youth to create regular posts under the supervision of adult journalists.	Journalists group	Month 2	5 Tips for Running Successful Social Media Campaigns http://www.socialmediaexaminer.com/successful-social-media-campaigns/
3. Gather a greater following by advertising the campaign in newspapers and creating actions for community members to participate in.	Journalists group	Month 3	How to Create a Social Media Marketing Plan in 6 Steps https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/
4. Select an interested property owner and pair them with a contractor or nonprofit that is willing to help them improve their property.	Journalists group	Month 6	5 Tips for Running Your Best Social Media Campaign Ever https://www.entrepreneur.com/article/272231
5. Promote the improvements made to the first property and gather feedback on the success of the pairing and of the social media campaign.	Journalists group	Month 8	Rebuilding Day http://rebuildingtogethermountaincommunities.org/typical-rebuilding-day/
6. Continue to connect property owners and contractors or nonprofits as the social media campaign continues. Advertise in newspapers and throughout the community if involvement stalls.	Journalists group	On-going	