



CITY OF CARSON

Legislation Text

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Report to Mayor and City Council

Tuesday, March 20, 2018

Consent

SUBJECT:

**CONSIDER RESOLUTION NO. 18-029 AMENDING THE FISCAL YEAR 2017-18
BUDGET FOR SOCIAL MEDIA SERVICES (CITY COUNCIL)**

I. SUMMARY

The City Council has expressed the need for the City to have a greater social media presence. Information needs to be shared in a clear, concise and consistent manner. In order to do so staff recommends hiring a consultant to assist staff is preparing a long range message plan, prepare and track our messaging on multiple platforms (Twitter, Instagram, Facebook, YouTube) and track outreach (views, shares, likes of messaging).

Social media is a way to connect on a different level with our residential and business communities. It can be used to create a personal connection with our followers by amplifying the City's online presence through a strategic message plan and targeted citizen engagement.

II. RECOMMENDATION

WAIVE FURTHER READING AND ADOPT RESOLUTION NO. 18-029, "A RESOLUTION OF THE CARSON CITY COUNCIL AMENDING THE FISCAL YEAR 2017-18 BUDGET IN THE CITY MANAGER/PUBLIC INFORMATION/OPERATIONS FUND"

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

On December 6, 2016, the City Council approved Use of Social Media Policy and Procedure 01.01.04. The goals of the policy are listed below.

III. GOALS OF CITY SOCIAL MEDIA

- A. Direct visitors to the City's website for complete and accurate information about the City and its programs. The City social media platforms will supplement, not replace, the City's official website for all notices and events.
- B. Provide City information to a greater number of City of Carson residents and businesses.
- C. Enhance current communications efforts by the City and its departments.
- D. Serve as a source to build awareness, interest, and quality of life in the City.
- E. Help disseminate emergency information.
- F. Draw the public to the City website.
- G. Draw the public to City services and events.
- H. Disseminate timely, relevant information that is clear and concise, thus avoiding overwhelming City of Carson followers with frivolous information.

V. FISCAL IMPACT

Funding for a social media consultant for the remainder of the current fiscal year was not included in the current general fund budget. A partial allotment of \$7,500.00 was included during the midyear budget review (Resolution No. 18-015). If Council approves staff recommendation, an additional \$17,500 will be appropriated in the Public Information Office account no. 01-50-540-003-6005 from the committed general fund balance for economic uncertainties.

VI. EXHIBITS

1. Resolution No. 18-029. (pgs. 3-4)

1.

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