



CITY OF CARSON

Legislation Text

File #: 2019-259, Version: 1

Report to Mayor and City Council

Monday, April 08, 2019

Discussion

SUBJECT:

REVIEW AND RE-CONSIDER SOCIAL MEDIA CONTRACT WITH TRUSTED MESSENGER MARKETING

I. SUMMARY

The City has been consulting with Trusted Messenger Marketing (TMM) for social media services since July 1, 2018. Since then, the consultant increased the City's online presence on social media and consolidated multiple social media sites related to the City of Carson (Exhibit No. 1). The City Council awarded a two-year contract to TMM in the December 4, 2018 Council meeting (Exhibit No. 2).

II. RECOMMENDATION

TAKE the following actions:

DISCUSS and PROVIDE DIRECTION.

III. ALTERNATIVES

TAKE any other action the City Council deems appropriate.

IV. BACKGROUND

The City has not had prior experience with a social media services firm. In June 2018 a 5-month contract was executed between the City and TMM for social media services (Exhibit No. 3). Following the execution of the contract, a representative from TMM met with City staff to complete a needs assessment in order to assist in identifying social media priorities and identify content for ongoing posting.

One of the responsibilities of the consultant was to assist City in increasing the City's

online presence on social media (various activities that integrate technology, social interaction and posting content, such as Facebook, Twitter, Instagram, YouTube and LinkedIn), and well as a complete review of all of the City's multiple social sites and then recommend and assist in consolidating of those sites. A monthly status report is given by the consultant to staff of social media engagement (Exhibit No. 4).

The role of the Public Information Office (PIO) is to administer the contract. Staff provides the consultant the content, artwork design, and video to post on Facebook, Instagram, and YouTube weekly. The PIO Administrator also approves all content requested by City departments and community for posting on social media prior to consultant posting.

TMM is a nationally recognized online branding and social media expert that serves political campaigns, municipalities, school districts, nonprofits, small businesses, artists, advocacy campaigns and public figures. The founder of TMM, Brian Ross Adams, regularly consults on an organization's online presence, website, social media accounts, and overall messaging strategy. TMM's social media program focuses on dramatically increasing a client's social media account size and "engagement rates" by "hyper micro-targeting" and community building through listening and inquiry. TMM's motto is "creative, engaging, and measurable messaging."

Past and current clients of TMM include the US Department of Housing and Urban Development; California Assembly - Districts 50, 54, 62 and 60; County of Los Angeles - District 2; City of Compton; City of Los Angeles - Council District 9; City of Pomona; Anaheim Firefighters; Burbank Fire Department; and Glendale Unified School District.

V. FISCAL IMPACT

Funds for this service (\$35,000) for 7 months (December 2018-June 2019) have been appropriated from the FY 2018/19 general fund and were placed in account number 101-50-540-101-6004. Funds for the succeeding year have been requested in the FY 2019/20 fiscal year budget.

VI. EXHIBITS

1. Trusted Messenger Marketing Summary Report dated Nov. 2018 (pg. 3).
2. Minutes from December 4, 2018 Council meeting (pg. 4-5).
3. Trusted Messenger Marketing 5- Month Executed Agreement. (pgs. 6-37).
4. Monthly Status Report for March 2019 (pgs. 38-43).

Prepared by: City Manager's Office