

## MEMORANDUM

SUBJECT: FY22 BUDGET/SURPLUS FUNDS - Additional information

### SURPLUS OPTIONS (in order of recommendation)

#### 1. Social Media Content Development

Develop a content strategy and develop content for posts across Facebook and Instagram for Rethink Runoff.

We recommend creating a comprehensive year-round plan for social media, using the Attract/Convert/Retain approach to posts. This is a multi-tier content development process that brings in new audience members (Attract), engages with them (Convert), and transitions them to social ambassadors that help promote our messages through interaction and conversation online—likes, comments, etc. (Retain).

**GOALS:** Community Outreach, Extend our messaging reach

- Create an editorial calendar based on subject matter
- Plan out updates and content on a week-by-week basis

#### Potential Post Material

- Curating stormwater-related content.
- Design a social media post template for increased outreach, including call-to-actions based on website content
- Newsletter sign-up initiatives
- Volunteer needs
- Reposting existing Vermont water-based content: rivers, lakes, streams (focus on MS4/Chittenden County)
- Cross-post to FB and Instagram

#### **COST:**

\$300/month: 1-2 posts a week

\$600/month: 3-4 posts a week

#### 2. Refresh Current Animated Spots

Refresh the current animated spots. Using existing assets, we would refocus our messaging. Currently our :30 second spot covers a lot of information about stormwater in a short amount of time. This was initially earmarked as an FY22-23 task, but could be moved up.

**GOALS:** General education, targeted messaging

**COST:** \$5,000-\$6,000