



LOS ALAMOS

Community Services Department

Standard Operating Procedure

All CSD Divisions

Marketing Procedure & Strategy

Version 2021 v. 01
Approved Date 11/3/2021
Approved by *Cory Styron*
Department Director

Purpose

This policy's intent is to cover the majority of all CSD marketing efforts for traditional print, digital and social media.

For Library Aware users, postings for new books at the Library that is generated out of Library Aware are allowed as they are pre-generated and automatically posted to Facebook. However, any additional Facebook postings need to be routed through the below method. Content/images/flyers can be created in Library Aware, but should not be posted to social media through Library Aware.

For Cultural Services, emails are often received from our contractors regarding a post request. If proper lead time is provided, posts can be created and scheduled as requested. Posts already posted on Facebook from Cultural Services Contractors will be shared on our CSD page to increase reach and awareness.

Responsibility

The Senior Management Analyst in the Community Services Department is responsible for the implementation and management of this procedure.

Strategy

In 2019 CSD Admin took over a large majority of creating content for its printed materials, in order to start tracking publications and improve continuity of content. The Seasonal Activity Guide is CSD's largest publication, its print copies and distribution are tracked, and is also available digitally, where metrics are also monitored.

During 2019 CSD Admin was successful in creating a playful and informative voice for the Los Alamos County Community Services Department Facebook and Instagram pages. In 2019 CSD Admin created an Instagram account to open up reach to our potential audience.

Instagram does not allow people to click on links unless the post is changed into an ad. Therefore, CSD has employed LinkTree to provide links to pages. The link to the the CSD LinkTree page is located in the CSD Instagram Bio.

The Target Market for CSD includes residents and non-residents of Los Alamos County. CSD's programs, services, and facilities are designed to serve the needs of its residents and visitors, regardless of age, race, or income.

Below is a list of Target Audiences, however is not all inclusive and may change:

- All citizens of Los Alamos County
- Visitors to Los Alamos County and surrounding area (Tourism)
 - Those who are here visiting, not only Los Alamos, but the surrounding areas and attractions.
- We have more than one type of customer and we generate content for:
 - All ages; Teens to Senior Citizens
 - Single people, married people, divorced and widowed
 - People with children
 - For all age ranges
- People and couples without children
- Various interests, this is very broad item, examples are provided below.
 - Community Events
 - Organized by Los Alamos County
 - Organized by outside entities and County contractors.
 - Public Meetings regarding Community Services Capital Improvement Projects
 - Facility Updates/Information
- Sports
 - Aquatics/swimming
 - Golf
 - Ice skating/Ice hockey
 - Hiking/Biking
- Cultural services and events
 - Summer Concerts
 - Historical Society
 - Nature
- Literature
 - Library events
 - Book groups (HomePages, etc.)
- Committees that fall under CSD
 - Parks and Recreation Board (PRB) and its subcommittees
 - Art in Public Places Board (APP)
 - Los Alamos County Health Council (CHC)

Procedure

Submissions for social media, CSD website, and print can be submitted via email to Katherine Hudspeth, katherine.hudspeth@lacnm.us and Sara Martinez, Sara.Martinez@lacnm.us

For informational posts, website, and/or print items please allow for proper lead time, no less than five (5) days. Events should be given proper lead time with no less than one (1) month in order to provide information of an event to the public in a timely manner.

Items to include in the email:

- Type of request
 - Informational
 - Facebook posting images are 1200 x 628 pixels
 - Instagram images are 1080 x 1080 pixels
 - Website
 - Print (flyer/poster, banner, etc.)
 - Event
 - Facebook event images are 1920 x 1005 pixels
 - Website
 - Print (flyer/poster, banner, etc.)
 - Or Both; please note that three different image sizes will be required
- Requested Post Schedule, for social media
 - When is the item to be posted? Multi-dates, immediate, etc.
- Necessary details
 - Images
 - Images for social media should not be text heavy.
 - As social media platforms contain algorithms that push these types of images towards the bottom of feeds and are not shared as broadly.
 - Images without text are allowed.
 - Division logos are not required unless the division is working with another outside organization
 - Verbiage, dates, times, cost, where to register, etc.
 - Print requirements, if applicable.
 - Website placement, if applicable

Once received:

- Postings will be created from what was provided
 - Postings may be re-worded, and graphics may be changed on a case-by-case basis, and depending on the social media site (Facebook vs Instagram)
- Posting schedule will be kept as long as there are no other conflicts with other postings and optimized for post reach and target audience as much as possible.
- Informational posts will be posted on Facebook and Instagram.
- Print materials will be created from what was provided
- Submitter will be notified of scheduled post and/or availability of printed materials, to confirm that their request is complete.

For departments/people who have access to the CSD Facebook page. Pictures from Day-of-events, such as Horse Stable Crawl, Pumpkin Splash, Library Events, etc. are still

allowed to post to attract same day participants. This policy's intent is to cover the majority of all CSD marketing efforts on Facebook and Instagram.