

- Develop and execute approved social media strategy based on brand standardization, research, benchmarking, messaging, and audience identification
- Write, develop, and strategize online content production and scheduling for the council as a whole and individual council districts in a consistent, fair and equitable manner.
- Assist with crisis management, bad reviews, and negative news communications
- Build meaningful connections and encourage community members through dialog and/or engagement through consistent posting and messaging
- Create and maintain Council social media pages and profiles
- Track and analyze analytics report to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes
- Collaborate with Metro departments to coordinate promotions, and increase reach

- Questions
 - Will you allow "self" posting or will post go through social media manager.
 - To what extent do you want personal created materials vs "repost" material
 - Digital based content is new to metro so much of it is still word heavy, are we fine with reporting this content g
 - What will be the structure and nature of work with individual council members?
 - Is it a certain number of hours per week and documenting that interaction and work product?
 - Who pays for the individual council consulting?
 - How does this potentially overlap and interact with Tony and Steve work as to create clear expectations and lanes