

2015-16 YC Outreach & Media Plan



Hatim Mansori and Anna He
“HD and Griz”




Who are we? What will we do?

We are tasked with:

- Develop an annual outreach plan for the Commission and present the plan for approval to the Commission with staff, and coordinate assignment of responsibility
- Regularly check in and support committees in the development and implementation of their outreach goals
- Help acquire information, identify potential opportunities to collaborate and/or network, and engage peers at each community, government or other event in which the Commission (as a full body or as a committee) is involved.
- Ensure that commissioners are attending meetings with youth and other community members each month
- Coordinate Commission forums and Commission presentations at schools, City departments, community agencies, and events
- With staff, help maintain a strategic, professional and active presence on the Youth Commission's social media platforms

Committee outreach

- Ask us to help gain more momentum on any committee events (We are only in Civic Engagement and Youth Justice)!!
 - Want to plan some sort of rally/panel for your committee? Ask us for help!
 - We will try to let you know about community meetings related to your line of work, we have subscribed to different newsletters.
 - We will also try to attend at 1+ committee meetings (besides our own committees) to learn more about that committee and discuss outreach efforts (during public comment and such)-we will coordinate with staff
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@Community Meetings!

-After you attend a community event (related to your committee), you will report back to your committee and one of us about

- How it went

- What did you find out/what did you learn

- How can your committee benefit from the new things that you learned/connections that you made

- And remember to message us your pictures for us to post on Instagram!!

OUR ASK:

Attend a community event meeting by December. Need company? Just ask!

Town Halls

- Could be district or committee/issue based
- 2016 election event (?) town hall, panel, discussion group
- Last year there were 2 town halls in D6 and one about immigration
- Collect stories, engage with community, young people involvement in local affairs.



Youtube Video

This video would be posted on Youtube and can be played during presentations to schools,etc.

- What is the Youth Commission? (done by Hatim and AnnaH)
- Short introduction of each Youth Commissioner
- Staff too(?)
- Why did you join?
- Location of intro could be at City hall or a place that means something you
- Rap component(?)



Youtube Video Scheduling

Submit google form what times and dates you are available for your interview. We will contact you with a time and date that works.

Reminder: The location of the interview does not have to be at City Hall. We can meet you somewhere for your interview.

ALTERNATIVE OPTION:



If you really do not feel comfortable having someone record you, you can do it yourself and send it to us by email.

<http://goo.gl/forms/w2twm6wXWs>

Youtube Video Timeline

October 20-November 20: Intros for every youth commissioner is filmed. Intro to “what the youth commission is” is finished (by Hatim and AnnaH).

November 20-30: Video is edited. Rap component is complete.

Ideally, the video would be done by early December or late November.



Social Media



-INSTAGRAM: We will create an YC instagram called “SFYouthCommission.” Feel free to send us photos to post! Hatim will create and update the instagram throughout the year. If you would like to post a picture on Instagram page, send it to Hatim and he will post it for you.

-SNAPCHAT: Anna will create and update the snapchat throughout the year. Let Anna know about about any events you think should be captured via our snapchat. The snapchat will also serve as a reminder tool for full YC meetings and special events. “SFYouthCom”

...Anna will also update the Vote16 Instagram page

Social Media we currently have

Facebook: San Francisco Youth Commission

Twitter: @SFYouthCom

Instagram:



Vote16 Instagram: Vote16sf

Snapchat: SFYouthCom



Any questions/feedback?

