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SILVERTON

JCOM 476/576: STRATEGIC SOCIAL MEDIA
SCHOOL OF JOURNALISM AND COMMUNICATION

Enhancing Public Trust and Engagement: A Social Media Audit and Strategy for the City of Silverton

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This report represents original student work and recommendations prepared by students in the University of Oregon's Sustainable City Year Program for the City of Silverton. Text and images contained in this report may not be used without permission from the University of Oregon.

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About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program (SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a yearlong partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches

to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

Community partnerships are possible in part due to support from U.S. Senators Ron Wyden and Jeff Merkley, as well as former Congressman Peter DeFazio, who secured federal funding for SCYP through Congressionally Directed Spending.

About City of Silverton

The first settlers came to the banks of Silver Creek in the 1800s, following timber and waterpower. The City of Silverton incorporated in 1885 and was seen as a trading and banking center of prominence, ranking among the most progressive towns of western Oregon.



By 1921, Silverton industries produced exports for other areas and even some foreign countries, including the Fischer Flour Mills on South Water Street. The mill obtained power by damming Silver Creek at a point near the present pool, diverting water into a millrace that ran along the creek to the mill and then dumped back into the creek.

The development and opening of the Oregon Garden in the 1990s signify the success of a partnership between the Garden, a private enterprise attracting tourists to botanical displays, and the City of Silverton. The Oregon Garden's expansive wetlands area has benefited

from the City's excess reclaimed water since 2000, while the community benefits from trade the Garden draws to the area. Silverton was recognized for these reuse efforts as a "Community Water Champion" by the National Water Reuse Association in 2018.

Today, approximately 10,380 residents call the city of Silverton home. In addition to the Oregon Garden, the city features a historic downtown, hospital, community pool, and access to nature activities including nearby Silver Falls State Park. It combines a small-town charm with a strong community spirit, welcoming both residents and visitors alike.

Course Participants

Bella Bastian, Undergraduate, Public Relations

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Sara King, Undergraduate, Public Relations

Tomi Ross, Undergraduate, Advertising

Course Description

JCOM 476/576: STRATEGIC SOCIAL MEDIA

Strategic Social Media (J COM 476/576) focuses on the research and planning necessary to create a great social media strategy. Students work on two major projects during the term. The first is a listening and monitoring report that includes a competitor analysis and influencer identification. The second part is an in-depth social media audit, and a social media plan based on that audit.

Executive Summary

Working to increase public trust and engagement within the City of Silverton, students in the Strategic Social Media class conducted a social media audit and curated recommendations for the city to enhance engagement through social media. Platforms like Facebook, Instagram, X (formerly Twitter), and YouTube provide an accessible platform for cities and residents to communicate with each other and among themselves. They promote widespread information sharing and have potential to significantly increase public trust and engagement, particularly in smaller municipalities.

At present, the city's primary social media platform is Facebook with 4,600 followers. However, Silverton also hosts a growing Instagram page and is interested in increasing engagement through collaboration between the two pages. Across Silverton's platforms, posts about community events, city updates,

and maintenance experience the highest levels of engagement. Initial research identified the following challenges and recommendations, which students addressed more thoroughly through external research and an extensive social media audit.

CHALLENGES

- Variable posting schedule.
- Connection and trust gaps within the City of Silverton.
- Lack of engagement with younger audiences (18-25).

RECOMMENDATIONS

- Use a social media calendar to promote increased frequency and consistency of posts.
- Build trust through intentional content.
- Target younger audiences.
- Track engagement data and use it to optimize future posts.

Introduction

In an increasingly online world, public engagement through social media posts and interactions is essential to garner support and trust for cities. For Silverton, the use of intentional social media posting tactics can help the city increase engagement across a broad audience of people who live and work in the city. It may also help to bring more visitors to Silverton.

Students conducted external research to demonstrate how other municipal social media accounts successfully engage with their audience and to identify potential influencer partners for Silverton. In

addition to external research, a social media audit was conducted using the City of Silverton's existing social media accounts. The audit included follower and like counts, post frequency, engagement levels, and content trends. Using the data gathered from the audit, the group created actionable recommendations for post content, and frequency, all with the intention of building and retaining engagement. Each recommendation included a strategy and tactic for implementation. This report provides a detailed account of the external research, social media audit, and recommendations for improved engagement.

External Research

LISTENING AND MONITORING

For the City of Silverton, monitoring online conversations is essential to upholding a positive brand image and cultivating trust within the community. By engaging consistently with its audience (primarily Silverton residents) through transparent and timely social media updates, the city strengthens its position as the primary source of information regarding local events and news. Proactively tracking online discussions enables the City of Silverton to address concerns, clarify misinformation, and align its messaging with the needs and expectations of residents. This commitment to consistent, clear communication not only strengthens credibility but also reinforces a sense

of community, ensuring that residents feel informed and valued. Silverton's dedication to maintaining an accessible, reliable online presence makes it a dependable resource for those who live, work, and visit in the city.

Students tracked online conversations surrounding the City of Silverton by examining social media platforms like Facebook and Instagram. Data collection occurred from November 3-6, 2024, but included content posted throughout the past three years. The project staff reviewed posts directly associated with the city's official accounts, including instances of Silverton being tagged or mentioned. The credibility of such tags

or mentions was determined by source engagement using metrics like follower, like, comment, and share numbers. In addition to tracking instances where Silverton was tagged or mentioned, students also searched hashtags such as #cityofsilverton, #silverton, and #silvertonoregon. The majority of the data found highlighted unique features and scenery within the City of Silverton.

With 4.6 thousand followers on its page, Facebook is the social media platform with the most engagement for the City of Silverton both internally and externally. Facebook targets the age demographic that is most prominent, engaged, and active in Silverton’s community and events. The City of Silverton’s Instagram page currently has 500 followers with small amounts of engagement on each post. Instagram engagement can be increased by monitoring relevant conversations, communicating regularly, and capturing the closeness of the community while targeting a younger demographic. Determining the City of Silverton’s content pillars and creating a content calendar may help the city to regularly post information that is of interest to the audience.

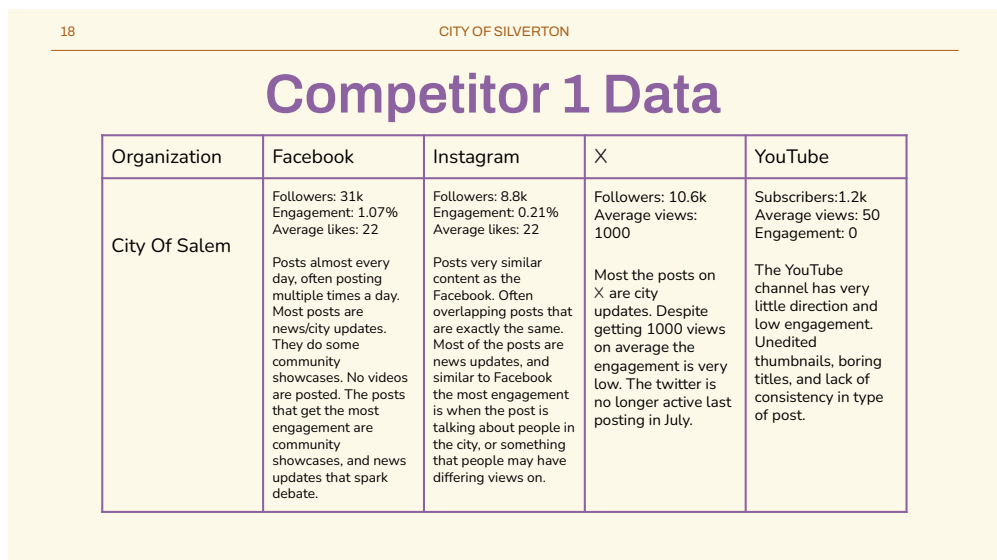
COMPETITIVE ANALYSIS

To improve the City of Silverton’s online engagement, it’s essential to assess the social media presence of its competitors and similar organizations. Understanding the successes and failures of cities’ social media strategies is beneficial to applying such lessons to Silverton’s accounts. For the competitor analysis, four cities were analyzed using the Phlanx Engagement Calculator for their Facebook, YouTube, Instagram, and X accounts. Data for each of the cities are detailed below:

City of Salem

It’s important to consider the City of Salem as a point of reference, as it is a nearby city with a similar posting style. Although Salem is significantly larger than Silverton, it is not big enough to make its strategies ineffective for the City of Silverton. One key insight from Salem is that high-volume posting leads to success. The posts that receive the highest engagement typically feature members of the Salem community. Applying these observations to Silverton can help guide an effective posting strategy that fosters community connection and engagement.

FIG. 1
Competitor 1 Data



City of Independence

It is also valuable to consider the City of Independence, as it is similar in size to the City of Silverton. Independence has managed to build a more sustainable social media presence. This success is largely due to their strategy of posting about local activities and upcoming events, which has helped foster a strong

online community. Posts that highlight the community also perform well, reinforcing engagement. Independence supplements this content with news updates and condensed summaries of city council meetings, striking a balance between informative and community-focused posts.

Competitor 2 Data

Organization	Facebook	Instagram	X	YouTube
City Of Independence	<p>Followers: 8.3k Engagement: 3.15% Average likes: 19</p> <p>The Facebook posts focus a little more on news, but also does have community posts. There is overlap of posts between Facebook and Instagram. Posts that show community members tends to do better.</p>	<p>Followers: 2.1k Engagement: 1.68 Average likes: 35</p> <p>The Instagram posts have a lot of community posts. Showcasing things to do, or just people having fun in the city. There are also general news and updates posts.</p>	<p>Followers: 551 Inactive since 2022</p>	<p>Subscribers:1k Average views: 120</p> <p>The videos are generally newsletters/condensed council meetings. It provides a video format to get relevant information about Independence in a quick way.</p>

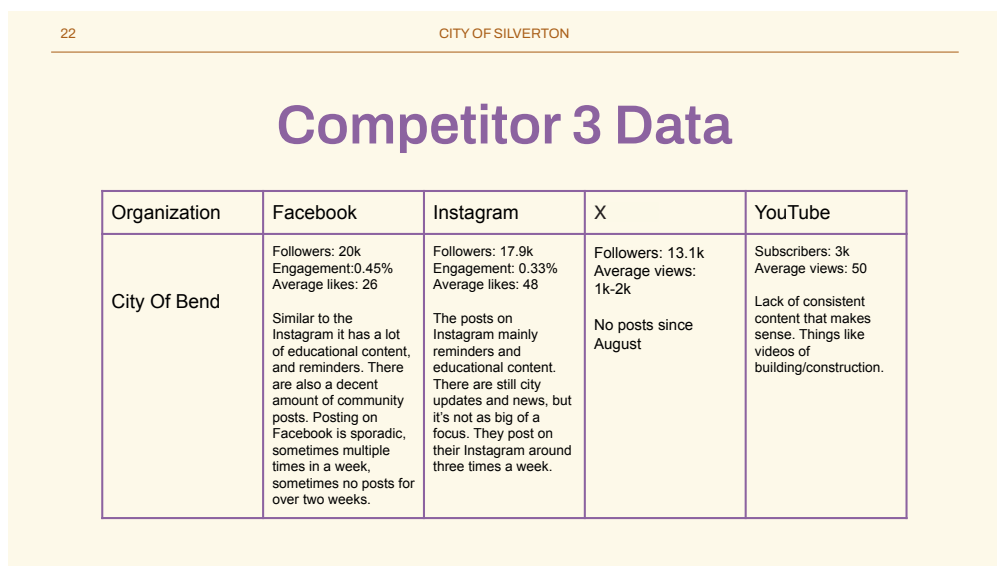
FIG. 2
Competitor 2 Data

City of Bend

The City of Bend is another comparator city. Similar to Salem, Bend is significantly larger than Silverton. On Facebook, Bend posts primarily city reminders and educational content. However, these posts struggle to receive the expected engagement given the size of Bend’s accounts. Despite posting almost

identical content on their Instagram, there are higher levels on engagement on the City of Bend’s Instagram posts than their Facebook posts. Bend has a fairly large following on X and has the potential to garner one-two thousand views if they were to post frequently.

FIG. 3
Competitor 3 Data



City of Dallas

The City of Dallas is comparable in size to the City of Silverton, making it valuable to examine how they manage their social media presence. Dallas’ posts often focus on council meetings and holiday reminders, with limited content about the community itself. However, community-centered posts tend to

perform significantly better than others when shared. Notably, a joint post with the Dallas Oregon Police Department garnered above average engagement. It is also worth mentioning that Dallas only launched its Instagram account a few months ago and currently recycles content from its Facebook page.

Competitor 4 Data

Organization	Facebook	Instagram	X	YouTube
City Of Dallas	Followers: 6.3k Engagement: 4.14 Average likes: 20 Doesn't post anything like closures, but gives updates about council meetings. Holiday posts, and community posts.	Followers: 34 Engagement: 0.1% Average likes: 3 All of the Instagram posts are from the Facebook. The Instagram has only been posting since September 13th.	No X account	Subscribers: 185 Average views: 70 Mainly used to livestream government meetings (City Council, public safety committee, etc.). Some educational content.

FIG. 4

Competitor 4 Data

Competitive analysis has revealed several key insights for Silverton. In smaller cities, official city posts that focus on the community tend to generate the most engagement. While city update posts (closures, holidays, and council meetings) remain important sources of news. Data show that maintaining a consistent posting schedule is crucial. For the City of Silverton, this means ensuring content is posted multiple times per week. Emphasizing posts that

feature community members actively participating in local activities and showcasing events in Silverton will be particularly effective. Another valuable strategy is collaborating with the Silverton Police Department to create joint posts to further foster a sense of unity and community involvement. These strategies will help strengthen engagement and reinforce the city’s connection with its residents.

INFLUENCER IDENTIFICATION

Influencers play an important role in raising awareness about the City of Silverton for its target audience. Whether they are social media content creators or journalists, influencers can leverage their established, trusting relationships with followers to promote the city in an honest way. Influencers' audiences are more likely to engage with and trust their recommendations, which can lead to increased social media engagement for

the City of Silverton. This engagement keeps the audience informed with accurate and relevant information while also supporting the city's growth in overall brand awareness and its online presence. For Silverton, influencers with a similar target audience were chosen. They are Oregon-based and can tailor their content towards the city's needs. Other identifying factors include engagement and overall reach.

FIG. 5
Influencer Identification

31 CITY OF SILVERTON

Name	Platform + Specs	Rationale	Recommendation
@wander.with.bri	Instagram @wander.with.bri 6,785 Followers 6 posts about Silverton	Posted content about Silverton six times. Bri has recently partnered with the Silverton Christmas Market. This specific post garnered 19,000 views on Instagram.	Reach out to Bri and start building a relationship with her. Once a relationship is built, start offering to partner with her, creating content about relevant events/ news in Silverton.
Rosemarie Stein	The Oregonian/OregonLive rstein@oregonian.com 30+ year employee at The Oregonian Media Group	-Posted articles on Silverton in the past. Most of her stories feature local events, public works and news from Oregon and the surrounding Portland & Salem areas.	Send a pitch email to Rosemarie. The email will contain information highlighting new events and public works going on in Silverton.

The identified influencers have positioned themselves as active and educated members of the Oregon community. Both Rosemarie Stein and @wander.with.bri have the potential to reach the City of Silverton's target audience in different ways. Their tone and overall messaging align with that of Silverton. The group's

recommendation is that the city partner with Rosemarie Stein and @wander.with.bri because they have created transparent relationships with their audiences. Thus, the city of Silverton can utilize their platforms to build a similar relationship with its own audience.

Social Media Audit

The Strategic Social Media class conducted a social media audit of Silverton's existing media accounts before making recommendations on how to enhance the accounts. The audit took an internal look at Silverton's social media data which allowed students to:

- Analyze strengths and weaknesses.
- Assess reach and engagement.
- Discover what types of posts perform best.

- Analyze what demographics Silverton's audience falls under
- When Silverton's audience is online the most

PLATFORM COMPARISON

For this, the group audited Silverton's Instagram (@CityofSilverton_or) and Facebook (@CityofSilvertonOregon) accounts. The following data was gathered:

Data Summary



1

**DATA
SUMMARY**



Instagram

8/23-11/21

FOLLOWERS
507

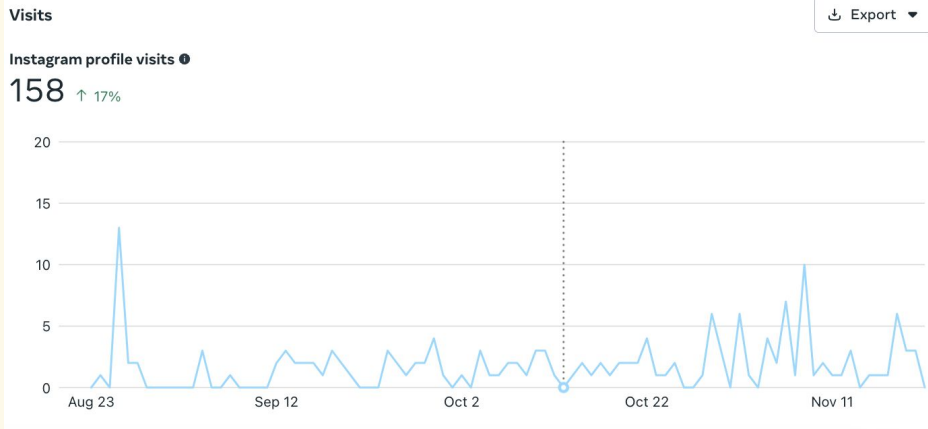
AVERAGE REACH
135.44
413 accounts reached
264 followers
149 non-followers

AVERAGE ENGAGEMENT
6.81%
55 accounts engaged
48 being followers
7 being non-followers



Instagram Page Visits

8/23-11/21

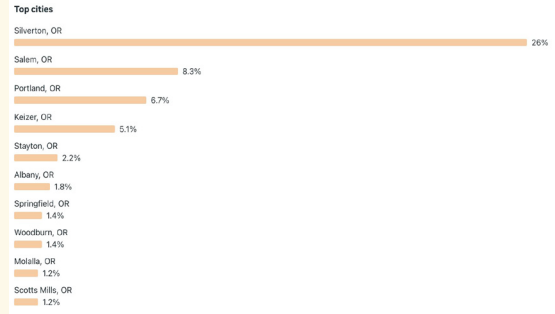
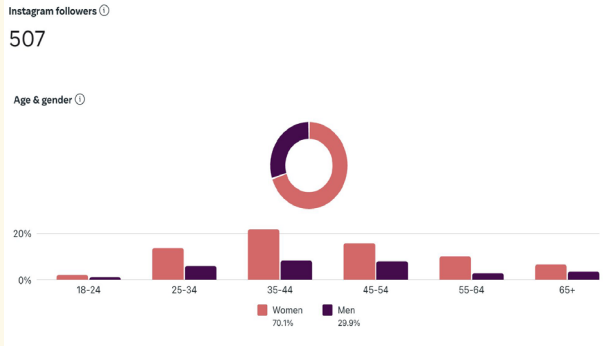


158, up 17% in the last 90 days



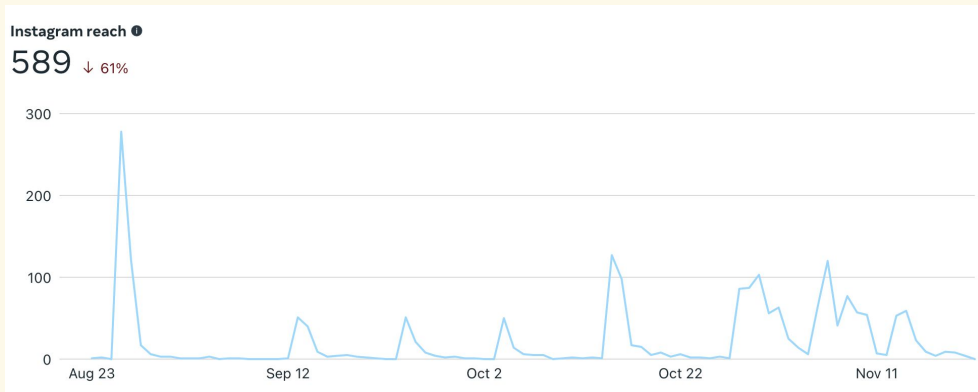
Instagram Demographic

8/23-11/21



Instagram Reach

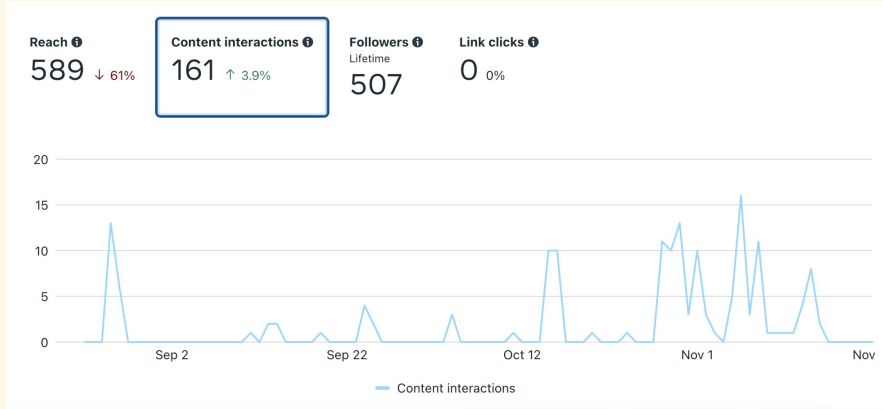
8/23-11/21



589, down 61% in the last 90 days



Instagram Engagement 8/23-11/21



161, up 3.9% in the last 90 days



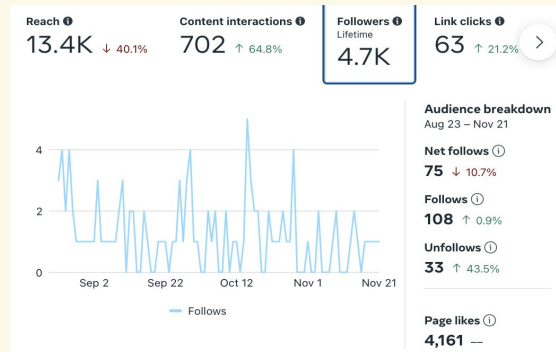
Facebook

8/23-11/21

FOLLOWERS
4.6k

AVERAGE REACH
1522.65

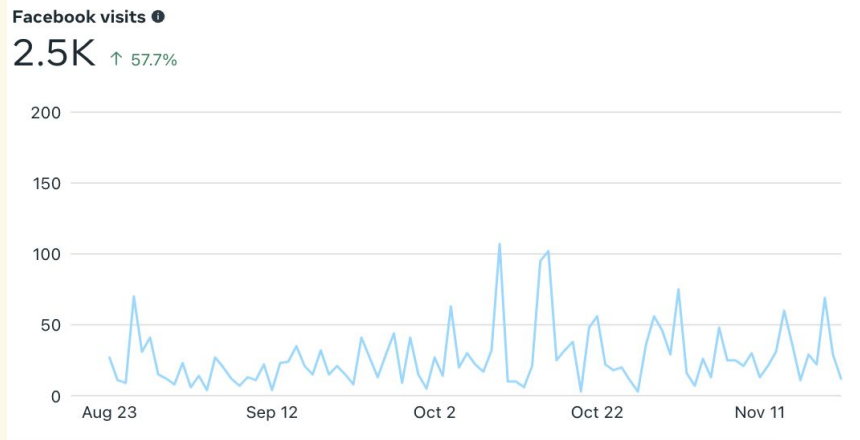
AVERAGE ENGAGEMENT
1.5%





Facebook Page Visits

8/23-11/21

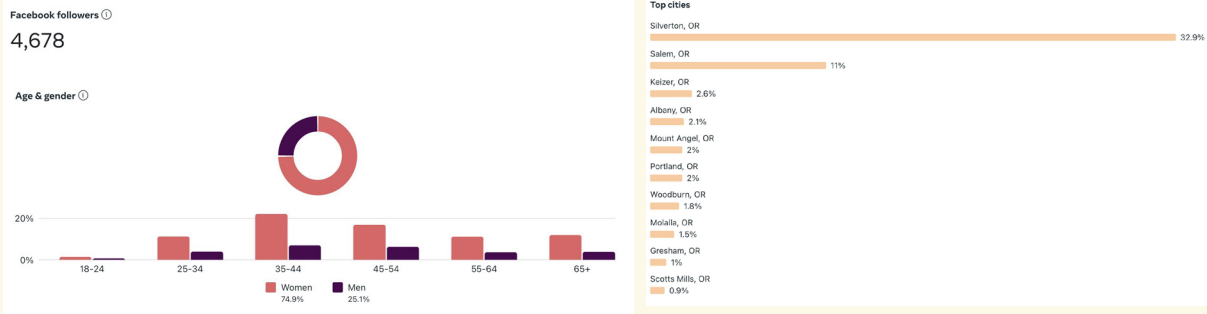


2.5k, up 57.7% in the last 90 days



Facebook Demographic

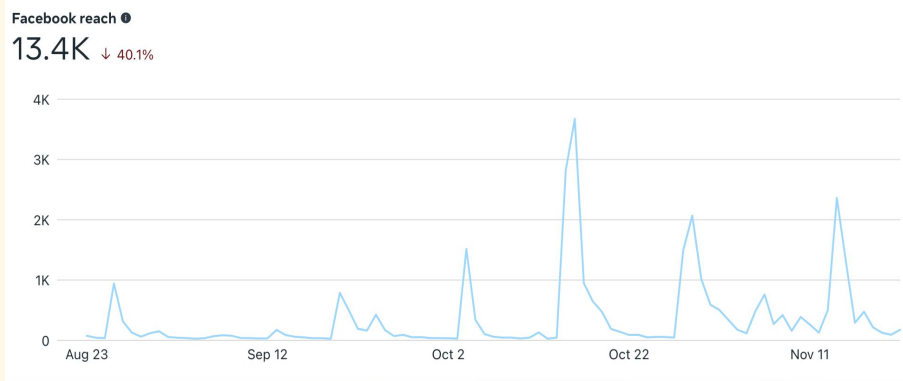
8/23-11/21





Facebook Reach

8/23-11/21

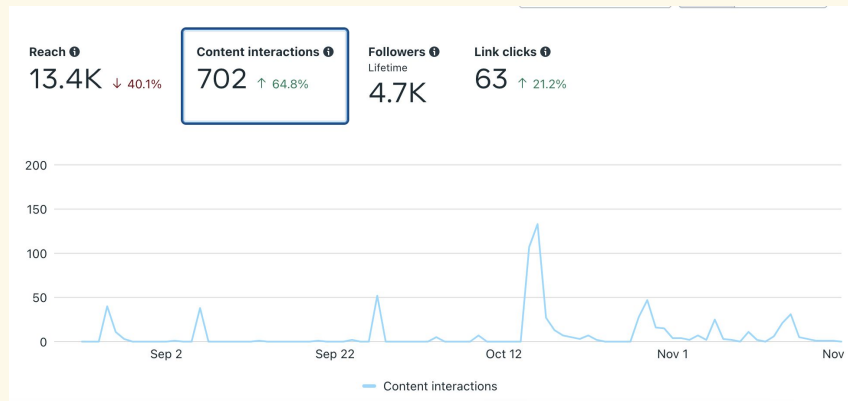


13.4k, down 40.1% in the last 90 days



Facebook Engagement

8/23-11/21



702, up 64.8% in the last 90 days

Key Posting Times

Facebook- 2pm, 4pm,5pm

Instagram- 2pm, 5pm

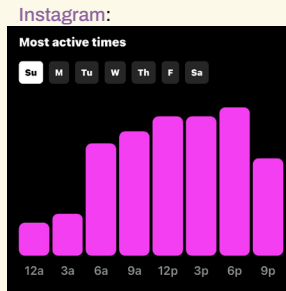
Audience Online

Facebook-

Morning Pre work: 8am,
Evening Post work: 5pm, 6pm

Instagram-

Morning/ Afternoon Pre
work:9am, 12pm
Evening Post work: 3pm,
6pm

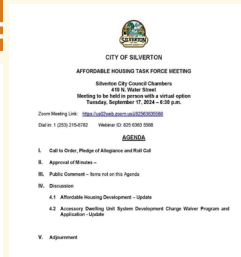


Content Analysis

2 CONTENT ANALYSIS

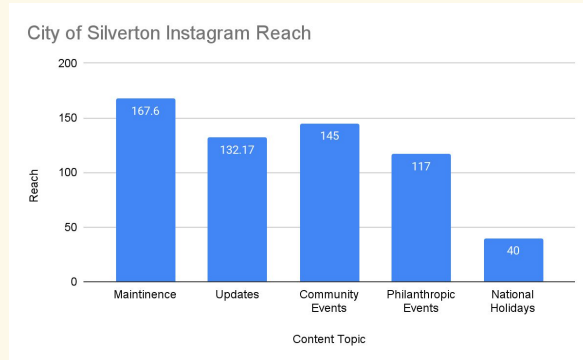
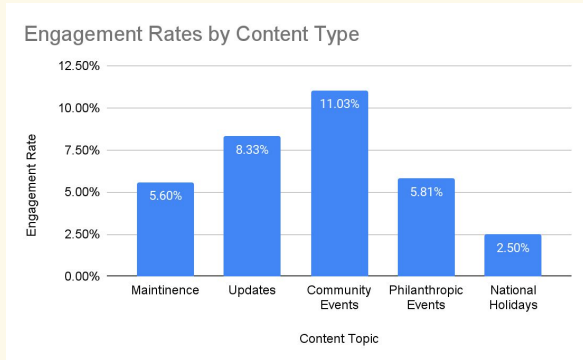
KEY CONTENT TOPICS

1. Maintenance(closure)
2. Updates (meeting/job)
3. Community Events (fun)
4. Philanthropic Events (donation)
5. National Holidays

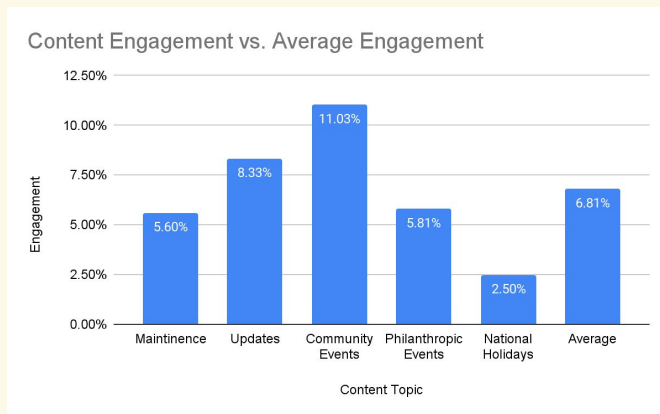




Post Engagement Rate + Reach



Engagement Rate vs. Average by Topic



The City of Silverton’s average Instagram engagement rate is **6.81%**.

Based off of this data, it is clear that community events and updates performed significantly better than average.

As shown later on, the top 3 Instagram posts were from these two content topics.



Maintenance

-

5.60% Engagement Rate	167.6 Reach
41 likes, 0 comments, and 4 shares in the past 90 days	5 Posts: <ul style="list-style-type: none">- Intersection Maintenance- Crosswalk Installation- Homecoming Road Closures- Road Paving- Phase one of "20 is Plenty"



Updates

8.33% Engagement Rate	132.17 Reach
61 likes, 1 comment, and 6 shares in the past 90 days	6 Posts: <ul style="list-style-type: none">- Join Silverton's Advisory Group (2)- Advisory Group Deadline Extended- Unofficial Election Results- Voting Reminder- Affordable Housing Task Force meeting



Community Events

<p>11.03% Engagement Rate</p>	<p>145 Reach</p>
<p>15 likes, 0 comments, and 1 share in the past 90 days</p>	<p>1 Post:</p> <ul style="list-style-type: none"> - Halloween Goblin Walk



Philanthropy Events

<p>5.81% Engagement Rate</p>	<p>117 Reach</p>
<p>18 likes, 0 comments, and 5 shares in the past 90 days</p>	<p>3 Posts:</p> <ul style="list-style-type: none"> - Leaf Drop off - ShakeOut - Silverton's Bulky Waste Event



National Holidays

2.50% Engagement Rate	40 Reach
1 like, 0 comments, and 0 shares in the past 90 days	1 Post: - Veterans Day



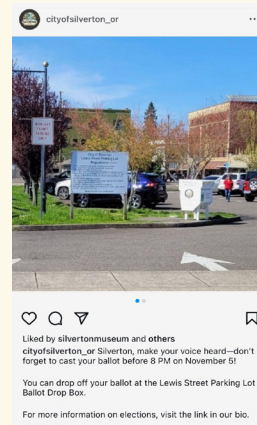
Highest Engagement Posts



This post had a reach of **132.9% more (180 people)** in comparison to the average (135 people).



This post has **247% more likes (21 likes)** than the average of 8.5 likes per post.



This post's engagement rate is **159.32% (10.85%) higher** than average 6.81% per post.

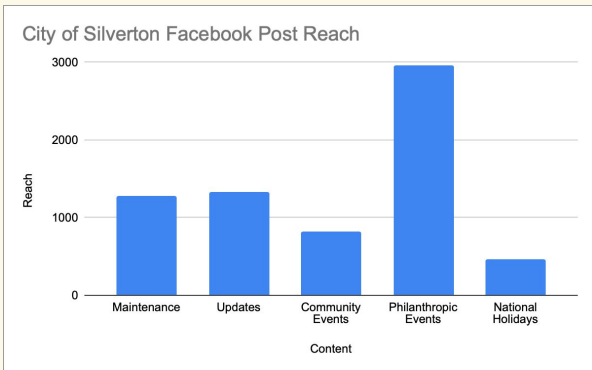
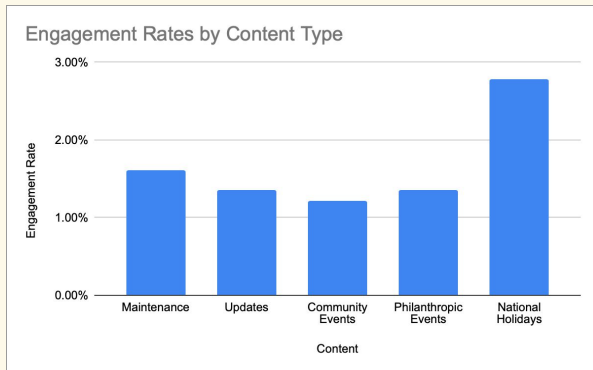


Key Takeaways

- **“Community Events,” “Updates,” and “Philanthropic Events” are the content topics with the highest engagement levels.**
 - Posts with images taken first-hand of Silverton performed better than posts with stock-like photos.
 - The captions for these posts were informational, providing the audience with details about events & updates.
 - The “community events” topic only had one post, yet it was still had the highest engagement rate. Your audience enjoys being updated on community activities. More posts of this topic will increase overall engagement rates.
- **“Maintenance,” “Community Events,” and “Updates” are the content topics with the highest reach.**
 - Posts alerting the community about important maintenance, events and city meetings had a higher reach. This proves that your audience craves to stay up to date about local happenings.
 - Continuing to share content of this nature will boost reach and attract a more diverse audience demographics, hopefully leading to a wider variety of followers.

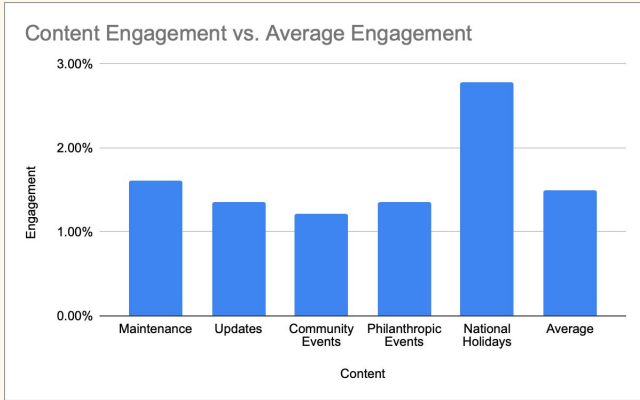


Post Engagement Rate + Reach





Engagement Rate vs. Average by Topic



This chart compares the engagement rate of each content topic against the average engagement rate. From this chart, we can see that national holidays, maintenance, and updates yield above average engagement.



Maintenance

1.61% Engagement Rate	1276.8 Reach
116 likes, comments, and shares in the past 90 days	5 Posts <ul style="list-style-type: none"> - Road closures - Paving - Crews working - Sidewalk closures



Updates

<p>1.35% Engagement Rate</p>	<p>1334.43 Reach</p>
<p>159 likes, comments, and shares in the past 90 days</p>	<p>7 Posts</p> <ul style="list-style-type: none"> - Meetings - Application Deadlines - City Council Elections



Community Events

<p>1.22% Engagement Rate</p>	<p>817 Reach</p>
<p>10 likes, comments, and shares in the past 90 days</p>	<p>1 Post</p> <ul style="list-style-type: none"> - Halloween Walk



Philanthropy Events

1.35% Engagement Rate	2958.33 Reach
271 likes, comments, and shares in the past 90 days	3 Posts <ul style="list-style-type: none">- Drop-off events- Waste events- National Emergency Drill



National Holidays

2.78% Engagement Rate	468 Reach
13 likes, comments, and shares in the past 90 days	1 Post <ul style="list-style-type: none">- Veterans Day



Highest Engagement Posts



This post received **300% more** comments (18 comments) than your median post (6 comments) on Facebook.



This post reached **523.82% more** accounts (7,976) than your median post (1,522) on Facebook.



This post received **109.27% more** reactions (25) than your median post (22.88) on Facebook.



Key Takeaways

- **Content in the “Maintenance”, “National Holidays”, and “Updates” categories yielded above average engagement rates.**
 - Maintenance post where a variety of information regarding an event such as specific areas closed and ways to get around it tend to perform better.
- **Content in the “Maintenance” and “Updates” categories yielded the higher reach.**
 - Using images of real people at meetings and maps where maintenance is taking place more consistently in posts may yield higher reach.
 - Finding a consistent, manageable posting schedule (2-3x per week) with diverse posts may help the City of Silverton see higher reach.

Actionable Recommendations

The following section outlines actionable recommendations, designed to guide strategic improvements and achieve measurable success for the City of Silverton. The current social media landscape has been carefully analyzed to identify opportunities for growth, engagement, and long-term impact. By leveraging insights from the strengths weaknesses, opportunities, and threats (SWOT) analysis, the team has crafted clear objectives, defined key target audiences, and developed innovative strategies to address the City of Silverton’s needs. This actionable plan sets the foundation for sustainable

growth and stronger connections with the target audience based on the identified objectives:

- Find and build a voice and aesthetic.
- Increase inclusions of graphics and visuals on Silverton’s social media pages.
- Post frequently and consistently.
- Unify the Facebook and Instagram accounts to have the same graphics and collaborative posts.
- Increase account following, especially on Instagram.
- Build a social media brand guide.

SWOT ANALYSIS

SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ● Updating followers regularly on work ● Ability to interact directly with residents ● Showcase scenic beauty, community events, and local news ● Platforms allow targeting of diverse demographics 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ● Not posting regularly ● Limited content variety (all static) ● Resource constraints: time and money ● Low analytics utilization ● Lack of paid promotion and sponsored content
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ● Trend adaptation ● Collaborations with local business, influencers, and organizations ● Using polls and Q&As to gather feedback ● Implementing targeted advertisements 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ● Handling complaints or controversial topics publicly ● Other organizations are already using more advanced strategies ● Individuals going to a different accounts to get their information ● Increasing competition

TARGET AUDIENCES

Community and Residents

This group values updates on local events, city projects, community initiatives, and civic information.

Males

Men who live work, or visit Silverton, with interests in local businesses and city updates. This group includes working professionals, fathers, and retirees. They value practical information and opportunities for engagement.

Residents Aged 25-53

This group includes young professionals, parents, and homeowners who are living in Silverton. They value family-friendly activities, community resources, and economic opportunities.

Residents Aged 18-24

College students, young adults starting their careers, or those still living with their family. This group values entertainment, social opportunities, and connection to their peers.

STRATEGIES AND TACTICS

Be conscious of the visual representation of social media feeds.

- Ensure that all posts include graphics, and announcements follow the same City of Silverton style guide. This includes fonts, colors, Silverton graphics, and synchronicity in image theme.

Use photos taken firsthand.

- Posts with authentic photos of Silverton have proven to have higher engagement than stock images. To increase engagement, it is important to use firsthand images because it allows the audience to feel connected to Silverton.

Continue posting content topics like community events, updates, and maintenance.

- Data shows that these content topics bring the highest engagement rates and reach. To build the platform, connect with, and grow the audience, continue posting content in these topics.
- When posting community events and updates, use compelling graphics and a consistent color theme. This will add synchronicity to social feeds.

Use keywords like “community”, “updates”, “important notice”, “meeting”, “events”, and “holidays”.

Consider partnering with Oregon Garden

- Current Audience:
 - > 14.6k Instagram followers
 - > 42k Facebook followers
- Oregon Garden is a smart partner option because they are not a traditional influencer. They have a large influence on the surrounding Oregon community and can bring in many visitors. This partnership may feel more organic to Silverton’s audience.
- Oregon Garden’s current audience can be leveraged to help increase Silverton’s reach and overall audience. It will also help widen reach and grow a younger audience which is desired.
- The partnership can include simple posts on Facebook and Instagram that highlight the Oregon Garden and plentiful offerings within the City of Silverton.
- Community engagement posts: joint volunteer opportunities and events.
- Local attraction spotlights.

Conclusion

The City of Silverton is working to increase public trust and engagement through improved social media tactics. After extensive external research and a thorough social media audit, there are several recommendations to help Silverton achieve these goals. These recommendations provide the city with mechanisms to increase following and engagement while targeting key audiences for the city. The strategies outlined above and the content calendar in the Appendix are important resources to be used by Silverton to achieve their social media goals.

Appendix

SOCIAL MEDIA CONTENT CALENDAR

Due to the tentative nature of events taking place in the City of Silverton, this calendar may need to be shifted to prioritize certain content. The content calendar below provides an outline for the types of posts that can be created and when they may be posted. The main goal of the calendar is to create a consistent posting schedule that is simple to manage.

City of Silverton

FaceBook
Instagram

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
January							
Week 1	31 New Years Eve Safety Post New Years Eve Safety Post	1 Happy New Year Post New Year Year Post	2 Upcoming City Meetings Post Upcoming City Meetings Post	3 City Update Post City Update Post	4 City Update Post City Update Post	5	
Week 2	6 Community Event Post Community Event Post	7 Community Event Post Community Event Post	8 Philanthropy Event Post Philanthropy Event Post	9 Philanthropy Event Post Philanthropy Event Post	10 Road Closure Post Road Closure Post	11 Road Closure Post Road Closure Post	12
Week 3	13 Local Restaurant Spotlight Local Restaurant Spotlight	14 Local Restaurant Spotlight Local Restaurant Spotlight	15 City Update Post City Update Post	16 City Update Post City Update Post	17 Community Event Post Community Event Post	18 Community Event Post Community Event Post	19
Week 4	20 Martin Luther King Jr Day Post Martin Luther King Jr Day Post	21 Philanthropy Event Post Philanthropy Event Post	22 Local Business Spotlight Local Business Spotlight	23 Local Business Spotlight Local Business Spotlight	24 Road Closure Post Road Closure Post	25 Road Closure Post Road Closure Post	26
Week 5	27 Upcoming City Meetings Post Upcoming City Meetings Post	28 Upcoming City Meetings Post Upcoming City Meetings Post	29 City Update Post City Update Post	30 City Update Post City Update Post	31 Black History Month Post Black History Month Post		
February							
Week 6	3 Road Closure Post Road Closure Post	4 Road Closure Post Road Closure Post	5 Local Business Spotlight Local Business Spotlight	6 Local Business Spotlight Local Business Spotlight	7 Community Event Post Community Event Post	8 Community Event Post Community Event Post	9
Week 7	10 Local School Event Post Local School Event Post	11 Local School Event Post Local School Event Post	12 Philanthropy Event Post Philanthropy Event Post	13 Philanthropy Event Post Philanthropy Event Post	14 Valentines Day Post Valentines Day Post	15 City Update Post City Update Post	16
Week 8	17 Upcoming City Meetings Post Upcoming City Meetings Post	18 Upcoming City Meetings Post Upcoming City Meetings Post	19 Local Restaurant Spotlight Local Restaurant Spotlight	20 Local Restaurant Spotlight Local Restaurant Spotlight	21 Local Business Spotlight Local Business Spotlight	22 Local Business Spotlight Local Business Spotlight	23
Week 9	24 Road Closure Post Road Closure Post	25 Road Closure Post Road Closure Post	26 Community Event Post Community Event Post	27 Community Event Post Community Event Post	28 Philanthropy Event Post Philanthropy Event Post	29 Philanthropy Event Post Philanthropy Event Post	30

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