



















- 
- HRPDC FY20-21 planning: Consider starting our own groups that focus on specific issues/interests. Will have to be monitored and managed in addition to existing pages, but does allow for a 'forum.'

### YouTube

- Red Chalk: Update channel branding and "about" section.

### Newsletter / to use as social content as well

- Red Chalk + HRPDC: Follow-up stories with people, groups, etc who have been past Mini-grant recipients or have been on our radar of doing "green" good... to highlight the long term impact
  - 757Cleanups
- Red Chalk: Update newsletter to include a module inviting to join us on social and be part of the community (benefit)

### Paid Strategies:

- Red Chalk: Post-audience analysis, create a new Facebook audience around the people who like crossover Facebook pages. This will open up the fresh, new people we can reach in a targeted way.
- Red Chalk: Create a Lookalike Audience using our email list. Facebook can cross reference characteristics of the people in our email list with those profiles on Facebook and target ads to those new people.