

From: Sandy Soriano <ssoriano@colepromedia.com>
Sent: 6/29/2020 5:02:08 PM
To: Lindsay Regner <lregner@ashevillenc.gov>, Laura Cole <lcole@colepromedia.com>, Christina Hallingse <challengse@ashevillenc.gov>
Cc:
Subject: RE: This week's social media content
Attachments: [3F10FF75DAAE40C3920DBC31A451AE5F\[2355632\].png](#)

Hey Lindsay,

This looks great. I really like the idea of a weekly social media outlook every Monday. I may even start doing this with my clients instead of a 30-day outlook.

Do you guys have any training classes in the horizon?

For Tuesday, how would you feel about doing a staff profile? Could be anyone, sworn or non-sworn. Could even be you if you™re comfortable introducing yourself as a new member of the team? Behind the scenes posts always resonate with people.

Other last minute idea for Tuesday: Covid-update related to public safety.

Let me know if you need help with write-ups.

Best,
Sandy



Sandra M. Soriano
(305) 846-2792

From: [Lindsay Regner](#)
Sent: Monday, June 29, 2020 1:15 PM
To: [Laura Cole](#); [Sandy Soriano](#); [Christina Hallingse](#)
Subject: This week's social media content

Tuesday: Still thinking about this one.

Wednesday: Dogs in hot cars...important reminder from Animal Services Unit. Cute gif or video of K9 Yugo giving a reminder about the danger of leaving pets in hot cars. Send audience to stories portion of social media where we will have several quick snippets with animal services officer talking about tips, resources and common misconceptions. #bettertogether

Thursday: Traffic Safety Unit photo/ governor's highway safety info for drinking and driving during holidays. Have photo along with details, or photo post along with quick snippets of information from traffic safety unit officer for stories. This depends on the kind of content I get from officer during my meeting Tuesday.

Friday, 4th July message, well wishes, and reminder of the city's virtual celebration.

