

City of Biddeford
Climate Change task Force
April 11, 2022 6:00 PM Zoom: Apr 11, 2022 06:00 PM Eastern Time (US and Canada)
Topic: Climate Change Task Force

Please click the link below to join the webinar:
<https://biddeford.zoom.us/j/92554058958?pwd=Rm1wbjFPUHhNdjBWb0dJWTRPc05wZz09>
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Webinar ID: 925 5405 8958
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1. **Member Attendance**
2. **Guest Recognition and Presentations: None**
3. **Approve Minutes from Last Meeting?**
 - 3.1. Approval of Meeting Minutes from 3-28-22
[Meeting Notes 03-28-22.pdf](#)
[Slides from Presentation of Brianna Campbell.pdf](#)
4. **Additions and Amendments?**
5. **Old Business**
 - 5.1. Subcommittee Report-outs
 - * 2022 Budget/Strategic Planning (Team: Brad, Meaghan, Steve)
City budget process updates?
 - * Community Outreach/Social Media (Team: Tim, Nicole, Beverly)
City social media updates?
Interactive art exhibit, Engine 2nd floor, from Jill Peltó event? (Chrystina)
Public Access spot update?
 - 5.2. Regional Climate Resilience Cohort
 - * Meeting with SMPDC (Karina Graeter, Abbie Sherwin) in April (date TBD)
 - * Public engagement workshop in May?
 - 5.3. April 25 Meeting Guests
 - * Gail Brownness, Gulf of Maine Research Institute
 - * Abbie Sherwin, SMPDC

- 5.4. Earth Day-April 22 (cont'd from last meeting)
 - *Information table at Public Works on 4-23 (Saturday)
 - * Support Biddeford Pool refuse cleanup
 - * Cleanups at Biddeford Parks: Rotary and Clifford
 - * Collaboration with BCC
 - * Bike to Park Cleanup event (suggested by Patrick Conlon at 3-28 meeting)
- 5.5. Carried as open items (no current activity)
 - * ICLEI Race to Zero and City Endorsement (Brad)
 - * City solar regulations, review and recommendation for amendment (Steve)
 - * Biddeford Sustainability Outdoor Exhibition (tentative, late summer 2022)
- 6. **New Business**
 - 6.1. Draft Comprehensive Plan (suggested edits, update)
 - 6.2. Membership Changes (Steve)
- 7. **Adjourn**

Biddeford Climate Task Force, Regular Meeting 03/28/22

- Attending: Steve Reiter, Brad Favreau, Beverly Thorpe, Tim Boston, Meaghan Daly, Brianna Campbell
 - Introduction of Brianna Campbell, presenting on Social Media Best Practices
- Brianna's Presentation:
 - Social media is a necessity, but should be done well
 - Posting should have a purpose
 - Set Goals:
 - Gaining followers, getting site clicks, project awareness
 - Post consistently, at least a few times a week
 - Use a Scheduler
 - Create themed days for posting to make it easy
 - Keep it simple
 - Recommends Canva as free content creation site
 - Use existing content from BCTF to repurpose for other media
 - Hashtags:
 - Trending, Holidays, Keywords
 - Keep it simple, shorter is better
 - Not appropriate for Facebook
 - More is better on instagram
 - Keep them in same copy block
 - Watch for upcoming, trending
 - Keep in mind image sizes and proportions, character limits
- No additions or amendments to meeting agenda
- Facebook Group page taken down by Steve
- Discussion of social media strategy
- Tim will share Google Drive folder to share content, other media
- Sub-Committee Reports:
 - Budget/Planning Sub-Committee
 - GOPIF application has been submitted by Brad

- Kittery, Kennebunk have joined our cohort with CRP
 - SPMDC has asked for \$100,000 grant
 - SMPDC is also in the midst of an RFP process to do public outreach about these efforts
 - Council will announce budget decisions in May
- Outreach Sub-Committee
 - Library Meeting with Dani Fortin
 - Discussion of General Outreach strategy, to be continued
 - Public Access segment
 - Discussion of Pollinator Festival and materials necessary to be at similar events as a public entity
- Climate Resilience Cohort
 - Upcoming public engagement opportunity in May
- Future meeting guests
 - Gayle from Gulf of Maine Research Institute, April 25 tentative
 - Discussion of public involvement opportunities with GMRI, like “citizen science”
- Earth Day
 - Discussion of Bike Ride event, partnerships with Elements, Apex, Eastern Trail, and Banded Brewing
 - Final Details to be confirmed and shared
 - Discussion of ongoing opportunities to do bike rides
 - Other Earth Day efforts, Biddeford Pool cleanup, BCG
 - Discussion of Photo Contest idea
- ICLEI Race to Zero, no new activity
- City Solar Recommendations, no new activity
- Biddeford Sustainability Exhibition, no new activity
- Discussion of Draft Comprehensive Plan
 - Group will submit commentary to Brad for consolidation for later discussion
- Meetings will be maintained at current schedule

Social Media Content 101

Biddeford Climate Change Task Force

March 28, 2022



**WE DON'T HAVE A
CHOICE ON WHETHER
WE DO SOCIAL MEDIA,
THE QUESTION IS HOW
WELL WE DO IT.**

Erik Qualman

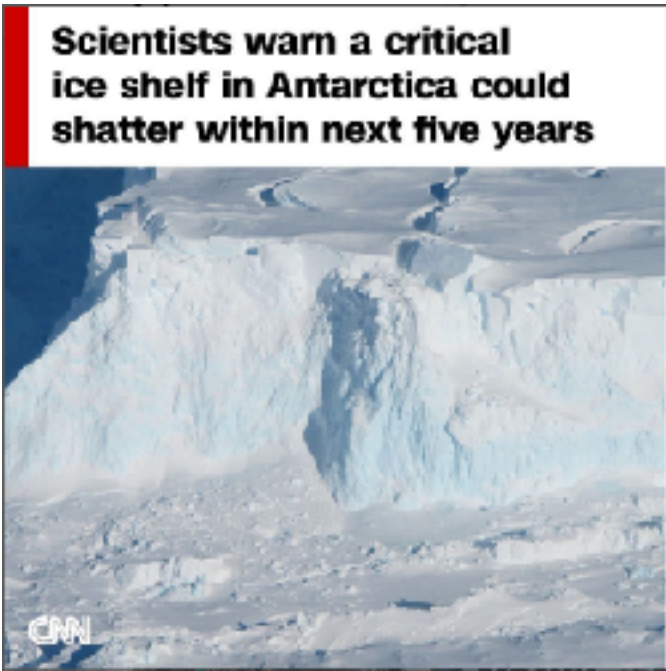
Author + Speaker

CONTENT STRATEGY BEST PRACTICES

- ▶ Don't post for the sake of posting - each post must serve a purpose
- ▶ Set goals for your social media
 - ▶ Goals may include: gaining followers, getting website visits, awareness of the project, getting leads
 - ▶ Ensure each piece of content posted is aligned to one of your goals
- ▶ Post consistently - it does not have to be every day, but it should be at minimum a few times a week
 - ▶ Use a scheduler - the one that is built into Meta (formerly Facebook) Business Suite is free and easy to use, and allows you to post content consistently without needing to always be on social media
 - ▶ Lighten your load by creating themes for the days you post
- ▶ Keep it simple - think about the content you have and what you can repurpose, and what you need to create

CONTENT EXAMPLES

Information and Quotes



Images of Nature

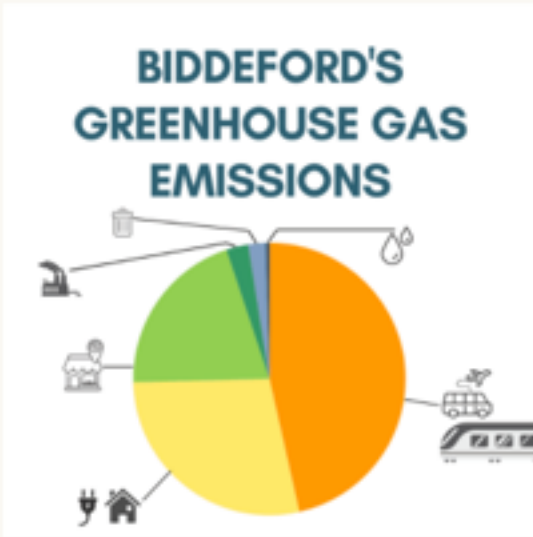


Activism and Events



TURN WEB ASSETS TO SOCIAL CONTENT

Biddeford Climate Task Force



HASHTAGS TO REACH MORE PEOPLE

Most Popular Instagram Hashtags

#instalike #wedding #blue #lol #lifestyle
#music #love #handmade #nyc #cat
#nature #followme #me #motivation
#gym

Trending Hashtags

 **#nationalsiblingday**
5,076,506 posts

 **#nationalpizzaday**
178,630 posts

Social Media Holidays

 **#succulents**
5,011,289 posts

 **#smallbiz**
2,429,419 posts

Keywords

#HASHTAGS FTW

- ▶ Keep it simple
 - ▶ Keep your hashtag simple to minimize the risk of inevitable typos or unintentional autocorrect interrupting the flow of engagement.
- ▶ Use 'em or lose 'em - but never on Facebook
 - ▶ Research has shown that on Instagram - the more hashtags, the better. There is a 30 hashtag limit (you don't need that many!), and you need to stay within the Instagram character limit - text + hashtags all in.
- ▶ It's not all about you
 - ▶ You don't need a proprietary hashtag - instead think of the audience you are trying to reach and the hashtags they will be engaging with or searching.
- ▶ Commandeer the conversation
 - ▶ Pay attention to trending conversations and trending hashtags, you can use sites like top-hashtags.com, best-hashtags.com, or ritetag.com or use the Instagram search bar to see what pops up when you search your own commonly used hashtags.
- ▶ Do your homework
 - ▶ Before using a hashtag, especially a less common one, it's a good idea to use the Instagram search bar and see the type of content that's popping up next to it - this can help you make sure your content won't come up next to images that are NSFW or otherwise unseemly.

HASHTAG EXAMPLES

▶ Climate Change + Global Warming

- ▶ #climatechange
- ▶ #savetheplanet
- ▶ #savethetrees
- ▶ #climateaction
- ▶ #instaclimateaction
- ▶ #thereisnoplanetb
- ▶ #waterpollution
- ▶ #noplanetb
- ▶ #climate
- ▶ #climatechangeisreal
- ▶ #climatestrike
- ▶ #globalwarming
- ▶ #climatechangeegreen
- ▶ #fridaysforfuture
- ▶ #eco
- ▶ #ecology
- ▶ #nature

▶ Local

- ▶ #biddeford
- ▶ #biddefordpool
- ▶ #biddefordmaine
- ▶ #maine
- ▶ #mainething
- ▶ #vacationland
- ▶ #thewaylifeshouldbe

IMPORTANT TO KNOW

▶ Instagram

- ▶ Definitions:
 - ▶ Posts - live on your feed
 - ▶ Stories - automatically archived after 24 hours
- ▶ Image sizes:
 - ▶ 1080x1080 pixels for posts; 1:1 ratio
 - ▶ 1080 x 1920 for Stories; 9:16 ratio
- ▶ Hashtag limit: 30
- ▶ Character limit: 2200 characters (including spaces)
- ▶ Links are NOT supported on Instagram posts, instead refer people to the link in your bio

▶ Facebook

- ▶ Definitions
- ▶ Image sizes
 - ▶ 1200 x 630 pixels for photo posts; 1.91:1 ratio (square images are OK to use)
 - ▶ 1080 x 1920 for Stories; 9:16 ratio
- ▶ Hashtags - DON'T DO IT
- ▶ Character limit: 63,206 characters BUT you don't want to use it; try and keep content on the shorter side, and see what does best for you
- ▶ Links: Post links to events, groups, or other websites, but keep in mind the Facebook algorithm wants to keep people on Facebook, so often deprioritizes posts with links - basically, use links when you need them, but not every post needs to or should have a link

Questions?