

**Town of Dewey Beach
Marketing Committee
Social Media Proposal
May, 2019**

Objective:

The Dewey Beach Marketing Committee is proposing a Social Media Campaign on Facebook. This page would be the Official FB Page of Dewey Beach. There are so many unofficial Dewey Beach Facebook pages and many do not give out the proper information or invite negative comments and controversy. Our goal is to create a page that comes directly from the town and offers correct information and positive marketing for residents, property owners, visitors and potential visitors.

Guidelines and Timeline:

1. Page will be created by Kelly Ranieri.
2. Page will be approved by Town Manager before launch date.
3. Launch date, June 15, 2019.
4. **Three** posts a week will be required. More may be added as needed.
 - two social and one town post. Town post Wednesday.
 - a. Posts and photos that are social in nature will be posted by Kelly
 - Examples:
 - Weather, event photos, Dewey dogs, Sunsets, business pics, beach, lifeguards, weddings, etc.
 - *All photos posted must have permission of the persons in the photos posted if it is full portrait view. Children must have parent/guardian permission. Kelly Ranieri has a valid background check.*
 - b. Post that are official town business will be posted by a town employee.
 - Parking, bonfires, public announcements, movies schedule, rules, news, etc.
5. When possible, comments will be disabled on the page.
6. Designated town employees and Kelly Ranieri will have ADMIN access to the page.

Possible Marketing Strategies

1. Prior to page launch, posters and coasters to be distributed in businesses.
 1. "Like us on FB" Official Town of Dewey Beach FB page
2. Send out town "E blast" about it.
3. Look to chamber for advertising on movie night OR hand out promotional item at movies/bonfires.
4. Goal: 1000 likes in the first week.
5. Offer a LIKE ,SHARE promotion for the first three days. A Random "like and share" will win a Seasonal Dewey Parking pass.
6. Goal by August 30, is 5,000 likes.

Modify and adjust according to needs.