

Colchester Youth & Social Services

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Youth First Coalition Marketing & Media Sub Committee Meeting Minutes

Feb 16, 2022 | 1:00 – 2:00 PM | Zoom Meeting

MEMBERS PRESENT: Dave Koj, Samantha Van Zilen, Melanie Goggin

MEMBERS ABSENT: None

OTHERS PRESENT: Charity Benedict

1. CALL TO ORDER

Dave Koj called this meeting to order at 1:04 pm.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. CITIZENS' COMMENTS

None.

4. REVIEW AND APPROVAL OF PREVIOUS MINUTES

Minutes of the February 2, 2022 meeting, were presented for review and approval.

Motion by: S. Van Zilen

to approve the minutes of February 2, 2022, as presented.

Second by: J. DePratti

Vote: Unanimous to approve

5. DISCUSS MARKETING AND COMMUNICATIONS SCHEDULE

- a. Dave reviewed the newly added social media tabs that were added to the plan which track all social media activity. They include all key prevention categories so as not to silo the Coalition into just the role of marijuana and alcohol prevention.
- b. Under the Social Media Posting Schedule 2.0, Mel suggested to add a Program Objective for Social Media use (e.g. Social Media Etiquette & Safety). Charity will talk to the Youth Group to suggest a name.
- c. Charity brought to the attention of the group Dave's previous note, that the best way to get people's attention on social media is to regularly post new and fresh information. To help build a repository of social media information for our posts, Dave asked team members for the next meeting to find three potential posts (or more). (Specific directions for the team are included in Next Steps below.)
- d. Charity showed the Coalition's Canva site where the templates from Miranda Creative are located. She showed the difficulties there were with the Social Media template. Charity will contact Miranda Creative.

6. DISCUSS SECOND CAMPAIGN - DEVELOPMENTAL ASSETS VIDEO

The Youth First Coalition functions as the Youth Services Advisory Board and fulfills the requirements of the Drug Free Communities Program. The goals of the Drug Free Communities Program are to strengthen and enhance the functioning of the Coalition and to reduce youth usage of Marijuana and Alcohol. The Coalition does this by developing culturally appropriate substance use prevention and education initiatives based on local data collected annually from Colchester Youth and Parents.

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a. **VIDEO GAME PLAN** – It was decided to cover all 40 categories of the Developmental Assets by creating short videos.

b. **SOCIALIZING THE ASSETS** – Videos will be posted to social media. To help produce and socialize, the videos we will ask parents and children to film the videos. Media and Marketing will provide scripts to help ensure time and format consistencies.

Mel suggested the use of the Memento.com where videos could be easily uploaded by the parents / students to a single platform where our team can review them.

7. DISCUSS THID CAMPAIGN – RIVER EAST MARKETING

a. Charity stated we have a press release currently written up. Dave stated he has contacted Greg Barden at River East. The team agreed the press release can be sent to them.

8. NEXT STEPS

- 1) **Charity:** Talk with Youth Group to have them suggest a name for the Social Media Program Objective.
- 2) **Charity:** Add links of reputable sites to the Social Media Resources tab where team members can search for potential social media posts.
- 3) **Team:** Find three potential social media posts. Each post to be from one of the Program Objectives listed under the Social Media Posting Schedule 2.0 tab in the YFC-MM Comms Schedule. Posts can be pictures/memes/articles.
 - a. Add the link in the Social Media Resources tab.
 - b. In the Social Media Posting Schedule 2.0 tab, also add the link under the Marketing/Content column for the applicable Program Objective.
 - c. In the same tab, mark the Status of the Marketing Piece as created and populate the Platform and Audience columns.
- 4) **Charity:** Contact Miranda Creative regarding difficulties with social media templates.
- 5) **Charity:** Send press release for River East to team – *complete*.
- 6) **Charity:** Place press release on Coalition letterhead and send to River East.

9. CITIZEN'S COMMENTS

None.

10. ADJOURNMENT

Meeting adjourned at 2:01pm

11. NEXT MEETING

March 2, 2022, at 1pm, Zoom

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