# 2018 Commission and Committee Calendar - Amended

<table>
<thead>
<tr>
<th>*Commission Meeting</th>
<th>Finance &amp; Administration</th>
<th>Program, Operations &amp; Planning</th>
<th>Early Childhood Evaluation Advisory</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMC Office of Education 101 Twin Dolphin Drive 1st Floor Conf. Room Redwood City, CA 94065</td>
<td>First 5 San Mateo 1700 S. El Camino Real, Ste. 405 San Mateo, CA 94402</td>
<td>SMC Office of Education 101 Twin Dolphin Drive 2nd Floor Conf. Room Redwood City, CA 94065</td>
<td>First 5 San Mateo County 1700 S. El Camino Real, Ste. 405 San Mateo, CA 94402</td>
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<tr>
<td>4th Monday 4:00pm - 6:00pm</td>
<td>2nd Monday 9:00am – 10:00am</td>
<td>1st Monday 4:00pm – 5:00pm</td>
<td>3rd Monday 3:30pm – 5:00pm</td>
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<td><strong>January</strong></td>
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<td>1-22</td>
<td>1-8</td>
<td>1-8 (1-1 New Year’s Day)</td>
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<td>2-26</td>
<td>2-26 (2-12, Lincoln’s Bday)</td>
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<td><strong>February</strong></td>
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<td>3-26</td>
<td>No Meeting</td>
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<td><strong>March</strong></td>
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<td><strong>April</strong></td>
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<td>5-21 (5-28, Memorial Day)</td>
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<td><strong>May</strong></td>
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<td><strong>June</strong></td>
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<td><strong>July</strong></td>
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<td>8-27</td>
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<td><strong>August</strong></td>
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<td>No Meeting</td>
<td>9-10</td>
<td>9-10 (9-3 Labor Day)</td>
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<td><strong>September</strong></td>
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<td>10-22</td>
<td>10-15 (10-8, Columbus Day)</td>
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<td><strong>October</strong></td>
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<td>No Meeting</td>
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<td><strong>November</strong></td>
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<td>TBD</td>
<td>No Meeting</td>
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<td><strong>December</strong></td>
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*2018 Commission Meetings Approved on Feb. 27, 2017 Commission Meeting*

**2018 Committee Members, Staff Representatives, Public Members**

**Finance & Administration**
Pam Frisella
Michael Garb

**Program, Operations & Planning (POP)**
Anne Campbell
Sandra Phillips-Sved
David Canepa
Harvey Kaplan, MD*

**Early Childhood Evaluation Advisory**
Louise Rogers
Neel Patel
Tracey Fecher*
Heather Cleary*

**Staff**
Kitty Lopez
Khanh Chau

Kitty Lopez
Michelle Blakely
Myra Cruz

Kitty Lopez
Michelle Blakely
Jenifer Clark
Training Purpose

The purpose of the social media training is to:

- Expand knowledge about social media engagement.
- Practice delivering compelling social media messages from brand advocates (you!).
Overview

• Social media today
• F5SMC online
• Social engagement
• Communication opportunities
• Practice!

Facts About Social Media

• 69% of online adults use social networking sites
  ▪ 79% use Facebook
  ▪ 32% use Instagram
  ▪ 31% use Pinterest
  ▪ 29% LinkedIn
  ▪ 24% Twitter
Parents and Social Media

- 79 percent of social media-using parents say they get useful information via their networks, with 32 percent strongly agreeing (35 percent of mothers, 27 percent of fathers).

- 59 percent of social media-using parents have discovered useful information specifically about parenting via social media, with mothers (66 percent) more likely to do so than dads (48 percent).

- 74 percent of social media-using parents said they get support from their friends on social media (35 percent strongly agree—45 percent of moms and 22 percent of dads).

Why is Social Media Important?

- **Reach**: Provides scale and enables user to reach a global audience

- **Accessibility**: Social media tools are generally available to anyone at little or no cost

- **Usability**: Most social media does not require special skills

- **Timely**: Instantaneous response/posting
Why Multiple Platforms?

• Most adults use a variety of different social media venues
  - More than half of online adults (56%) use more than one of the five most popular social media platforms

• Different platforms will reach different target audiences
  - Instagram is used most by African-Americans and Latinos
  - Largest groups using Twitter and Instagram are 18-29 year olds
  - Facebook users skew toward their thirties

• Depending on target audience(s), some social media platforms are better for marketing than others

Facebook

Facebook allows for:

- Communication through status updates, photos, messages, live video and more

- Interaction and two-way communication with followers

- Provides useful information to your followers
Twitter allows for:

- Real-time updates, interactions and conversation with people and brands/organizations
- Short messages - 280 characters
- Finding like-minded people and similar interest profiles through hashtags

Instagram allows for:

- A place where people find the visual identity of a business/organization
- Users/organizations can share a story and show-off personality in a visually and fun way
- Not only is it photo sharing platform but users can record live-video (like Facebook) and publish disappearing posts (like Snapchat)
LinkedIn allows for:

- Follow companies/organizations
- Have a professional presence/personal brand online
- List employees and/or see employee connects
- Post articles, photos, videos, like, comment and re-share

First 5 San Mateo County Channels

Facebook
- Primary Audience: Parents/caregivers, funded partners
- Tactics: Tag profiles, post and share resourceful information

Instagram
- Primary Audience: Parents/caregivers
- Tactics: Tag community programs, search for relevant hashtags, comment and like on relevant profiles

Twitter
- Primary Audience: Influencers, community advocates
- Tactics: Tag profiles, use hashtags, retweets

LinkedIn
- Primary Audience: Community organizations, companies, influencers
- Tactics: Share articles, like/comment, follow other companies
First 5 San Mateo County Channels

Social Engagement

- **Like/React/Comment** – Liking, reacting and/or commenting on a post is the easiest way to engage online. Platforms such as Facebook and Instagram have been built with algorithm’s that monitor engagement.

- **Retweet/Re-share** – When you share a F5SMC post, it then becomes visible not just to F5SMC’s followers, but to your network as well.

- **Tag/Mention F5SMC** – Tagging a profile is also referred to as a mention. This means that in your post, you mention our profile, which then creates a link that will direct people to our profiles. To do so, you write out our name using “@” at the front, for example @First 5 San Mateo County on Facebook.
#Whatsthepointofhashtags

- A hashtag is a word or phrase comprised of letters, numbers, and/or emoji preceded by what was once referred to as the pound symbol (#)

- Hashtags categorize content/ conversations

- Click on a hashtag and you’ll be able to browse posts that have been tagged with it

- Attach one to your own photo or video and it will be discoverable to anyone searching the hashtag

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Get Social

Great opportunities for publishing original content including during:

1. Conferences and workshops
2. Community events
3. Funded partner events

*Sample Posts*

At the @First5SanMateo immigration learning circle with @LegalAidSMC learning how to help families and children undergoing traumatic experiences.
Let’s practice!