
Effective Communication in a Virtual World

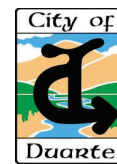
Brandon Stephenson, Chief Strategic Officer
John Anderson, Public Affairs Manager



STRATEGY. ACTION. RESULTS.

Cerrell builds strategic communications and advocacy programs to meet our clients' needs.

We tell compelling stories, solve complex challenges, and make an impact in communities.





Today's **objectives**

- Having a Strong Brand to Build Trust and Familiarity
- Making Your Communications Accessible
- Social Media Dos and Dont's

MEASURE 
The Duarte Public Safety/Essential Services Measure

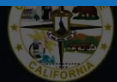
MEASURE L

MEASURE

BRANDING & VISUALS

Build trust and communicate effectively

BURBANK
TOGETHER.


GlendaleMeasureS.com





**BURBANK
TOGETHER.**

#BURBANKTOGETHER



LA REGIONAL
COVID FUND



LA REGIONAL COVID FUND



\$5,000-\$25,000 GRANTS AVAILABLE

APPLY NOW-OCT. 30

FOR ENTREPRENEURS, SMALL BUSINESSES & NONPROFITS

LA REGIONAL COVID FUND

VISIT: LACOVIDFUND.ORG

DEVELOP YOUR BRAND INNOVATE ACCESSIBILITY



MAKE IT APPEALING

CITY OF MONTCLAIR
November 3, 2020 Election

ELECTION UPDATE


How do I return my vote-by-mail ballot?

3 convenient ways to return

swipe to learn more


Election Day is Nov. 3
Don't forget to vote!

1 *Mail it*




All vote-by-mail ballots come with a prepaid postage return envelope that must be postmarked on or before Election Day.

2 *In-Person*



Vote-by-mail ballots can be returned to your local polling place or the San Bernardino County Registrar of Voters office no later than the close of polls at 8 p.m. on Election Day.

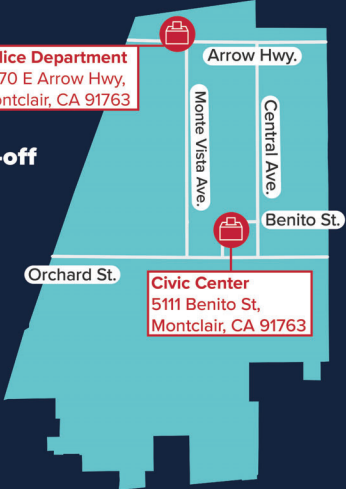
3 *Drop it Off*



Voters can drop off their ballot at any of the 70 mail-in-ballot drop boxes throughout San Bernardino County beginning Oct. 6 and through Nov. 3 until 8 p.m.

Two convenient drop-off locations are located in the City of Montclair.

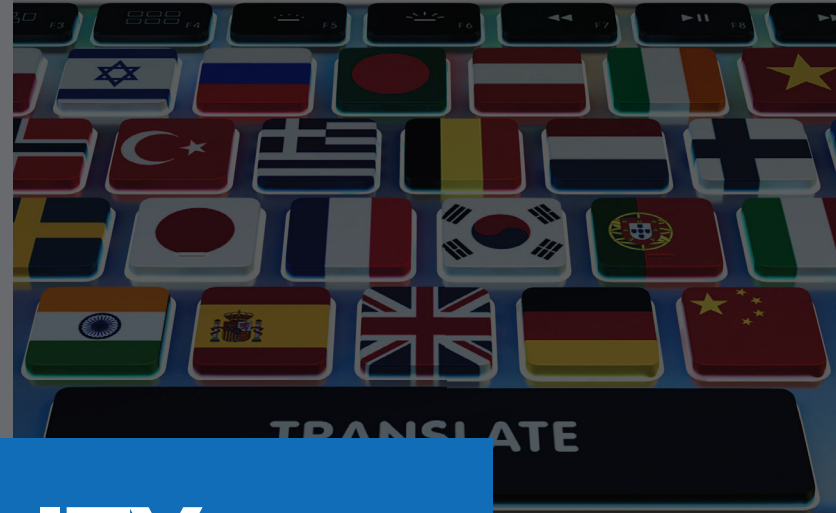
ballot drop-off locations



Police Department
4870 E Arrow Hwy,
Montclair, CA 91763

Civic Center
5111 Benito St,
Montclair, CA 91763

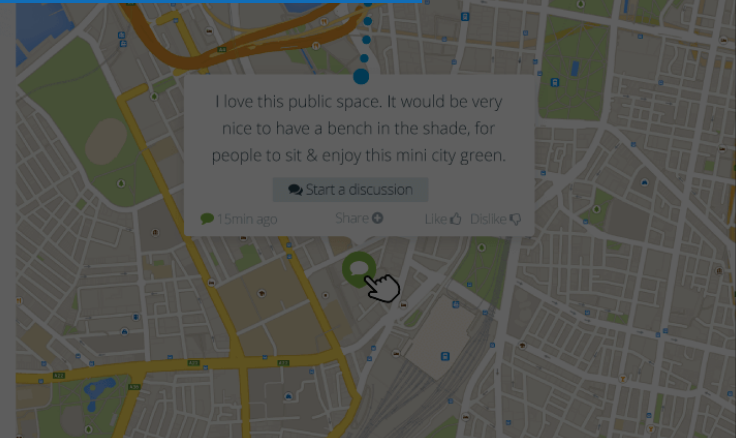
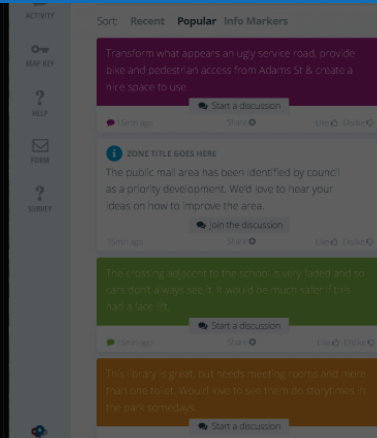
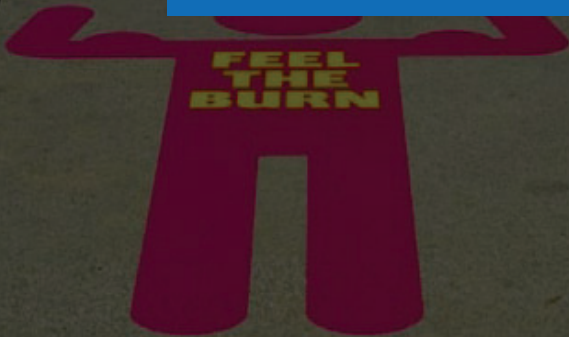
Arrow Hwy.
Central Ave.
Benito St.
Orchard St.
Monte Vista Ave.



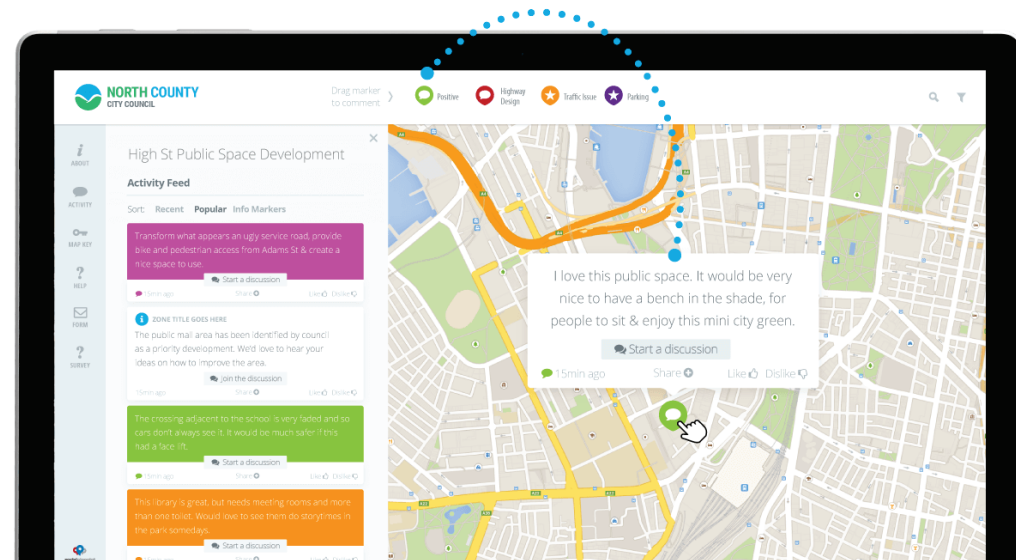
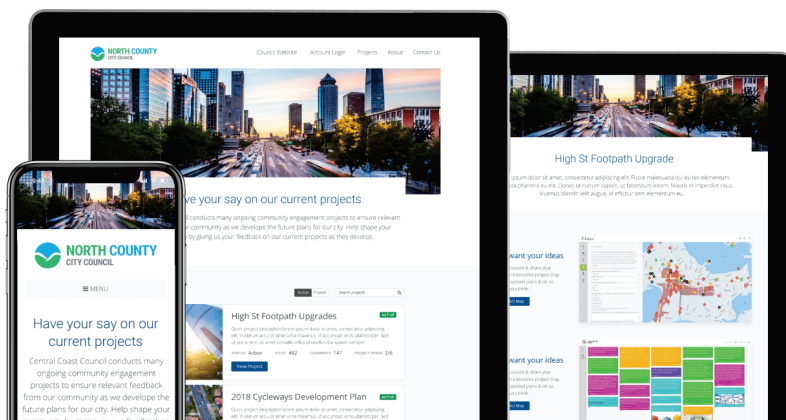
City of Montclair
Welcome to the official Instagram page
of the City of Montclair, California
Updates | Resources | #MyMontclair
linktr.ee/cityofmontclair

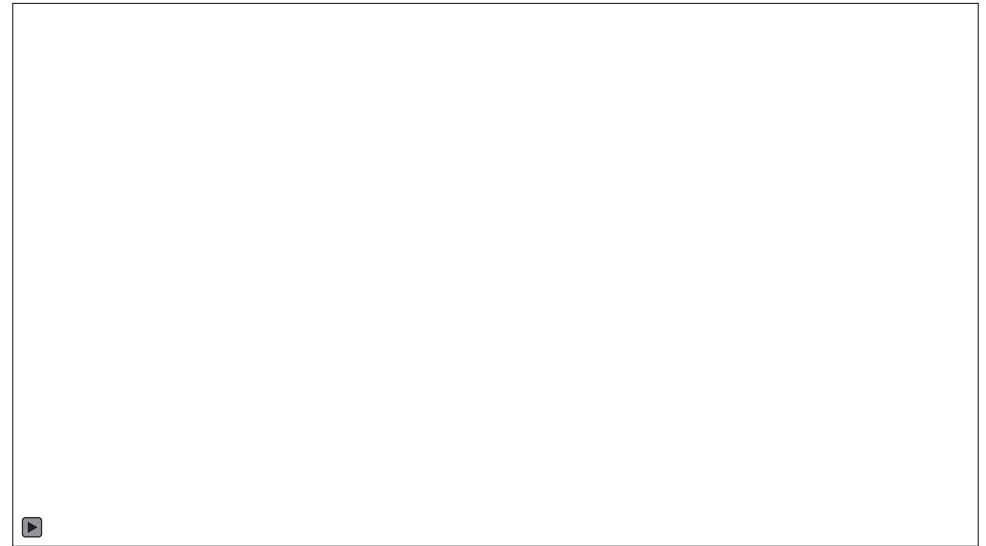
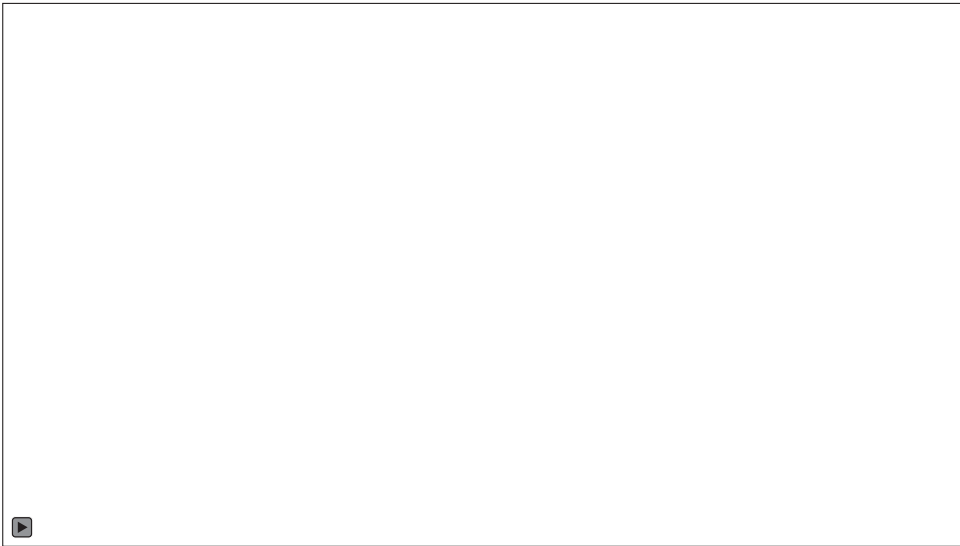
ACCESSIBILITY

Expand your audience



EXPAND THROUGH INNOVATION AUTOMATION SMART TOOLS INTERACTIVITY

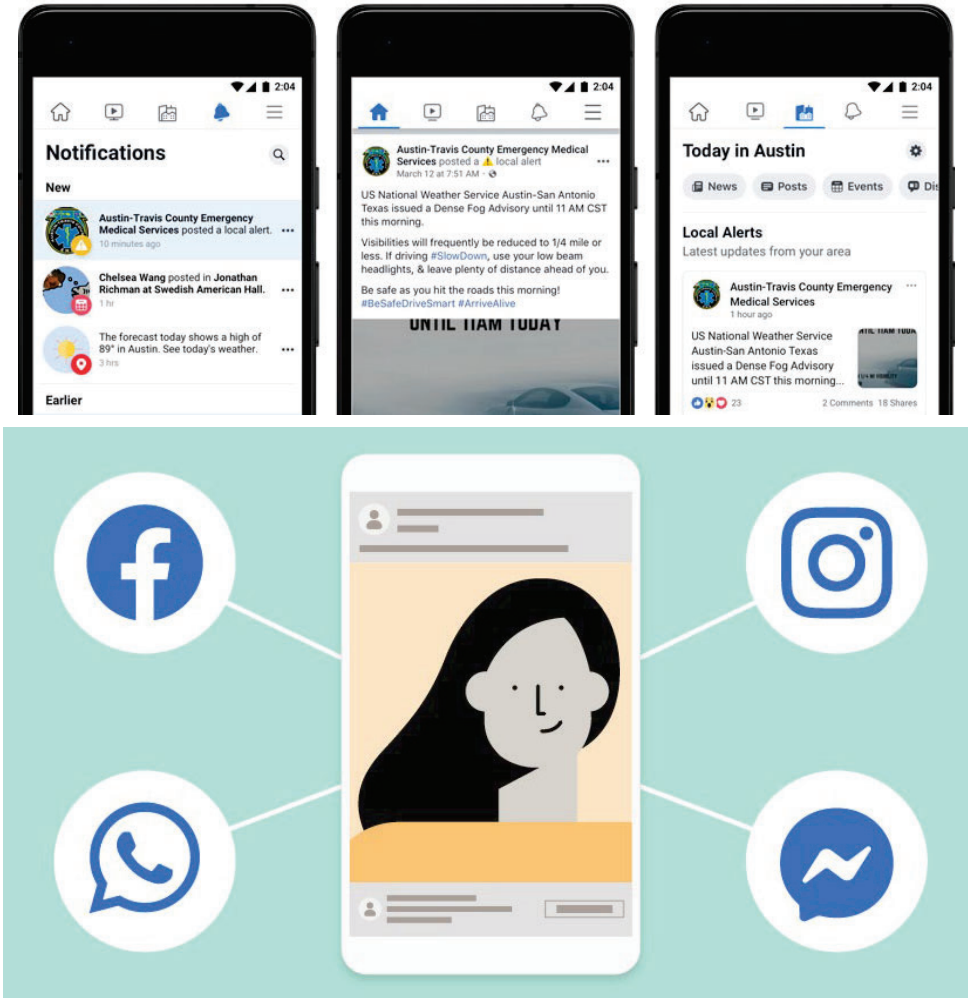




ENHANCE YOUR REACH

- Facebook Local Alerts helps local governments keep people safe and in-the-know.
- Local alerts in a range of everyday emergencies – and some crises – including flash flood warnings, mandatory evacuations, missing people reports, water main breaks, active shooters, road closures, winter storms, extreme temperature warnings, bomb threats and many more.

<https://www.facebook.com/help/contact/1961386630628121>





Feb 11



Jennifer Murillo
costamesaca.gov

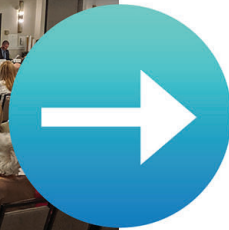


Feb 8

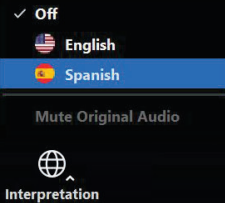


Dane Bora
costamesaca.gov

S O U T H E R N
SAN FERNANDO VALLEY
AIRPLANE NOISE
TASK ✈️ FORCE




Taskforce Host



Practice Mode Only: Attendees cannot join until you broadcast. [Broadcast](#)

Talking:


Meeting Topic: Southern S
Host: John Ande
Invitation URL: https://zo
Copy URL
Participant ID: 112618


Join Audio
Computer Audio Connected


Language interpretation

Interpreter 1

Translator 1


 English

↔


 Spanish

Interpreter 2

Translator 2

 English

↔

 Spanish

Update

+ Add Interpreter

End

KICK IT OLD SCHOOL MAIL DOOR HANGERS UTILITY INSERTS NEWSLETTERS



CITY OF LOS ALAMITOS
MEASURE Y

After several months of gathering community feedback about the future of Los Alamitos, the City Council unanimously voted to place Measure Y, the Los Alamitos Quality of Life, 911 Police Response, Business/Job Protection Measure, on the November 3rd ballot.

If a majority of Los Alamitos voters approve Measure Y, this 1.5¢ sales tax measure is estimated to generate approximately \$4.5 million annually to support the preservation of our public safety and other essential neighborhood services, while preventing cuts to the services residents and businesses rely on every day.

If a sustainable solution is not implemented soon, the City will run out of working cash by Fiscal Year 2021-2022.

If no new revenue is found, the City would have to make further cuts that could include eliminating police programs including anti-gang, the employee program, and community crossing guards, as well as canceling road and park maintenance projects, and eliminating recreation and senior programs.

1.5 PENNIES PER \$1 SPENT

For more information on Measure Y, please visit www.LosAlMeasureY.org.

Friends,

People live in the City of Los Alamitos because it combines a small town ambience with excellent schools, effective police services, and a high quality of life that makes it the ideal place to live, visit, and conduct business. There is no arguing that the quality of life that we enjoy here is exceptional.

Even during these challenging times, we all have remained committed to supporting each other and working together to ensure that the quality of life in our community remains exceptional. At the same time, we are doing all that we can to continue to provide the services that we need to support and protect our local businesses.

As a community, we must continue to be forward-thinking to ensure that the City is able to provide the services that Los Alamitos needs, what we need to thrive in this pandemic. This November, there is an important decision that you, the residents, will need to make about the future of Los Alamitos. As with many of the decisions in the past, we are providing this information to ensure that your voice is heard regarding the future of our City. We hope you find this helpful and encourage you to learn more about Measure Y.

Sincerely,
Los Alamitos
California

CITY OF LOS ALAMITOS
MEASURE Y

NEW LOCATION

CHARRETTE 2
Wednesday, May 1
6 PM - 9 PM
Holiday Inn Burbank - Media Center
Grand Ballroom
150 E. Angeleno Ave.
Burbank, CA 91502

Complimentary on-site parking for attendees.
Free parking also available at a city-owned public parking lot located on Angeleno Ave. across from the hotel.

CHARRETTE PROCESS

As we embark on planning and constructing a 14-gate replacement passenger terminal (RPT), we invite the community and stakeholders to join us for an interactive and iterative dialogue, also known as a charrette process, to help shape the design and functionality of the RPT.

Learn about the planned safety improvements and work with our team to design features and amenities that you would like to see in the RPT.

CAN'T MAKE IT?

Visit BUReplacementTerminal.com to learn more about the project, the charrette process and how you can participate online.

As a resident, there are several simple ways to participate:

- 1. Enter your ZIPCODE to 888777 from your phone.
- 2. Visit <https://cityoflosalamitos.org> and sign up for the Nixle Widget.
- 3. Scan the QR code at right and follow the link to sign up.

LOS ALAMITOS AND NIXLE: WORKING TOGETHER TO KEEP OUR CITY SAFE!

everbridge
NIXLE

Hollywood Burbank Airport

HELP DESIGN THE 14-GATE REPLACEMENT PASSENGER TERMINAL

Join us
FOR AN INTERACTIVE SERIES OF DESIGN CHARRETTE WORKSHOPS

NEW LOCATION

CHARRETTE 2
Wednesday, May 1
6 PM - 9 PM
Holiday Inn Burbank - Media Center
Grand Ballroom
150 E. Angeleno Ave.
Burbank, CA 91502

Complimentary on-site parking for attendees.
Free parking also available at a city-owned public parking lot located on Angeleno Ave. across from the hotel.

CHARRETTE PROCESS

As we embark on planning and constructing a 14-gate replacement passenger terminal (RPT), we invite the community and stakeholders to join us for an interactive and iterative dialogue, also known as a charrette process, to help shape the design and functionality of the RPT.

Learn about the planned safety improvements and work with our team to design features and amenities that you would like to see in the RPT.

CAN'T MAKE IT?

Visit BUReplacementTerminal.com to learn more about the project, the charrette process and how you can participate online.

¿NO PUEDE ASISTIR?

Visite bureplacementterminal.com para obtener más información sobre el proyecto, el proceso "charrette" y cómo usted puede participar en línea.

DISEÑAR LA PASAJEROS DE 14 PUERTAS BARQUE

nosotros
INTERACTIVA DE DISEÑO

CHARRETTE 2
Miércoles 1 de mayo
6 PM - 9 PM
Holiday Inn Burbank - Media Center
Grand Ballroom
150 E. Angeleno Ave.
Burbank, CA 91502

Este evento gratuito es un sitio para los interesados. También hay estacionamiento gratuito disponible en un estacionamiento público ubicado en un estacionamiento público ubicado en la Avenida Angeleno.

Al embarcarnos en la planificación y construcción de la terminal de pasajeros de reemplazo con 14 puertas de embarque, invitamos a la comunidad y a las partes interesadas a que se reúnan con nosotros para un diálogo interactivo e iterativo, también conocido como proceso "charrette", para ayudar a conformar el diseño y la funcionalidad de la terminal de reemplazo.

Aprenda acerca de las mejoras de seguridad planificadas y colabore con nuestro equipo para diseñar las características y servicios que le gustaría ver en la terminal de reemplazo.

A person's hands are holding a smartphone, with the screen facing away from the camera. The background is blurred, showing what appears to be a desk or table. A solid blue rectangular overlay is positioned in the center of the image, containing the text 'SOCIAL MEDIA' in large, bold, white capital letters, and 'dos and don'ts' in smaller, white lowercase letters below it.

SOCIAL MEDIA

dos and don'ts

KNOW YOUR DIGITAL STRATEGY



- Own your channels
- Understand your audience and message
- Social and traditional media monitoring
- Digital and social media listening
- Real-time analytics & reports

UNIQUE TOOLS

Content Management

Agora Pulse
Buffer
Crowdfire

Falcon.io
Sprout
Socialpilot

Listening and Analytics

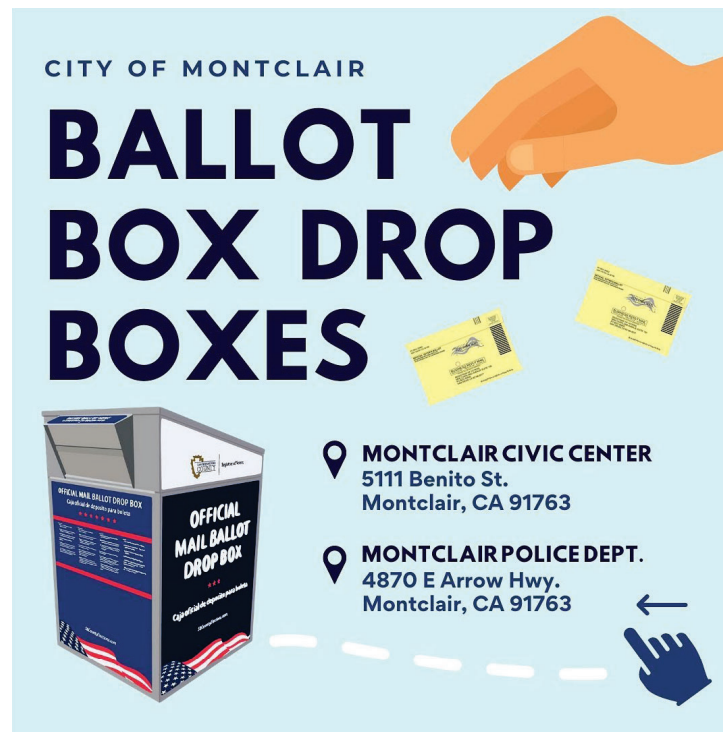
Awario
Cision
Hubspot

Mention
NUVI
Synthesio

INFORM EFFECTIVELY

WHAT MAKES A GOOD POST

- Visual
- Succinct
- Call-to-Action
- Strategic



cityofmontclair • Following
Montclair, California

...

4870 E Arrow Hwy, Montclair

Make sure your ballot is safe and counted by:

1. Checking the location of Official San Bernardino County Drop Boxes by visiting [SBCountyElections.com](https://sbcountyelections.com) or by clicking the link in our bio > SBC Official Drop Box Locations

2. Signing up for ballot tracking at WheresMyBallot.sos.ca.gov or by clicking the link in our bio > Where's My Ballot

If you'd like to vote in person, visit SBCountyElections.com for more information.

#MyMontclair

17w

SOCIAL MEDIA

DO THIS > NOT THAT



DO:

Display your values and promote your work.

SOCIAL MEDIA

DO THIS > NOT THAT



Mayor Bill de Blasio 
@NYCMayor

My message to the Jewish community, and all communities, is this simple: the time for warnings has passed. I have instructed the NYPD to proceed immediately to summons or even arrest those who gather in large groups. This is about stopping this disease and saving lives. Period.

9:35 PM · 4/28/20 · [Twitter for iPhone](#)

5,330 Retweets 13.7K Likes

DON'T:

Single out an ethnic or religious group.

De Blasio criticized a large Jewish funeral that took place during COVID-19 lockdown, which sparked backlash from the Jewish community for singling them out.

SOCIAL MEDIA

DO THIS > NOT THAT



DO:

Provide useful information.

SOCIAL MEDIA

DO THIS > NOT THAT

Plowly McPlowface Has a Shot in Naming Contest. 'Abolish ICE' Does Not.



DON'T:

Ask for suggestions online (it's the internet) without controls.

Minnesota DOT asks for help naming snow plows and Abolish ICE was one of the most popular answers and caused a lot of chaos.

SOCIAL MEDIA

DO THIS > NOT THAT



DON'T:

Forget to proofread!

Accidentally posted that she got COVID-19 and not the vaccine.

Thank You

We're happy to answer any questions.

PHONE

(323) 466-3445

EMAIL

brandon@cerrell.com
john@cerrell.com

WEBSITE

cerrell.com

