

TO: Tania, Abby  
FROM: MEJO 332 Account Team  
RE: Final Audit for Keep Durham Beautiful

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July 24, 2020

Hello Tania & Abby ---

Below are our final thoughts on ways Keep Durham Beautiful could continue to grow its public relations. We have enjoyed working with the organization this summer and wish you all the best.

### Social Media

- Create uniformity on Instagram (look into presets)
- Continue creating social media calendars to plan posts and stay on brand
- Consider adding more personalized information to social media, including more pictures of people at a closer range, to build a personal connection
- Personalize each social media account/posts to each platform
- Use giveaways on social media as a way to increase reach (i.e. “tag three friends in the comments to be entered”). Since KDB is getting a new logo, use old logo merch as prizes.
- Geotag posts/stories on IG to ensure people in the local area will be able to discover KDB
- Develop more video content
- Establish a LinkedIn profile to expand network of volunteers, donors, other organizations

### Events

- Continue hosting virtual training sessions to maintain contact with volunteers during pandemic
- Pursue more partnerships with local high school clubs for volunteer/educational events
- At all events, have someone with a camera
- Encourage volunteers at events to post pictures/tag KDB on their personal pages
- Create a calendar of related events and utilize themed days for the year (ex. International youth day or plastic-free July)
- Add a calendar layout on KDB’s website where users can click on each event for that month to see more details. Including upcoming events.

### Media

- Continue sharing name, mission, and events with local news outlets to draw attention. Be consistent with public statements from the organization.
- Publish testimonials and interviews with more volunteers to deepen partnerships with other community groups and share KDB’s impact from other parties
- Consider targeting audiences and strategic messaging in the future
- Continue to develop and push the newsletter/blog
- Develop a more systematic media outreach program

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