

STATE STREET MASTER PLAN

**MEDIA OUTREACH AND
SOCIAL MEDIA STRATEGY**

#STATESTREETFORALL





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SAMPLE SOCIAL MEDIA POSTS

STAGE	APPROACH	CONTENT	IMAGE
1	Introduction and Build Excitement	<p>We love State Street! State Street has evolved in many ways over the years and decades, and recent changes in response to the pandemic have had significant impact. Now is the time to develop a clear, visionary, and implementable plan for the driving force of Santa Barbara: Downtown and State Street. #CreateState</p> <p>For more information visit StateStreet.santabarbaraca.gov/</p>	
1	Introduction and Build Excitement	<p>Tell us why you love State Street! The State Street Master Plan is underway! Determine the future of the plan by going to StateStreet.santabarbaraca.gov/ #StateStreetforAll #CreateState</p>	
2	Informational and Educational	<p>We want to hear from you. Please join us for our second community workshop for State Street Master Plan. Meet with our team of project consultants and share your ideas for the future of State Street.</p> <p>Date: Time: Location:</p> <p>For more information visit StateStreet.santabarbaraca.gov/</p>	