

Additional Materials Distributed on May 15, 2020



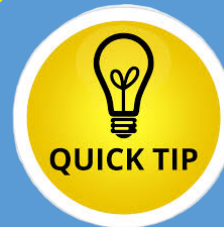
CSAC Communications Update

Task Force Vision and Social Media Update

Michael Lemus, Judith Gutierrez, Teresita Martinez
Executive Office

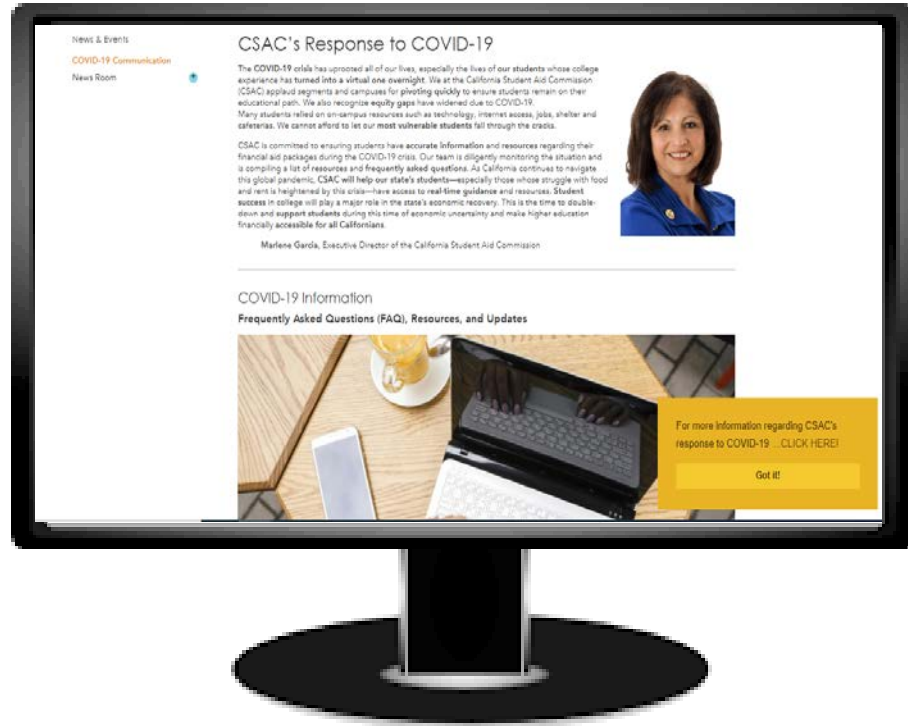
Vision Moving Forward

- Streamline our external communication
- Redevelop our social media strategy
- Increase overall engagement across all our platforms



Visit the new COVID-19 landing page at
<https://www.csac.ca.gov/covid19>

Implementation of Phases



- Phase 1:
 - Clean up of platforms
- Phase 2:
 - Implementation of a rebrand inclusive of a new logo, child logo's, fonts, colors, etc.
 - Increase in followers and reach
 - Student videos



Instagram

facebook



twitter

Teresita Martinez

Social Media Update