



Charles Dyson <cdyson@irvingtonva.gov>

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## Proposal for Social Media Services

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**Meghan Hall** <meghan@saltofthebay.com>  
To: cdyson@irvingtonva.gov

Wed, Apr 30, 2025 at 1:40 PM

Hi Charles!

Below is an outline of my proposal.

**Presented by Salt of the Bay Creative**  
**For: LOVE Irvington**

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### Objective:

To maintain and grow *LOVE Irvington's* role as a reliable, engaging hub for town updates, events, and community news—enhancing communication between town leadership and residents while continuing to reflect the character and charm of Irvington.

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### OPTION 1: Basic Social Media Support

💰 **\$400/month**  
🕒 *Approximately 1 hour/week*  
📁 *Includes:*

- About one post per week highlighting a local event, business, or community feature
- Content planning and coordination based on upcoming happenings
- Captions, graphics, and scheduling provided
- Designed to maintain a consistent and active presence

*Best for keeping things simple and steady with minimal oversight.*

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### OPTION 2: Government & Public Communication Package

💰 **\$550/month**  
🕒 *Approximately 3 hours/week*  
📁 *Includes:*

- **Around 1–2 posts per week** focused on:
  - Town meetings (reminders, summaries, key takeaways)
  - Messages from the town staff
  - Town alerts, community services, and event info
  - Other posts as needed, depending on timing and public interest
- Coordination with town leadership for accurate and timely messaging
- Option for quarterly in-person visits to gather content from meetings and events
- Strategic planning to foster transparency, trust, and engagement between residents and town government

- Optional: infographics or visual explanations for initiatives, policies, or development projects

*Ideal for keeping residents informed and connected to their town leadership in a clear, accessible way.*

Looking forward to hearing from you,

Meghan Hall

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A photograph of Meghan Hall, a woman with dark hair and sunglasses, wearing a white sleeveless top and white trousers. She is standing in front of a light-colored wall with a palm tree and some greenery in the background.

# Meghan Hall

SALT OF THE BAY

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