

Proposal for Social Media Services

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

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.

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.

OPTION 2: Government & Public Communication Package

🍐 \$550/month

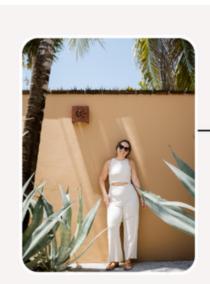
Approximately 3 hours/week

🄶 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



Meghan Hall

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