

## **Website/Social Media Assistance Proposal from Scott Smith**

### **Town of Pittsboro Web Page**

- Continue the build out of the web page as well as maintenance as needed during the year. This would include but is not limited to:
  - Updating the 'Latest News' section with timely stories about information for the residents as well as stories about events that have taken place.
  - Making sure the 'Upcoming Events' section is relevant and up to date with information about events taking place in the town.
  - Add to the 'Community' section to include more churches, scouting troops, VFW, etc.
  - Pull 'Businesses' out of Community and create a business listing section. I would work with local businesses on their listings as well as sell them on space on the web page. I have some thoughts on fee structures and what they would get per listing.
  - Build upon the 'How do I' section. This would include anything from how do I get a hose meter to how do I permit my golf cart, how can I rent a building at the park, etc.
  - The 'Boards and Commissions' pages for the most part are empty except for placeholder text. I will go in and explain what each organization is, what their responsibilities are, contact information, etc.
  - Work on a town history page with the history of the town with photography.
  - Adding photography to the site as needed to make it visually appealing.
  - Work with town hall and town officials to post material on a as needed basis.
  - I can also load all the town board meetings into the site as well.

### **Town of Pittsboro Facebook Page**

- The Facebook page is a great way to get information out to the public in a timely manner, answer any questions residents may have, and provide updates on town events.
  - I would work with town hall, the Fire Department, the Police Department, and Jason Love to work on content for the page.
  - Also, I would work with town organizations to create posts about town wide events.
  - Create content around holidays or weather events
  - Answer questions that are posted to the page with the help of town leaders

As part of our agreement, I would also provide to the town on an ongoing basis:

- Photography - With Canon EOS M50 camera, GoPro, iPhone 14 and other cameras
- Video and photo editing - With Photoshop and other programs
- Graphic design
- Drone video
- Writing and editing

### **Contract/Proposed Cost**

For a contract structure I would do a monthly all-encompassing agreement so there isn't a need to track hours for projects. I would bill at the end of the month with an invoice for services rendered for the month.

For the fee, I would propose \$450 monthly (\$5,400.00 annually)