



*Culver* CITY®

Informing the Community

# MLK JR. CELEBRATION AND JUNETEENTH CELEBRATION COMMITTEE

@CulverCityGov





# All Reach Methods



## Social Media Platforms

- Instagram
- Facebook
- X (Formerly Twitter)
- NextDoor
- YouTube Channel
- LinkedIn (Content Specific)



## GovDelivery

- Email
- SMS (Future Plans)



## Physical Assets & Outreach

- Posters
- Flyers
- Booths at Events

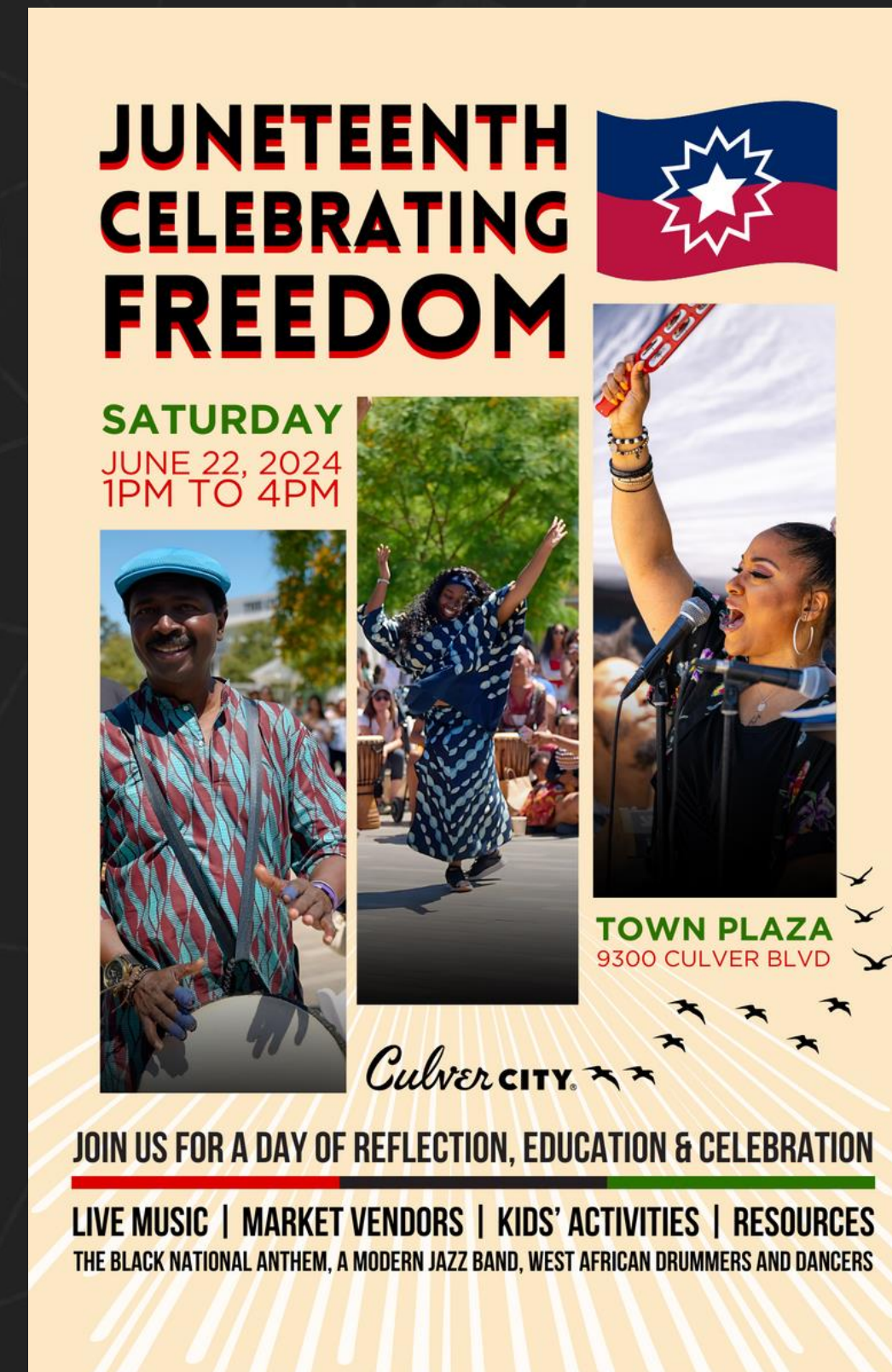




# Suggested Outreach

## For Event

- Save the Date – 4/6 Weeks
- Poster —————>
- Invite – 2/4 Weeks
- Reminder – Week of Event
- Follow-Up with Video/Photos





# Examples



Posts

YouTube

Social Videos



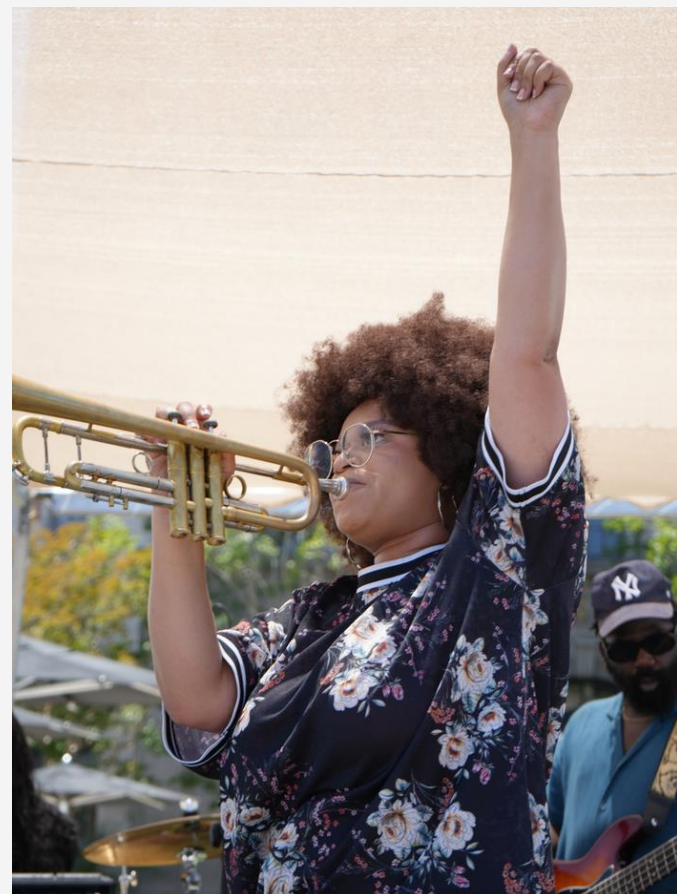
Gerald C. Rivers Performs Dr. Martin  
Luther King Jr.'s "The American..."



Hundreds attend Dr. Martin Luther  
King Jr. Celebration and Service D...



Reflecting on Black History Month







# CONTACT ME

Together, we can engage our community.

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