

## **San Mateo County Democratic Central Committee**

### Communications Committee 2022

#### **Mission:**

The Communications Committee will reflect our Democratic Party values and seek to promote, publicize and grow the San Mateo County Democratic Central Committee. The role of the Communications Committee will be the following:

1. Help facilitate communications between San Mateo County Democratic Central Committee members, the press and the public
2. Confer ways to actively promote the work, accomplishments and ongoing efforts of the Central Committee.
3. Manage, expand and maintain the use of the San Mateo County's Democratic Central Committee's digital and social media and website.

#### **The Communications Committee's primary measurable goals for 2022 will consist of the following:**

1. Promote and highlight the remainder of the Central Committee's existing general meetings and other significant Central Committee events.
2. Centralize and expand existing social & digital media use, including creating a Facebook Page, Instagram, Twitter and webpage.
3. Establish connections with existing press agencies and the reporters who cover our region, including the Daily Journal, Almanac and Half Moon Bay Review.
4. Develop messaging guides for SMCDEMs, to be reviewed by the Executive Board.