

Clerks Week Social Media Calendar

Goal 1: to promote Clerks Week

Goal 2: to educate the public on what a Clerk does

Proposal: Beginning May 1st the Communications Committee will select a Clerk responsibility to highlight on the AMCA's Instagram and Facebook pages and invite Arizona Clerks to post pictures celebrating "Clerks in Action" performing that day's highlight. Additionally, Arizona Clerks will be encouraged to share to their municipality websites what they are celebrating during Clerks Week. We challenge users to create and share short videos highlighting the same themes during Clerks Week!



Day 1 : Monday - Meetings & Agendas

We introduce Meetings & Agenda with a short blurb on Facebook/Instagram of how intricate Clerks are to the meeting process (scheduling, agendas, minutes, etc). We will ask Clerks to post pictures or video related to meetings – selfies of themselves typing or posting Agendas, meeting prep (room setup), fancy Council Chambers/Meeting Rooms they are proud of, pics during a meeting, and anything else related.

Social Media Challenge: What does a Clerk do for a Council Meeting.

example: Share a series of short videos or splice into one video showing your test of equipment (mic check), printing agendas and getting presentations ready, asking for speaker request forms, taking the vote from Council, getting contract signatures after the meeting, or whatever you do!



Day 2: Tuesday - Record Management

We introduce Records Management with a short write up on Facebook/Instagram explaining what it entails and why it is an important task of the Town Clerk. We will invite Clerks to post pictures related to Record Management – selfies of themselves filing, showing off impressive file rooms, that secret overstuffed file cabinet, stacks of files to put away and anything else related.

Social Media Challenge:: What does your Records Room look like?



Day 3: Wednesday - Customer Service.

We introduce Customer Service with a quick note of how interactive Clerks are with the Mayor and Council/Board of Directors, Staff and the Public. We will ask Clerks to post pictures related to customer service – selfies of themselves interacting with staff and/or helping the public, answering the phones, outside the office at local businesses, and anything else related.

[Note – an added bonus to this is having to explain to staff and citizens why you are taking a picture/video with them which would open up discussion about Clerks Week and also share your municipality’s social media pages].

Social Media Challenge: What good customer service looks like.



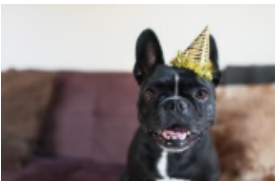
Day 4: Thursday - “Other Duties As Assigned”.

We introduce “Other Duties As Assigned” with a quick note on how diverse the Clerks role is for each municipality, explaining that while some Clerks are highly specialized (ie. Records Clerks, Election Clerk, etc) others wear multiple hats (ie. Holbrook’s Clerk also runs their Parks & Rec program; etc). We will ask Clerks to post pictures related to “Other duties” and hope for some great selfies and unexpected tasks!

Social Media Challenge: What part of your job was the most surprising?

Day 5: Friday - Celebrating Clerks Week!

To finish off Clerks Week, we will ask Clerks to post pictures/video and/or stories of how they are celebrating – Council proclamations, public events, office parties, special lunch, cakes, posters, etc.



Social Media Challenge: How did you celebrate Clerks Week?