SOCIAL TRENDS

SOCIAL AMBASSADORS. SHAREWORTHY CONTENT.

- [Image of a graph showing Twitter and Facebook growth from 2012 to 2018]
- [Image of a chart showing audience overview with metrics such as Users, Sessions, Bounce Rate, Session Duration]
- [Images of social media posts and interactions, including a tweet, Facebook post, and Instagram post with captions and images of food and a store front]

Examples of shareworthy content:

- A tweet by Natasi Fredi-Gonzalez: "@galantfly - Feb 8
Awesome @TheRealMC gets profiled by NSBC"
- A post by Joel Carter: "@theleecarter - 19 Aug 2019
We had friends from out of town this weekend so we did our own TasteOfWheaton with samples from @LocChumos @RyMusic and @CarameloBakery. We hogged it all and gave the kids pasta. @WheatonMD @WheatonMD"
- An Instagram post by NCSG: "@nashgrewal - Jan 19
Urban revitalization of the suburbs can be done equitably. @nashgrewal explores how @WheatonMD transformed without displacing immigrant populations and businesses. ow.ly/zGpX305rB25"
CONVERSATIONS AND CTA’S

At the @WheatonMD WUDAC meeting, where they are talking about putting up aesthetically pleasing barriers to deter pedestrians.

How about deterring cars? How about aesthetically pleasing speed cameras? @ShawnMagnuson @Ron__Franks @kristy_lyn_d @hansriemer

WUDAC’S CALL-TO-ACTION

- Follow accounts
- Engage on platform of choice: interact directly, submit events, etc.
- Listen to concerns from community
- Provide insights as Wheaton leaders
- Use #WheatonMD hashtag