

December 7, 2025

To: Tim Kerr
From: Steven Maviglio
Re: Social Media for ARFCD

At our November meeting we discussed possible social media options for the District to better engage our constituents with our work. I offered to provide some suggestions and a quick memo based on my professional work in this field.

In the way of background, it should be noted that other flood control districts in our area (and throughout the USA) are active users of social media. RD1000, for example, has accounts on YouTube, Facebook, Instagram and X/Twitter. RD 108 has accounts on facebook and X/Twitter. They find them to be effective ways to convey news and information and inform their constituents of their work.

Posting to social media generally takes little time and zero cost (other than staff time). It can also be used to utilize content that we already have (newsletter articles, photos generated by maintenance, charts from local water agencies) without any cost to create.

As you probably know from personal use, there are multiple platforms used by governmental agencies. Each has a different audience to some degree, and each has its own distinct features. However, since Meta owns several of these platforms, several integrate easily (posting on one means the post can appear on other platforms, if you desire). Google owns YouTube, also making cross-integration easy.

Here's a quick rundown of the major platforms we should consider (and not consider).

YouTube

YouTube is the most popular social media platform in the US, and reaches across a wide range of demographic groups. It is video-based. Iphone-type videos are the most common, and they don't have to be professionally done to be effective. Most are in the under 2 minute range. The District could create its own channel easily (free with a Google account). Some possible examples:

- Crews doing maintenance work;
- Posting Trustees meetings;
- Short posts with ARFCD officials discussing flood safety.

TikTok

TikTok is the fastest-growing social media platform. It features short videos (30 seconds or less) though some can do as long as 3 minutes in a tutorial format. Most are recorded with iPhones and are not professional. Setting up an account is free and easy. Some possible examples:

- Flood Safety Tips;

- Trustee meeting updates;
- Maintenance updates.

Facebook

Facebook is the most well known platform. Demographics lean older. This is also the most user-friendly platform. The beauty of facebook is that it can use photos (as well as videos). Simply post a photo (iPhone) with a one-sentence caption and you're sharing news. Many other governmental agencies and partners of the District use facebook. It also allows us to share their posts. Some possible content examples:

- Notice of where maintenance will be taking place;
- Photos of maintenance (like those shown at our meetings);
- River levels;
- Trustee meeting notices and minutes;
- Job notices (when they occur);
- Messages from the General Manager.

Instagram

Instagram has a more youthful audience but is also popular. Many governmental agencies utilize it. While it's mostly video-based, it also can be used to post photos. The content is shareable with facebook (meaning you can post on Instagram and it will be shared onto facebook automatically). Possible content samples are the same as above.

X/Twitter

X is most famous for its political content — which is one reason it is popular in the Sacramento region. However, many governmental agencies use it as well. It is the fastest way to convey news. For example, if there are flood-related issues and residents were looking for updates, warnings and cautions, X would be the best format because it is like a news "ticker." RD1000 has 253 followers. The City of Sacramento's X account has more than 63K followers. Looking at other flood control district accounts, their content includes posts such as:

- Photo of a storm drain with a post: "Just chillin'. Your friendly neighborhood storm drain is ready to protect you from flooding the next time a storm rolls through"
- Another storm drain: "The last couple of months have been Rainer than usual, which may have washed additional debris into storm drains. If you notice trash clogging a nearby storm drain, let us know."
- Shared weather forecasts from National Weather Service when flooding might be expected;
- "Join us this Saturday at the 2024 North Natomas Regional Park for the 2024 Highwater Jamboree."
- Did you know that coontails are an invasive subsurface vegetation in waters and can displace or outcompete other native vegetation. We are always actively ensuring coontail and debris is removed to protect our waterways and infrastructure"

Other platforms:

BlueSky

BlueSky is relatively new, created as a “calmer” platform than X. Accounts are free and easy to set up. The same content can be posted here as on X.

Threads

This is Meta/facebook’s version of X/Twitter. Anything posted on X can be posted on Threads. Accounts are free and easy to establish.

LinkedIn

LinkedIn is a platform largely shared by individuals to promote themselves or their agencies.

Recommendation

1. Create accounts on facebook, threads, and Instagram (essentially one account) as well as X/BlueSky to start. Post photos and event listings and participation in events. Set a goal of one-two posts per week.
2. Create YouTube channel. For starters, post video of Trustee meetings (RD 1000 does this, as do many other governmental agencies).
3. Continually think of visual opportunities of the District’s work to share with constituents. Whenever possible, film (with phone) video of the District’s work.
4. Hold off on TikTok, LinkedIn, and others that may develop until we can measure the effectiveness of other channels.

I would be pleased to work with staff to launch these efforts.