

Sebastopol Climate Action Committee (CAC) Social Media Outreach Program

Objective / Scope

Create, maintain, and manage official CAC social media accounts to expand public engagement, share climate-related updates, and support the community's participation in Sebastopol's climate action initiatives.

This proposal covers platform creation, content strategy, accessibility compliance, staffing, and timelines.

Summary of the Proposal

The CAC will launch and manage official social media accounts (Instagram, Facebook, and Twitter/X). These channels will share climate tips, CAC announcements, volunteer calls, progress updates, and policy information to promote community climate action aligned with the city's Climate Action Framework.

Goal / Results (S.M.A.R.T.)

- **Specific:** Create, brand, and launch official CAC social media pages.
- **Measurable:**
 - 500 Instagram followers
 - 300 Facebook followers
 - 200 Twitter/X followerswithin 6 months of launch.
- **Attainable:** Managed by CAC volunteers with support from City staff.
- **Relevant:** Enhances public participation and fulfills CAC's engagement mandate.
- **Timely:** Launch by September 1, 2026; follower goals reached by March 2027.

Motivation /Climate Benefit

1. Expands community awareness of local climate programs and emission-reduction strategies.
2. Encourages low-carbon behaviors (active transport, energy conservation, waste reduction).
3. Aligns with the Community Engagement Strategy, emphasizing inclusive and equitable outreach to all residents
4. Supports the Climate Action Framework's goals to reduce community-wide greenhouse gas emissions and prepare for climate impacts.
5. Promotes climate equity and helps safeguard vulnerable populations in Sebastopol, ensuring that outreach and climate-related resources reach those most impacted by climate change.

Sebastopol City Context

1. The Sebastopol Climate Action Framework, adopted July 2022, tasks the CAC with public-facing climate outreach and education The Community Engagement Strategy identifies social media as a core avenue for climate communication in Sebastopol Many peer cities also use social platforms for climate communication (e.g., Santa Rosa, San Rafael).

Who

- **Lead Group:** Sebastopol Climate Action Committee (CAC)
- **Participants:**
 1. CAC members – content creation, review, approval, and posting.
 2. Volunteers/interns – optional support for graphics, captioning, and translations.
 3. Working groups within CAC for content generation for topic-specific posts.

Timeline / Key Milestones

Milestone #1 – July 2026:

Create branding, accessibility standards, content calendar, and workflow.

Milestone #2 – Mid-August 2026:

Soft launch with test posts and accessibility review.

Milestone #3 – September 1, 2026:

Public launch of CAC social media accounts.

Milestone #4 – March 2027:

Achieve follower goals; evaluate metrics and public engagement.

ADA Title II Compliance

All CAC social media content will comply with ADA Title II requirements for public entities:

Conform to WCAG 2.1 Level A & AA standards, including all social media content Include alt-text for all images to ensure screen-reader accessibility

Provide closed captions for all prerecorded and live video content

Use high-contrast color schemes that meet required ratios (4.5:1 for small text, 3:1 for large text)

Follow plain-language principles, clear structure, and limited emoji use for accessibility and readability

Provide accessible alternatives on City-managed platforms if a social media platform limits compliance option

Accessibility tasks are embedded into Milestones 1 and 3.

Budget / Resource Needs**No resources will be needed.**

All content creation, review, accessibility compliance, and posting will be managed, reviewed, and approved internally by Climate Action Committee members.

This allows the program to operate at no additional cost to the City while still meeting engagement and accessibility goals.

****Sebastopol Climate Action Committee****

Workflow for Creating & Running an Official CAC-Controlled Social Media Page**

1. Generate Idea

A CAC member or Working Group proposes the idea to create and operate an official CAC social media page for sharing climate-related news, events, updates, and community engagement.

2. Discuss Idea in Below-Quorum Format

Because CAC members cannot deliberate as a quorum outside meetings, initial discussion must happen with fewer than half of appointed members. CC' City Staff V. Henkel to keep track of communication between group members and ensure compliance

Discuss:

1. Purpose of the CAC-run page
2. Communication goals
3. Intended audiences
4. Why CAC—not staff—should manage content directly

3. Brainstorm to Clarify Goals & Benefits

- a. Does the page support CAC and City climate goals?
- b. Who benefits? (Residents, youth, frontline communities, etc.)
- c. Who will do the work?
 1. CAC members will run, review, and manage all content
 2. Identify which members will handle posting, scheduling, accessibility, moderation, etc.

4. Complete the Sebastopol CAC Equity Matrix

Evaluate the proposed CAC-controlled social media page for:

1. Equity impacts

2. Access for underserved communities
 3. Accessibility and ADA compliance
- Attach the completed matrix to the proposal.

5. Draft the Sebastopol CAC Project Proposal

Include:

1. Purpose and mission of the future CAC social media page
2. Statement that CAC will fully control, run, review, and maintain the page
3. Posting guidelines (frequency, topic areas, voice/tone)
4. Accessibility plan (WCAG 2.1 AA)
5. Roles & responsibilities of CAC members
6. Moderation guidelines
7. Any support needed from City staff (if any)

Prepare this draft for an informational presentation to the CAC.

6. Present to CAC & Integrate Feedback

Share the proposal at a CAC meeting. Incorporate feedback:

- a. Connect with any interested parties or community partners if helpful
- b. Consult with relevant City Departments only if coordination is needed (e.g., check that branding complies with City communication policy)

Note: This step does *not* give staff control—only ensures alignment.

7. Finalize Proposal for CAC Approval

Create a final draft that clearly states:

1. CAC owns and manages the page
2. Processes for posting, reviewing, and approving content

3. Compliance with City policies (public records, moderation rules, etc.)
Submit it to the Chair at least one week prior to the next meeting.

8. Receive CAC Approval (or Revisions)

The CAC formally votes to approve the creation of the: “CAC-managed official social media page”.

If requested, refine the plan and resubmit.

9. Implement & Launch the Page (CAC-Managed)

1. CAC members create the page
2. Set up admin roles (only CAC members)
3. Establish posting workflow
4. Ensure accessibility features (alt text, captions, readable text, contrast)
5. Add CAC contact info, mission statement, and posting guidelines
6. Begin posting and community engagement

CAC members will be exclusive moderators, content creators, and reviewers.

10. Monitor, Track & Celebrate!

1. Track engagement and reach
2. Continue improving accessibility and equity
3. Evaluate effectiveness regularly
4. Celebrate CAC’s fully community-powered climate communications

Sebastopol CAC Social Media Practices to Ensure ADA Compliance

1. Required practices include:
 1. Alt text for images/GIFs.
 2. Captions for prerecorded and live videos.
 3. General compliance with WCAG 2.1 AA.
2. Compliance deadline for cities under 50,000 people: **April 26, 2028.**

Platform-Specific Tips (Quick Reference)

Alt text can be added directly on these platforms:

1. **Facebook:** Edit image → “Alt text.”
2. **Instagram:** Advanced settings → “Write alt text.”
3. **X (formerly Twitter):** Add image → “ALT” button.
4. **LinkedIn:** Add image → “Add alt text.”

(GIFs also allow alt text on X/Twitter; Instagram currently does not support GIFs natively.)

What WCAG 2.1 AA Requires (The Basics)

WCAG 2.1 AA is built around four principles — content must be:

1. Perceivable

People must be able to *see* or *hear* your content in some way.

This means:

1. Alt text for images and GIFs
2. Captions for all videos
3. Sufficient color contrast
4. Text that can be read by screen readers
5. No text baked into an image unless also described in the post or alt text

2. Operable

Everyone must be able to navigate the content.

For social posts, this mainly means:

1. Avoid flashing content
2. Avoid videos/images that rely on mouse/hover interactions (which social does not support anyway)
3. Write clearly so screen reader users can follow

3. Understandable

Information must be clear and predictable.

For posting, this includes:

1. Simple language when possible
2. Avoiding jargon
3. Structuring info clearly (dates, times, locations spelled out plainly)

4. Robust

Content must work with assistive tech.

On social media, this includes:

1. Using platform-native accessibility tools (alt text fields, caption upload, etc.)
2. Not uploading screenshots of text unless you also provide the text in the caption

How to Ensure Your Social Media Post *Complies*

Use this checklist every time you publish online:

Step 1 — Add Alt Text

For every image or GIF:

1. Describe the meaningful content and activity
2. Keep it concise
3. Do NOT put alt text in the comments or as hashtags
4. Use the platform's dedicated alt text field

Step 2 — Add Captions to Videos

1. Pre-recorded videos must have captions
2. Live videos must have real-time captions (or added as soon as possible after the livestream)
3. Captions must include spoken words *and* meaningful sounds (e.g., “sirens in background”)

Step 3 — Check Color Contrast

If your post includes a graphic:

1. Text must have at least 4.5:1 contrast against its background
2. Avoid light-gray text over light backgrounds
3. Use a free color contrast checker (e.g., WebAIM Contrast Checker)
4. **Step 4 — Avoid Text Inside Images**

If you must use a flyer or graphic with text:

1. Put all text from the image into the caption or alt text
2. Screen readers cannot read text baked into graphics

Step 5 — Make the Post Readable

1. Use plain, clear language
2. Avoid long paragraphs
3. Use proper capitalization (screen readers struggle with ALL CAPS)
4. Avoid special fonts or decorative symbols

Step 6 — Keep Motion Safe

1. Avoid GIFs or videos with fast flashing (risk of seizures)
2. If movement is slow, no special action is needed

Sebastopol Climate Action Committee Equity Evaluation Matrix

Project/Program/Policy: _____ Climate Action Committee Social Media (Instagram and or Twitter page)

Working Group/Lead Members: __Mark Szatmari_____

Timeline Summary: __2 Month timeline before completion_____

Who might be affected by this project?*	Potential benefits of project	Potential harms of project	How has this affected group been involved in designing this project?	How has this community been able to provide feedback regarding this project?	Comments/analysis/plans
The Public or citizens of the City of Sebastopol	Citizens will be informed of the actions of the Climate Action committee and events posted by the committee	There is no potential harm due to the outreach being initiated/ performed. Some people may not have social media, but this demographic will remain	Mark Szatmari has proposed the CC social media page and ran the proposal by group chair and 1 other climate action committee member. The Citizens of the general public	I have run my proposal by this group and have gathered their thoughts and insights on the execution and creation of a social media page for the climate action committee.	My plans are to create an Instagram page and or twitter page related to the climate action committees' events, core values, etc.

		unaffected either way.	fall into this group as well.		

*Please review this list when discerning potential effects of projects (but also include any other groups not listed here): local Tribes/indigenous groups, BIPOC persons, non-English speakers, undocumented persons, renters, unhoused persons, labor groups, youth, Latinx persons, elders. ADD LINES TO TABLE AS NEEDED.

Are fiscal implications regressive or progressive in nature? The Fiscal implications will only be progressive as the social media page will have no fiscal impact and only inform the public of the climate action committee via outreach.	Analysis: There will be no negative Fiscal implications as I will be the custodian of the Instagram and or twitter page. I will allow group members to add posts to the page, but I will safeguard the password, and all posts must be reviewed and approved by the entire CCC. All posts proposed by an individual group member must be approved by all other committee members for approval before posting.	Commentary: Every single subgroup and our population will be treated as members of the public. Cultural Competency will be practiced but the expressed views of any demographic will not be represented on the twitter and or Instagram page. As the social media page will only be about climate action committee news and events or core values expressed in the Climate action framework. Feedback and public comments will be encouraged but the social media page will be apolitical in nature and will not promote the views of any particular subgroup.
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Will this project/program/policy serve a predominantly low-income or minority neighborhood?	Analysis: This social media page will serve every single level of income of community members in the city of Sebastopol. No socio-economic group will be excluded or have less of a chance to view the post of the Instagram and or twitter page of the climate action committee	Commentary: If concerns are brought up to any climate action committee member or complaint of the public not being able to access the twitter and or Instagram page of the climate action committee. The committee member can inform me, and I will refer that community member to Covered California. Low-income members of the community are entitled to receive a free smart phone that will allow the community member to view and engage with the Instagram and or twitter page created by the Climate action committee.
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