



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY FEBRUARY 16, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 319-332-7327 PIN 193 919 701 #

- I. Call to Order
- II. Approval of January 26, 2023 meeting minutes
 1. Meeting Minutes from January 26, 2023
- III. Branding/Marketing Update
 1. Brand Guidelines
- IV. Presentation of Tagline Graphic - Scott Steele
 1. Tagline Options
- V. Presentation of SHRPA - Sarah Sturm
- VI. Marketing & Communications Update and Monthly Report
 1. Monthly Report - Marketing Specialist Kuczmarski
- VII. Social Media Update and Monthly Report
 1. Social Media Guidelines for the City of Merrill
 2. Monthly Report - Social Media Specialist Savall
- VIII. Consider placing Monthly Reports on File
- IX. Public Comment
- X. Establish next meeting date and time:
 1. Next meeting date and time: Thursday, March 16 at 5:15 PM
- XI. Adjournment

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, January 26, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.**

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich, Communications Specialist - Kuczmarski, Social Media Specialist – Savall, Chamber of Commerce – Nelson, Library Director Ollhoff, Enrichment Center Director - Mrachek

Absent: Sarah Sturm, Renea Frederick, Dan Wendorf, John Greenwood

Also Present: Mayor Hass, Scott Steele, City Clerk Anderson-Malm, Public Works Director/City Engineer Akey, Police Chief Bennett and Merrill Productions Camera Operator.

- I. Chair Blake called the meeting to order at 5:15 PM.
- II. **Minutes of previous meeting** – December 19th
Alderson Weix motioned to approve the December 19th minutes. Alderson Fermanich seconded and the motion carried.
- III. **Social Media:**
 - 1. Introduction – Social Media Specialist – Hallie Savall**
Communications Specialist Kuczmarski introduced Hallie Savall as the new Social Media Specialist and briefly gave her background.
 - 2. Social Media Policy**
Communications Specialist Kuczmarski spoke about the social media policy. After discussion, it was requested to change the name to social media guidelines. CS Kuczmarski will continue to work on the guidelines and bring it back to the February meeting.
 - 3. Social Media Calendar & Monthly Report**
CS Kuczmarski discussed the social media calendar and stated a number of events from the Chamber of Commerce Visitor's Guide will be shared.

The monthly report was included in the packet.
 - 4. Onboarding Process**
CS Kuczmarski said she is meeting with the Mayor and Interim City Administrators Akey and Bennett. Facebook will be the first social media to be used and will branch out to other forms in the future.
- IV. **Discussion on plan to roll-out City's new logo/tagline:**
CS Kuczmarski referred to the plan that was in the agenda packet. A uniform signature format will be rolled out to city staff initially. Other rollouts will depend on budget availability. CS Kuczmarski also discussed having an information/communication station at City Hall with racks, similar to at the Chamber, with information for citizens to take.

V. **Consider spending for digital marketing for 2023 using funds left over in the 2022 budget:**

Two proposals were provided in the packet and an additional proposal was handed out at the meeting. After discussion, it was recommended to refer all three proposals to a future meeting, possibly in May.

VI. **Update on Town Hall video:**

Scott Steele spoke about the Town Hall video. The video will be edited and will include the slide presentation for citizens to view.

VII. **Presentation and discussion of the City's redesigned homepage:**

CS Kuczmarski showed the new homepage design and received input from the Committee.

VIII. **Marketing & Communications Update & Monthly Report:**

CS Kuczmarski discussed the Spectrum Presentation. This research was for information purposes only.

The monthly report was in the packet. CS Kuczmarski answered questions from the committee.

Aldersperson Weix motioned to place the monthly reports on file. Aldersperson Fermanich seconded and the motion carried.

IX. **Public Comment:**

Clyde Nelson – 709 Cottage – Executive Director of the Chamber stated there are three things to keep in mind to market the city and make it attractive for people to move here. They are broadband usage, housing and child care. He handed out a flyer focusing on child care and pointed out some facilities providing that service.

Scott Steele – 13675 Cty Rd K – Spoke about child care issues at Church Mutual and agreed this is something that needs to be addressed.

X. **Next meeting date and time:**

The next meeting will be Thursday, February 16 at 5:15 PM

XI. **Adjournment**

Aldersperson Weix made a motion to adjourn. Aldersperson Fermanich seconded and the motion carried. The meeting was adjourned at 6:17 PM.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm



Merrill Wisconsin

Brand Guidelines

UPDATED | FEBRUARY 2023

Introduction

We all play an important role in helping protect and preserve our distinctive identity.

These brand guidelines provide the fundamental elements for implementing consistent, accurate and purpose-driven communication at every touchpoint people have with our brand.

Materials other than standard templates (letterhead, envelopes, PowerPoints, etc.) that utilize any element(s) of the Merrill logo and/or identity must be reviewed and approved by the Marketing Communications Committee.

For questions or assistance, please contact the Marketing Communications Committee: Rick.Blake@ci.merrill.wi.us.

Vision Statement for City Government

Merrill will be recognized as a welcoming city with a safe and diverse community, vibrant and sustainable economy, and a comfortable quality of life for all.

Mission Statement for City Government

To enrich quality of life through innovative, consistent and efficient City services and strong partnerships with citizens, businesses and key stakeholders.

Values Statements for City Government

Partnership: Work together to get things done in a collaborative and respectful manner.

Integrity: Act with transparency and be accountable for what we do and say.

Service: Provide professional, respectful service to those who live, work or visit.

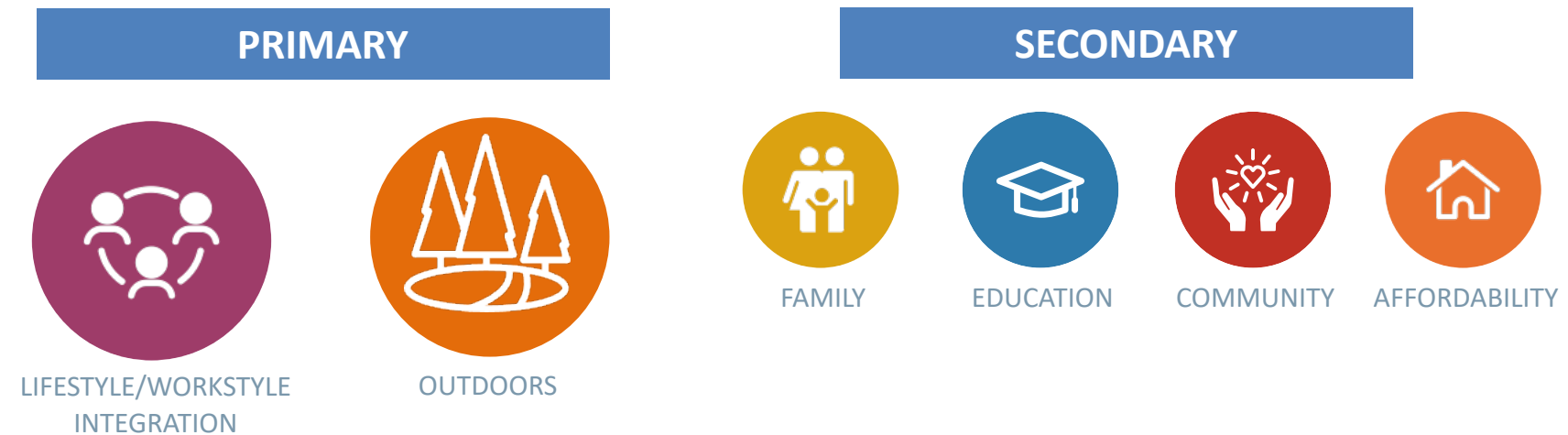
Sustainability: Make decisions with an understanding of their impact on the environment, people, community and finances.

Diversity and Inclusion: Embrace the traits and characteristics that make people unique and provide a sense of belonging and support within our community.

Brand Purpose

Develop a strong brand image that focuses on a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Core Pillars



Brand Vision

Merrill will be recognized as providing a fulfilling lifestyle experience to generate interest in and connection to a small-town environment.

Brand Positioning Statement

For those seeking a balanced integration of lifestyle and workstyle,

Merrill offers residents, businesses and visitors

fulfilling, natural and authentic experiences.

These experiences are achieved through a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Personality

Neighborly

Especially welcoming, helpful, friendly and kind.

Outdoorsy

Enjoy existing with nature through recreational four-season outdoor activities.

Hard-working

Exhibit a strong work ethic of energy, commitment and passion.

Brand Attributes

Authentic

Unpretentious – unaffected, sincere, respectful.

Natural

Existing with nature – four season beauty and activities.

Small Town Charm

A simpler life – family and community friendly, play is as important as work.

Brand Promise

Merrill delivers an authentic experience that is achieved through a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Narrative

A simple, fulfilling lifestyle.

Brand Appeal

Glaciers left our region with its amazing natural beauty, alive today in forests, fields, lakes and rivers. Combined with the neighborly, outdoor-loving people who have truly shaped our region into a modern wonderland of work and play, we will appeal to our target audience, inviting them to consider visiting or living and working in Merrill.

Brand Story

A simple, fulfilling lifestyle.

A place rich in experiences and small-town charm, Merrill is unlike any other area in the country. Located in North Central Wisconsin, it provides more to Life – a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Experience a host of four-season activities for outdoor enthusiasts.

You'll find open bike and hiking paths, canoeing and kayaking waterways, local parks, fishing spots, hunting, snowmobile and UTV trails and a host of winter activities, including cross-country and downhill skiing and snow-shoeing – offering more ways to enjoy the natural beauty of the region and the spirit of adventure.

Experience more ways to enjoy life as you explore the openness and authenticity of our small town, distinctive local bakeries and cafes, unique shops and local festivals and events.

Experience the importance of our heritage, open your mind and expand your knowledge about Merrill's significant contribution to Wisconsin. Merrill offers a history and tradition deeply rooted in Indigenous Peoples as stewards of the land, a prosperous logging industry and a commitment to our natural resources.

Experience a wonderful place to raise your family with access to a strong education system, one-of-a-kind college scholarship program and a diversity of fulfilling job and career opportunities.

Merrill is a truly unique and special place. From endless outdoor activities and plentiful jobs to authentic small-town charm with friendly neighbors, incredible schools, a strong sense of community and affordable living, Merrill offers a simple, fulfilling lifestyle.

Logo

“Merrill” is bold and friendly. The lower-case treatment reflects our small-town charm and welcoming community.

The flowing, modern “m” reflects our amazing natural beauty. The green symbolizes our forests and fields. The blue symbolizes our lakes and rivers. The playfulness represents our vibrant community.



Logo and Tagline

- Reinforces the “balance of life and work integration” attraction important to our target audience.
- Merrill offers extraordinary life/work integration with terrific career options, quality of life, outdoor recreation and friendly community.
- Promises that they will experience “more” here in Merrill.
- Captures the emotional engagement of visiting or living and working in Merrill and will connect with the type of visitors we are trying to draw to the area.
- The font treatment conveys an active and robust community. It aligns with the flowing “M” screened behind the the “merrill” typeface.



Logo & Usage

The visual manifestation of our brand is often the first thing people see and therefore forms the first impression they have of Merrill. Using these elements consistently across all brand touchpoints will ensure that impression makes a positive impact.

STAND-ALONE LOGO

Full-Color



ALTERNATE STAND-ALONE LOGO

Reverse



Black



CORRECT USE

This stand-alone logo may be used with or without the tagline.

Sizing: To ensure the legibility of the logo, it must not be used at a size smaller than 1.0" (25.5 mm) or 70 pixels wide.

To establish the prominence of the logo, there must be an area of clear space around it (the "Safe Zone"). This space is determined by the 'x' height of the lower case letters.

Colors: Depending on the application, the logo can be reproduced in three different ways:

Color:

- Deep blue: CMYK 100, 73, 28, 14 RGB 0, 76, 121
- Light green: CMYK 51, 17, 57, 0 RGB 135, 175, 135
- Light blue: CMYK 38, 8, 1, 0 RGB 151, 202, 235

Reverse

- Merrill: 100% white
- Left "m": 30% black
- Right "m" 20% black

All Black:

- Merrill: 100% black
- Left "m": 30% black
- Right "m" 20% black

Reverse Color: Do not print reverse color

For printing on dark backgrounds, the reverse logo must be used.

Logo and Tagline Usage

This tagline is ALWAYS to be used in conjunction with the Merrill logo – it should never be used by itself. When space allows, especially on external documents, the lock-up logo should be used in lieu of the stand-alone Merrill logo.

LOGO LOCK-UP

Full-Color



ALTERNATE LOGO LOCK-UP

Reverse



Black



CORRECT USE

This stand-alone logo may be used with or without the tagline.

Sizing: To ensure the legibility of the logo, it must not be used at a size smaller than 2.5" (64 mm) or 180 pixels wide.

To establish the prominence of the logo, there must be an area of clear space around it (the "Safe Zone"). This space is determined by the 'x' height of the lower case letters.

Colors: Depending on the application, the logo can be reproduced in three different ways:

Color:

- Deep green (tagline): PMS 348 CMYK 97, 22, 100, 9 RGB 0, 131, 62
- Deep blue: CMYK 100, 73, 28, 14 RGB 0, 76, 121
- Light green: CMYK 51, 17, 57, 0 RGB 135, 175, 135
- Light blue: CMYK 38, 8, 1, 0 RGB 151, 202, 235

Reverse

- Merrill and tagline: 100% white
- Left "m": 30% black
- Right "m" 20% black

All Black:

- Merrill and tagline: 100% black
- Left "m": 30% black
- Right "m" 20% black

Reverse Color: Do not print reverse color

For printing on dark backgrounds, the reverse logo must be used.

Font

The logo and tagline fonts are unique to the logo treatment. Conventional fonts can be used for other applications.

LOGO FONT

Kohinoor Bangla Bold

abcdefghijklmnopqrstuvwxyz

TAGLINE FONT

Shadows Into Light (modified italic for graphic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

DRAFT

Rock Salt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ruthligos

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

COMPUTER FONTS

Calibri family (preferred)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial family:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

OTHER ACCEPTED FONTS

Helvetica family (preferred)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Times family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Incorrect Logo and Tagline Usage

In order to maintain integrity of the brand, please review these examples of incorrect usage. This is not an exhaustive list, but a guideline to help use the logo and tagline correctly.

DO NOT remove, modify or recreate any element of the logo.

DO NOT stretch, skew, pixelate or distort the appearance of the logo.

DO NOT reproduce the logo on top of busy graphic images or textures, competing colors or a background that does not have substantial contrast.

DO NOT reproduce the logo using any unauthorized colors or rearrange the colors on the logo.

Original Photography Style

When shooting or using original photography, the photos should represent a real day-in-the-life of our community. The photos should capture the emotional essence of our brand. People should not be “posed.” They should seem like they don’t even know the camera is there.

Stock Photography Style

Like original photography, choose stock photos that represent a real day-in-the-life of our community. The photos should capture the emotional essence of our brand. People should not be “posed.” They should seem like they don’t even know the camera is there.

Illustration Style

When using illustrations, they should represent the vibrancy of our community. Illustrations should use a silhouette style.

Advertising

Print and digital advertising should include original photography when available. A flowing graphic should be used as a consistent visual element. Messaging should always highlight lifestyle and outdoors, the balanced duality of living in Merrill.



The schools
are incredible,

but wait until you
see our playgrounds.

We are a great place to raise a family, with an excellent school system and over \$600,000 in scholarships made available by Merrill benefactors to graduating seniors. The Merrill library is a real treat to visit, housed in a charming historic building with all of the amenities of a large city library. And our “playgrounds” offer amazing adventures for youngsters and adults.

merrill
Experience more to life!

Experience more to life in Merrill Wisconsin.
Come work, live, play here. Visit merrillchamber.org

DRAFT

Tagline

Reinforces the “balance of life and work integration” attraction important to our target audience.

Merrill offers extraordinary life/work integration with terrific career options, quality of life, outdoor recreation and friendlycommunity.

Promises that they will experience “more” here in Merrill.

Captures the emotional engagement of visiting or living and working in Merrill and will connect with the type of visitors we are trying to draw to the area.

The font treatment conveys an active and robust community. It aligns with the flowing “M” screened behind the the “merrill” typeface.

Option A



Option B



Option C



Option A



Option B



Option C

Feb. 16, 2023

Marketing & Communications Monthly Report by Chantel Kuczmarski

Description: The Communications Consultant is responsible for communications that consistently and adequately inform Merrill community residents and local businesses about issues, programs and initiatives that will have a direct impact on them or their neighborhoods and to regularly engage individuals in open and meaningful dialogue. The Communications Consultant will provide a central point of contact for City internal and external communication efforts.

Community Outreach

- Checked in with Merrill Historical Society to get info on 2023 events/happenings.
- Met with Rick Bjorklund to discuss marketing events on Merrill Festival Grounds & potential future events.
- Participated remotely in AAC's Executive meeting.
- Class of 2003 Reunion is June 10, 2023

Media Relations

- Radio Spot on Bluejay 96.3FM. Provided updates on marketing and promoted free bus rides for the spring primary election.
- Submitted questions and answers to Foto News for the Merrill Profile Book

Website Enhancements

- Working with GovOffice to update the City's website.
- Submitted answers from Committee to GovOffice.
- The new website is on hold until we have the revised logo with "Experience More to Life."

Internal Communications / City Communications

- Created/posted communications reminding residents to pay taxes
- Created communications reminding residents to get their dogs licensed. Will go live Feb. 20.
- Created/posted communications for Badger State Games Fat Tire Racing
- Created/posted communications for the guided snowshoe hike in the Underdown Recreation Area
- Posted info about the Great Pinery Heritage Waterway Trail on the Parks & Rec webpage. Will promote this in spring and summer.
- Worked with staff to post misc. messages on the City's website and Facebook page. (*Ex: office closures, misc. announcements, etc.*)
- Please contact me if you have any City communication needs/suggestions.

Photography

- Building photo gallery.
- Received images from Joe Frederick, which were taken for the 2023 Visitor's Guide.

Digital Marketing

- Set up meeting with Midwest Communications to discuss their proposal in more detail. Meeting on Feb. 16.

Social Media Updates

- Updating social media guidelines.
- Working on social media messaging for 2023.
- See analytics for January 2023.

City of Merrill Social Media Guidelines

The City of Merrill's guidelines for social media use encourage some conduct and prohibit other conduct. Some examples of useful, positive conduct include:

- Be honest and transparent.
- Post only within your area of expertise. When creating new posts, make sure that posts are read by the appropriate leader. *This does not apply to shared posts or events. We agreed to share posts from the school district and community happenings.*
- Post only useful information.
- Keep it professional - avoid confrontation.
- Be accurate.
- Correct errors, and if modifying an earlier post, identify the change.
- Be responsive to citizen concerns.
- All posts must be under the City of Merrill profile and clearly identified as a credible source.

DO NOT POST:

- Information about actual or potential claims and litigation involving the government.
- Defamatory material.
- Any personal, sensitive or confidential information about anyone.
- Obscene, pornographic or other offensive/illegal materials or links.
- Racist, sexist, and other disparaging language about a group of people.
- Sexual comments about, or directed to, anyone.
- Political campaign materials or comments.
- Threatening or harassing comments.
- Other information that is not public in nature.

Some of the major concerns that could go wrong with social media are the following:

- Bad information that misleads the public and causes harm
- Violation of intellectual property rights
- Disclosure of private or confidential information
- Harassment
- Defamation

To address these concerns, we will remove public comments that are obscene or pornographic, defamatory, harassing, commercial, criminal, political, or that violate the intellectual property rights of others. All comments are subject to disclosure as public records.

Social media evolves quickly and is a powerful tool. This policy will be reviewed and revised to meet the changing environment of social media marketing.

officials in any investigation concerning or relating to any E-mail transmitted from or received at any City of Merrill facility.

- j. The City of Merrill recognizes that some messages sent via E-mail for valid city purposes contain privileged and confidential material. Therefore, any such material discovered during compliance monitoring by The City of Merrill shall be handled with the same care and protection as written documents containing such material. Any person disclosing confidential and/or privileged material without appropriate authorization shall be subject to disciplinary action, including but not limited to termination of employment.

(Also found in City of Merrill Administrative Procedure Manual - Policies and Procedures)

23-10 ELECTRONIC MEDIA AND SOCIAL MEDIA POLICY. Information, in all its forms, written, spoken, recorded electronically, or printed, will be protected from accidental or intentional unauthorized modification, destruction, or disclosure. All electronic media must be protected from misuse, unauthorized manipulation, and destruction. It is further the policy of the employer that employees may not use social media technology to engage in or post communications or material that would violate any Handbook policy, including, but not limited to, using technology to post communications or materials that are derogatory or offensive with respect to race, religion, gender, sexual orientation, national origin, disability, age, or any other legally protected class status.

23-10-1 General Guidelines – Electronic Media:

- a. All employer-provided electronic media systems are the employer's property. Additionally, all messages and files composed, sent or received on these systems are and remain the property of the employer. They are not the private property of any employee.
- b. The use of our electronic media systems is reserved solely for the conduct of business, during work hours. However, if employees wish to use these systems during breaks, lunch periods, or before and after regular working hours, they may do so, but employees are specifically prohibited from using these services for any illegal, illicit, immoral or offensive purposes.
- c. The electronic media systems may not be used to solicit or proselytize for commercial ventures, religious or political causes, outside organizations or other non-job-related solicitations.
- d. The electronic media systems are not to be used to create any offensive or disruptive messages or documents.
- e. The electronic media systems may not be used to send (upload) or receive (download) copyrighted materials, trade secrets, proprietary

financial information or similar materials without prior authorization.

- f. The employer reserves and intends to exercise the right to review, audit, intercept, access and disclose all internet activity and any messages or documents created, received or sent over the employer's electronic media systems for any purpose.
- g. The confidentiality of any message cannot be assumed. Even when a message is erased, it is still possible to retrieve and read that message. Further, the use of passwords for security does not guarantee confidentiality. All passwords must be disclosed to management or they are invalid and cannot be used.
- h. Employees may not modify, delete, or destroy any employer document created by any electronic media unless specifically authorized to do so.

23-10-2

General Guidelines – Social Media:

- a. ***Only on Your Own Time.*** Unless you have received advance permission from your supervisor or unless such activity is directly related to the performance of your job, you may not engage in social media activity on work time.
- b. ***Post as Yourself.*** Make clear that you are expressing your personal views alone, not those of your employer.
- c. ***Be Respectful and Nice.*** Do not post communications or material that is disparaging, obscene, profane, vulgar, bullying, threatening, or inappropriately inflammatory.
- d. ***Use Good Judgment.*** Because what you say online is accessible to the public, use good judgment in your communications.
- e. ***Obey the Law.*** Do not post any material that violates the law, such as material that is obscene, profane, defamatory, threatening, harassing, or that violates the privacy rights of someone else. The posting of such material may subject you to criminal and civil liability.
- f. ***Don't Expect Privacy.*** Because your social media communications are publicly available, you should not expect that your communications are private in any way. Once you post something online, it is completely out of your control and generally available to anyone in the world

- g. **Ask for Guidance.** If you have any questions about what is appropriate to include in social media communications, ask your supervisor.
- h. **Comply with Harassment and Other Policies.** Employees may not use social media technology to engage in or post communications or material that would violate any other Handbook Policy, including, but not limited to, Workplace Safety, Discrimination, Harassment and Retaliation policy.
- i. **Keep Secrets.** You must not disclose confidential information.

23-10-3 **Duty to Report:** All employees have a duty to report any discovered or suspected unauthorized or improper usage of electronic media or social media with impact on the workplace.

23-10-4 **Policy Violations:** Employees who violate this policy may be subject to discipline, up to and including immediate termination of employment.

23-11 INCLEMENT WEATHER. In the event that bad weather (such as snow or freezing rain) creates hazardous traveling conditions between an employee's home and his/her work site, and the employee cannot make it to work, vacation time may be used by the employee for time missed. In order for an employee to utilize vacation time, he or she must notify the Department Head or the City Administrator of the employee's inability to travel safely to work

23-12 TRAVEL POLICY. It is recognized that certain employees are required to travel in order to satisfy the responsibilities of their jobs. The City has therefore established the following policy regarding travel, travel expenses, and related matters.

23-12-1 **Travel Time.** If it is necessary for a nonexempt employee to travel, a record must be kept and payment made for all hours spent in actual travel and for time worked outside normal working hours, in addition to those hours considered as normal working hours. In the event such travel and work time results in hours over and above normal working hours, such hours are paid at a rate in accordance with the overtime pay policy.

23-12-2 **Use of Personal Auto.** It is the City Administrator's responsibility to ensure that all employees who utilize their personal vehicles for business use are properly notified of certain conditions and requirements as reflected in this policy. (Notification may be accomplished by means of issuing a copy of this policy to those employees who have occasion to travel.)

(a) **Voluntary Use.** The use of a personal automobile in the performance

Social Media Report – January 2023 (Jan. 1-31, 2023)

Facebook Page Reach: 7,622 (Down 17% from the previous month.)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 1,342 (Down 5% from the previous month.)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 32 New Likes (Up 14% from previous month.)

Content (Most Popular by Reach)

1. Congrats to the Winners of Merrill's Holiday Decorating Contest – (Reach: 4,150; Likes, Reactions, Comments & Shares: 183)
2. Looking for space to host a wedding, family reunion or celebration? – (Reach: 2,255; Likes, Reactions, Comments & Shares: 53)
3. Snowshoe hike – (Reach: 1,714; Likes, Reactions, Comments & Shares: 29)
4. The 2023 Visitor's Guide – (Reach: 1,584; Likes, Reactions, Comments & Shares: 31)
5. Library Job Post – (Reach: 1,349; Likes, Reactions, Comments & Shares: 18)

We currently do not have paid social media ads.