



A2EC Social Media

Prepared by:
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Youth Commissioner

Proposal for:
A2 Environmental Commission

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The Problem

- **Low community participation/call-in rates at meetings**
 - **could this be due to unawareness of meetings?**
- **Low participation from high school students**
 - **Inability for students to participate in working groups**

Goals

- **Increase transparency with broader Ann Arbor community**
- **Encourage community participation in meetings**
- **Reach youth audiences**
- **Encourage further involvement from student commissioners**

The Facts

- **Roughly half of U.S. adults (47%) say they use Instagram**
 - **78% of younger adults (18-29 years) report using Instagram**
- **Over half of Americans say they get part of their news from social media sources.**
- **7 in 10 teens report that encountering social justice content on social media inspires them to stay informed and actively share awareness with others**

A2EC Instagram

- **CONTENT FORMS:**

- **Carousel Posts**
- **Reels**
- **Story Reminders**

- **POST IDEAS:**

- **agenda updates**
- **important meetings**
- **how to call-in**
- **How to apply for the commission**
- **Updates on general A2 Environmental Policies**

**Managed by Maisie Weyhing,
support welcome from rest of
commission**

Content Samples

MEET OUR YOUTH COMMISSIONER Maisie Weyhing



Maisie Weyhing is a senior at Pioneer High School. She is an active advocate for sustainability in Ann Arbor and the Ann Arbor Public School District. Maisie is member of the AAPS Freeman Environmental Youth Council and the President of the Pioneer Sustainability Coalition. Maisie is committed to voicing youth perspectives and establishing community engagement with the Environmental Commission.

MEETING SUMMARY

**WORKING
GROUP
UPDATES:**

**POLICY
RECOMMENDATIONS**

**STAFF
REPORTS**

**ITEMS FOR
NEXT AGENDA**

Plan of Action

- 1. Confirm with city for permission (already met with communications specialist)**
- 2. Create Instagram Account**
- 3. Grow following through support from community accounts such as Ann Arbor Observer, A2Zero, ZeroWaste.Org**
- 4. Start creating commission centered content!**

Discussion

- What are your general thoughts?
- Do you have any post ideas or other things that you think should be included on the Instagram page?
- Is this something the commission should do?

**Reach out
to me!**

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