

Office of Sustainability Outreach and Education

Media

Columbia Climate Action and Adaptation Plan Dashboard Editorial Calendar

<i>January 2024 – December 2024 Editorial Calendar</i>			
	<i>January</i>	<i>February</i>	<i>March</i>
<i>January</i>	<p>Welcoming 2024</p> <p>Celebrate the new year by celebrating climate progress made by the city in the last year and look ahead to the next year of progress</p>	<p>Housing, Buildings, and Development</p> <p>Explain relationship between Columbia’s built environment and climate change – emphasize impact of buildings on energy use and emissions.</p>	<p>Drive Electric</p> <p>Explain emissions from transportation and get residents active in choosing electric for their next vehicles.</p>
	<p>BLOG: Update on the Show Me the Heat community heat mapping initiative, highlight new CAAP Teams page. CTA: High impact green new years’ resolutions.</p>	<p>BLOG: Explain how <u>CoMo</u> is leading the way with municipal efficiency and usage upgrades, highlight green buildings (Lynn St. Cottages). CTA: Energy efficiency rebates, EPA/DOE calculators on electrification savings.</p>	<p>BLOG: Address common misconceptions about electric vehicles (range anxiety, price [over time], size, etc.) and explain benefits of driving electric. Highlight best times for residents to consider an EV, Columbia’s EV infrastructure, and existing rebates.</p>

Goals:

- Update residents on climate initiatives and progress on CAAP.
- Keep content on the Dashboard fresh and relevant and connect climate initiatives to other community plans, projects, or current events.
- Broaden the reach of Columbia’s sustainability education.
- Keep key metrics on the Dashboard updated and communicate new data and progress towards Plan goals and targets.
- Increase the number of Dashboard site visitor and newsletter subscribers.

Social Media Contact

- FaceBook
- Instagram
- Twitter (X)
- LinkedIn (professional)
- Media Software Hootsuite

Newsletter

- Monthly Newsletter
- Follows Editorial Calendar
- 50% open rate
- 1,200 subscribers monthly



By the Numbers Facebook

Page Overview

[See more insights](#)

Followers: 3,678

Last 28 days

 Post reach ⓘ

95,990

 Post Engagement ⓘ

5,247

 New followers ⓘ

184

Content

[Create a post](#)

Last 90 Days ▾

Date ▾



How To Love Your Plants: Easy Ways To Pamper Houseplants
<https://www.gardeningknowhow.com/houseplants/how-to-love-your-plants>
Mon, Mar 18

Post reach Engagement
343 2

Boost post



"Climate Positive Design — Going Beyond Neutral" Monday, March 18, 9:30 a.m. Join us in the Student Center Leadership Auditorium for a lecture by Pamela Conrad, PLA, ASLA, LEED AP. Pamela is an internationally recognized landscape architect, Founder of Climate Positive Design,...

Post reach Engagement
753 71

Boost post



There are many reasons to embrace the use of Missouri's wonderful native plants. They create beauty and interest with a progression of flowers and fruits, and they furnish food and cover for butterflies, birds and other wildlife. In addition, they: • Are adapted to our climate. • Are adapte...

Post reach Engagement
3,678 180

Boost post



In recent years, the marketplace of electric vehicles (or "EVs") has transformed: EVs are more available, affordable, and accessible than ever before. However, despite their numerous benefits, EVs are often subject to misconceptions that may deter potential buyers. With a rapidly evolvin...

Post reach Engagement
699 38

Boost post



Vegetable Gardening - Grow Veggies at Home from the National Agricultural Library
<https://www.nal.usda.gov/plant-production-gardening/vegetable-gardening>
Fri, Mar 15

Post reach Engagement
2,159 35

Boost post



Help reduce waste with Home Composting - Volunteer Columbia offers free Compost Workshops to residents looking for ways to reduce their carbon footprint. Home Composting 101 is offered for those new to composting, and Bokashi Fermentation Workshops are offered for those...

Post reach Engagement
840 53

Boost post

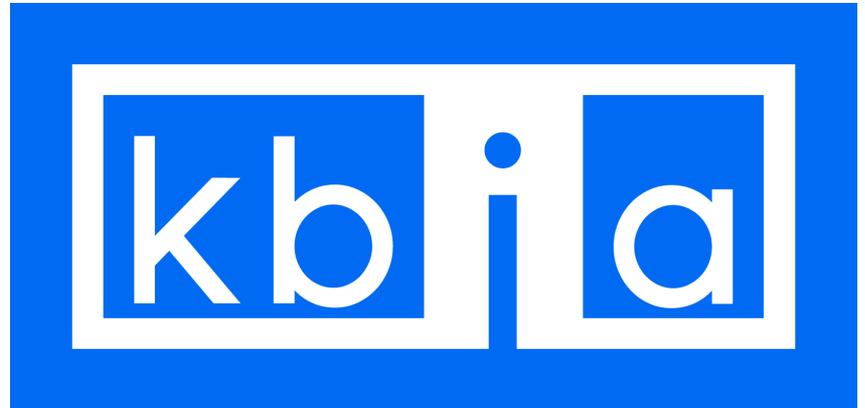


Bidens aristosa or simply bidens, blooming on the trail along Providence Rd. This is part of an effort of the City of Columbia, MO to provide habitat for pollinators in the city. It is working! I saw various species of butterflies, including monarchs, native bees and little birds. In 2019 the...

Post reach Engagement
73,068 2,352

Boost post

Media Radio



- Weekly ads
- Current topics
- Seasonal topics
- Follows Editorial Calendar

Future Media

KBIA: Radio

- 104 weather sponsorships Morning Edition and All Things Considered
- 50 discretionary ads
- 50 spots on 90.5
- 104 Sat/Sun ad
- 2 long-form
- Clickable ad on KBIA.ORG

Music News Sponsorship / KBXR

- Mon - Wed- Fri
- :30 and :10 Billboard
- Columbia (Metro)
- 52 Weeks

Programmatic Audio - Spotify / Pandora / other

- :30 Audio and Companion Banner Ads
- Podcast Everywhere
 - Content Targeting, Non-Music
 - Adults 18+
 - Columbia (Metro)
 - 12 months

Connected TV Youtube / HULU

- :15 or :30 SEC
- Geographically Targeted
 - City ZIP codes
- Audience Targeted
 - Eco Friendly, Sustainability, Green Living
- 12 months

Social Media Ads

- Regular monthly ads on
 - Facebook
 - Instagram
 - Twitter

Marketing Materials / Handouts

- Pins
- Coasters/Art contest
- Banners
- Magnets
- Stickers