



CITY OF BANNING STAFF REPORT

TO: YOUTH COUNCIL

FROM: Ralph Wright, Parks and Recreation Director

PREPARED BY: Amanda Morgan, Program Coordinator

MEETING DATE: March 3, 2026

SUBJECT: Discussion on Guidelines and Content Calendar for Youth Council Social Media Account

BACKGROUND:

The Youth Council unanimously agreed to establish an Instagram account dedicated to showcasing the various activities and initiatives in which they engage. This social media platform will serve as a valuable tool for promoting the council's events and programs to the wider community.

To ensure effective and responsible use of the account, it is essential to develop clear guidelines for both content creation and usage. Additionally, the establishment of a content calendar, detailing planned posts for three months, will help the Youth Council and staff stay organized and maintain transparency in their communications.

Staff will facilitate a discussion to gather input from Youth Council members regarding the proposed guidelines and content calendar.

FISCAL IMPACT:

There is no fiscal impact associated with this item

ALTERNATIVES:

ATTACHMENTS:

1. [Banning Youth Council Social Media Guidelines.pdf](#)
2. [BYC_Content_Calendar \(Instagram\).pdf](#)