



## **CITY OF BANNING STAFF REPORT**

**TO:** YOUTH COUNCIL

**FROM:** Ralph Wright, Parks and Recreation Director

**PREPARED BY:** Amanda Morgan, Program Coordinator

**MEETING DATE:** February 3, 2026

**SUBJECT:** Discussion on Creating a Social Media Account for the Youth Council.

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### **BACKGROUND:**

Since the establishment of the Banning Youth Council, there has been a significant and growing interest in the idea of creating and managing a dedicated social media account specifically for the Youth Council. This platform would serve multiple purposes, which include sharing updates about the Council's activities, highlighting initiatives and events led by its members, promoting upcoming meetings, and fostering greater engagement with local youth. The proposed social media account would not only act as a communication tool but also as a platform for positive messaging that encourages leadership development among young people. By showcasing the Council's efforts and successes, the goal is to inspire other youth to get involved and contribute to their community.

Staff will facilitate a discussion on the following key points:

- 1.) Select the most appropriate social media platform (Instagram or Tik Tok) that aligns with the Youth Council's goals.
- 2.) Establish clear content guidelines that outline what is appropriate to share.
- 3.) Determine the oversight responsibilities to monitor the account.

By setting clear expectations and guidelines, we can ensure that the social media presence reflects the core values of the Youth Council and the City, while also providing a safe and constructive environment for youth engagement.

### **FISCAL IMPACT:**

No fiscal impact associated with this item

### **ALTERNATIVES:**

None