

MEMORANDUM

DATE	December 19, 2025
TO	Outreach and Education Committee
FROM	Tony Beasley, Social Media Coordinator
SUBJECT	Discussion and Possible Recommendations Regarding Social Media Events

Currently, the Board uses Facebook, Instagram and X to post information on social media. Additionally, the Board has utilized Facebook live events to engage with registrants and licensees. Staff has been actively exploring new methods to better reach its target audience and enhance outreach related to Board meetings, updates, procedures, and licensing requirements.

To improve these current efforts, staff convened two separate brainstorming sessions to identify effective social media related applications and communication platforms that could improve outreach and engagement. During these discussions, staff discussed a range of digital tools and social media channels, including SMS messaging, TikTok, Reddit, WhatsApp, Instagram Reels, and concise AI-generated video content, as potential avenues for delivering timely, accessible, and engaging information to stakeholders. Staff identified four platforms as the most promising for expanding its outreach efforts: TikTok, Instagram Reels, Short messaging service (SMS), and pre-recorded Facebook videos.

Tik Tok and Instagram Reels

TikTok and Instagram Reels are large-scale platforms with the ability to reach millions of viewers. Leveraging TikTok or Instagram Reels for outreach involves producing authentic, short-form video content that educates, informs, or inspires the target audience. Effective use of the platforms includes taking advantage of trending topics as well as opportunities for direct community engagement. Currently, the Board maintains a consistent posting schedule on Facebook and Instagram, sharing content at least twice a week. This regular cadence is essential for building engagement and gaining insights into audience engagement, which in turn supports successful content development and audience targeting on platforms such as TikTok and Instagram Reels.

Short Message System

Short Message Service (SMS), a standard for sending brief text messages between mobile phones over cellular networks, is typically limited to 160 characters. Using SMS messaging for outreach is highly effective due to its direct personal nature. These qualities make SMS an ideal channel for delivering time-sensitive alerts, important updates, reminders, and brief check-ins. Effective SMS outreach also depends on thoughtful personalization, audience segmentation, and seamless integration with other

communication channels such as email and social media to support a comprehensive, multi-channel engagement strategy.

Pre-Recorded Facebook Messages

Pre-recorded Facebook videos are an efficient strategy to implement more community outreach. It allows BBS staff to create related videos adding visuals to the information being shared to add more clarity. Also, pre-recorded videos allow the content that is being presented to be accurate and precise. The Board can then put the videos on the BBS homepage for registrants and licensees to view at their leisure.

Video Editing Platforms

AI editing platforms are built to automate and support a wide range of creative tasks, including video editing, automatic caption creation, audio enhancement, noise reduction, and content optimization. Other key advantages when using AI editing include greater efficiency, improved quality, enhanced accessibility, and the ability to scale content production effectively. Following a review, the Board has identified three AI editing platforms that clearly demonstrate these benefits: Submagic, Captions.AI, and OpusClip. Each platform leverages AI technology to simplify editing workflows and elevate content creation, making them valuable solutions for modern digital media production.

Next Steps

Staff will research available platforms and engagement strategies to identify the most effective and viable approach. Staff will also coordinate with the Department of Consumer Affairs' Public Information Office to ensure that all the proposed platforms and strategies align with departmental guidelines. Once approved, staff will obtain the necessary subscriptions and complete the required technical setup.

Recommendation

Discuss the potential social media platforms and engagement strategies and provide feedback to staff.