

# APD update 22-03

January 27, 2023

We are not able to hire individual social media coordinators for each area command. Based on experience, a centralized social media strategy is a more efficient and effective way to engage with the broader public. However, we recently hired a community engagement manager who has experience with social media, and who will work directly with our marketing/public relations coordinator to expand social media reach with various communities within their geographic boundaries. Just as important, they are expected to work on outreach to communities that have historically not had relationships with APD.

**DENIED**

While the recommendation is well intentioned, we are utilizing a different model to coordinate community engagement through social media. We encourage and will reach out to CPC's to work together and ensure APD is reaching the appropriate communities.