



September 18, 2020

TO: Dennis Ling, DBEDT
Kalani Ka'anā'anā, Commissioner
FR: S360
RE: FestPAC Hawai'i Website & Social Media

This memo provides a brief overview of work performed from September 5-September 18, 2020. It details the project deliverables and next steps.

OVERVIEW

S360 has continuously maintained and updated the FestPAC website and social media pages as Hawai'i moves ahead with planning for the 2024 festival. We continue to monitor media and website inquiries and post on FestPAC's social media platforms, as approved.

PROJECT DELIVERABLES

- **Website:** Continue to monitor email inquiries and submissions from website email.
- **Social media** posts across all platforms as approved by designated FestPAC Hawai'i commissioner.
 - Facebook continues to be the dominant platform.
 - Facebook now has 2,570 followers.
 - Recent posts
 - 9/18/20: Meeting notification (FB, IG, Twitter)
 - 9/16/20: Virtual First for the Pacific reached 354
 - 9/5/20: Tweet re: Vanuatu quake
 - 9/4/20: Meeting notification post reached 1.2K
- Respond or redirect inquiries via social media, as directed.
- Monitored social media and media for festival-related posts.

ONGOING COMMUNICATION

- Continuing communication with designated FestPAC Hawai'i Commission supervisor.

WEBSITE & SOCIAL MEDIA ANALYTICS

- Festpachawaii.org has had more than 1K pageviews in the last month and website use is up 73%.
- Instagram: FestPAC Hawai'i has 532 followers.

NEXT STEPS

- Ongoing management of website and social media pages.

- In raising the profile of FestPAC, S360 is awaiting content from all commissioners **except:** Kumu Māpuana de Silva, Kumu Snowbird Bento, Kalani Ka‘anā‘anā. This content will be shared on social media with a link to the FestPAC Hawai‘i website.
- Continue scheduled posts on social media, as approved.
- Continue to compile assets for FestPAC Hawai‘i promotion on social media.