



November 5, 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 October 17-November 4, 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 continues to plan 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 2,571 followers.
 - Recent posts
 - 10/29/2020: Ma Ka Hana 'Ike reached 135
 - 10/29/20: 20 years since VIII Festival in New Caledonia reached 517
 - 11/2/20: Aotearoa's first indigenous female foreign minister reached 300 with 115 engagements
 - 11/5/20: Meeting notification post
- Respond or redirect inquiries via social media, as directed.
- Monitored social media and media for festival-related posts.
- S360 has attended all day-long FestPAC Commission strategic planning meetings held virtually and will continue to take part, as asked.

ONGOING COMMUNICATION

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

WEBSITE & SOCIAL MEDIA ANALYTICS

- Festpachawaii.org has seen a decline in users, as attention has been focused on social media, however there has been a slight uptick in users and sessions. A majority of sessions are within the United States, followed by Guam, Solomon Islands, Australia and Aotearoa.
- Instagram: FestPAC Hawai'i has 539 followers.

- Twitter: FestPAC Hawai‘i has 105 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.