

**Barnstable County Human Rights Advisory Commission**  
**Social Media Committee Report**  
**April 20, 2020**

Members:

Wendy Bierwirth

Mwalim Peters

Katie Riconda

Susan Quinones has coordinated several meetings, both electronically and in person, to devise a plan to engage social media per the County's Social Media Policy guidelines (copy attached). We are coordinating with Sonja Sheasley, the Barnstable County Communications Coordinator. To respect Sonja's heavy workload at a time where all the county commissions are transitioning to digital communications, all requests are being centralized through Susan Quinones.

Sonja has agreed to conduct a special 1-session with the 9-member Advisory Committee to review process and capabilities. We would like accommodate Sonja by scheduling it for a Wednesday afternoon, and are setting up an online member poll to determine a date and time where all members will be available.

A Facebook page (please "Like" it and ask your friends to do the same) has been set up for the Commission. It features a video by Mwalim Peters about Humans Rights during the Pandemic.

Once fully operational we envision our web and Facebook page having most of the following links

- About us
- Mission
- Link to Advisory Commission page
- List of emergency hotlines
- Human Right resources
- Calendar / Events
- Publication links to different articles
- Instagram and Twitter links

Once fully functional, Sonja will use a program called Hootsuite to automatically repost the media to Twitter and Instagram as well.

We will also work to increase our presence on the Cape Cod Times, Enterprise, Barnstable Patriot, etc. and different town websites.

We have held off linking to a poignant article in the Cape Cod Times about a Spike in hatred, bias, and bullying because we have been unable to confirm it was a statement issued by the Barnstable No Place for Hate Steering Committee.

We would like to feature a different topic each month based on the National Awareness Observance Calendar.

We selected Stress Awareness for April. Our draft includes a list of CDC tips, Emergency contact information, and links on different related topics. Katie Riconda also provided a terrific list of county mental health and addiction recovery information, which Sonja will be uploading.

Respectfully submitted,  
Wendy Bierwirth