

ITEM # 18-0455

**CITY OF SANTA FE  
AMENDMENT No. 1 TO  
PROFESSIONAL SERVICES AGREEMENT  
ITEM# 17-1251**

AMENDMENT No. 1 (the "Amendment") to the CITY OF SANTA FE PROFESSIONAL SERVICES AGREEMENT, dated November 19, 2017 (the "Agreement"), between the City of Santa Fe (the "City") and Simply Social Media (the "Contractor"). The date of this Amendment shall be May 1, 2018.

**RECITALS**

A. Under the terms of the Agreement, Contractor has agreed to provide social media services to the City via the Arts Commission.

B. Pursuant to Article 18 of the Agreement, and for good and valuable consideration, the receipt and sufficiency of which are acknowledged by the parties, the City and the Contractor agree as follows:

1. SCOPE OF SERVICES:

Article 1, of the Agreement is amended to include Article 1.A.5 for additional services, so that Article 1.A.5 reads as follows:

H. Promotion of the Southside Summer Initiative to include creation of Facebook events, aggregating of summer events, Facebook and Twitter Polls, live streams of select events and Instagram Photo Contest per Exhibit B.

2. COMPENSATION:

Article 3, paragraph A of the Agreement is amended to increase the compensation by two thousand dollars (\$2,000) inclusive of applicable gross receipts

taxes, so that Article 3, Paragraph A reads as follows:

A. The City shall pay to the Contractor in full payment for services rendered, a sum not to exceed forty five thousand two hundred dollars (\$45,200), plus applicable gross receipts taxes. Payment shall be made as follows:

(1) Fourteen thousand four hundred dollars (\$14,400) payable December 1, 2017 to November 30, 2018.

(2) Fourteen thousand four hundred dollars (\$14,400) payable December 1, 2018 to November 30, 2019.

(3) Fourteen thousand four hundred dollars (\$14,400) payable December 1, 2019 to November 30, 2020.

(4) Two thousand dollars (\$2,000) payable May 15, 2018 to September 30, 2018.

3. AGREEMENT IN FULL FORCE.

Except as specifically provided in this Amendment, the Agreement remains and shall remain in full force and effect, in accordance with its terms.

IN WITNESS WHEREOF, the parties have executed this Amendment No. 1 to the City of Santa Fe Professional Services Agreement as of the dates set forth below.

CITY OF SANTA FE:



BRIAN K. SNYDER, CITY MANAGER


Date: 5/2/18

CONTRACTOR:

  
By: SIMPLY SOCIAL

Date: 5/3/18

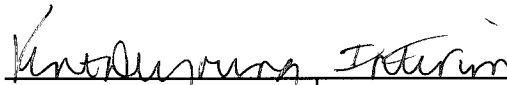

ATTEST:

  
YOLANDA Y. MIGIL, CITY CLERK  
dlw

APPROVED AS TO FORM:

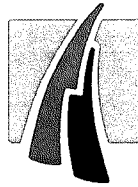
 4/20  
CITY ATTORNEY

APPROVED:

 Interim  
FINANCE DIRECTOR 

22103.561850

Business Unit/Line Item



THE CITY OF SANTA FE  
ARTS COMMISSION

## Santa Fe Arts Commission Southside Summer Initiative Social Media Brief

The Santa Fe Art Commission (SFAC) has several initiatives that will be promoted heavily on social media during the upcoming summer months (Memorial Day - Labor Day) that will include, but is not limited to, the free and reduced cost, family friendly Southside Summer events, the Youth Culture Passport program, and an Art in Public Places Photo Contest. In order to message effectively and efficiently we will utilize all three of their social media platforms with the express purpose and goal of encouraging engagement to include input, feedback, and conversation, as well as increase attendance and participation in the initiatives.

To do this we will utilize as many tactics as possible, specifically:

1. Facebook Events
  - a. These can act as mini-groups for facilitation of conversation and can also gain traction as shareable content for collaborators and interested parties.
2. Act as a hub central hub for aggregating summer events through Facebook, either through creating those events or adding them to the SFAC page.
3. Facebook and Twitter Polls
  - a. These can be an effective method of gathering input and creating connection by involving the public in decision making.
4. Facebook, Twitter, and/or Instagram live streaming at select events, TBD.
5. Instagram Photo Contest
  - a. This component is a great way to involve the public in raising awareness about the AIPP program, especially in less frequented areas such as the southside. It will also be a great tool to source content for our interactive AIPP Google map.  
[\[https://www.google.com/maps/d/u/0/viewer?mid=1EmwE3u1MAEbbeQ11KAPy2Qk4RYg&hl=en&ll=35.663914913207044%2C-105.99675685&z=13\]](https://www.google.com/maps/d/u/0/viewer?mid=1EmwE3u1MAEbbeQ11KAPy2Qk4RYg&hl=en&ll=35.663914913207044%2C-105.99675685&z=13)

In order to keep the messaging concise, we will want to establish collaboration amongst the different entities involved (such as the Santa Fe Bandstand, City of Santa Fe, Santa Fe Tourism). To this end, we will create a "Social Media Toolkit" that will outline the 5 W's of events, plus provide links and graphics that can be used by all collaborators. We will also ask collaborators to add SFAC to their Facebook events as co-hosts and send similar information that we provide in our toolkits.

In January, 2018, Facebook announced they were shifting away from prioritizing public content (businesses, brands and media) in the newsfeeds and putting a focus back onto meaningful interactions between friends, family and groups. In order to respond to the new algorithm, we will need to create content that encourages conversation, not just between the SFAC and followers, but also between people on the page. We hope to accomplish this specifically for the Summer Initiative by using the strategies outlined above.

Diversification is also a strategy that we are recommending to our clients in order to respond to Facebook's new mission and algorithm. SFAC is already ahead of the curve in this respect as we have an active presence on Facebook, Instagram, and Twitter and will continue to utilize those platforms to our advantage.

In addition, this change has drastically affected the organic reach of business pages (including SFAC), necessitating the need to spend more on advertising (social media boosts). We are recommending an additional advertising budget of \$2,000 to push out the summer initiatives. This allocation will be used not only on Facebook, but on all three platforms to increase our reach and take advantage of across a diverse audience.

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#### **Statement from Mark Zuckerberg - January 11, 2018**

"We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community that public content -- posts from businesses, brands and media -- is crowding out the personal moments that lead us to connect more with each other. The research shows that when we use social media to connect with people we care about, it can be good for our well-being. We can feel more connected and less lonely, and that correlates with long term measures of happiness and health. On the other hand, passively reading articles or watching videos -- even if they're entertaining or informative -- may not be as good.

Based on this, we're making a major change to how we build Facebook. I'm changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions.

We started making changes in this direction last year, but it will take months for this new focus to make its way through all our products. The first changes you'll see will be in News Feed, where you can expect to see more from your friends, family and groups.

As we roll this out, you'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard -- it should encourage meaningful interactions between people."

Full statement at <https://www.facebook.com/zuck/posts/10104413015393571>