



**Adirondack  
Park Agency**

# **PUBLIC AWARENESS AND COMMUNICATIONS**

**Monthly Committee Report**

**March 13, 2025**

# SOCIAL MEDIA

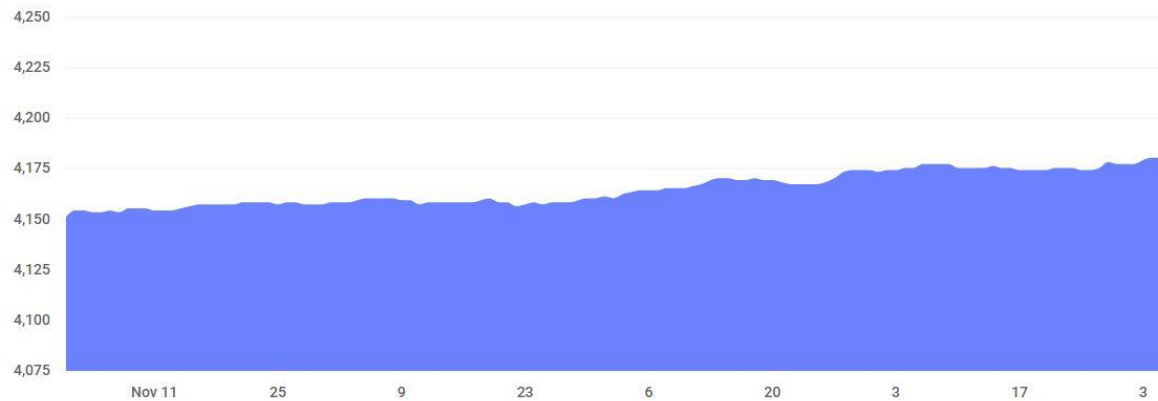
- **Goal:** Develop approachable informational content for social media followers.
- Concluded educational video series about land classifications.
- Preparing content related to jurisdictional flyers and wetlands.
- Supporting public awareness of planning forum, annual report, and state-level priorities.
- Monitoring applicability of BlueSky.



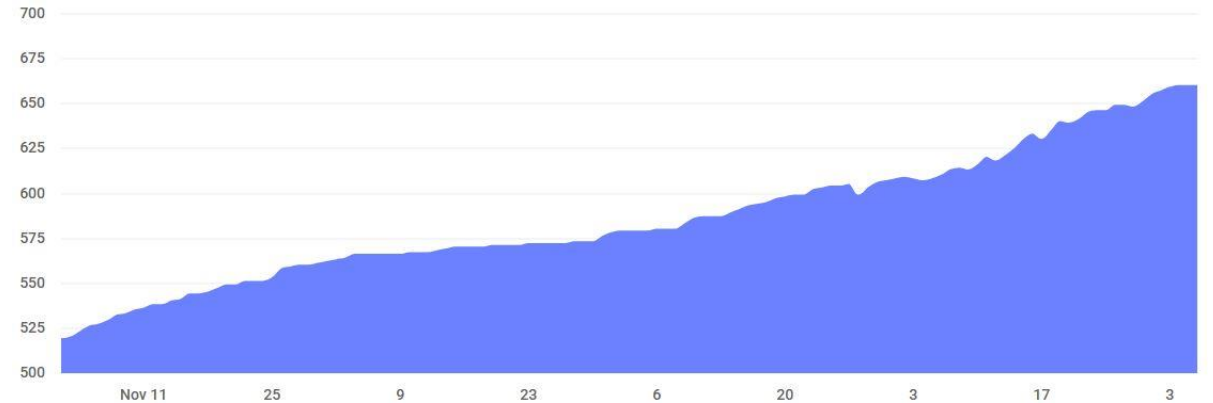
# SOCIAL MEDIA – TOTAL FOLLOWERS

- ~5,600 total followers
- Robust growth trends continue, particularly on Instagram and LinkedIn

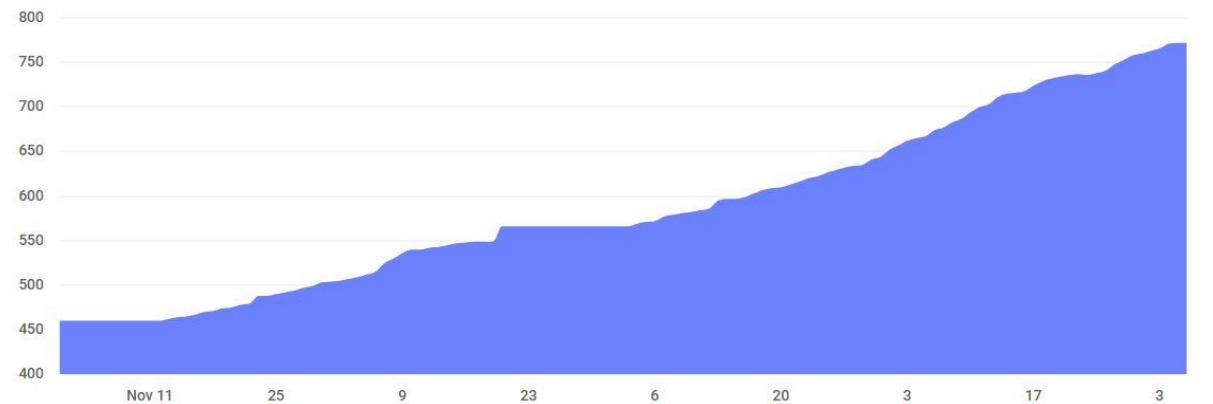
## Facebook



## LinkedIn



## Instagram



# WEBSITE REVAMP

- **Goal:** Modernize apa.ny.gov and focus to connect stakeholders with current information.
- Year-long collaborative project involving all divisions.
- Led by internal working group with web development expertise.
- Currently in review stage; planning to present before going live.

# PRESS RELEASE DISTRIBUTION

- **Goal:** Centralize method for distributing press releases.
- Uses New York State branded layout.
- Stakeholders will be able to subscribe to our list via form on updated website.
- Creates unified user experience and interface with website.



FOR IMMEDIATE RELEASE: 03/04/25

## APA Opens Registration for 2025 Adirondack Planning Forum

RAY BROOK, NY - The Adirondack Park Agency has opened registration for the 2025 Adirondack Planning Forum, which will take place from May 7-8 at Hotel Saranac in Saranac Lake, NY. A preliminary agenda for the forum has also been released.

The Adirondack Planning Forum is an annual conference hosted by the Adirondack Park Agency that provides training for Planning and Zoning Board members and informational presentations about current Adirondack issues, ideas, and funding opportunities. Panelists this year are tentatively set to cover clean water planning and infrastructure, housing, livable communities, and climate resiliency for local communities.

"Each year, the Adirondack Planning Forum brings together local government officials, Adirondack Park citizens, consultants, partner agency representatives, and other stakeholders to discuss the Park's biggest opportunities and challenges. I encourage all to attend," said APA Executive Director Barbara Rice.

[Learn More](#)

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*The mission of the Adirondack Park Agency is to protect the public and private resources of the Adirondack Park through the exercise of the powers and duties of the Agency as provided by law.*





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