



We Are Los Angeles 2026 Social Media Campaign

Hi, all, if you could please read the following carefully, it outlines the WE ARE LOS ANGELES social media plan for the 2026 calendar year.

To start, please take a moment to bookmark [this form](#). You will be using it to provide all information/graphic assets that we'll need to bring our campaign to life. If you could please fill out the form by Sunday, March 1st, that will be much appreciated.

Unlike our fall campaign, this time, Oak Tree Comics will coordinate all posts. That way, you won't have to.

The Pre-campaign: January–April

The campaign will kick into gear this May.

With that in mind, January through April are purposefully more unstructured.

During the first four months of the year, please feel free to share your own WIP posts as much as you'd like. If it is helpful to touch base with Josh, you can cue him on any ideas or questions that you may have.

On your posts, you can invite [@oaktree_comics](#) as a collaborator, so Oak Tree Comics can share them, too.

Meanwhile, Oak Tree Comics will periodically post general updates. January 7th is the first anniversary of the fires. To commemorate that anniversary, Oak Tree Comics will be posting a reel sharing where we're at with the project.

The Campaign: May–November

Starting in May, Oak Tree Comics will feature three stories per month on the Oak Tree Comics website as a free eBook. Each month, the three available eBooks will rotate, so they will only be accessible for a limited time.

The last spread of each eBook will highlight two important items:

1. On the left page, there will be a [non-profit of your choosing](#), with a message encouraging readers to make a recommended donation of \$5 to that organization.
2. On the right page, we will promote "how you can preorder" the physical edition while announcing the book's launch date of January 7th, 2027.

The idea of promoting each story as a free eBook is...

1. To share your incredible stories!
2. To begin giving back by highlighting Los Angeles non-profits.
3. And to get out the word about our book! To promote the eBooks, each comic will have a week dedicated to it where we will post twice per comic.

When Will Your Social Media Posts Go Up?

We will release the free eBooks in the order that they will appear within the book. In the coming months, we will share that order, but please know that the order does not impact your due date.

No matter your posting order, please fill out the [2026 Social Media Form](#) by March 1st. This will help give us sufficient time to create all posts.

What Will Your Social Media Posts Look Like?

For each story within the anthology, Oak Tree Comics will post twice, once earlier in your week and once at the end of your week. Josh will create and edit your posts for you*. Though the posts are 100% customizable, ideally, your posts will follow a similar format, as follows:

First Post: Reel

For a reel, you (or an agreed-upon representative from your creative team) will provide Josh with up to 60 seconds of video, ideally, answering the following questions:

- What is your story about?
- What inspired the story OR what did you enjoy about creating it?
- And what non-profit are you highlighting, and why?

If you don't cover all of the above, that's a-okay. There's always room in the post description to layer in more information.

Production: Josh will edit the video to intercut your video/audio with imagery from your comic. Please know, as someone who is camera-shy himself, Josh can always edit your video either to minimize how much time you're onscreen or to have only your audio overlapping the imagery from your comic. Please also note, if you are part of a writer and artist team, either both of you can be part of the video or, if preferred, one of you can represent the team,

*For all of the above, Josh will coordinate the design and edit of your post with you. Once you've signed off on your post's final design and edit, Josh will post on Oak Tree Comics' social media and, if you'd like, invite you as a collaborator. In the form, you can let us know if you'd like to be included as a collaborator or not.

**Also, as a reminder, all posts are 100% optional. For those who do not feel comfortable with a reel, the first post could be replaced with another post type of your choosing, such as a standalone image from your comic or a WIP video. As part of the form, you can also let us know if you personally would like a different game plan than what's outlined above.

Second Post: Carousel

The second post will be a slide post. The post will recreate the experience of reading an excerpt from your comic, with the last image of your post being a call to action to download the story off of the Oak Tree Comics website.

For your slide post, you will not have to provide Josh with any additional content beyond the files for your completed comic.

How Will the Non-Profits Be Selected?

For each story, you as creators will select one non-profit to highlight as part of your story's free PDF download. If you are part of a writer and artist team, you will want to come to a consensus with your collaborator in choosing one non-profit that you'd like to highlight.

Your selected non-profit should:

- Be based out of or benefitting a Los Angeles community
- Relate to the subject matter or themes of your story

Need help selecting a non-profit? We can make recommendations. We have constructed a list of Los Angeles non-profits that you can check out [here](#).

On the last spread of your free downloadable eBook, your creative team will provide a paragraph about the non-profit you've chosen and why. The copy on that last spread will encourage readers to make a small recommended donation of \$5.

We have chosen to encourage readers to make a donation directly to the organizations instead of processing payments for the eBooks, so Oak Tree Comics will not have to act as a middleman.

That way, donations will not face twice the amount of credit card processing fees.

How Will the Non-Profit Selection Process Work For the Physical Book?

How we choose the non-profits for the physical book will differ from what we're doing for the free eBooks.

In the coming months, we will share more about which non-profits the physical book could benefit, and you will help us choose, but to preview what we're thinking, we are currently planning for the physical book to benefit three non-profits, with those three

non-profits representing each of the three sections of the book.

As you know, the book is divided into three sections, with stories about:

- The Fires
- The Relief Efforts
- Hopeful Visions for the Future

Likewise, the three non-profits that the physical book will benefit will relate to

- Los Angeles fire preparedness,
- Aiding the ongoing relief efforts,
- Building towards a more hopeful future for all Angelenos.

Again, we will share more on this soon. As part of the selection process, all collaborators will be able to provide feedback in choosing the three non-profits.

Action Items

By March 1st, you will be sending us...

- Your chosen non-profit
- A short blurb on why you chose them
- A 30-60 of video clip about your comic

[This will all be delivered through this form!](#)

If you have any questions or ideas about any of the above, please feel free to share them, either by email or on our Discord.