



This case study highlights the technical achievements of Social Dynamism, a Bay Area public relations firm renowned for its expertise in branding and strategic partnerships. They played a pivotal role in reshaping brand identities of local Bay Area small businesses, leveraging their deep understanding of market dynamics and storytelling.

When the Golden State Warriors and United Airlines faced the challenge of building the capacity of small businesses to work alongside Fortune 500 companies, they enlisted Social Dynamism. Renowned for their innovative branding techniques and compelling storytelling, Social Dynamism was tasked with elevating these small businesses. They skillfully enhanced their brand presence, aligning them with larger, well-established corporations and significantly boosting their visibility and market influence.



A significant aspect of this initiative was mentoring small businesses on forging strategic partnerships that could transform their growth trajectory. Leveraging partnerships with prominent entities like the Golden State Warriors, United Airlines, and WRMSDC, Social Dynamism facilitated the integration of small businesses into the broader market ecosystem. These collaborations were part of the Franchise Fund program, which included workshops, coaching sessions, and comprehensive business audits, all aimed at boosting the businesses' visibility and operational capabilities.

The Ripple Effect

Utilizing the strategic communication and brand development expertise of Social Dynamism, they successfully facilitated a unique platform for small businesses, enabling them to present their innovative solutions directly to several Fortune 500 companies. This initiative, has not only showcased the potential of these small enterprises but has also opened doors to significant growth opportunities. Through their meticulously designed program, these businesses have been given a stage where ambition aligns with possibility, leading to dynamic expansion and fruitful collaborations. This case study exemplifies Social Dynamism's commitment to fostering growth and providing organizations with the tools and exposure needed to thrive in competitive markets.



PROJECT DETAILS

Social Dynamism Role
Storytelling through
Brand and Strategic
Communication

Production Cost
\$46,000

Production Schedule
July 2022 – Present

Project Owner
WRMSDC

Reference
Dina Finta, Principal
dina@thrivepointprograms.com

RELEVANT SERVICES

- Outreach
- Community Engagement
- Technical Education
- Creative Services
- Storytelling



CULTURAL STRATEGIST IN GOVERNMENT (CSIG) PROGRAM

The Cultural Strategist in Government (CSIG) Program, led by Walter Wallace of Social Dynamism, in partnership with the Oakland Department of Transportation and Near Blockchain Protocol, focused on enhancing Oakland's 311 call-and-response system through innovative community engagement and the creation of mini-documentaries. This initiative highlights Wallace's expertise in shaping effective communication strategies that resonate with community needs, aligning with his leadership in media and community-centric projects. By improving interaction between government and residents, the program aimed to foster a deeper understanding and collaboration within the city's services.

Social Dynamism facilitated the creation of mini-documentaries by organizing workshops on filmmaking and photography for Oakland-based artists, activists, entrepreneurs, and community members. These workshops provided technical guidance, creative support, and ongoing mentorship to participants. Additionally, a treatment and community support channel were devised to assist artists in the documentary creation process.



Social Dynamism facilitated the production of the OakDOT podcast, utilizing a three-camera setup for video recording and conducting live edits. To assure a community engagement learning experience collaborations with local makeup artists and set designers from the Oakland community were used to offer real world job training and professional experience. The podcast effectively highlighted OakDOT's relationship to the Reimagining Public Safety program and implementing specialized initiatives like the abandoned auto program, underscoring the significance of community engagement and collaboration in enhancing public safety and well-being of Oakland residents.

RELEVANT SERVICES

- Outreach
- Community Engagement
- Technical Education
- Blockchain Tech
- Creative Services
- Storytelling

Under the strategic leadership of Social Dynamism, this project achieved notable success, earning a prestigious feature in the Center for Story-Based Strategy. Central to this success were the series of mini-documentaries, transformed into digital certificates of authenticity via the NEAR protocol—an innovative blockchain platform known for its security and efficiency. These digital certificates, representing the mini-documentaries, were strategically acquired by the City of Oakland, marking a significant investment in authentic, community-driven content.

Leveraging these assets across diverse communication channels, the City utilized the mini-documentaries from enhancing marketing campaigns, bolstering advertising efforts, and sharing the project details through a presentation to the board of directors. This multifaceted application not only underscored the project's intrinsic value but also highlighted the city's commitment to innovative, blockchain-facilitated transactions. Crucially, these documentaries provided community-sourced insights, offering a solid foundation for informed decision-making and strategic enhancements to the 311 app.

PROJECT DETAILS

Social Dynamism Role
Outreach and Community
Engagement

Production Cost
\$67,000

Production Schedule (Duration)
July 2022 – December 2023

Project Owner
Oakland Department
of Transportation
Jasmine Zamora
JZamora@oaklandca.gov



Voices of Oakland: Preserving Cultural Heritage Through Conversations

The podcast episode titled "Voices of Oakland: Preserving Cultural Heritage Through Conversations", aimed to capture the essence of what makes Oakland unique and vibrant through conversations with its residents and their contributions to the city's culture, arts, history, and community life.

Attendees of the workshop underwent technical training in video production, audio production, and live streaming, after which they were tasked with creating a live podcast scenario. This hands-on approach enabled participants to immediately apply their newly acquired skills in a practical setting. The completed podcast scenario was then shared online, where attendees worked collaboratively to edit the live stream into a final, deliverable product.

Attendees of the workshop gained invaluable insights into the technical and creative aspects of media production. By engaging directly in video and audio production, as well as live streaming, participants learned not only the mechanics of equipment and software but also the nuances of storytelling, audience engagement, and digital content management. This comprehensive skill set is crucial for anyone looking to make an impact in the digital media space. Moreover, the experience of creating a live podcast scenario fostered a sense of collaboration and teamwork among the participants. They were able to see firsthand how diverse ideas and skills come together to produce a cohesive and engaging product. This is particularly important for community building as it encourages a culture of cooperation and mutual support, essential qualities for fostering a vibrant and resilient local economy. The public sharing of their final product further enriched this learning experience by providing real-world feedback from a broader audience, which is invaluable for their ongoing development as media creators.

RELEVANT SERVICES

- Technical Assistance
- Community Engagement
- Storytelling
- Outreach



The main goals of the project were to:



Enhancing Media Production Skills: Provide participants with practical training in video and audio production and live streaming to develop a broad range of technical skills essential for professional growth in the digital media industry.



Promote Collaboration and Teamwork: Encourage a collaborative environment where attendees can work together to create a live podcast scenario, fostering teamwork and the integration of diverse perspectives to produce compelling media content.



Community Engagement and Feedback: Leverage the public sharing of the participants' projects to engage with a wider community audience, allowing for real-time feedback and interaction, which is vital for refining skills and improving media productions.

PROJECT DETAILS

Social Dynamism Role
Education, Outreach and
Community Engagement

Project Owner
Social Dynamism

Production Cost
\$5,000

Production Schedule
September 2023



2022
–
2025



Advancing Equity & Innovation in Transportation Engagement

Caltrans PPEC 6

Social Dynamism was selected by Caltrans to spearhead a community engagement and outreach initiative under the Planning Public Engagement Contract No. 6 (PPEC 6). The goal was clear: transform how the state connects with its residents around transportation planning by centering equity, innovation, and authentic community voices.

Drawing on our proven approach, honed through media-driven civic engagement projects like the Black Film Guild, we delivered a comprehensive strategy rooted in cultural fluency, design thinking, and storytelling.

Client: California Department of Transportation (Caltrans)

Role: Lead Community Engagement & Strategic Communications Partner

Production Timeline: 2022 – 2025

Project Lead: Walter Wallace, Principal – Social Dynamism

Our Approach

Social Dynamism designed and executed a fully integrated outreach and design framework that prioritized equity, inclusion, and innovation. Our process included:

- **Whiteboard Strategy Sessions** — Facilitated dynamic planning sessions with Caltrans teams to co-design engagement tactics and align on culturally sensitive, community-informed approaches.
- **Storytelling-Centered Outreach** — We conducted documentary-style interviews, facilitated visual storytelling training, and led media creation workshops with underrepresented community voices to bring lived experience to the forefront of state infrastructure conversations.
- **Brand Identity & Communication Materials** — Created fully accessible, multilingual outreach materials including infographics, public guides, and print/digital campaigns tailored to reflect the diversity of California's communities.
- **Community-Based Training & Activation** — Empowered local leaders through hands-on workshops in hybrid facilitation, digital content creation, and equity-first public engagement methods.

Results

Social Dynamism's leadership produced tangible, measurable outcomes across the project:

- **Statewide Engagement Model** — We co-developed a replicable engagement strategy that is now foundational to Caltrans' future public participation efforts.
- **Increased Public Trust** — Community feedback indicated a marked increase in trust and participation, particularly in historically underserved regions.
- **Expanded Capacity for Equitable Outreach** — Caltrans staff are now equipped with new tools and insights for inclusive planning, thanks to our customized trainings and toolkits.
- **Creative Communication Legacy** — Our work produced compelling video content, data-informed visuals, and accessible design assets that elevated the quality of Caltrans' outreach efforts.

Conclusion

PPEC 6 marked a significant evolution in Caltrans' approach to public engagement—and Social Dynamism was at the heart of that transformation. By combining design expertise, community storytelling, and a values-driven commitment to equity, we helped shape a model of public participation that centers people, deepens trust, and drives meaningful outcomes in state transportation planning.



Social Dynamism partnered with the City of Oakland Department of Transportation (OakDOT) for the first of its kind 2020 – 2021 Grand Avenue educational and outreach initiative.

The City of Oakland Department of Transportation (OakDOT) conducted a corridor study on Grand Avenue between Mandela Parkway and MacArthur Boulevard. The project corridor included a 2.5-mile extension in District 3 of Oakland, California. We sought to incorporate the feedback of local youth from underrepresented communities connected to the project in order to better understand what improvements they would like on the Grand Avenue corridor.

Partnering with OakDOT, Social Dynamism conducted local outreach of youth artists along the Grand Avenue corridor and provided resources to complete their projects in the form of materials, studio space, and project mentorship. The finished projects produced by the local youth generated a sense of community ownership and provided a safe space to express themselves through art.

We observed our core value of education by pairing each artist with a local mentor associated with their discipline ranging from visual design to poetry. The youth artists were compensated for their work through a scholarship awarded by the Black Film Guild and OakDOT. The City of Oakland Department of Transportation (OakDOT) and Social Dynamism believe it is essential for artists to be paid for their work.

By involving youth artists and their mentors in this initiative, the project fostered a unique dialogue between the community and local planning efforts, bridging the gap between creativity and civic engagement. This inclusive approach empowered participants to contribute their perspectives, enriching the planning process with fresh ideas and fostering a deeper connection between the community and the city's development initiatives.

RELEVANT SERVICES

- Outreach
- Equity
- Community Engagement

PROJECT DETAILS

Social Dynamism Role
Outreach and Community Engagement

Project Owner
Oakland Department of Transportation

Production Cost
Original: \$30,000

Production Schedule (Duration)
July 2020 – September 2021

Reference
Hank Phan
HPhan@oaklandca.gov
510.238.6109 (Office)



CalEPA

California Environmental
Protection Agency



The California Environmental Protection Agency wanted to get young people excited and engaged about science, but they knew it wouldn't be easy. It was time for a new approach. That's where Social Dynamism came in to strategize how to bring this idea to life.

After researching CalEPA's target audience, Social Dynamism realized that many kids liked learning about science that had interactive engaging components. Social Dynamism brought to life a character named Dr. Neptune, a fun charismatic scientist who teaches children about ocean science through interactive games, puzzles, and activities. CalEPA decided to capitalize on this idea by creating a series of videos starring Dr. Neptune himself—the videos would eventually be viewed over 20,000 times by children across California.

The campaign proved to be a success: after the videos launched, engagement with other videos on the EPA's YouTube channel increased by 24% compared to pre-launch levels. Furthermore, the campaign generated an estimated \$1 million in earned media value by inspiring kids around California to engage with science in new ways and spread awareness of the CalEPA's work with their families and friends.

RELEVANT SERVICES

- Storytelling
- Videography
- Marketing & Advertizing
- Outreach



PROJECT DETAILS

Social Dynamism Role

Storytelling through
Cinematography

Project Owner

California Environmental
Protection Agency

Production Cost

Original: \$50,000

Production Schedule (Duration)

July 2020 – September 2021

Reference

Cedric Irving
California Environmental Protection Agency
Cedric.Irving@waterboards.ca.gov
(916) 341-6983



Alameda County



This video for Safe Routes to School helped amplify all the positive events the program provides to the community such as: Bike Mobile, Bike Rodeos, Walk and Roll to School, and Pedestrian Rodeos

ALAMEDA COUNTY TRANSPORTATION COMMISSION, SAFE ROUTES TO SCHOOL, ALAMEDA COUNTY, CA

Alameda County Transportation Commission contracted Social Dynamism to develop a list of video topics that focus on messaging and storytelling around safe biking, walking, carpooling, and use of transit as viable transportation options.

We told stories that were designed to be not only audience appropriate (i.e., focused on parents for grades K-5, and focused toward student viewers in the older grades) but also show programmatic value to all stakeholders, such as, parents, teachers, administrations and board members.

Social Dynamism was responsible for the pre production, production, and post-production scope of the project. The preproduction planning included, defining the message, style and tone, script writing, voice talent, make-up, and filming schedule. The production process consisted of cinematography, lighting, location scouting, set design, and equipment. The postproduction included editing, designing graphics, music sound design, color correction, and animation.

Ultimately, we successfully created a piece of art that told the story of the Safe Routes to School program and satisfied all stakeholders with the video we produced.

RELEVANT SERVICES

- Storytelling
- Videography
- Photography

PROJECT DETAILS

Social Dynamism Role

Storytelling through cinematography

Project Owner

Alameda County Transportation Commission

Production Cost

Original: \$30,000

Production Schedule (Duration)

July 2017 – September 2018

Reference

Kate Lefkowitz
Alameda County Transportation Commission
klefkowitz@alamedactc.org
510.208.7471



Recently tasked with an exciting and innovative project that goes beyond our traditional scope of work, Social Dynamism was given the opportunity to build a website that will serve as a decentralized autonomous organization (DAO) on the NEAR protocol.

As a team dedicated to exploring and embracing new technologies driving change, we were thrilled to take on this challenge. This project will allow us to combine our expertise in web development with our passion for creating more equitable and democratic systems. The DAO aims to empower the community to have a say in the decision-making processes, contribute to the development of the platform, and share in the benefits generated by the project. In this introduction, we will provide an overview of the project, its goals, and the potential impact on the future of decentralized web3 technologies.

This case study details the process of building a web3 business website from start to finish for a start-up promoting decentralized finance and voting protocol. Involving a team of developers, designers and content creators required careful planning, effective communication and attention to detail. Completion of the website came to fruition over a 3 month period.

The team met with the client to understand their requirements, goals, target audience and create a project timeline while identifying resources and tools needed for the a successful launch. Wireframes, website page designs and shopping cart payment system integration took several iterations with feedback and input from both the client and the project team.

Once the design was finalized, website development and coding work began utilizing HTML, Rust, AssemblyScript, JavaScript, integrated shipping APIs, and setting up the backend system for managing data and customer information. Creating search engine optimization (SEO) ready content for product descriptions, creating images and videos took place congruently with the wider team.

Once website development and content was in place, we began testing for functionality, usability, and compatibility. This involved testing the website on different devices, browsers, and operating systems, and identifying and fixing any bugs or issues. The project was completed successfully, exceeding the client's goals, requirements and expectations.

RELEVANT SERVICES

- Web3 Website
- Development
- Content Creation
- Security

PROJECT DETAILS

Social Dynamism Role
Project Lead for website

Project Owner
The Black DAO

Production Cost
Original: \$130,000

Production Schedule (Duration)
January 2023 – March 2023

Reference
Black DAO
Grants@near.foundation.com



preserving social reputation for LIFE
SENTtell



SentTell is a smartphone application designed to help parents and guardians prevent sexting among young people. It works by sending a copy of photos taken on the child's phone to the guardian via email in real time. The company engaged Social Dynamism to help provide all aspects of communications, branding, marketing and outreach to help promote the app and raise awareness about the dangers of sexting among young people.

Social Dynamism worked closely with SentTell to create a strong brand identity and market presence. Through whiteboard discussions, market statistics and data analysis, we created a brand that reaches the target audience through compelling artwork to support the app's marketing and promotional strategy.

Social Dynamism developed and implemented a comprehensive marketing strategy to promote the app, which would increase downloads, include targeted advertising, email marketing and social media outreach. Along with a technological side, we also produced high-quality videos and photos to showcase the features of the SentTell app and its benefits to parents and guardians.

In conclusion, the success of the SentTell anti-sexting smartphone application can be attributed in part to the comprehensive services provided by Social Dynamism and the community outreach. From videography and photography to branding, media relations and marketing, Social Dynamism played a crucial role in promoting the app and raising awareness about the dangers of sexting among young people. The app received extensive media coverage in major outlets, including CNN, Forbes, and NBC News. It also garnered positive reviews from users, who appreciated the app's simplicity and effectiveness in preventing sexting. Thanks to their efforts, SentTell not only became a valuable tool for parents and guardians concerned about the safety of their children online; but also was acquired by Mage Studios in 2019.

From the brand and marketing strategy, Social Dynamism designed and developed the SentTell website and mobile application where we optimized user experience, engagement and security. The concerns around a pupil deleting the app were solved by the parent or guardian receiving an email if the app were uninstalled.

In terms of media relations, Social Dynamism established relationships with key media outlets and journalists to secure coverage of the SentTell app in print, online and broadcast media. Community engagement with parents, guardians and advocacy groups enabled a strong community around the app to raise awareness about the dangers of sexting.



PROJECT DETAILS

Social Dynamism Role
Branding & Graphic Design
Web & App Development
Videography & Photography
Media Relations

Project Owner
Mage Studios

Production Schedule (Duration)
July 2015 – September 2019

Production Cost
Original: \$410,000

Reference
contact@mage.com.vn