



Social reMEDIAtion

Telling Your Brownfield Story
through Online Media



ELIZABETH MCNULTY | KENTUCKY DIVISION OF COMPLIANCE ASSISTANCE

Know Your Message

Mission



Vision



Goals



Your Message:



Define

Who are you?

What problem are you trying to solve?

What do you want to accomplish?

Know Your Audience



Audience Tips

Who are they?

Where do they live, work, play?

Where do they go for information?

Are **YOU** where they are?

What language do they speak- **Key Words**

Build Community







Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-29	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service Industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used

<https://us.accion.org/resource/choosing-right-social-media-platform-your-business/>

Rules of Engagement



**DOCUMENT
ACTION**



**SHARE OFTEN
INCLUDE OTHERS**



**KEEP
CONSISTENT**

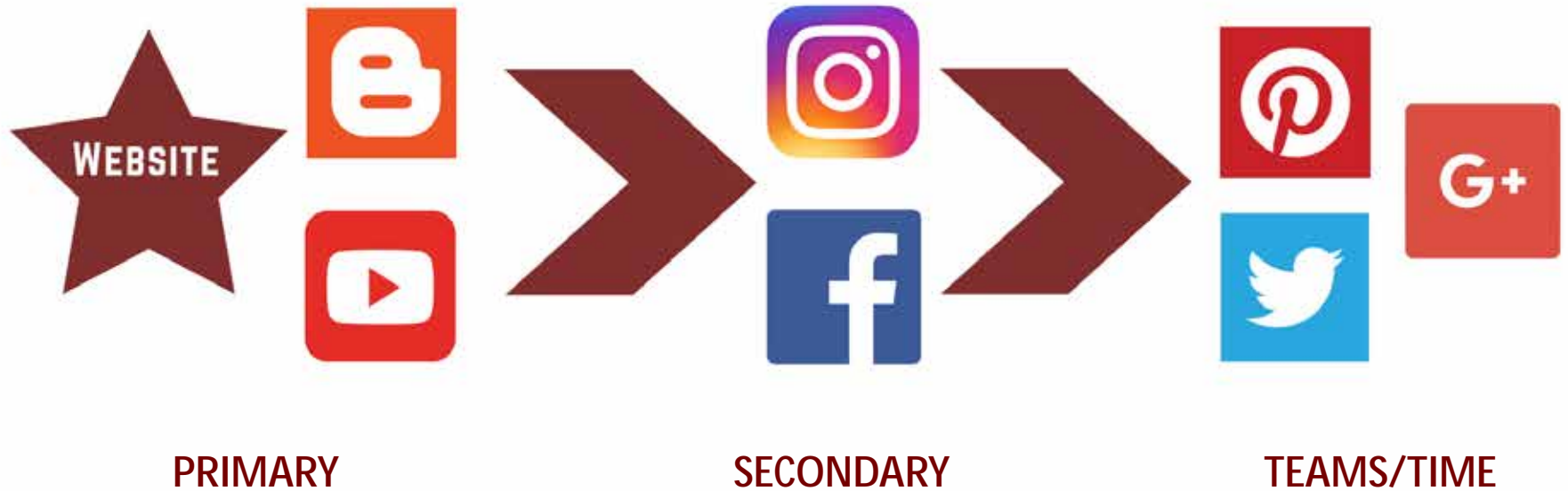


Instagram



Members	Behavior	Community
Leadership	Projects	Program
Training	Information	Partnerships
EEC/DCA	Resources	Events

Online Engagement



ANATOMY OF A POST

Hook →

→ **"Tag" Partners**

Short but detailed description →

→ **Engaging Image and/or Design**

Include sponsor logos for events →

→ **Include important event information**

Kentucky Division of Compliance Assistance
March 20 at 9:00am · 🌐

SAVE THE DATE! Join DCA and the City of Bowling Green, KY - Municipal Government for a workshop focused on grant funding and resources that will breathe new life into distressed properties, sponsored by EnSafe. Be sure to check back here for registration details coming soon!

**Eyesore to Asset:
Redeveloping Distressed
Properties**

MAY 16, 2018
WKU Knicely Conference Center | 9:00 to 3:30 CST
Bowling Green, KY

Sponsored By: **ENSAFE**
Create. Rebuild. Custom solutions.

👤 334 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 🌐

Branding: CONSISTENCY IS KEY



**Eyesore to Asset:
Redeveloping Distressed
Properties**

May 16, 2018 | 9:00 to 3:30 CST
WKU Knicozy Conference Center | Bowling Green,
KY

Registration Required

Eyesore to Asset: Redeveloping Distressed Properties May 17, 2018		
8:30 - 9:00 AM	Registration	2000.00
9:00 - 9:30 AM	Breakfast and Registration	5000.00
9:30 - 10:00 AM	Introduction to the Program for and Existing Participants	1000.00
10:00 - 11:00 AM	Market Overview	2000.00
11:00 - 11:30 AM	Market Update	1000.00
11:30 - 12:00 PM	Lunch	1000.00
12:00 - 12:30 PM	Break	1000.00
12:30 - 1:00 PM	Real Estate and Market Programs	1000.00
1:00 - 1:30 PM	Case Studies	1000.00
1:30 - 2:00 PM	Market Overview	1000.00
2:00 - 2:30 PM	Market Overview	1000.00
2:30 - 3:00 PM	Market Overview	1000.00
3:00 - 3:30 PM	Market Overview	1000.00
3:30 - 4:00 PM	Market Overview	1000.00

Print to Web



Web to Print



**Brownfields 101:
Vacant Spaces to
Vibrant Places**

May 16, 2018 | 9:00 to 3:30 CST
WKU Knicozy Conference Center | Bowling Green,
KY

Registration Required

**OUTREACH AND
ASSISTANCE**

Financial Resources
and Funding Guidance

Grant Writing and Review Workshops
Community Engagement

**KENTUCKY BROWNFIELD
Redevelopment Program**

VISION | INFORMATION | SUPPORT

Imagine the Possibilities!

DCA
Kentucky Division of Compliance Assistance
Kentucky Energy and Environment Cabinet

**TARGETED BROWNFIELD
ASSESSMENTS**

Liability Protection
and Risk Management

Phase I and Phase II
Assessments

Tools of the Trade



CANVA

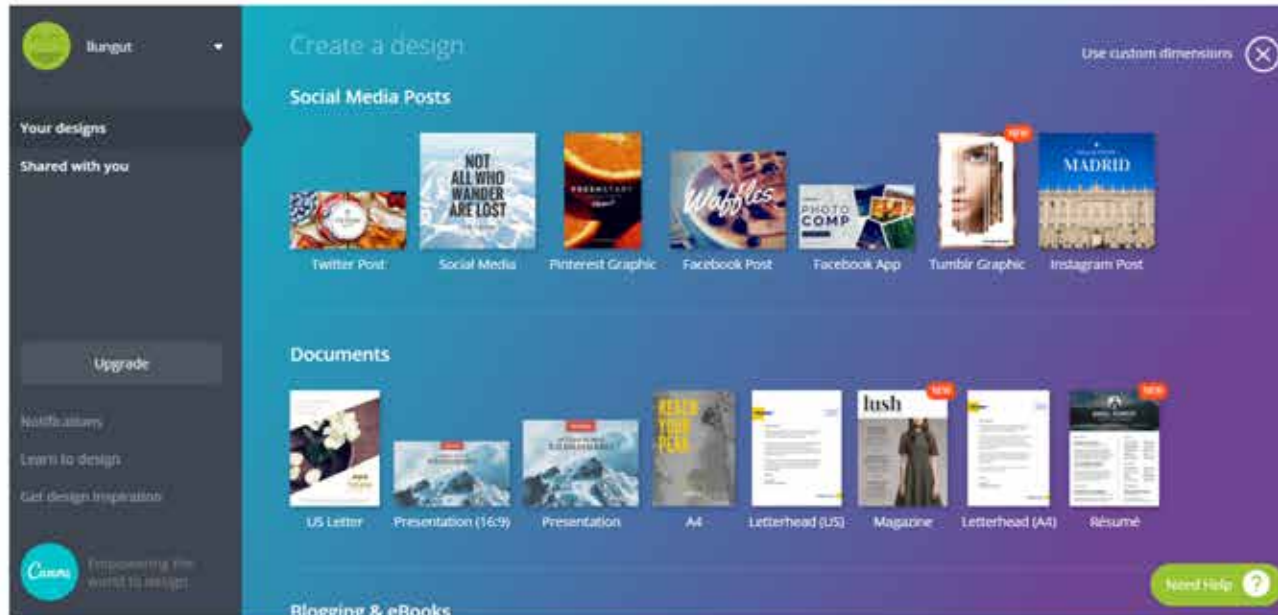


IMOVIE



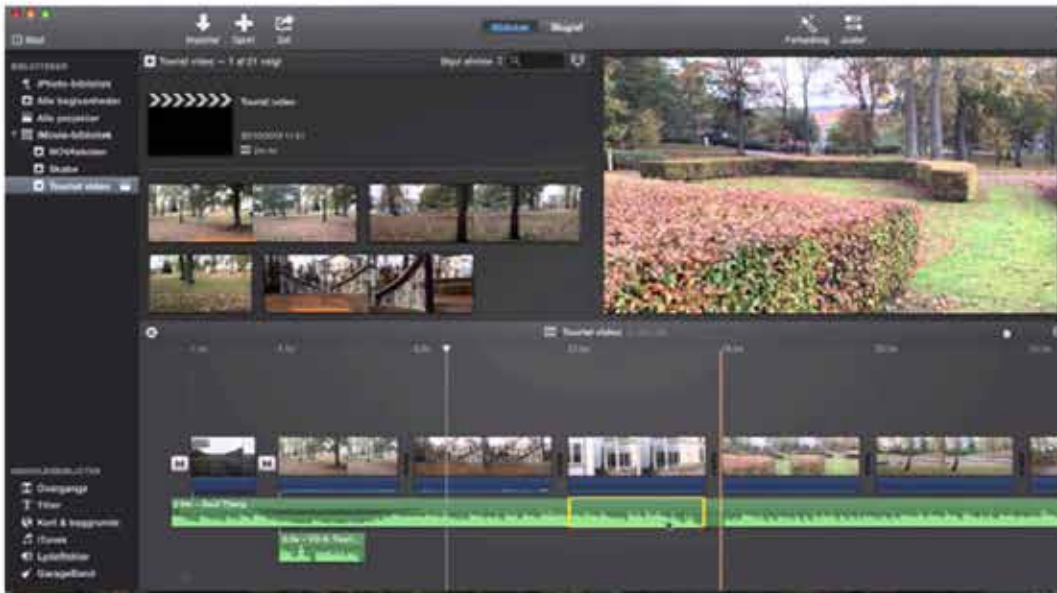
ArcGIS Story Map

Canva: Design Made Easy



- Social Media
- Brochures
- Presentations
- Documents

iMovie: Design Short Videos



- Youtube
- Vimeo
- Easy Social Media "Commercial"

ArcGIS: Interactive Web Design



- Map Journal
- Cascade
- Map Tour
- Crowdsource

[StoryMap Link](#)

Thank You!

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