



# #TweetItOut:

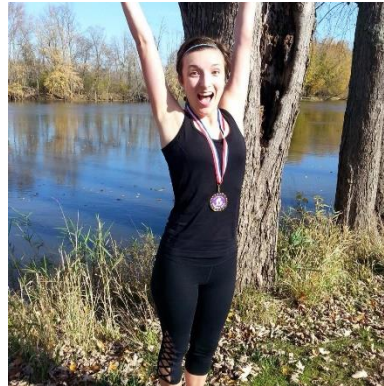
Promoting Your Conference in the Digital Age

Katlyn Lindstrom

Marketing & Communication Specialist



OUR  
COMMUNITY  
FOUNDATION



# Meet Katlyn

# Our Community Foundation



**but...  
do  
communications  
even**

**MATTER?**





# Strategies for Success



Your website is the  
**WELCOME  
CENTER**



Social media is the  
**directions,  
exits and  
points of interest**



## Strategic communications are your roadmap to success

Determine your audience(s) and their needs

Determine your communication channels

Draft sample content and messaging

Dedicate a staff person to communications

Set a communication schedule – **and stick to it!**

# Audience






# Communication Channels



**Penny for Your Thoughts**  
Today at 11:40am · 🌐



"I want to convert the parking lot in front of Clara's into a natural area and bird sanctuary. An important part of sustainable development is making sure all community members - even the ones with wings or fur - have a comfortable place to play in and call home!"

-Tigger, Lansing Resident, "A Home for Our Feathered Friends"

react to Tigger's idea and see what other community members are submitting here: [www.ourcommunity.org](http://www.ourcommunity.org).

Like · Comment · Share

👍 12 people like this.

↪️ 5 shares

**Romy Erickson** This is such an awesome idea! I love birds, too.  
Like · Reply · 5 mins

Write a comment...

**Penny for Your Thoughts**  
Yesterday at 2:55am · 🌐

Just three weeks left to give us YOUR idea to make Lansing vibrant! This is the chance to be heard and help strengthen your the community you call home - plus, the top 100 ideas will earn a \$25 cash prize.

To submit your idea and check out what others have submitted, go to [www.ourcommunity.org](http://www.ourcommunity.org) now!

Like · Comment · Share

👍 7 people like this.


↪️ 15 shares

Write a comment ...

**Penny for Your Thoughts** [Follow](#)  
@pennycontest2017

Hey [#lovelansing](#)! Do you have an idea to make our community great? Go to [ourcommunity.org](http://ourcommunity.org) on Feb 20 to make your voice heard!

2:48 PM · 6 May 2015



**romyerickson** · 4 minutes ago

**pennycontest17** We are so excited to see what ideas YOU come up with to revitalize Michigan Avenue! Learn more at [ourcommunity.org](http://ourcommunity.org), and don't forget to share your thoughts using [#mypenny](#)! Submissions will be accepted February 20-March 20.

# Draft Sample Content

# Leave it to the Professionals



Set a  
schedule  
and  
**STICK  
TO IT!**





# Meet Your Social Media Channels



# FACEBOOK



**Date of Birth:** February 4, 2004

**Interested in:** All genders

**Preferred age range:** 13 and older

**A little about me:** I get along with everyone because nearly everyone has a Facebook page! I'm best for connecting with a wide range of audiences through pictures, longer text posts and event invitations.

# TWITTER



**Date of Birth:** March 21, 2006

**Interested in:** All genders

**Preferred age range:** 13 to mid-30s

**A little about me:** My favorite people are young professionals with a love for quick-moving updates! I'm best for starting and joining conversations, sharing links or short news bursts and using hashtags.

# INSTAGRAM



**Date of Birth:** October 5, 2010

**Interested in:** Primarily women, but open to all genders

**Preferred age range:** 13 to mid-30s

**A little about me:** I like young people in their mid-30s and younger, but anyone who loves pictures will do! I'm best for sharing engaging visuals and using hashtags creatively.





# Social Media Success Strategies



# Find your Perfect Match



**It's all about  
Starting  
Conversations**





**BE AUTHENTIC**

**Overwhelmed?**



# Questions?

