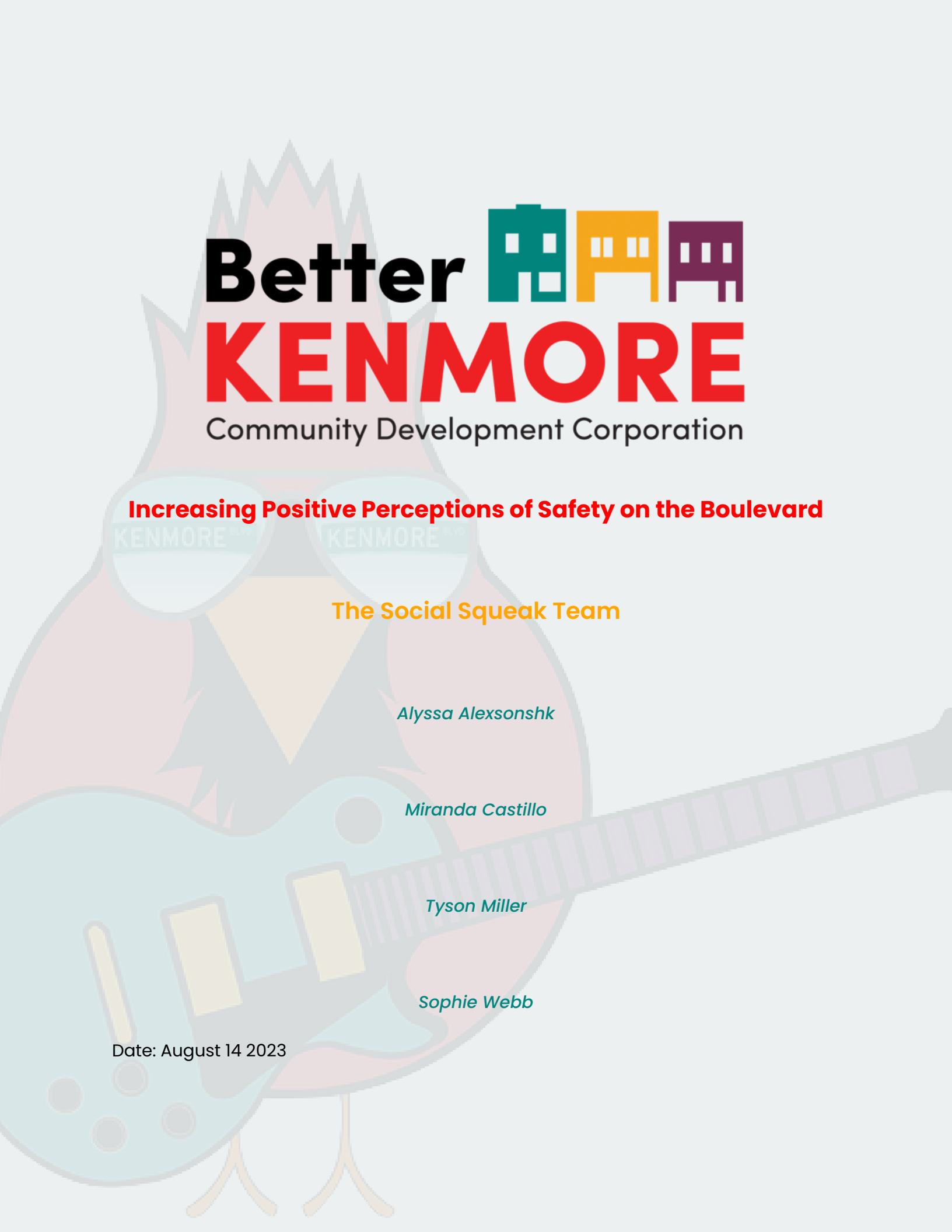




Better KENMORE

Community Development Corporation

Increasing Positive Perceptions of Safety on the Boulevard

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Better Kenmore Campaign Plan:

Increasing Positive Perceptions of Safety on the Boulevard

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I. EXECUTIVE SUMMARY

Showcasing Kenmore's Revitalization

We are shining a light on Kenmore's revitalization to improve its reputation for safety. Using visual storytelling on social media to create stories, images, and reels for the Better Kenmore's social media pages, this campaign strives to display the great things Kenmore has to offer. To measure the success of this campaign, social media metrics will be used to measure awareness, sentiment and ultimately attitudes toward safety in Kenmore. This plan will run for a year, and require at least 2 ½ hours a week for 52 weeks.

III. SITUATION ANALYSIS

The Better Kenmore Community Development Corporation is a non-profit organization that wants to transform Kenmore Boulevard into an entertainment and music district. Kenmore, having a long-standing stigma of being unsafe in comparison to other Akron "districts" (i.e., Fairlawn and Wallhaven), is seeking an overarching change to how they address, solve, and communicate about safety.

Background

Who is Better Kenmore?

The Better Kenmore Community Development Corporation is a non-profit organization working to transform Kenmore Boulevard into an entertainment and music district. Better Kenmore was founded in 2016 to improve the neighborhood. The goal was to improve the culture, businesses, and recreation throughout the town. The Better Kenmore organization has multiple board members, and various staff members including Josh Gippin is Better Kenmore's executive director.



What does Better Kenmore Do?

The mission of Better Kenmore is “Revitalizing the historic Kenmore Boulevard District and bringing people back to the Boulevard.”

The organization’s vision is to:

- Create a culture of cross sector collaborative planning.
- Initiate a shared vision for development in Kenmore.
- Make Kenmore a more walkable, bikeable, and livable neighborhood.
- Provide a platform for economic development.
- Create a blueprint for both immediate and long-term improvement.

Overview of Safety in Kenmore

Kenmore was once its own city independent of Akron. In the early 1900’s, Kenmore prided itself on its community. However now, Kenmore struggles with a poor reputation of being unsafe, and full of crime. The neighborhood is trying to remove this stigma for their community.

Internal Stakeholders: Internally, the key players for the Better Kenmore safety reputation are leaders for the Better Kenmore initiative such as Executive Director Josh Gippin, Marketing and Events Director Corey Jenkins, and the Better Kenmore Board of Directors.

External Stakeholders: Externally, the key players are community members within the Kenmore district, such as Kenmore and greater Akron locals, local businesses and government, and tourists that frequently visit Kenmore for events.

Actions by Better Kenmore

To address the safety situation, Better Kenmore has begun clarifying the difference between random and nonrandom crime. Most crime that occurs throughout Kenmore is not random. Therefore, Better Kenmore is trying to prove that the neighborhood is a safe place. On top of ensuring safety, Better Kenmore uses their social media to share about events and businesses in their community.



Actions by Ambassadors

The community leans heavily on ambassadors, online and offline, to bring attention to issues, and urge others to bring attention to other issues that are not abundantly obvious. Ambassadors also give insight on what goes on in the city for entertainment and enjoyment.

Actions by Local Businesses

A lot of the safety focus has been around and, in the Boulevard, police and safety presence as well as bars offering “safety shots” to ensure the peace is kept. A lot of thought has been put into interactions with visitors enjoying Kenmore. Restaurants and bars are urged to be sensible when serving alcohol to people who are visibly intoxicated, and making sure there is better lighting around the area to keep visitors feeling safe as they traverse the area near the Boulevard.

Environmental Scan

Safety and Crime Statistics

Kenmore’s total crime is [128% the national average](#), Violent Crime is 183% the national average, Property crime is 117% the national average.

Population	Violent Crime	Murder and Manslaughter	Rape	Robbery	Aggravated Assault	Property Crime	Burglary	Larceny/Theft	Motor Vehicle Theft	Ars on
197,882	1,782	27	181	328	1,246	6,658	1,686	4,305	577	65

Violent Crime Location Type

Residence Home	Highway/alley /sidewalk/street	Unknown	Parking Garage/Lot	Gas Station
932	268	179	115	34



Political Factors

Economic hardship, [median household income](#) and property value are [lower than averages](#) found around the country

Community Factors

Nearly [80%](#) of the population of Kenmore has achieved the equivalent of a high school diploma. Kenmore residents are split in half between homeowners and renters, with around three quarters of the population having no children.

Diversity and Inclusion

Statistics show that Kenmore is very racially diverse, and the [hotspots of diversity](#) are segmented to different parts of Kenmore. NE Ohio has played a very important role within minority communities, [Cleveland's NAACP chapter](#) was founded just 3 years after the national chapter, with [Akron](#) being only 6 years after Cleveland in 1918.

Additional Factors

How receptive the citizens of the Kenmore area are to the changes, how their relationship with visitors would be, understanding of how these changes could possibly change their perception of the area they call home.

Internal Audit

Staff Member	FB	IG	YT	TT	LI	T W	Pros	Cons
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Josh Gippin	Y	n	y	Y	Y	Y	Extremely active on FB and twitter. The YouTube channel has many views. Lots of information about his work with Kenmore.	The YouTube channel seemed to have a mix of business and personal. Might want to separate the two. Instagram was not findable.
Corey Jenkins	y	N	N	N	Y	n	Linked In is very updated, lots of information about his background.	If he has social media, it is extremely hard to find. Having more presence could be beneficial
Elisha West	Y	n	n	n	n	n	Has at least one social media account	Little, findable social media. Not active; little on accomplishments or experience. Has Facebook but no information on it.
Eleni Manousogiannakis	Y	Y	n	n	Y	n	Extremely in-depth Linked in page. Did not have YouTube, however, is featured in a podcast.	Instagram has a random username that is hard to find, and a profile picture that is not her.
Jenna Watkins	y	n	n	n	y	n	Has somewhat of a presence.	LinkedIn has not been updated since 2013. Social media from lack of information or activity

External Audit

Platform	y/n	# of Followers Subscriber	Stated Social Policy	Post Frequency	Average Engagement	Comment Sentiment/ Description	Posts About Org	Question, Concerns , Ideas
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Facebook	Yes	4.9K followers	No	30 Days:59 High: Daily +	30 Days:1,065 Engagements ***BEST***	Sediment Score: 1.74 Moderately Positive to neutral	Post Prrimarily related to Kenmore community ties into organization	Posts that include links are very beneficial on this platform as data shows that there is a good conversion rate for posts including links.
Instagram	Yes	1,716 followers	No	Total: 971 30 Days:43 High: Daily +	30 Days:456 Engagements	Sediment Score: 4.7 Very Positive	Post Prrimarily related to Kenmore community ties into organization	This channel's most frequently posted media type is photo-based. However, reels appear to get the most engagement.
YouTube	No	N/A	No	N/A	N/A	N/A	N/A	N/A
TikTok	No	N/A	No	N/A	N/A	N/A	N/A	N/A
LinkedIn	Yes	16 followers	No	Total: 0 30 Days: 0 Dead: None	N/A	N/A	N/A	Personally, I would encourage dedicating more time to this platform. It would be fantastic for building a network with local businesses around Kenmore.
Twitter	Yes	395 Followers	No	Total:460 30 Days: 2 Low: Large Time Gaps	30 Days:0 Engagements	N/A	Mainly Evenet Promotion	Considered giving Twitter some TLC or removing this social channel for good.

Instagram [2 positive](#) [1 positive](#) [3 positive](#) [1 neutral](#) [1 positive](#) [1 positive](#)

Total positive/neutral: 9

Sentiment score: 43/9 = 4.7

Brand Voice

The Better Kenmore accounts currently follow a professional structure and outline. They post consistently and communicate well with their audience about events happening around town. I believe it is effective when promoting events but not with



creating conversations. From Better Kenmore's website "We are candid in Kenmore. What you see is what you get. But we're also helpful and kind: equal parts passion and compassion." This gives them a voice that is completely honest and real with their community. This helps their followers gain trust in them, and relatability.

Competitor Analysis

While Better Kenmore doesn't have traditional competitors in the sense of risk to their brand and mission, two direct competitors would be...

Highland Square, as they have many restaurants, bars and nightlife. We also see Cuyahoga Falls as a competitor, with their active nightlife and sense of community. Front street is a popular spot for people in Akron to enjoy entertainment and restaurants while also feeling safe.

Highland Square Neighborhood Association currently has 252 likes and 250 followers on their Facebook page. However, Kenmore is much more active as they are posting almost daily what is going on in their entertainment district. Highland Squares annual PorchRokr Music and Arts festival has 3,760 followers. Highland square, specifically their Instagram account for Porch Rokr, is very casual, uplifting, and positive This is a huge community event that we believe outshines many others in Akron.

Cuyahoga Falls has a Facebook community for their businesses and events that has 1.2k members in it. It is an extremely active page with many posts per day. Cuyahoga Falls has a very engaging style. They have an entire group on Facebook to keep in touch with their community and small businesses.

KPIs: Key Performance Indicators

Social media metrics play a large role in the understanding of how an organization is performing on various social platforms. These metrics help guide the organization to the correct messaging that will get across to the most amount of people.

Some metrics that will be important in evaluating the safety reputation for Better Kenmore include:



Engagement: Shows how often are people reposting/commenting/liking Better Kenmore's content. Keeping track of this will show if there is growth.

Awareness: How many followers does Better Kenmore have, how frequently is their profile getting views? This will help indicate how known Better Kenmore is to the public.

SWOT Analysis

Based on the background and above considerations, the following are strengths, weaknesses, opportunities, and threats for the safety reputation situation at Better Kenmore.

Strengths (internal)

- A strong group of people who care about Kenmore and their reputation.
- A community willing to grow and improve the quality of Kenmore
- A strong communal backbone with the Better Kenmore Initiative
- Better Kenmore has audience members willing to respond to negative commentary on social media so they do not have to.

Weaknesses (internal)

- Better Kenmore feels unable to respond to many negative comments for fear of amplifying the negative sentiment.
- Commenting on the positive aspects of safety may draw additional scrutiny and negative attention to the safety challenges facing Kenmore.

Opportunities (external)

- Better Kenmore can work with current residents and business owners to improve the reputation of the neighborhood
- Better Kenmore can work to attract new businesses and restaurants.
- Live music opportunities with all the music hobby stores in Kenmore.



Threats (external)

- Crime rates
- Poverty within the community
- Negative preconceived notion of Kenmore

Opportunity Statement

Kenmore has the opportunity to use social media campaigns and other social media response tactics to help align the neighborhood's safety reputation with the reality and experience of visitors.

III. AUDIENCE ANALYSIS

Primary Audience:

PROSPECTIVE CUSTOMERS FOR KENMORE BUSINESSES AND EVENTS

The most important audience when it comes to the perception of safety are those who are likely to become customers for Kenmore businesses and who would otherwise attend community-level and smaller events.



SEGMENT 1: NORTHEAST OHIO RESIDENTS WHO WOULD VISIT KENMORE

People who reside in Northeast Ohio, but do not live in the Kenmore neighborhood make up this audience segment. This audience is motivated to visit Kenmore by their interests in live music, nightlife, entertainment, restaurants, and unique hobbies.

The current assumed sentiment of this audience includes a substantial amount of neutral or negative preconceived notions of safety in Kenmore, based on reports from Better Kenmore employees and based on information from residents and police themselves in the Better Block Report.

People's opinions about Kenmore are likely created before visiting the community. They may have uncertainty about visiting including questions about safety, locating attractions, anticipating how residents might interact with them and finding parking.

We want this audience to learn about the safe retail, entertainment and dining available in Kenmore, and we want to persuade them to visit Kenmore.

Platforms

Instagram



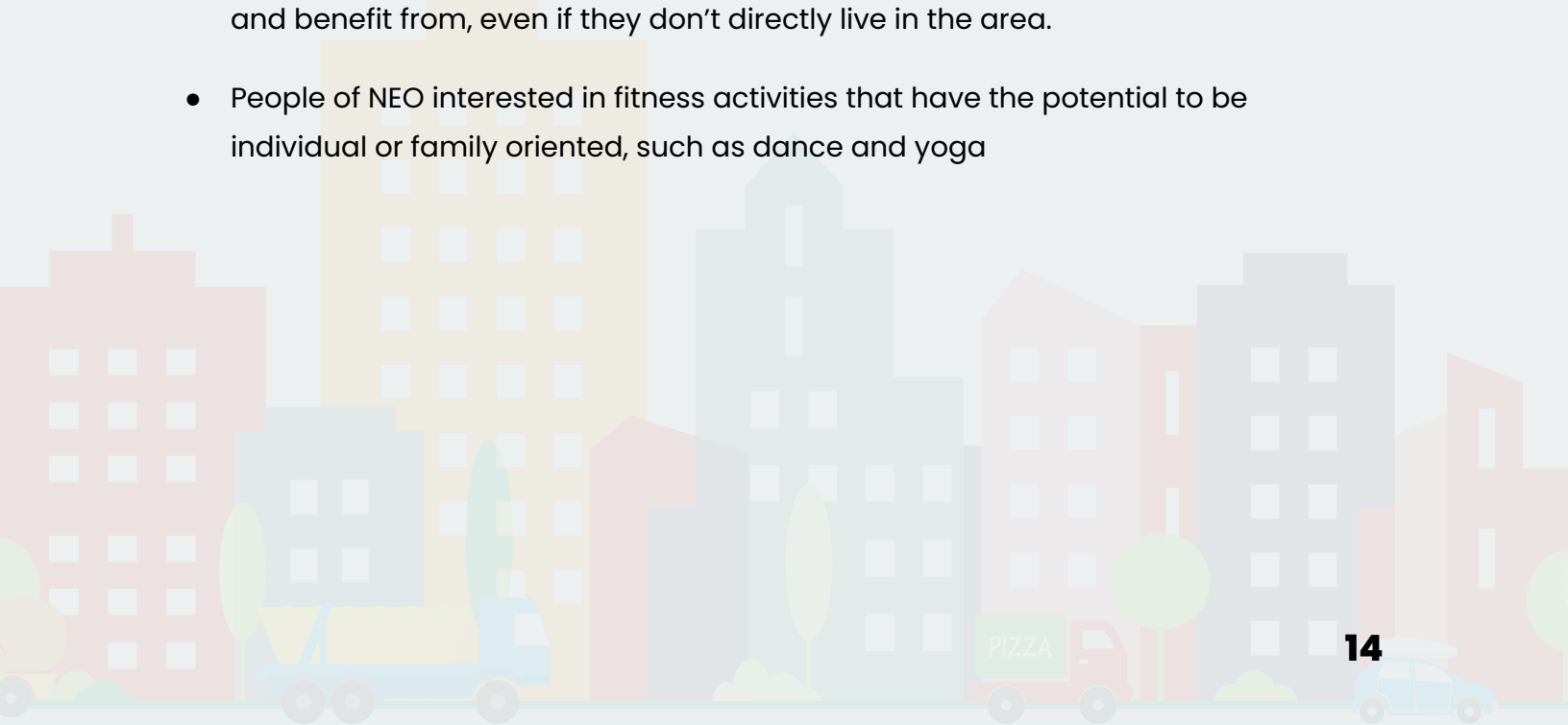
Facebook

Relevant Audience Demographics

- Age: 21-61
- Marital Status: Married/Not Married
- Parents or not: Both
- Geographical Distance: Within the Greater Cleveland Area

Relevant Audience Psychographics

- People of NEO who are hobbyists, comics, sports cards, collectables, etc.
- People of NEO who enjoy music and entertainment events.
- People of NEO looking to explore new areas/communities for social opportunities and developing new relationships.
- People of NEO who are foodies looking for new opportunities to experience local restaurants and food retailers.
- People of NEO who are interested in finding a new community to integrate into and benefit from, even if they don't directly live in the area.
- People of NEO interested in fitness activities that have the potential to be individual or family oriented, such as dance and yoga





SEGMENT 2: RESIDENTS OF KENMORE

The second segment of Northeast Ohio residents who are prospective visitors and customers for businesses and events are members of the Kenmore neighborhood who are currently not plugged in with all Kenmore has to offer and are currently not attending community events.

Based on previous interviews and statements, some Kenmore residents are concerned about safety, and have the perspective that the area is unsafe. The members of this audience with a more positive perception may be motivated by the economic benefits of bringing visitors into the community as well as the pride in showing their neighborhood to others.

We hope to change the Kenmore residents' perception on safety in the neighborhood, make them aware of what initiatives can change those perceptions, and how they can help. One barrier for this audience is the preconceived notions about safety or the "this place will never change" attitude. Our hope is that this



audience will be even more invested in the local changes (Block Watch, Ambassador program) than visitors to the area. Getting residents on board and up to speed with these initiatives is of utmost importance.

Platforms

Instagram

Facebook

Relevant Audience Demographics

- 21-55 years of age
- Homeowners and renters in Kenmore
- Have some level of disposable income
- Residents with and without children

Relevant Audience Psychographics

- Residents who enjoy entertainment geared towards drinking age adults.
- Residents who have unique hobbies and niches.
- Residents who enjoy family friendly aspects of certain events (like First Friday), but who may not frequent nightlife establishments.
- Residents who enjoy music and entertainment events.
- Residents who prioritize fun and meeting/socializing with others.
- Residents who enjoy local trying/eating food.
- Residents who appear to enjoy the community and want to contribute to its development.



- Residents who are interested in community fitness activities that could be individual or family orientated in activities such as dance and yoga.

SECONDARY AUDIENCES: Local Businesses, NEO Media, Influencers



SECONDARY AUDIENCE 1: LOCAL BUSINESSES AND ORGANIZATIONS

The first segment of secondary audiences is local businesses and organizations. The demographic of this audience is composed of business owners and entrepreneurs. They all have the common goal to run a successful business that makes a living. Also as their establishment is located in Kenmore, they are inclined to care about the town. The businesses or organizations would benefit from more visitors to the community therefore it is assumed that they would be willing to help with, or at least, be accepting of it. Their motivation to be a part of this situation is to increase sales or attract new customers from outside visitors. We want this audience to bring in more



people to Kenmore, and help the town gain more traction. Some businesses may have a large social media following that could benefit this campaign. One barrier we may run into with this audience is business owners may have a busy schedule making it hard for them to participate or communicate with Better Kenmore.

Platforms

Facebook

Instagram Twitter

Snapchat

company websites

email (varies depending on business)

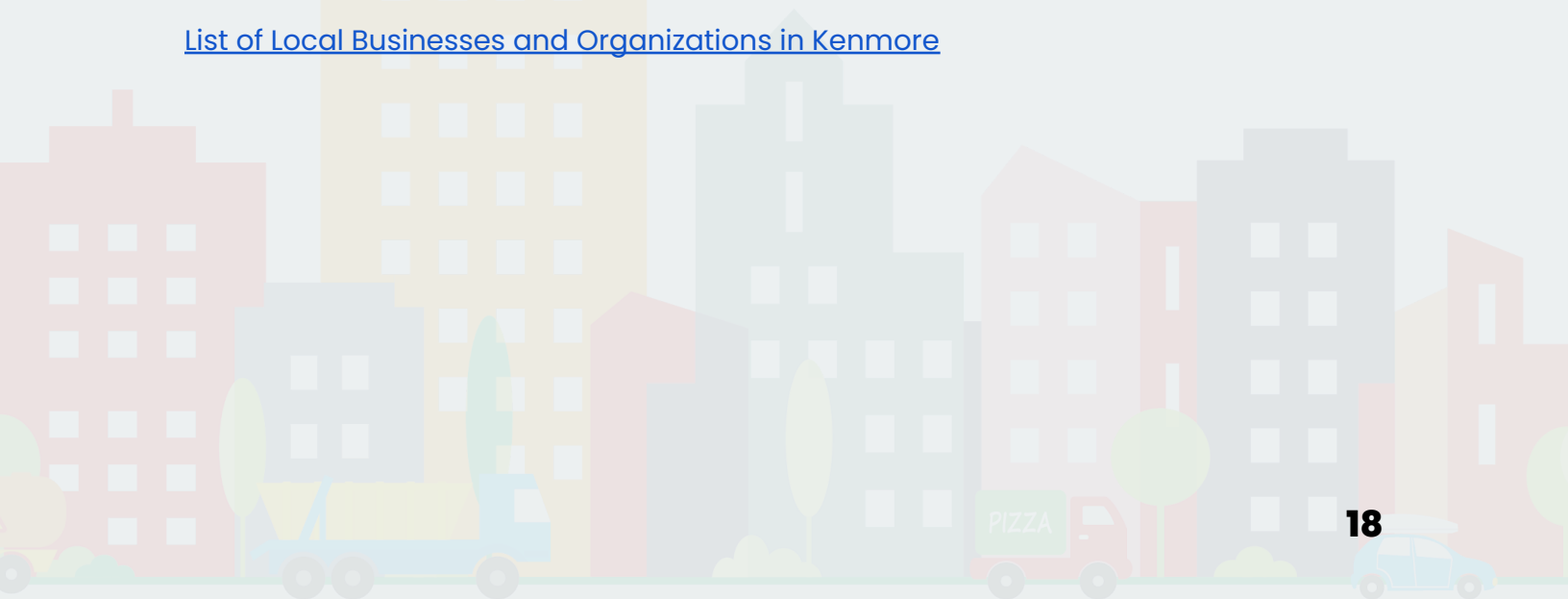
Relevant Audience Demographics:

- Geographic: Local to Kenmore and Akron Area
- Business Owners and Entrepreneurs

Relevant Audience Psychographics:

- Interest in wanting a successful business
- Interest in making a living
- Interest in the city of Kenmore

[List of Local Businesses and Organizations in Kenmore](#)





SECONDARY AUDIENCE 2: MEDIA OUTLETS IN NORTHEAST OHIO

The next segment of secondary audiences is NEO Media. The media has expressed a negative sentiment in regards to the safety in Kenmore. Our goal is for the media to not solely highlight the negative aspects of Kenmore, and instead include stories of different positive events that go on in the town. One barrier that Better Kenmore may have to overcome with NEO Media For an organization without established media connections, achieving media coverage can be a daunting task that requires significant effort and persuasion. NEO Media's motivation to be involved in this situation is to be able to write an article that people are interested in. Identifying journalists who are covering topics relevant to the story or event is crucial for targeting specific media outlets and amplifying the campaign's message. This



increases the chances of securing media coverage and reaching the desired audience. Lastly, Earned media is widely considered to be more credible than paid or owned media due to its third-party nature. This lack of control over the narrative can actually work in an organization's favor, as audiences are more likely to perceive earned media as truthful. Our campaign's ultimate goal is to influence the media and press to portray a positive and secure environmental perception, which we are confident can be achieved.

Platforms

Instagram

Facebook

Twitter

Relevant Audience Demographics

- Geographic: In Kenmore, Near Kenmore, In Akron, Greater Cleveland
- Age: 65+ are most likely to view News media ([Social and demographic differences in news habits and attitudes - American Press Institute](#))

Relevant Audience Psychographics

- Political Bias: Left or Right leaning
- Have an interest in Kenmore's neighborhood
- Interest in Crime & Safety

List of Ohio Media

Akron Beacon Journal

Akron Life Magazine

Cleveland Magazine

Cool Cleveland

Fox Cleveland, WKYC Channel 3, Action 19 News



SECONDARY AUDIENCE 3: INFLUENCERS AND CONTENT CREATORS

Lastly, segment 3 of secondary audiences is influencers and community leaders. We aim to identify influencers and community leaders who have a considerable effect on a broad range of people as we consider DEI as an essential aspect during the selection process. The only prerequisite is that they hold sway over their specific followers. Our goal is to target influencers and leaders who have a positive perception of Kenmore. The Influencers we should be looking for may have grown up or live in the area. Influencers that are interested in music, concerts, or performing may want to get involved in an up and coming entertainment boulevard. Influencers and community leaders should act as role models to showcase Kenmore and expand the campaign's reach to the influencers or community leaders' already established audience. One barrier this audience might have when it comes to the



behaviors we want them to adopt is having busy schedules, or previous assumptions of Kenmore and its safety. Influencers and community leaders wield immense power over their followers, extending well beyond a mere professional connection. The impact of their messages is amplified due to the parasocial relationships that can develop for followers, who are emotionally invested in the messages that influencers share.

Platforms

Whichever platform the specific influencer uses the most should be used.

Tiktok

Instagram

Snapchat

Facebook

Twitter.

Relevant Audience Demographics:

- Geographic: local to Northeast Ohio, Greater Cleveland
- Age: 21 to 60 years

Relevant Audience Psychographics:

- Interests in nightlife
- Interests in food
- Interests in a unique hobby or niche
- Interests in fitness or yoga
- Interests in getting involved in the community and attending community events
- Has a positive perception of Kenmore
- Interests in leadership
- Interests in the safety of Kenmore



Influencers, Micro-Influencers and Ambassadors

Utilizing influencers in this campaign is highly recommended as they form a crucial segment of our secondary audience. The power of influencers to sway their established audiences is undeniable and can be incredibly effective. By carefully selecting influencers, we can successfully tap into specific sub-audiences that align with Kenmore's mission.

Influencer Suggestions

Nano-Influencers:

- Better Kenmore Board
- Music Influencers
- Exercise Influencers
- NEO Lifestyle Influencers
- NightLife Influencers
- Artist Influencers
- Local Government Officials

Our list mostly contains nano-influencers (following under 10,000) and ambassadors that are local to Kenmore, and the Greater Cleveland Area. Our goal is to find influencers who have a somewhat larger following, but are also local and care about the situation.



IV. Goal Statement

GOAL

To improve the reputation of the Kenmore neighborhood by improving the perception of safety within the area.

V. Plan Objectives

Objective 1

To have an effect on awareness, specifically to increase the number of people in the Greater Cleveland area non-Kenmore Resident audience who are familiar with at least one business in Kenmore that appeals to a unique hobby by 250 people by December 1, 2024.



Objective 2

To have an effect on action, specifically to increase the number of people in the Greater Cleveland Area Non-Kenmore Audience with unique hobbies that visit Kenmore hobby shops and specialty retail shops by 100 visitors by January 2024.

Objective 3

To have an effect on interest, specifically to increase positive attitudes toward the safety of public events hosted in Kenmore among 50 members of the audience 'Northeast Ohio residents who do not live in Kenmore,' by September 1, 2024.

Objective 4

To have an effect on action, specifically to recruit 5 new members for the Blockwatch from the 'residents of Kenmore' audience by June 1, 2024

Objective 5

To have an effect on awareness, specifically to create attention to events happening in the Kenmore district by exposing 30 people to new events being hosted in the district by October 31st.

Objective 6

To have an effect on acceptance, specifically to bring attention to the harmful conceptions of Kenmore and its safety, by exposing 100 people to safety standards being held by Kenmore by August 31st.

Objective 7

To have an effect on action, specifically to increase participation by Kenmore citizens in reporting safety violations through social media by 15 by October 2023.

Objective 8

To have an effect on acceptance among NEO residents, specifically, to decrease negative perceptions of safety in Kenmore among 400 of the primary audience members by September 1, 2024.



Objective 9

To influence action for NEO residents, specifically to increase the number of first-time attendees at Kenmore community events, measuring 50 new attendees total by July 2024.

Objective 10

To influence action for Kenmore residents, specifically to increase the number who go out to enjoy the boulevard at least once per month by 30 residents by July 2024.

Objective 11:

To have an effect on acceptance, specifically, to increase members of the primary audience who have an interest in visiting the Kenmore neighborhood by 500 individuals by March 1, 2024.

VI. Objectives, Strategies and Tactics 1– 10

Objective 1

To have an effect on awareness, specifically to increase the number of people in the Greater Cleveland area non-Kenmore Resident audience who are familiar with at least one business in Kenmore that appeals to a unique hobby by 250 people by December 1, 2024.

Strategy: Inside Kenmore's Hobbies

In this strategy, "Inside Kenmore's Hobbies", we will communicate to the audience that Kenmore has many businesses that appeal to unique and niche hobbies. Specifically, we will profile the individual hobby shops by sharing stories about the owners, showing the interior and exterior of the stores, and doing vlogs with influencers. By creating these posts that give the audience an inside look on what the business and its owners are like, the audience will feel more of an emotional connection with the establishment. The audience will then be aware and familiar



with these businesses, and could eventually even come to Kenmore to see what they are all about. If the audience also sees an influencer they like with the same hobby going to the stores, they may also want to check it out as well.

Tactic 1: Hobbyist Influencers

Partnering with different Hobbyist Influencers to film their visit to a specific business.

Overview: Better Kenmore would partner with influencers that have a unique hobby or niche, and have the influencers film a “day in the life” style vlog while visiting at a store located in Kenmore that fits their hobby or niche.

Preparation and Research:

1. The team will need to find multiple different businesses in Kenmore that appeal to a specific hobby or niche.
2. Will need to find influencers who have these hobbies or niches who agree to create content surrounding a specific business in Kenmore that fits their hobby.
3. Form a schedule on when these vlogs will be filmed and posted

Deliverables: The team will film, edit and post a vlog once a week for the entire month of October, 2023.

Communication: For the entire month of October, Kenmore’s Instagram/Facebook/Tiktok will have a specific influencer and business being highlighted once a week by posting a vlog of the influencer visiting the business, and showing what it has to offer. The captions will have information about the business, as well as their address, and the influencers handle. These videos will be targeted for Greater Cleveland Area Non-Kenmore Residents with unique hobbies or niches, to be aware of these specific businesses that appeal to them.

Followup: The staff will begin recording the amount of sales at each business featured, and seeing if their sales increase after the video is posted. Specifically, they are looking for at least a 10% increase in sales.



Budget and Timeline: This will roughly cost around 1500 dollars, to pay 5 different influencers \$250 dollars, and leaving 250 dollars to boost the content on people's feed. This would roughly take about 1-2 months to get everything filmed and edited.

Tactic 2: Stories of Kenmore Businesses

Sharing stories about the owners of each hobby store.

Overview: Better Kenmore would partner with different small businesses in the town that have a focus on unique hobbies and niches. A post will be made sharing a story from an owner of a specific store each week for a month.

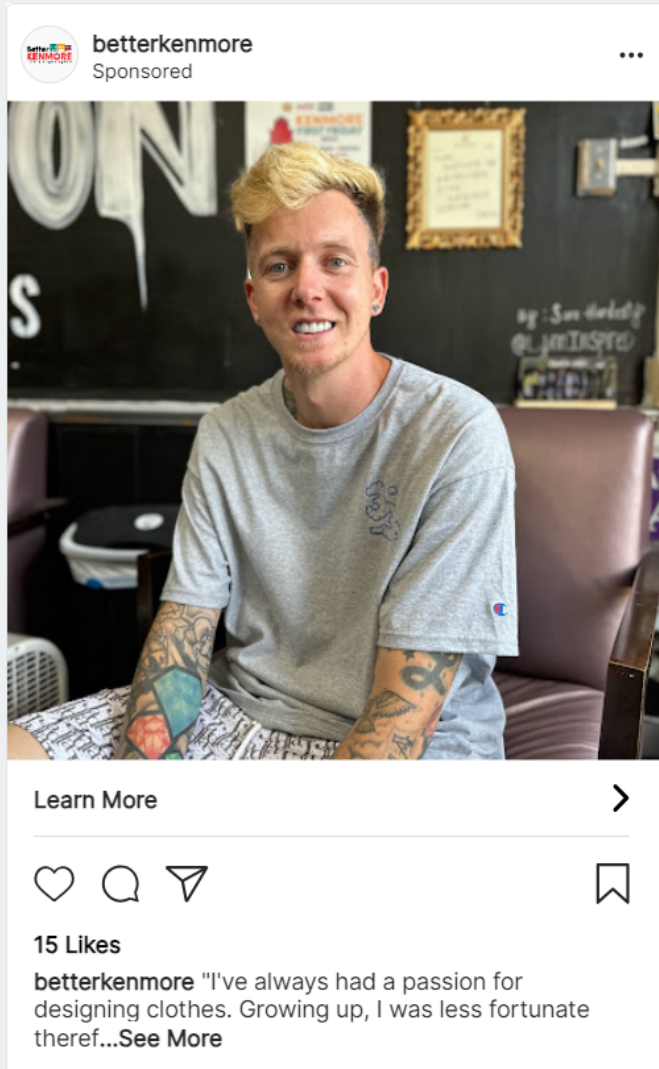
Preparation and Research:

1. Find multiple business owners who are willing to be interviewed and featured on social media.
2. Create a list of interview questions to obtain an interesting story from the owners
3. Hold an interview
4. Edit and create post

Deliverables: A post once a week for the entire month of November, 2023.

Communication: For the entire month of November, a post will be made that has a story directly from a store owner about how they got into their hobby, and how their business started. These posts will be targeted for the Greater Cleveland Non-Kenmore audience who has specific hobbies or niches.

Follow up: Better Kenmore will keep track of the increase of traffic on their social media profiles. Specifically a 30% increase in the amount of activity on their page.



Budget and Timeline: The interviews would be held within the months of September and October, and the posts would be finalized and posted by November, 2023. The budget would be around 250.00 dollars to boost the post on Instagram and Facebook, as well as any expenses for editing/creating the post.

Tactic 3: Touring Hobbies' Homes

Filming an in-depth tour of the interior and exterior of a hobby shop.

1. Find hobby shop(s) willing to give a tour of their shop and its surroundings.
2. Film the tour
3. Edit the video
4. Plan when it will be posted.



Deliverables: Once a week for the entire month of December 2023, a tour of a hobby shop located in Kenmore will be posted on all social media platforms.

Communication: For the month of December, Better Kenmore will be filming and posting tours of the interior and exterior of multiple Hobby shops. This will show our audience where exactly in Kenmore the shop is located, where parking is, what are its surroundings, and the inside of the shop itself. By showing this to their audience, they may be interested in checking out the business themselves.

Follow up: When shoppers purchase something from these businesses, a website url will be at the bottom of the receipt to complete the survey. Multiple questions will be asked in regards to how they found the business, if they are from outside of Kenmore, etc. Specifically we are looking for 25% of people who found the business from social media posts.

Budget and Timeline: The tours will be posted throughout the month of December. The survey will be on the receipts from December 2023 through 2024. The budget will only be between 100–200 dollars for boosts on Facebook and Instagram.

Objective 2

To have an effect on action, specifically to increase the number of Greater Cleveland Area Non-Kenmore Audience with unique hobbies and niches who have not previously visited the Kenmore area shopping at Kenmore's hobby shops by 30% by January 2024.

Strategy: Business of the Month

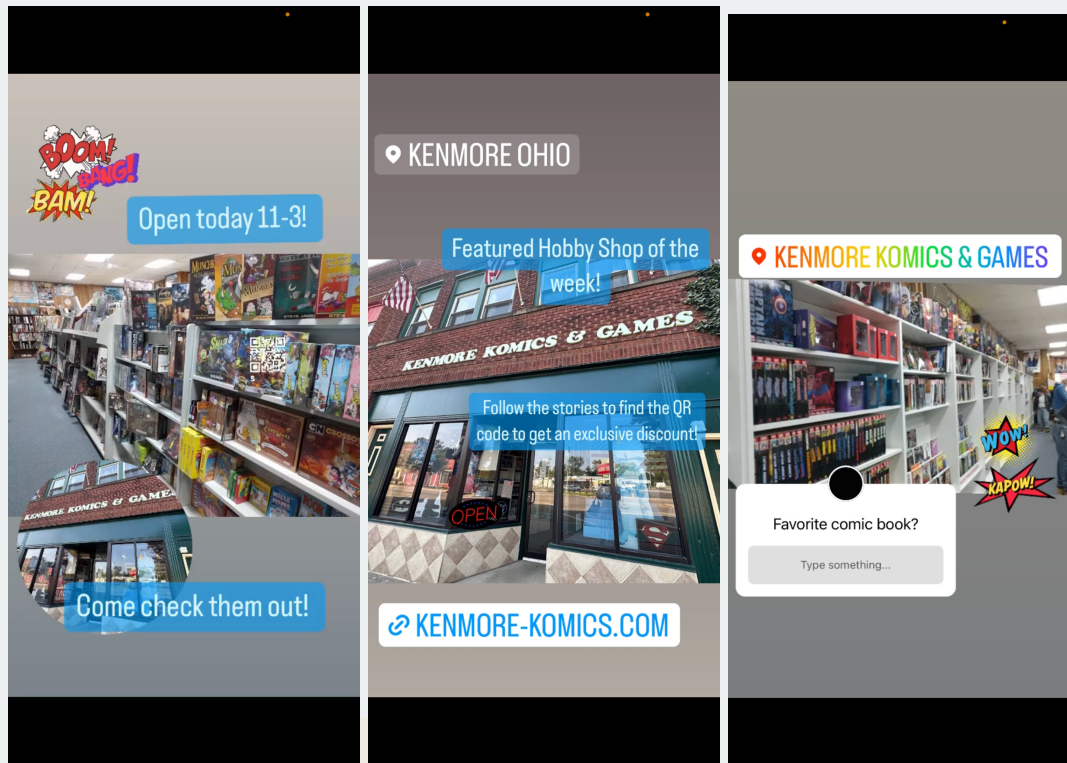
In this strategy we will communicate with the audience that each Hobbyist shop featured for the week or month will be having a special. Specifically we will organize a one time discount each time a business is featured, and communicate that to the audience. Additionally to the discount, the audience will be able to understand how easy it is to visit Kenmore's hobby shops, and gain insight on what the shops have to offer. This will help the audience feel inclined to come to the businesses in person,



and use their discount that they won. The key message of this strategy is to encourage the audience to come to these establishments in Kenmore.

Tactic 1: QR Code Discount

Create a discount that only those who have viewed Better Kenmore's social media platforms can access.



Overview: During “Business of the Month” story posts that will be featured on the Better Kenmore social media, there will be a number of QR codes hidden in the photos. This QR code will lead to a discount at the specific hobby shop. In order to reach the discount, you just need to answer a few psychographic/demographic questions to help Better Kenmore understand their audience.

Preparation and Research:

1. Reach out to the hobby shops, and decide what discount they would like to give the consumers



2. Create the Demographic/psychographic questions that will be shown when the qr code is scanned.
3. Implant the QR code in one of the posts that are featured on the story.

Deliverables: For each of the 5+ businesses featured, one QR code will be released. A goal of 5 QR codes should be released by Jan 2024. The QR code should be used by at least 250 people by January 2024.

Communication: These posts with a discount hidden will entice the audience to pay more attention to what is being shared, so they can find the QR code. Once they find the QR code they are more likely to come to the business, as they are getting a deal on something that they are passionate about. It will be disclosed that there is a hidden QR code, so people are aware to be on the lookout. The more people who use the QR code and fill out the questions, the more Better Kenmore can figure out if they are reaching their target audience of people outside of Kenmore.

Budget Timeline: This will go on until January 2024. A new business will be featured either every week, or month. Whichever Better Kenmore is more comfortable with. Budget of 500 for the creation of the survey/qr code/ bumping the content onto people's feed, and possibly compensating the businesses for using a business.

List of potential businesses that could be involved:

Buzzbin Art & Music Shop

Etta Mae Smith Studio of Dance

The Guitar Department

Juju Bonz Records

Dreams Academy Music & Media Center

Lay's Guitar Shop/ The Loft at Lay's

The Rialto Recording Studio

Studio 1008



Thom Tadsen Recording Studio

E&S Hobbies and Trains

First Glance SkatePark

The Glass House

Kenmore Komics & Games

Magic City Sports Cards

Marigold Sol

Objective 3

To have an effect on interest, specifically to increase positive attitudes toward the safety of public events hosted in Kenmore among 50 members of the audience 'Northeast Ohio residents who do not live in Kenmore,' by September 1, 2024.

Strategy: #VisitKenmoreOhio

The focus of this strategy is for Better Kenmore to feature the multitude of events, experiences, and businesses that Kenmore has to offer to the Northeast Ohio area that makes Kenmore so unique. The strategy will highlight the stories of business owners to attract new visitors to the area. We will communicate about the many different shopping and dining experiences that Kenmore has to offer to Northeast Ohio residents. We will specifically create posts at Better Kenmore that let visitors discover the stories that shape Kenmore's community of businesses. These stories include important moments that have shaped local business owners' paths, the genuine enthusiasm that drives local businesses, and the passions that propel their ongoing contributions to the community. We want to create an emotional connection between business owners of Kenmore and potential visitors. After getting to know the business owners behind the heartwarming stories, visitors will want to experience these places for themselves.



Tactic 1: #VisitKenmoreOhio

Overview: In this tactic, the team will post original content with the hashtag #VisitKenmoreOhio to feature different people, products, or events and encourage other users to use the hashtag on Facebook and Instagram.

Preparation and Research:

1. Post about events, businesses, and restaurants with the hashtag #VisitKenmoreOhio
2. Encourage other users to post about events, businesses, and restaurants with #VisitKenmoreOhio.
3. Repost other users' posts about Kenmore events, businesses, and restaurants with #VisitKenmoreOhio.

Deliverables: Better Kenmore will create 12 posts, including posts from other users, using #VisitKenmoreOhio which highlights the variety of products and experiences, and people in Kenmore throughout the campaign timeline.

Communication: These posts will be shared on Facebook and Instagram.

Follow-up: Keep up with engagement metrics and click-through metrics available on both social media platforms. Observe the number of likes, comments, and shares on posts pertaining to Kenmore events and businesses. Communicate with businesses and ask if they have noticed an increase in customers and/or sales.

Budget and Timeline: There will be no monetary cost for this tactic. The equipment needed for the shooting and editing of the videos is something the organization already has access to. Reposting and creating original content will take approximately 10-12 hours across the whole campaign timeline including time set aside solely to reply, comment, and engage with users on these posts.

KPI Metrics:

1. Comments, Likes, Shares



2. Click-through to BetterKenmore Site.
3. Click-through to Business Sites/socials.
4. Increased foot traffic to businesses when featured.
5. Increased posts about Kenmore businesses.

Tactic 2: Entrepreneur Feature

Overview: In tactic 2, the team will create a short post or video on Facebook and/or Instagram that features a business and highlights their favorite part about being a business owner.

Preparation and Research:

1. Reach out to business and ask if they are willing to participate and be featured on Better Kenmore's social media accounts.
2. Create a set of questions for business owners to answer including questions about motivations for starting their business, their favorite part about their career, and their favorite products offered at these businesses.

Deliverables: Better Kenmore will create 10 entrepreneur feature videos throughout the campaign timeline.

Communication: Videos will be shared on Facebook and Instagram in collaboration with the businesses' social media platforms so that they appear on their profiles as well.

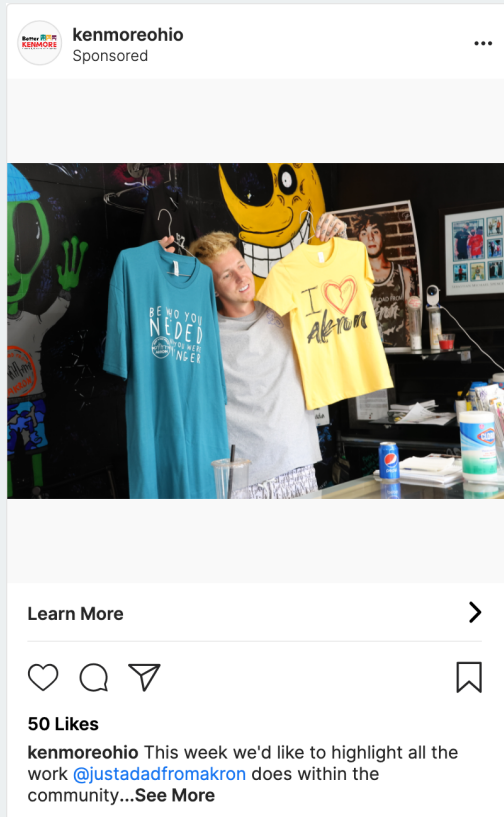
Follow-up: Follow through with engagement metrics and analytics which are available for free on social media business pages.

Budget and Timeline: There will be no monetary cost for this tactic. The equipment needed for the shooting and editing of the videos is something the organization already has access to. Filming and editing the videos will take approximately 20 hours. Two videos will be posted each month starting August 28 2023 which will give the organization until September 28 2023 to create the first two videos.



KPI Metrics:

1. Comments, Likes, Shares
2. Click-through to BetterKenmore Site.
3. Click-through to Business Sites/socials.
4. Increased foot traffic to businesses when featured.



Objective 4

To have an effect on action, specifically to recruit 5 new members for the Blockwatch from the 'residents of Kenmore' audience by June 1, 2024

Strategy: Creating Safer Communities Together

In our PR Strategy, Better Kenmore is taking a proactive approach to address the safety concerns of the residents and empowering them to participate in creating a safer environment for all. Our primary target audience is the caring residents of



Kenmore who are concerned about the well-being of their neighbors. Through this strategy, we aim to evoke strong emotions within the residents of Kenmore and hope to inspire them to become dedicated volunteers in the community's block watch program by providing a platform for existing block watch members to share their motivations for joining the cause. Once our audience has had the opportunity to connect with these inspiring narratives, we expect them to feel a sense of responsibility towards protecting their community and call them to action, actively seeking ways to get involved with the neighborhood block watch. By participating and collaborating with other block watch members, residents can create a safe and harmonious atmosphere within their community.

Tactic 1: Block Watch Member Stories

Overview: In Tactic 1 for Objective 2,

Preparation and Research:

1. Reach out to existing members of the neighborhood block watch and ask for their permission to be featured on Better Kenmore socials.
2. Set up an informal interview for the members to share their motivations for joining the organization.

Deliverables: Better Kenmore will create short videos for 3 members of the neighborhood block watch program which highlight the reasons that they joined and why other community members should also join.

Communication: Posts will be shared on YouTube, unlisted, with a QR code attached to flyers posted around the neighborhood.

Follow-up: Reach out to the neighborhood block watch organization to ask if there have been any new members or if anyone has reached out for information about the organization.

Budget and Timeline: There will be low monetary costs for this strategy because of the materials needed to print physical copies of these flyers. Free editing tools are



available online to make the flyer. The organization already has the equipment needed to create the YouTube videos. Producing these videos will take approximately 5 hours including the time needed to interview the members of the block watch. An additional 3 hours will be needed to create the flyer and post them around the neighborhood for a total of 8 hours for this tactic. This content will be posted within the first month of the campaign timeline to allow time for other community members to gather information before they commit to joining. The first post will be the week of August 15 and the rest will follow until September 15.

Evaluation Metric: Number of residents that have joined the Neighborhood Block Watch



Objective 5

To have an effect on awareness, specifically to create attention to events happening in the Kenmore district by exposing 30 people to new events being hosted in the district by October 31st.



Strategy: A Night Out

This social media strategy will target potential visitors to the Kenmore neighborhood from Northeast Ohio and will focus on persuading those people that Kenmore has so much to offer for a night out on the town, a chance to indulge in personal hobbies and jam the night away with live music and entertainment. This strategy will highlight many of the live events Kenmore offers weekly and help introduce visitors to local businesses and shops in the area. Specifically, the visitors will get the chance to interact with these businesses and people on a personal level, helping build a bond that will last a lifetime. The campaign's key message will be "Visitors to Kenmore will find comfort and familiarity within the boulevard", and it will be communicated by featuring stories and local testimonies from business owners and Kenmore Ambassadors across social media platforms, using a content-based strategy. After being exposed to the message, we want visitors to feel as if they would be missing out by not spending more time in Kenmore, posing Kenmore as the solution to a case of a lackluster weekend and as a place where anyone can find enjoyment.

Tactic 1: TikTok/Reels/Insta Stories

In this tactic, we will create a series of short, social media-friendly videos from the perspective of a visitor to Kenmore showcasing all of the possible ways to enjoy a night out.

Overview: We will schedule, script, and record a series of videos where visitors (scripted locals) will walk around the boulevard during a busy weekend night and document all the various events happening within the boulevard. Will segway to trendy social media topics (100\$ challenge, etc.) First, we will select and find weekends that look the best to promote on social media. Then we will create a calendar to find the opportune mix of events and food variety to showcase weekly.

Preparation and Research

1. Find and locate opportune individuals to film the A-roll of the content.



2. Figure out what kinds of businesses would be best marketable and easily digestible for viewers on social media (i.e. why niche hobby shops may not transfer to retention as much as trendy restaurants)
3. An outline of what businesses film and record and making sure the common theme of showcased businesses does not overlap (unless specifically stated otherwise).
4. Make sure to pick weekends with a favorable turnout for the video shoot.
5. Shoot and record the content.

Deliverables: Using the schedule and script, visitors will be recorded filming in a vlog adjacent format talking about all the restaurants they enjoyed eating at, the shops they enjoyed looking at, the music they enjoyed listening to, etc.

Communication: Each video will have a voting-style poll at the end (whether it be hashtags on Twitter, Insta reel pools, or a voting style like Snapchat). This will encourage viewers to pay close attention to the businesses being showcased, and what they want to see more of in the future from the social media posts. Works as a recruiting tool, a consumer opinion-gathering tool, and a learning experience to showcase local businesses that may not get any screen time anywhere else.

Follow Up: The organization should look for increased views and engagement.

Budget/Timeline: The primary cost of this will be time. Most will be taken to figure out who to use for the video, and figuring out which businesses and local spots are to be used for the posts. It will be a potentially lengthy process to find an individual who 1. wants to be on camera, and 2. reflects the values of Better Kenmore and local ambassadors. (Ideally 2-3 hours) The process to find and showcase a business will take time but not nearly the investment for the individuals. After a short talk or interview (1-2 hours), we should have information to conclude whether or not we want to showcase a particular business. A content calendar will also take time, as noted previously taking the time to find the correct balance of collectors and hobbyists, restaurants, and live events will be a challenge, but following with the



Kenmore live events calendar should help expedite this process tremendously. Filming during a weekend in Kenmore for a short form video (30sec-1min) should not take longer than 1 hour, filming and editing included.

Timeline: The videos will be posted once per weekend, during key weekends of Kenmore live events, such as First Friday



Objective 6

To have an effect on acceptance, specifically to bring attention to the harmful conceptions of Kenmore and its safety.

Strategy: Safety Edutainment

This social media strategy will target visitors to the Kenmore neighborhood from Northeast Ohio, and will focus on informing and educating visitors of safety in Kenmore, and how Better Kenmore is actively taking steps to keep Kenmore a safer neighborhood for everyone, from visitors to residents.



Tactic 1: Time to Talk

In this tactic, we will create a series of short form content for social media platforms to educate and inform Kenmore visitors on how their safety is being handled internally and what is being done to ensure they enjoy their time in the Boulevard.

We will schedule, script and record a series of social media friendly videos where local ambassadors (whether it be actual ambassadors, members of the Better Kenmore organization, a Better Block representative, or a local business owner) talk about the initiatives being taken to help keep the streets of Kenmore safe for visitors and locals alike. This format can be taken in a few directions

1. Strictly informative
2. Pop quiz format
3. "Did you know?" formatting

and will help to educate, while also creating a line of dialogue that can be used to answer any questions pertaining to the topic at hand.

After being exposed to the message, we want visitors to understand that their safety is the number one priority for people working inside the boulevard, and understand the initiatives already being taken to keep our visitors safe and happy.

Preparation and Research:

1. Finding the right person to appear in front of the camera for the video (police officer talking about police presence, block watch leader talking about block watch, keeping it related will help)
2. They will relay information about initiatives being taken to keep Kenmore safe (police presence, lighting in the boulevard, block watch, etc.)



3. Short scripts will be created to talk about the issue,
4. A shooting schedule must be created

Deliverables: Using the schedule and script, ambassadors will be recorded talking about their experiences on fixing the safety reputation in Kenmore. This videos will be short and one take (unless noted) so minimal editing will be required.

Communication: Some videos formats will have communication be an integral part of the process (Instagram reel questions, Snapchat questions) like the “pop quiz” or “did you know” formatting, and the rest will integrate a hashtag that can be used to easily address and communicate any questions viewers of the content have, as this whole initiative is to make visitors feel more safe when the inevitably visit Kenmore.

Follow up: The team needs to address which sectors of safety are getting the most comments and follow up questions, and make sure to find time to address them in a more in depth format, videos with less interactable comments or concerns will be assumed that the safety concern was understood with maximum understanding

Budget/Timeline:

Most investment will be in time in research, finding out which sections of safety need to be addressed and talked about. Time will also be spent finding individuals who share a common theme with the topic at hand (Block watch representative talking about block watch, police officer talking about police safety, etc.) The videos will be single take with minimal editing, so mobile recording and editing are a real possibility that take little in monetary or time investment.

It will take approximately 2-3 hours for research and script writing for the topic. Finding representatives for filming the video may take time as well, but could happen simultaneously to the discovery phase. Filming will take approximately 30 minutes - 1 hour, and editing time will mirror filming, another 30 minutes to 1 hour.

Timeline:



The videos will appear simultaneously to the weekend out series above, but will take place on slower weekday days like Tuesday-Thursday so they are widespread enough by the time the weekend rolls around. These will be posted once per week when designated, and time between will be taken to observe and record data collected from these posts.

Objective 7

To have an effect on acceptance, specifically to bring attention to the harmful conceptions of Kenmore and its safety, by exposing 100 people to safety standards being held by Kenmore by August 31st.

Strategy: Speak Up

This social media strategy will involve a series of social media posts across all platforms, creating a network of posts to encourage people in Kenmore, both visitors, and residents, to report any kind of safety issues that may occur on the boulevard. From heavy traffic to closed businesses, and legitimate safety threats, this strategy aims to be a one-stop service for communicating with visitors on the boulevard and helping them enjoy their night visiting us to the fullest.

Tactic 1: Talk About It

This objective will focus on the creation of a line of communication between the visitors enjoying the Boulevard and us, helping to keep their weekends as fun and as safe as we can.

This objective aims to be all encompassing to issues. As this strategy will help to keep tabs on safety in Kenmore, it can also help provide valuable info about what visitors are thinking.

Examples could be contacting over closed highways, potholes in roads, closed local businesses, all the way to illegitimate threats that can be escalated to the proper people/departments if necessary



Overview: We will schedule, create and distribute a series of social media posts encouraging people to report any issues they have on the Boulevard, and will help us gather information about what pressing issues are facing the people we call visitors.

Preparation and Research:

1. A content schedule must be created for how the posts are distributed
2. We must inquire about how we want to log, save and address all these problems, and see if there's any common theme of problem
3. Make sure we are consistently checking for responses throughout the week, and specifically during the weekend during events that draw high crowds
4. Learn and teach what problems to escalate, and inquire with local departments on how to communicate these issues to them (police, fire, security)

Deliverables: Using the schedule, we will post these semi-frequently during every week, and every weekend day (Fri-Sun) to keep up with the busy crowds.

Communication: Communication will be the integral key to this strategy working optimally. Our communication with the visitors giving feedback must be promptly addressed, filed away for later, and saved to see if any common areas are being frequently commented about. Feedback directly from us will help and create a sense of trust between us and the visitors, making them feel as if their voice has been heard (because it was).

Follow-up: The team needs to address which sectors of safety are getting the most comments and follow-up questions and make sure to find time to address them in a more in-depth format, posts with less interactable comments or concerns will be assumed that the safety concern was understood with maximum understanding.

Budget/Timeline: Most investment will be spent in communicating back and forth with the people responding and inquiring issues. The posts will be easy and quick to make, as the only job of the post is to let people know we want to hear their



problems. Most of the budget will be in human working hours, with seeing and responding to comments, saving them for later, identifying patterns and responding promptly. Ideally a staff member will always be logged into social media on a phone to be able to immediately identify any problems and escalate ASAP to address these issues. Most of the hours will not be devoted to work, but reactionary as it will all depend on the amount of inquiries on any given weekend.





Objective 8

To have an effect on acceptance among NEO residents, specifically, to decrease negative perceptions of safety in Kenmore among 400 of the primary audience members by September 1, 2024.

Strategy: Plan Your Visit

This strategy is focused on reducing the primary audience's uncertainty about Kenmore and increasing their ability to access the Kenmore neighborhood for a comfortable, enjoyable experience. We want to communicate that visiting Kenmore can be easy, comfortable, and safe. In specific, we want to help potential visitors plan their visit by giving them an easy way to access information and visuals about parking, storefronts, walking routes, and businesses/attractions. Secondly, we want to take the opportunity to visually show them spaces to increase their familiarity with the neighborhood. After being exposed to this message, we want the audience to adjust neutral or negative preconceived notions about safety in Kenmore based on the new information. We also want them to feel more confident about their ability to navigate and enjoy the opportunities without the uncertainty that might dissuade them from visiting. The key message for this strategy is: "Plan Your Visit to the Boulevard." This strategy is a content-based strategy using primarily owned channels.

Tactic 1: Create Plan Your Visit Webpage

Overview: Add a web page to the main navigation of the Better Kenmore website that has resources linked to help prospective visitors plan their visit.

Preparation and Research:

1. Neighborhood Info: Determine what information potential visitors might find useful in visiting Kenmore.



2. Calendar: Gather information about regular/annual events and other gatherings that happen with consistency to offer a calendar.
3. Neighborhood Visuals: Walk the neighborhood and create a photo library with both close and distant shots of various aspects of the neighborhood including parking, well-lit areas, storefronts, entrances, patios, and anything it would be helpful for the audience to see first-hand.
4. Neighborhood Q&A/Tip Section: research the places and spaces we want to encourage visitors to use to ensure they have the most positive experience in Kenmore. Mix in special “deals” or other info about attractions to ensure there isn’t an overwhelming focus on safety.

Deliverables: Text content for the info and Q&A/Tip sections. A photo library of the locations and parking locations on the Boulevard (ideally with people in them). A Calendar of annual events.

Communication:

- Create a series of posts across existing platforms to “launch” the Plan Your Visit page (see tactic 2).
- Better Kenmore will add a link to the guide anytime they are sharing an event on social media and direct audiences there.
- Include a link to that page in their about pages or on the “link in bio” so people can learn more about visiting Kenmore.
- Recommend that comments with questions about visiting or attending events receive a response that includes the link to the Plan Your Visit page.

Follow-up: We will measure the success of the Plan Your Visit page using behavioral metrics. The click-through rate from social to the page, as well as the overall traffic to the page will be used to determine the page performance.

Budget and Timeline: The budget must include both the personnel time to conduct the research and creation of the content, as well as the time or funds to build the physical webpage. Assuming Better Kenmore would pay a professional off-site firm to create the page, we will estimate a budget of \$800. In terms of overall time, the organization should budget a minimum of 20 hours of staff time for this project. The Plan Your Visit Page launch date should occur prior to Holiday 2023.



Tactic 2: Plan Your Visit Webpage Launch

Overview: Use social media as a channel to promote the launch of the new webpage through a series of related posts.

Neighborhood Info: Determine what information potential visitors might find useful in visiting Kenmore.

1. **Review Photos Collected for Website for Post Use:** After the photos for the web page have been collected reuse the content as part of a social media post series to promote the page. Each post can be the photo that is provided on the map and a small blurb about where the photo is located and why that area is important to Kenmore.
2. **Social Media Graphic Promos:** An easily editable map graphic that is formatted for each social media platform as an add on to social media event promos so people can visually see where in Kenmore the event is taking place and nearby recommended parking. This will also help clear up any confusion potential attendees may be experiencing about location.
3. **Internal Marketing Explainer Video Promo:** Have an internal team member create an explainer video showing how the webpage can be used and meticulously going over all the benefits and details to using the webpage.

Deliverables: Facebook map photos plus copy for the post series, map social media graphics for each platform, an explainer video.

Communication:

- Communicate stories of certain locations featured in the map photo series.
- Create more clarity to where people can find navigation information for the Kenmore area
- Show audience members the real benefits of using the webpage and specifically how they can use the webpage themselves.

Follow-up: We will measure the success by how many webpage visits we get from a traceable social media link to the page and the number of impressions we get on



the social media posts.

Budget and Timeline: The budget must include both the personnel time to create the content for the various social media posts, as we have created the website. The total time estimated is 5 hours for the run of the campaign

Tactic 3: Walking Map/Tours of Kenmore with Photo Visuals

Overview: Provide a physical map for visitors to use to navigate Kenmore and find fun local opportunities.

Research and Preparation: Determine what information potential visitors might find useful in visiting Kenmore.

1. Research and Photograph Kenmore: Determine what locations in Kenmore would be ideal for a walking tour and photograph them.
2. Create Maps: Have a graphic designer build a map of Kenmore labeled with symbols, markers, and easy directions.
3. Publish Map on the Website: Combine the walking maps and tours with the above visitor page for the websites.

Deliverables: Walking Maps with Themed Tours to be shared on the website and via social.

Communication:

- Communicate stories of certain locations featured in the map photo series.
- Create more clarity as to where people can find navigation information for the Kenmore area
- Show audience members the real benefits of using the webpage and specifically how they can use the webpage themselves

Follow-up: We will measure the success by how many webpage visits we get from a traceable social media link to the page and the number of impressions we get on the social media posts.

Budget and Timeline: The budget must include both the personnel time to complete the research and create the content for the various social media post posts. As our team has created the map and the photography, the organization should budget 10 hours to complete this tactic.



Objective 9

To influence action for NEO residents, specifically to increase the number of first-time attendees at Kenmore community events, measuring 50 new attendees total by July 2024.

Strategy: Show Us Your Night Out in Kenmore

This strategy is focused on increasing the primary audience's positive perceptions of Kenmore as an entertainment district. We will communicate with the audience that Kenmore is a fun place to be, and that people like them are here having a great time. Specifically, we want to increase the number of visitors who post photos of their evenings in Kenmore, allowing *NEW* NEO residents to see the fun opportunities and experiences that social media peers had in Kenmore. The key message is "Show us your night out in Kenmore." We will use the hashtag from the current Better Kenmore social media plan #RockInKenmore to connect photos from that strategy to this one. After seeing the images, the audience will feel that people like them are out enjoying Kenmore, so why aren't they? We ultimately want them to make a plan to visit Kenmore.

Tactic 1: Red Carpet in Kenmore

Overview: Kenmore will set up a red carpet photo spot at several of its upcoming events throughout the year. These photo booths will be set up to showcase the Boulevard in the background and include a small red carpet and a photo prop cardboard cutout as well as a backdrop. A Kenmore or location staff member will staff the booth and take photos for groups with their phones. Event attendees will be asked to share the photos they take using the Hashtag #RockInKenmore.

Preparation & Research:

1. Outline different categories of happenings in Kenmore and select those that have the most compelling visual environment to showcase the neighborhood.



2. An example for this would be the night life audience for music and night life entertainment events.
3. Design and order the photo prop cutout (a large frame with the hashtag, or other smaller props).
4. Take photos of the entire staff in formal wear, in front of the backdrop with the red carpet to promote its existence.
5. Create a schedule of staff members who can staff the red carpet at various events.

Deliverables: Kenmore branded backdrops, a red carpet and backdrop setup with a light box, an employee staffing schedule, social media collateral.

Communication: Photos of the team (in formal wear) in front of the red carpet will be posted leading up to the first red carpet event. Then, attendees will be encouraged to post their photos with the hashtag by the staffer on site.

Follow up: We will measure the success by social media tags and hashtags used for events.

Budget/Timeline: To purchase a light box, custom backdrop and cardboard cutouts, the organization should budget about \$500. This tactic will take Corey Jenkins about 15 hours to plan and research, and then each staffer will spend 4-5 hours per event. The target is to plan 3 events in 2024, so a total of 30 hours of staff time should be budgeted.

Objective 10

To influence action for Kenmore residents, specifically to increase the number who go out to enjoy the boulevard at least once per month by 30 residents by July 2024.



Strategy 1: It Rocks to be a Resident in Kenmore

This strategy is focused on increasing the Kenmore residents as a primary audience perception of the benefits that being an active community member can bring them. We are communicating the message that if you are a Kenmore resident there are many opportunities for you to utilize in the community and to encourage the residents to utilize those opportunities, we should devolve a resident benefit program. Specifically, we want to increase Kenmore residents out and about in the Kenmore neighborhood and community because if residents are out enjoying themselves, it helps create a positive safety perception for the rest of the world for Kenmore. This will make residents feel there are benefits to being a resident in Kenmore while also contributing positively to the community's infrastructure. With the key message being the Kenmore community benefits residents and the residents benefit the community through a mutually beneficial relationship.

Tactic 1: Resident Perks

Overview: Through the partnership with local Kenmore business and organizations, we will establish a program for residents to offer them incentives to go out and participate in the community in some way that they perceive is creating value for them personally.

Preparation & Research:

1. Form business partnerships by interviewing Kenmore organizations to see what benefits they are willing to offer to create foot traffic to their businesses.
2. Research how many residents would be interested in signing up for this program.
3. Create promotional materials for this program to be successful
 1. A card: A card designed to prove residency of Kenmore and developed a process for residents to obtain it.



2. Social media graphic promotions: use social media to promote the benefit program for Kenmore residents.
3. Email Marketing: Collect contact information for residents who sign up so Better Kenmore can send them updates and special offers.
4. Do a business of the month crossover promo: every month a business can be featured to give one special offer not routinely put into the offers.

Deliverables: Residents membership cards, excel documents to keep track of residents, promotional materials, email newsletters.

Communication: We are communicating the message that if you are a Kenmore resident there are many opportunities for you to utilize in the community and to encourage the residents to utilize those opportunities, we should devolve a resident benefit program.

Follow up: We will measure the success by the number of residents who sign-up for the program and how many times those residents go out and use the cards to track how much they are out in the community.

Budget/Timeline: The most expensive part will probably be printing the cards and if allocated into the budget, developing a software to track residents more easily than an excel sheet. (Estimated budget \$1000) The timeline can be never ending as this tactic will always be relevant for Kenmore residents.

Objective 11

To have an effect on acceptance, specifically, to increase members of the primary audience who have an interest in visiting the Kenmore neighborhood by 500 individuals by March 1, 2024.



Strategy: "We Love Kenmore, and So Will You"

In this strategy, Better Kenmore will focus on using its employee's personal networks to amplify events, happenings, and other important content. We will communicate with the audience that those most involved in Kenmore are excited about what's happening on the Boulevard. In specific, we will communicate with the primary audience that members of the Better Kenmore staff are engaged in the community and events and show their commitment to the neighborhood through their personal social media accounts. The Key Message for this strategy is "we love Kenmore, and so will you." When audience members are exposed to these messages, we want them to become aware of events in Kenmore and to feel the excitement from Kenmore's greatest advocates. Ultimately, we want them to consider visiting the neighborhood.

Tactic 1: Staff Amplifying the Message

Overview: The Marketing and Communication team members for Better Kenmore including Corey Jenkins and intern/vista staff will create messages to the staff and active ambassadors to encourage the sharing of Better Kenmore content on personal accounts.

Preparation/Research:

1. Use the internal audit in the situation analysis of the plan to create a series of short recommendations for the staff.
2. Develop a social media policy for the Better Kenmore Staff.
3. Develop a template for an e-mail message to send out whenever there is content the team should share.
4. Offer sample post messaging for the team to share with content.

Deliverables: Social Media Policy Statement, Email draft to send when requesting that staff share content, individual post messaging.

STATEMENT AND SCOPE

As an employee and representative of Better Kenmore, you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

- No hate speech



- No profanity
- No sharing confidential company information
- Social Media posts should use proper spelling and grammatical conventions (avoid slang)
- Be Respectful to all

Customer Inquiries

Acknowledge the customer inquiry, validate the customer's feelings, assess what the customer needs at that moment and hand off the situation to employees in elevated positions if needed. Refer to the decision tree for more details.

Questionable content

While we do not discriminate against views or opinions posted to our social networking accounts, we reserve the right to remove or not approve any comment. A comment will not be edited or modified to remove unacceptable content; the entire comment will simply be deleted.

Some of the reasons we may remove or not approve a post are listed below:

- Abusive, vulgar, obscene, racist, threatening, or harassing comments.
- Libel, slander, or personal attacks of any kind, including the use of offensive terms that target specific individuals or groups.
- Spam, including content that promotes products or services or contains gratuitous links.
- Makes unsupported accusations.
- Posts that suggest or encourage illegal, dangerous, or destructive activity.
- Duplicate posts.
- Political campaigning or lobbying.
- Commercial solicitations or solicitation of donations

TACTICAL GUIDELINES FOR EMPLOYEES

When do I need approval to post a message on social media?

Approval is needed when an employee thinks their message may not align with Better Kenmore's social media post's guidelines. Refer to the comment moderation decision tree to help make a decision on what is appropriate to post.



What kind of information am I allowed to post related to my work on social media?

Employees and representatives may post about upcoming events, content from events, and can repost content from the Better Kenmore pages. Content that involves confidential company information is not prohibited.

Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?

Employees and representatives of Better Kenmore may have their company listed in their social media biography as long as their personal account is demonstrating our practices and appropriate etiquette. If your posts do not align with our values, we ask you to not list Better Kenmore on your personal social media accounts.

What should I do on social media during a PR crisis?

In a PR crisis, it is a goal to make a response to the situation as soon as possible. A response could be a public statement in regards to the crisis, or simply deleting a post that may be getting backlash. Put all scheduled posts on pause, and make sure to be engaging with commenters about the situation.

How do I comply with copyright law on social media?

Only post copyright material with the explicit permission from its rightful owner. Any post that includes copyright/intellectual property without explicit granted permission should be removed as soon as possible.

CONSEQUENCE OF BREACH

At Better Kenmore, our social media outlets help build and create lasting relationships with our audience. Failure to comply to the rules outlined in this document could include, but aren't limited to:

- Warning, whether it be verbal or written
- Loss of access to business accounts (may be reinstated with the proper re-education)
- In worst case, termination

The severity of offenses will be taken on a case by case basis, and will factor in things such as brand damage, lost followers/drop in engagement, brand reputation, and so forth.



ANNUAL REVIEW

This policy will be reviewed once per year, and adjusted if needed to reflect any changes in the social media landscape. All employees will be provided with access to a copy.

Communication: When the Better Kenmore Marketing team identifies an opportunity for staff to share a post or series of posts on their personal profiles, they will send out an email staff-wide with either instructions for sharing, or if they want the staff to post themselves, the post content and instructions.

Follow-up: The Better Kenmore staff will monitor organic reach metrics to see if the content targeted by this tactic are reaching an average of 500 additional individuals.

Budget and Timeline: This will take approximately 1 hour per week over the course of the campaign.

Strategy: Proactive Community Management

In this strategy, Better Kenmore will respond to comments left on their social media platforms and posts using best practices. Specifically, the organization will use proactive, community building responses and follow-up for positive comments and will use best practices in customer care and social media to determine when to respond, not respond and/or delete/remove negative comments. This strategy communicates that the Better Kenmore staff and community is active and responsive, and cares about the individual comments and feedback from their audiences. The key message is “We’re listening, and we care.” We want audience members who either interact with Better Kenmore, or who see the interactions of others to feel comfortable engaging on the pages/profiles and to feel as though Better Kenmore and the neighborhood cares about creating a safe, friendly environment.

Tactic 1: Comment Moderation

Overview: The Marketing and Communication team members for Better Kenmore including Corey Jenkins and intern/vista staff will utilize best practices to respond to comments received on Better Kenmore profiles and posts.

Preparation/Research:

1. Use the external audit in the situation analysis of the plan to create a series of short recommendations for the staff.



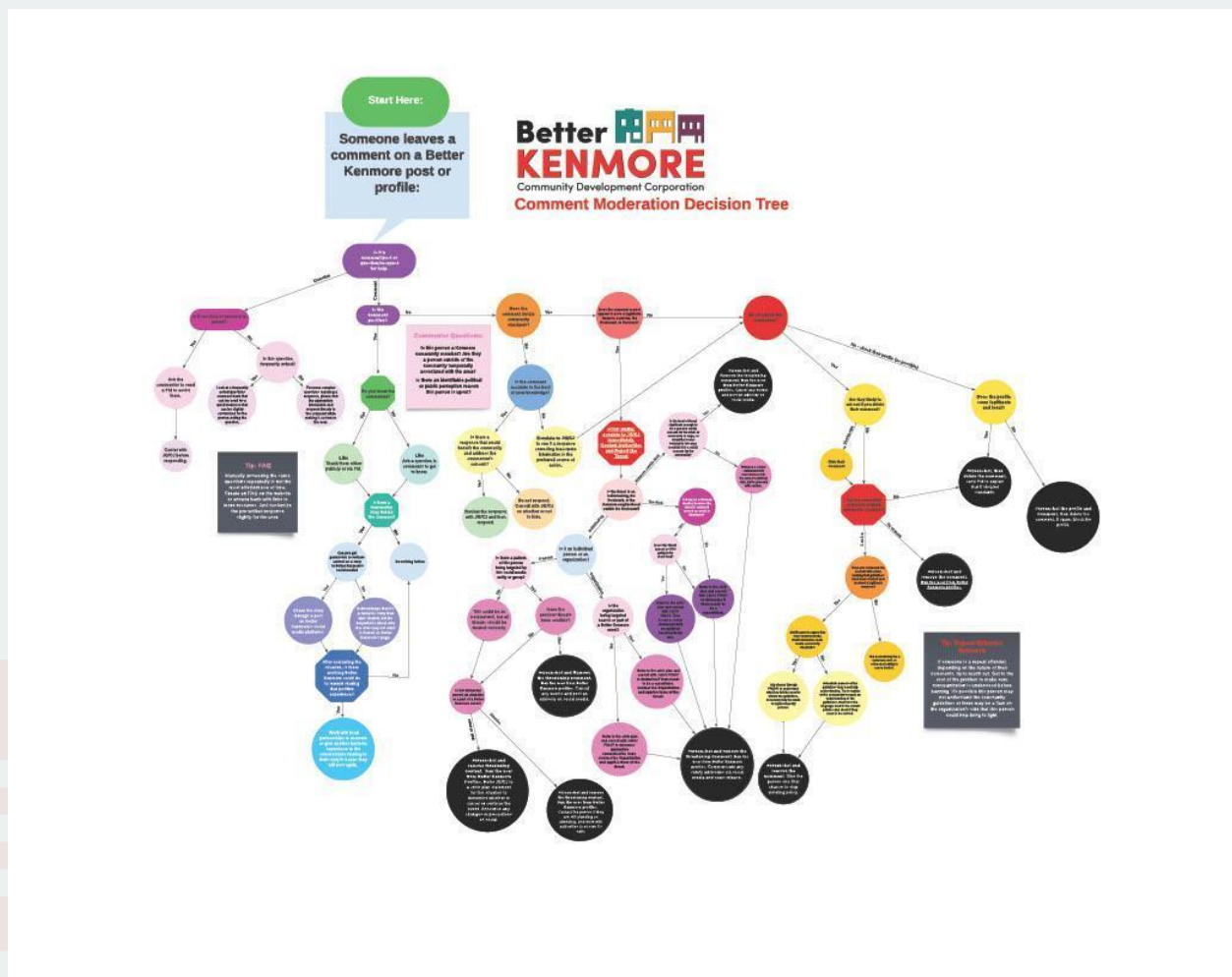
2. Create a short statement of community standards that can be utilized on the Better Kenmore website and
3. Develop a comment moderation decision tree for Better Kenmore staff.
4. Train all staff on using the decision tree and materials.

Deliverables: Comment Moderation Decision Tree, Community Standards

Communication: When the Better Kenmore social media profiles receive a comment, the team will utilize the comment moderation decision tree to determine what the most appropriate response is for each post.

Follow-up: The Better Kenmore staff will screenshot and document both negative and positive comments and track both types.

Budget and Timeline: This tactic will require sporadic work as commenters are more active. There is no monetary cost outside of employee time





COMMUNITY STANDARDS STATEMENT

Welcome to the Better Kenmore community! This is a safe space to discuss the neighborhood of Kenmore, Akron's second largest neighborhood, and our [mission to improve the quality of life through cultural, artistic, recreational and business revitalization](#).

We want everyone to be part of our community and join us in celebrating all Kenmore has to offer!

We encourage your feedback and aim to respond to your comments as soon as possible. While we do moderate this community, we welcome open discussion.

To help everyone enjoy our community, we ask that when you post, you keep in mind the following:

- We don't allow defamatory, indecent, offensive, profane, discriminatory, misleading, unlawful or threatening comments.
- Personal attacks, name-calling, trolling, and abuse have no place on our socials, and will be removed according to our own discretion.
- Spamming, posting promotional material or posting links to third party websites is not permitted, unless specifically authorized.
- We reserve the right to delete comments at our discretion and block any repeat offenders. We will remove content that is fraudulent, deceptive, or misleading.
- Coordinated group attacks will not be tolerated.
- We will always welcome different viewpoints, but will not tolerate viewpoints that are demeaning in nature, built upon harmful stereotypes or generally mean-spirited. We hold all rights to remove and block offenders at our discretion.
- Our community is a public place. Don't post personal information that you would not be comfortable sharing with a stranger. We recommend that you don't post any information that may identify you or anyone else, such as your address, email address or phone number.
- Employees participating in the discussion in our community are reminded of the staff social media guidelines, and will be expected to uphold all the values at all times.



If you have a question about a product or service of ours, please get in touch via our website at BetterKenmore.org

If you'd like to chat with a customer service representative, please get in touch with us at:

info@betterkenmore.org

Or

330-714-9621

Tactic 2: Crisis Response

Overview: Being prepared and having a plan in case of a crisis.

Research:

1. Figure out what the situation may be stemming from
2. Decide whether or not it is best to remove the post that has caused the crisis
3. Collect as much information to establish a crisis statement.

Deliverables: a Crisis response to a situation on the internet.

"Please be self aware when walking alone at night, keep your car and house doors locked at all times, and be aware of your surroundings. In 2019, over 4,300 crimes of theft and larceny were committed. To protect yourself, keep expensive things out of sight of your car at night. Stranger on stranger crime is not the most common crime in Akron, however it is always important to be prepared. Out of 1,677 violent crime locations, 932 of them occurred inside a residence home. Typically, the offender is not a random person, and commits a crime against someone that they know. Pay attention to the people you surround yourself with, as you could be a victim of domestic violence, or abuse."

Communication: This will help get in touch with your audience, and help put the problem at ease.



Follow up: Better Kenmore will keep track of follower count, and the responses they are receiving.

Budget/Timeline: No cost of money, However it is good to create a crisis statement as soon as possible

VII. Evaluation Section

Objective 1

To have an effect on awareness, specifically to increase the number of people in the Greater Cleveland area non-Kenmore Resident audience who are familiar with at least one business in Kenmore that appeals to a unique hobby by 250 people by December 1, 2024.

Key Performance Metrics:

- Impressions are how many times a post shows up in someone's timeline
 - Use platform native insights
- Reach is the potential unique viewers a post could have (usually your follower count plus accounts that shared the post's follower counts).
- Engagement is Individual engagement metrics like a share or a retweet add up. In a Twitter report, you'll see a total number of engagements per post or profile.
- Click through tracking visitors to the Better Kenmore Website to see if they are coming from the platforms where campaigns are posted

Objective 2

To have an effect on action, specifically to increase the number of people in the Greater Cleveland Area Non-Kenmore Audience with unique hobbies that visit Kenmore hobby shops and specialty retail shops by 100 visitors by January 2024.



Key Performance Metrics

- Customer Counts the number of additional customers that are frequenting the businesses.

Objective 3

To have an effect on interest, specifically to increase positive attitudes toward the safety of public events hosted in Kenmore among 50 members of the audience 'Northeast Ohio residents who do not live in Kenmore,' by September 1, 2024.

Key Performance Metrics

- Sentiment The sentiment of individual comments left on Better Kenmore posts and platforms as well as on stories about Better Kenmore across platforms.

Objective 4

To have an effect on action, specifically to recruit 5 new members for the Blockwatch from the 'residents of Kenmore' audience by June 1, 2024

Key Performance Metrics

- Member Counts The number of residents who have joined the organization

Objective 5

To have an effect on awareness, specifically to create attention to events happening in the Kenmore district by exposing 30 people to new events being hosted in the district by October 31st.

Key Performance Metrics

- Impressions are how many times a post shows up in someone's timeline
- Reach is the potential unique viewers a post could have (usually your follower count plus accounts that shared the post's follower counts).



- Engagement is Individual engagement metrics like a share or a retweet add up. In a Twitter report, you'll see a total number of engagements per post or profile.
- Click through tracking visitors to the Better Kenmore Website to see if they are coming from the platforms where campaigns are posted

Objective 6

To have an effect on acceptance, specifically to bring attention to the harmful conceptions of Kenmore and its safety, by exposing 100 people to safety standards being held by Kenmore by August 31st.

Key Performance Metrics

- Sentiment The sentiment of individual comments left on Better Kenmore posts and platforms as well as on stories about Better Kenmore across platforms.

Objective 7

To have an effect on action, specifically to increase participation by Kenmore citizens in reporting safety violations through social media by 15 by October 2023.

Key Performance Metrics

- Impressions are how many times a post shows up in someone's timeline
- Reach is the potential unique viewers a post could have (usually your follower count plus accounts that shared the post's follower counts).
- Engagement is Individual engagement metrics like a share or a retweet add up. In a Twitter report, you'll see a total number of engagements per post or profile.



- Click through tracking visitors to the Better Kenmore Website to see if they are coming from the platforms where campaigns are posted

Objective 8

To have an effect on acceptance among NEO residents, specifically, to decrease negative perceptions of safety in Kenmore among 400 of the primary audience members by September 1, 2024.

Key Performance Metrics

- Click through rate on links that are embedded within social media posts that relate to the tactics
- Impressions on the social media posts that are related to the tactics
- Website traffic and number of visits that the posts generate for the website

Objective 9

To influence action for NEO residents, specifically to increase the number of first-time attendees at Kenmore community events, measuring 50 new attendees total by July 2024.

Key Performance Metrics

- Tags/mentions with Better Kenmore's social media
- Tracking hashtags by the amount of time The Better Kenmore Hashtag #RockInKenmore is used



Objective 10

To influence action for Kenmore residents, specifically to increase the number who go out to enjoy the boulevard at least once per month by 30 residents by July 2024.

Key Performance Metrics

- Tracking sign-ups for the number of Kenmore Residents who for the program
- Tracking program activity by measuring the times the Kenmore Residents use their Kenmore Resident perks in the boulevard community

Evaluation Guidelines:





Social Squeak

12-Month Content Timeline:

August 2023

- Begin creation of the “Plan Your Visit” Webpage (Objective 8)
- Instance 1 of “#VisitKenmoreOhio” (Objective 3)

September 2023

- Instance 1 of “Entrepreneur Feature” (Objective 3)
- Instance 2 of “#VisitKenmoreOhio” (Objective 3)

October 2023

- Instance 1 of “Block Watch Member Stories” (Objective 4)
- Instance 3 of “#VisitKenmoreOhio” (Objective 3)
- 4 Instances of “Hobbyist Influencers” posted every week. (Objective 1)

November 2023

- (Before Holiday Season) Launch of the “Plan Your Visit” Webpage (Objective 8)



- Instance 2 of “Entrepreneur Feature” (Objective 3)
- Instance 4 of “#VisitKenmoreOhio” (Objective 3)
- 4 Instances of “Stories of Kenmore Businesses” posted every week (Objective 1)

December 2023

- Instance 2 of “Block Watch Member Stories” (Objective 4)
- Instance 5 of “#VisitKenmoreOhio” (Objective 3)
- 4 Instances of “Touring Hobbies’ Homes” posted every week (Objective 1)

January 2024

- Instance 3 of “Entrepreneur Feature” (Objective 3)
- Instance 6 of “#VisitKenmoreOhio” (Objective 3)
- 5 QR codes for “Business of the Month” will be distributed by the end of January
(Objective 2)

February 2024

- Instance 1 of “Red Carpet in Kenmore” (Objective 9)



- Instance 7 of “#VisitKenmoreOhio” (Objective 3)

March 2024

- Instance 4 of “Entrepreneur Feature” (Objective 3)
- Instance 8 of “#VisitKenmoreOhio” (Objective 3)

April 2024

- Instance 2 of “Red Carpet in Kenmore” (Objective 9)
- Instance 3 of “Block Watch Member Stories” (Objective 4)
- Instance 9 of “#VisitKenmoreOhio” (Objective 3)

May 2024

- Instance 5 of “Entrepreneur Feature” (Objective 3)
- Instance 10 of “#VisitKenmoreOhio” (Objective 3)

June 2024

- Instance 3 of “Red Carpet in Kenmore” (Objective 9)



- Instance 11 of “#VisitKenmoreOhio” (Objective 3)

July 2024

- Instance 12 of “#VisitKenmoreOhio” (Objective 3)

Additional Information:

- Two objectives (see 3 and 8) are slated for delivery in September of 2024, just outside the range of this 12-month calendar.
- Many objectives will rely heavily on the constant monitoring of key metrics like Impressions, Engagement, Click Through Rate, etc., and will require weekly, if not daily, check-ins for these key indicators.
- Posts for weekend attendance objectives (see 5 and 9) will have posts scheduled for mid to late weekdays (Wednesday through Friday), as to give time for potential visitors to see and interact with our online posts.



- Objective 10 “It Rocks to be a Kenmore resident” is excluded from the calendar, as no set dates are integral to the objective implementation.

Budget Summary:

Social Squeak Budget Outline										
Physical Advertising										
Name	Cost/Unit	Units	Sub-Total							
Print Cards	\$0.07	250	\$18							
Flyers	\$0.48	250	\$120							
			Total: \$138							
Influencers										
Type	Cost	Instances	Sub-Total							
Stories of Kenmore 1	\$250	5	\$1,250							
			Total: \$1,250							
Social Media Boosts										
Type	Cost	Instances	Sub-Total							
Hobby Influencers	\$250	1	\$250							
Stories of Kenmore 2	\$250	1	\$250							
Touring Hobbies	\$150	1	\$150							
			Total: \$650							
Digital Media Creaion										
Type	Cost	Instances	Sub-Total							
QR codes production	\$500	1	\$500							
			Total: \$500							
Event Specific Costs										
Type	Cost	Instances	Sub-Total							
Webpage Development	\$800	1	\$800							
Red Carpet	\$500	1	\$500							
Kenmore Benefits	\$1,000	1	\$1,000							
			Total: \$2,300							
Time Required (In Hours)										
Name	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Objective 9	Objective 10
Better Kenmore Staff	10	15	12	20	3	2	1	20	5	25
										Total: 113



Closing Summary:

Social Squeak's social media plan for Better Kenmore is a plan that is built upon building, creating, and fostering a relationship with the Kenmore community. From flashy events like the red carpet, to social media strategies built upon direct communication with visitors, to helping devoted hobbyists find a home, this strategy outlines strategies Better Kenmore could use to help create a one of a kind Boulevard that oozes personality and fun from every street corner. With strategies that help with data collection, consumption, and integration, will help keep you on edge with the latest trends, fads, and hot topics that inevitably come with the ever changing landscape of social media. This plan is a blueprint to help break the age-old stigmas that have plagued Kenmore for the better part of a century, and helping turn it into a place where people can proudly call home.

