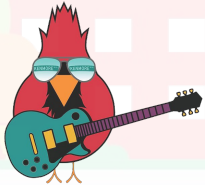




Better KENMORE

Community Development Corporation

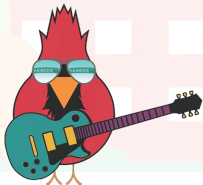


Executive Summary

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.

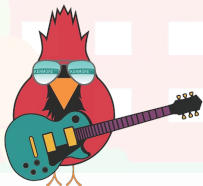
Key Plan Features:

1. **Timeline:** 1 year
2. **Personnel:** social staff will spend 2.5 hours (average) per week
3. **Budget:** \$4,383 (with flexibility to eliminate paid tactics should funding not be available)



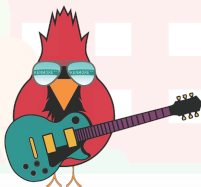
Situation Analysis

- **Who is Better Kenmore?**
- **What does Better Kenmore do?**
- **Overview of Safety in Kenmore**



External Audit

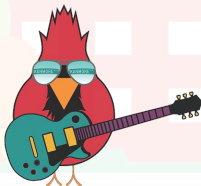
Platform	y/n	# of Followers Subscriber	Stated Social Policy	Post Frequency	Average Engagement	Comment Sentiment/ Description	Posts About Org	Question, Concerns , Ideas
Facebook	Yes	4.9K followers	No	30 Days:59 High: Daily +	30 Days:1,065 Engagements ***BEST***	Sediment Score: 1.74 Moderately Positive to neutral	Post Exagagdy 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 Exagagdy 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 Exagat 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								



PIZZA

Internal Audit

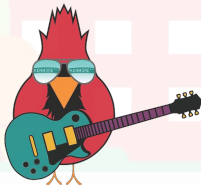
Staff Member	F B	I G	Y T	T T	L I	T W	Pros	Cons
Josh Gippin	Y	n	y	Y	Y	Y	Extremely active on FB and twitter. The YouTube channel has a good number of views. Lots of information about his work with Kenmore.	The YouTube channel seemed to have a mix of business and personal. Might want to separate the two. 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. Possibly having more of a presence could be beneficial
Elisha West	Y	n	n	n	n	n	Has at least one social media account	Very little, findable social media. Not very active and could not see her past accomplishments/experience. did have Facebook however there was 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 medias were hard to distinct if they were her from lack of information or activity



Environmental Factors

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	Arson
197,882	1,782	27	181	328	1,246	6,658	1,686	4,305	577	65



Environmental Factors

Political:

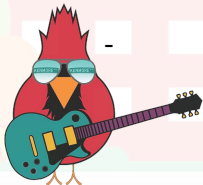
Economic hardship, median household income and property value are lower than averages found around the country.

Community:

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

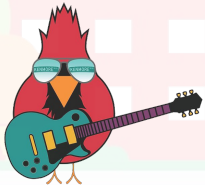
Diversity, Equity and Inclusion:

Statistics show that Kenmore is very racially diverse, and the [hotspots of diversity](#) are segmented to different parts of Kenmore.



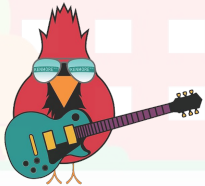
SWOT: Strengths

- A strong group of people who care about Kenmore and its 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.



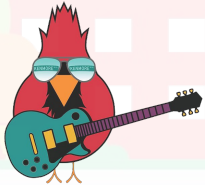
SWOT: Weaknesses

- 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.



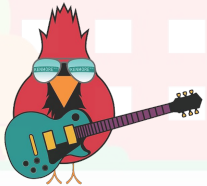
SWOT: Opportunities

- 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.



SWOT: Threats

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



Audience Analysis

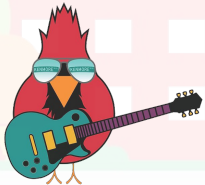
Primary Audience: Prospective Customers for Kenmore businesses and events

Segments: (1) **Northeast Ohio Residents** who would visit Kenmore and (2)

Residents of Kenmore

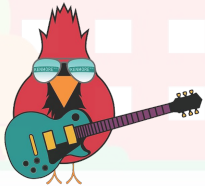
- People of Northeast Ohio who enjoy nightlife, restaurants and dive bars.
- People of Northeast Ohio who are hobbyists in either comics, sports cards, or collectables
- Residents who are homeowners, a majority with white collar jobs and disposable income they are looking to spend to grow the Kenmore community around them.

Secondary Audiences: (1) **Businesses**, (2) **NEO Media**, (3) **Influencers**



Goal Statement

Our Goal is to improve the reputation of the Kenmore neighborhood by improving the perception of safety within the area.



Plan Objectives

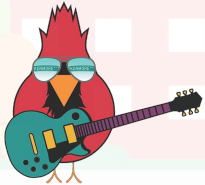
Objective 1: To have an effect on awareness, specifically to increase the number of people in the Greater Cleveland area non-Kenmore Resident audience who are familiar with at least one business in Kenmore that appeals to a unique hobby by 250 people by December 1, 2024.

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.



Plan Objectives

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.

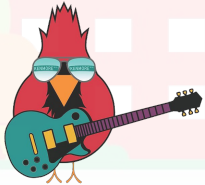
Objective 7: To have an effect on action, specifically to increase participation by Kenmore citizens in reporting safety violations through social media by 15 by October 2023

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.

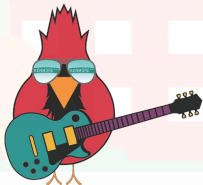
Objective 11: To have an effect on acceptance, specifically, to increase members of the primary audience who have an interest in visiting the Kenmore neighborhood by 500 individuals by March 1, 2024.



PIZZA

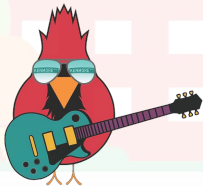
Objective 1

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 1: Strategy – Inside Kenmore's Hobbies

We will communicate to the audience that Kenmore has many businesses that appeal to unique and niche hobbies. We will give the audience an inside look on what the business and its owners are like, therefore 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.

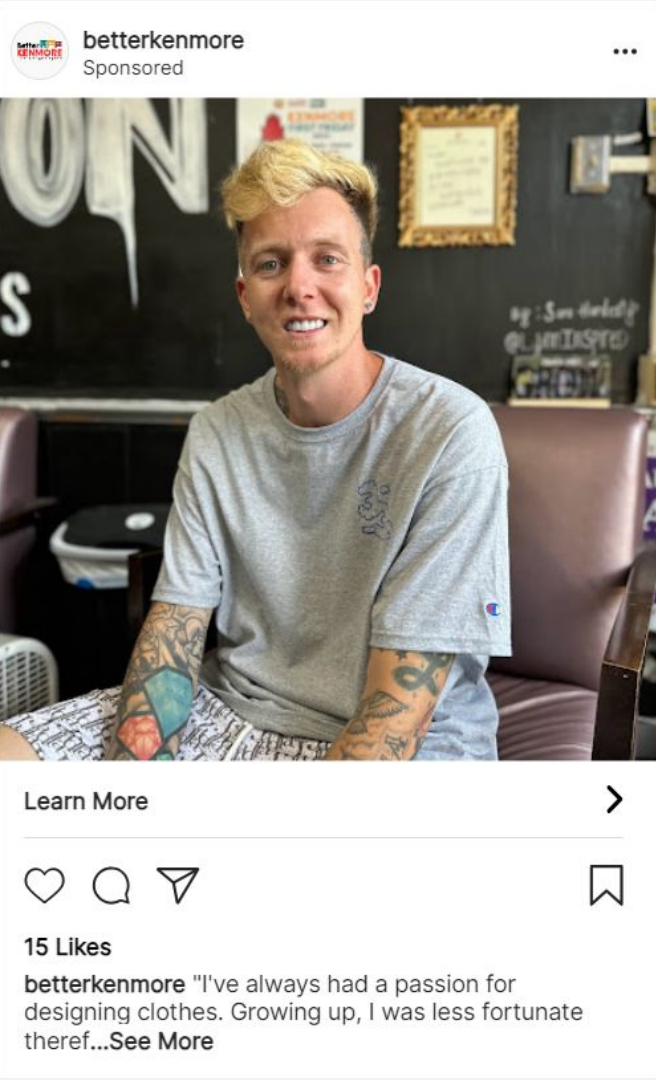
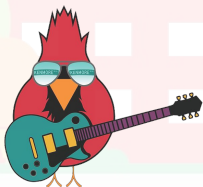


Inside Kenmore's Hobbies

Tactic 1: Hobbyist Influencers

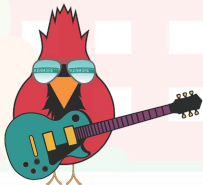
Tactic 2: Stories of Kenmore Businesses

Tactic 3: Touring Hobbies' Homes



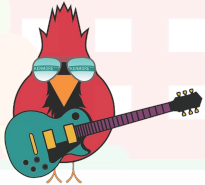
Objective 2

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.



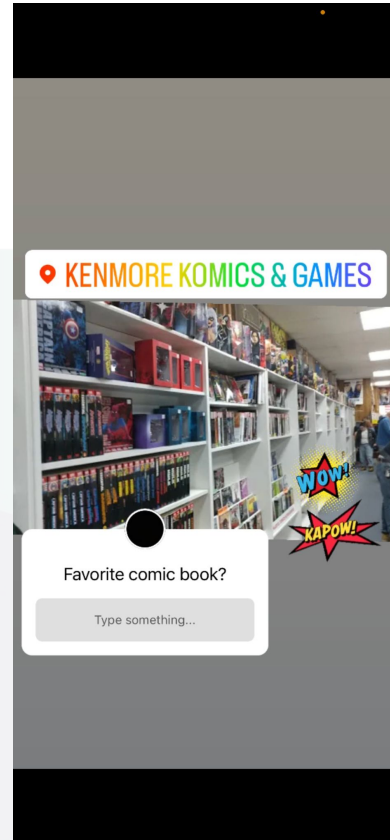
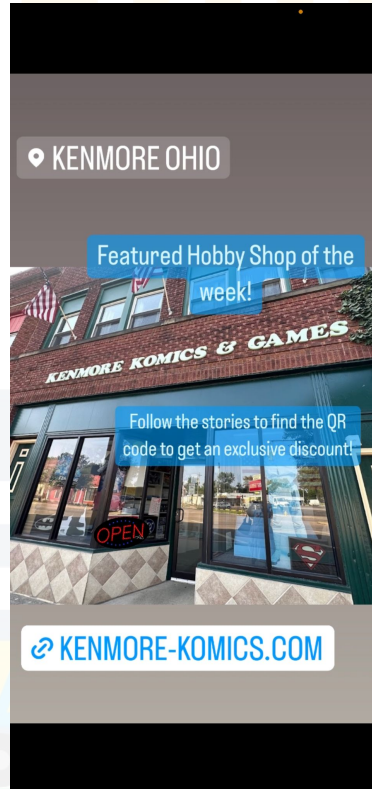
Objective 2: Strategy – Business of the Month

In this strategy we will communicate with the audience that each Hobbyist shop featured for the week or month will be having a special discount or deal. 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 received. The key message of this strategy is to encourage the audience to come to these establishments in Kenmore.



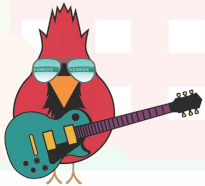
Business of the Month Tactics

Tactic 1: QR Code Discount



Objective 3

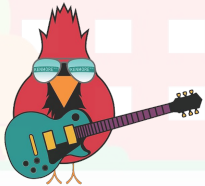
To have an effect on interest, specifically to increase positive attitudes toward the safety of public events hosted in Kenmore among 50 members of the audience 'Northeast Ohio residents who do not live in Kenmore,' by September 1, 2024.

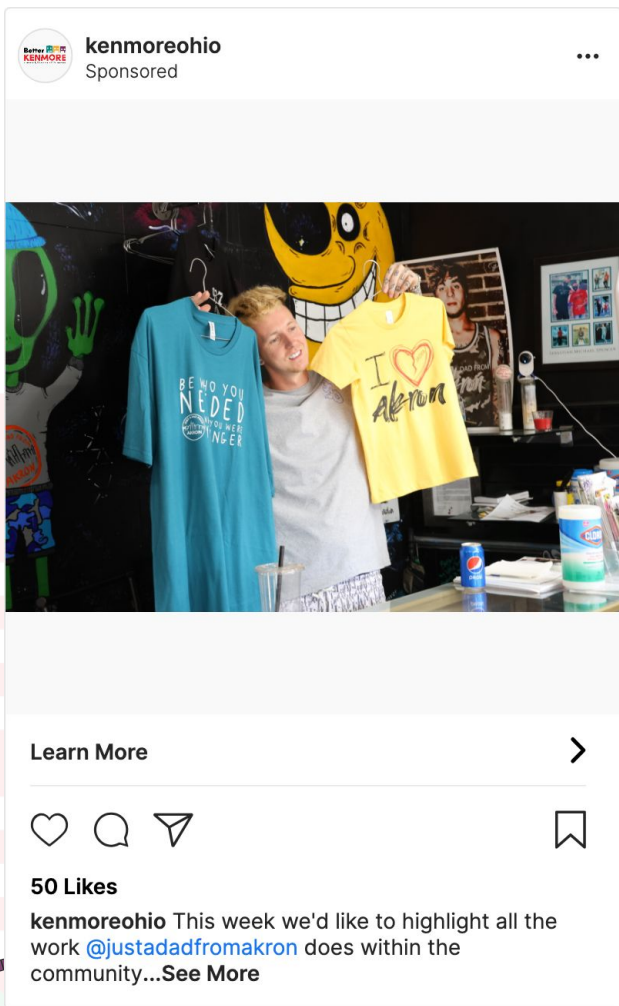


Objective 3: Strategy

#VisitKenmoreOhio

#VisitKenmoreOhio will allow social media users to share their positive experiences in Kenmore and promote events and businesses to attract new visitors to the area.





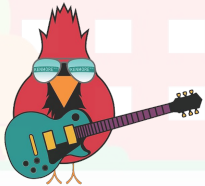
#VisitKenmore Tactics

Tactic 1: #VisitKenmoreOhio

Tactic 2: Entrepreneur Feature

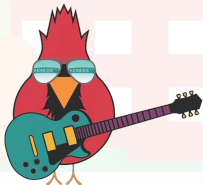
Objective 4

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



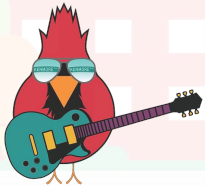
Objective 4: Strategy – Creating Safer Communities Together

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 sharing existing block watch members' motivations for joining the cause.



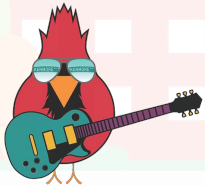
Creating Safer Communities Together

Tactic 1: Block Watch Member Stories



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



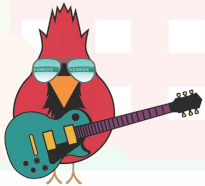
Objective 5 Tactic 1 – A Night Out

- 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.
- Will showcase local restaurants, hobby shops, and live music happening on the boulevard, with a heavy emphasis on the specific event taking place that weekend/day (First Friday, Buzzbin Karaoke, etc.)
- Will have heavy emphasis on consumer feedback and interaction (twitter hashtags, Instagram story questionnaires, Snapchat voting)



Objective 6:

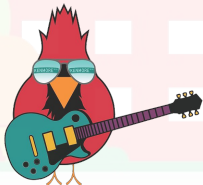
To have an effect on acceptance, specifically to bring attention to the harmful conceptions of Kenmore and its safety.



Tactic 1: Time to Talk

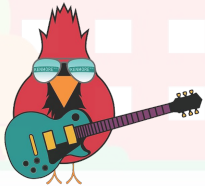
Tactic 1:

- 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.
- This strategy will highlight the actions being taken in Kenmore and their actions taken to combat safety issues in the neighborhood.
- 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.
-



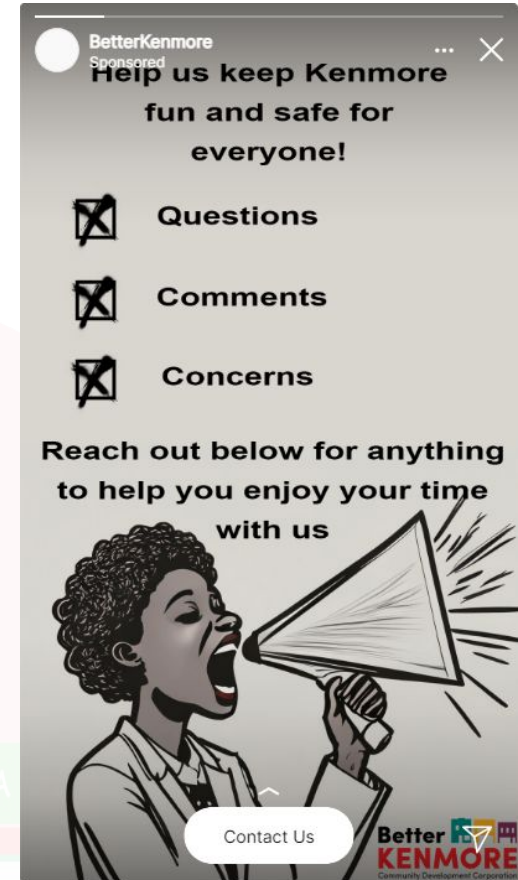
Objective 7

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.



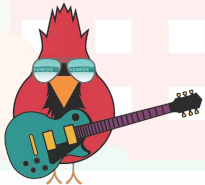
Objective 7 Tactic 1 – Speak Up

- 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.



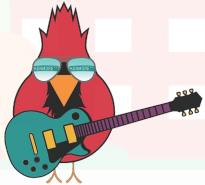
Objective 8

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 8: Strategy – Plan Your Visit

The goal is to increase familiarity with Kenmore and adjust negative preconceived notions about safety. A content-based strategy using owned channels aims to reduce uncertainty and increase access. Visitors will receive information about parking, storefronts, walking routes, and businesses/attractions to help plan their visit. The key message is "Plan Your Visit to the Boulevard" to communicate that visiting Kenmore is easy, comfortable, and safe.

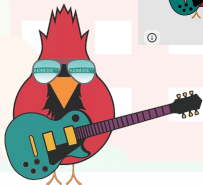
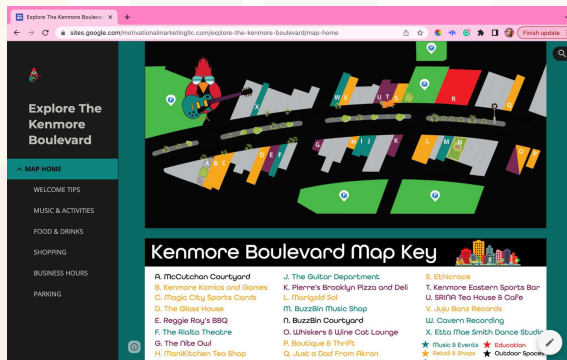


Strategy Plan Your Visit Tactics

Tactic 1: Create Your Visit Webpage

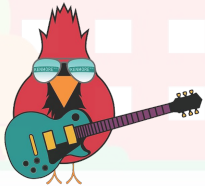
Tactic 2: Plan Your Visit Webpage Launch

Tactic 3: Walking Map/Tour of Kenmore with Photo Deliverables



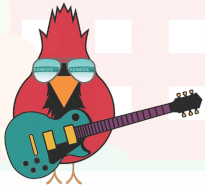
Objective 9

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.



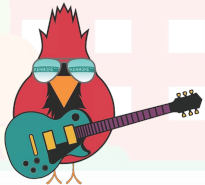
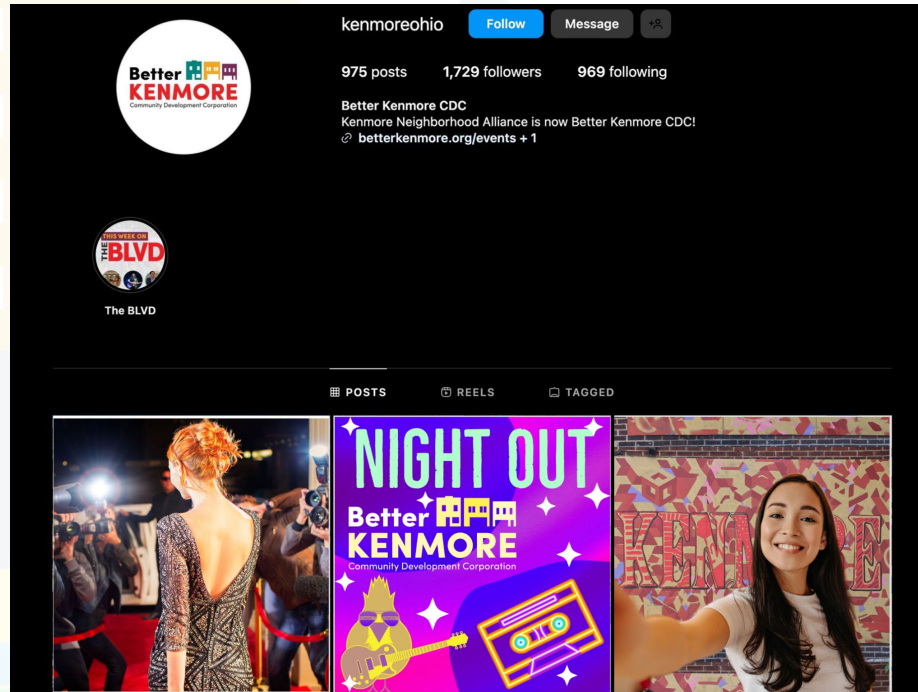
Objective 9: Strategy – Show Us Your Night Out

Encourage people to post photos of their nights out in Kenmore with #RockInKenmore to increase positive perceptions of the district and show potential visitors the fun experiences available. "Show us your night out in Kenmore" is the key message to inspire others to plan a visit.



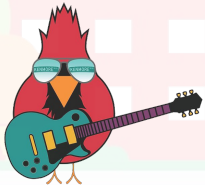
Show us Your Night Out Tactics

Tactic 1: Red Carpet in Kenmore



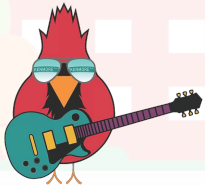
Objective 10

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 10: Strategy – Rocks to Be a Resident in Kenmore

Encourage residents to be active in the community, create a benefit program, increase their presence for safety, promote community benefits, and highlight the mutual relationship between residents and Kenmore.



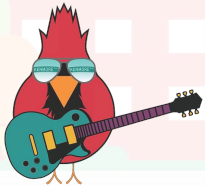
Rocks to Be a Resident in Kenmore Tactics

Tactic 1: Resident Perks



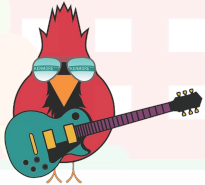
Objective 11

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.



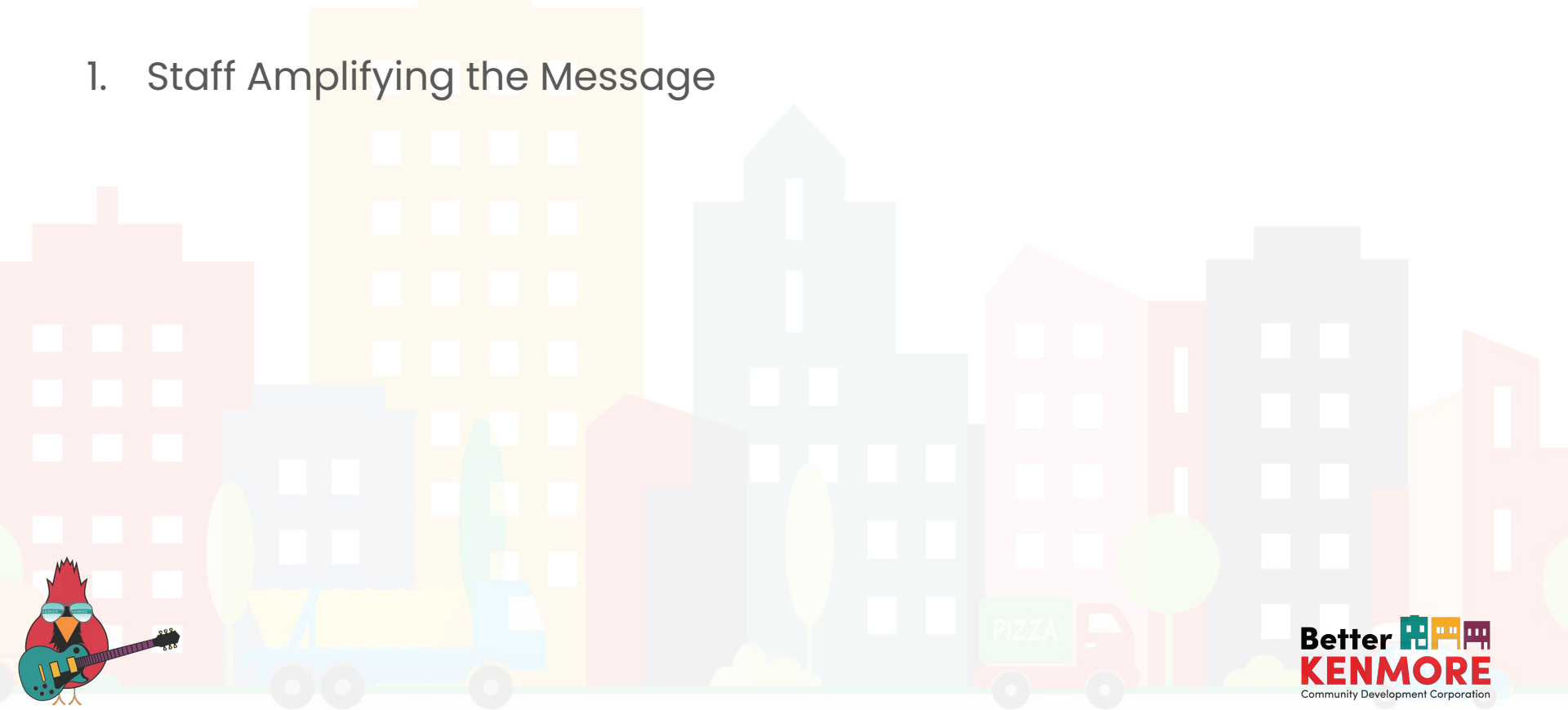
Objective 11 Strategy- We Love Kenmore, and So Will You

In this strategy, Better Kenmore will focus on using its employee's personal networks to amplify events, happenings, and other important content. 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.



We Love Kenmore, and So Will You Tactics

1. Staff Amplifying the Message



Decision Tree

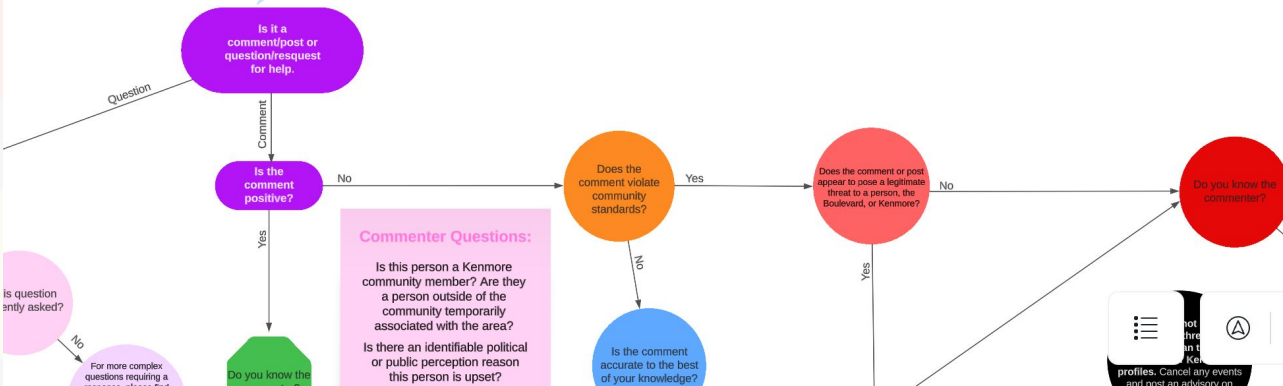
Start Here:

Someone leaves a comment on a Better Kenmore post or profile:

Better 
KENMORE

Community Development Corporation

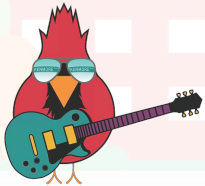
Comment Moderation Decision Tree



Crisis Response

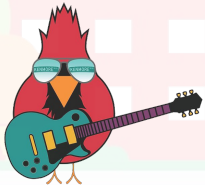
Please be self aware when walking alone at night, keep your car and house doors locked at all times, and be aware of your surroundings. In 2019, over 4,300 crimes of theft and larceny were committed. To protect yourself, keep expensive things out of sight of your car at night. Stranger on stranger crime 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.

- Talking Points for Josh Gippin on Safety



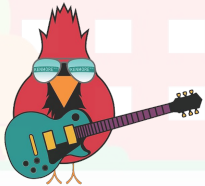
Annual Review

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



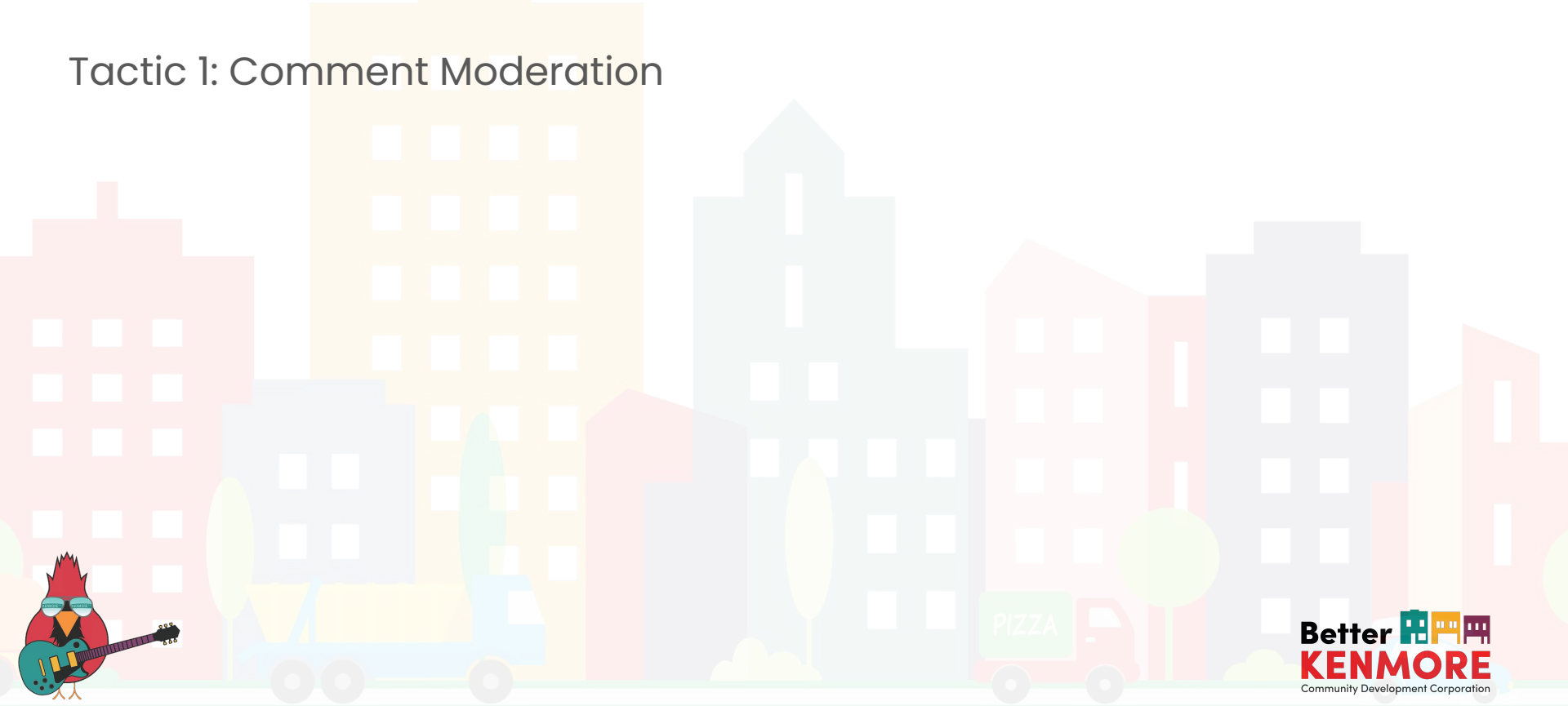
Strategy -Proactive Community Management

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.



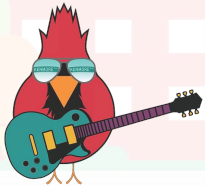
Proactive Community Management Tactics

Tactic 1: Comment Moderation



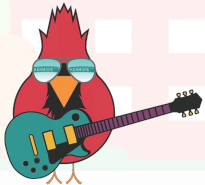
Evaluation

The success of the objectives in the safety reputation plan will be determined using key metrics and social media analytics best practices.



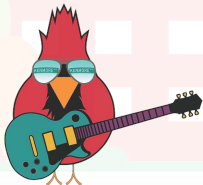
Key Performance Metrics (Awareness):

- **Impressions** are how many times a post shows up in someone's timeline
 - Platform native insights (Meta Business or X Insights)
- **Reach** is the potential unique viewers a post could have (usually your follower count plus accounts that shared the post's follower counts).
 - Platform native insights (Meta Business or X Insights)
- **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.
 - Platform native insights (Meta Business or X Insights)



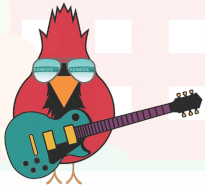
Key Performance Metrics (Attitudinal Change/Interest)

- **Click Through** tracking visitors to the Better Kenmore website to see if they are coming from the platforms where campaigns are posted.
 - Google Site Analytics/Site Analytics
- **Content Consumption** length of time user spends interacting with content, on video this is measured in seconds; on websites this is called bounce rate.
 - Platform native insights
- **Sentiment** The sentiment of individual comments left on Better Kenmore posts and platforms as well as on stories about Better Kenmore across platforms.



Key Performance Metrics (Action)

- **Customer Counts** the number of additional customers that are frequenting the businesses.
 - Reach out to businesses and ask for customer counts.
- **Member Counts** the number of additional members that have joined an organization
 - Reach out to the neighborhood block watch or follow along with them to know how many people have reached out to learn more information or joined the organization



Metrics for Each Objective

Objective 1: Impressions, Reach and Engagement

Objective 2: Customer Count

Objective 3: Sentiment and Hashtag Usage

Objective 4: Member Count

Objective 5: Impressions, Reach, Engagement and Click Through Count

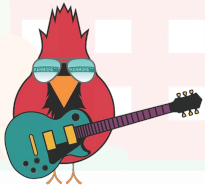
Objective 6: Sentiment

Objective 7: Impressions, Reach, Engagement and Click Through Count

Objective 8: Click Through Count, Engagement, Website Traffic

Objective 9: Tags/Mentions, Tracking Hashtag usage

Objective 10: Tracking Sign-ups and Tracking Program



Campaign Timeline

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

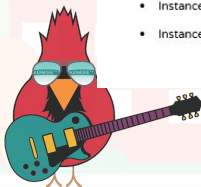
- Instance 3 of "Red Carpet in Kenmore" ([Objective 9](#))
- Instance 11 of "#VisitKenmoreOhio" ([Objective 3](#))

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.



Campaign Budget

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 Creation

Type	Cost	Instances	Sub-Total
QR codes production	\$500	1	\$500

Total: \$500

Event Specific Costs

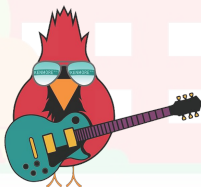
Type	Cost	Instances	Sub-Total
Webpage Development	\$800	1	\$800
Red Carpet	\$500	1	\$500
Kenmore Benefits	\$1,000	1	\$1,000

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



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