



**Municipal Association of
South Carolina Pre-Conference Session**

Thursday, July 20, 2017
9:00am – 12:00pm
Hilton Head, SC

Managing Your Message



Agenda

- 9:00 - 10:30 The Tale of SC Cities & Towns
- 10:30 - 10:45 Break
- 10:45 - 12:00 Recap, Review, and Evaluation

Visual Tour of South Carolina



Photo credit: Hannah Bayleigh Photography

Visual Tour of South Carolina



Visual Tour of South Carolina



Visual Tour of South Carolina



Visual Tour of South Carolina



Visual Tour of South Carolina



Visual Tour of South Carolina



Gaffney, SC



JOHNSTON, SC
PEACH CAPITAL OF THE WORLD



Johnston Peach Blossom Festival

Johnston is known as the Peach Capital of the World. The Johnston Peach Blossom Festival is a celebration of the city's peach industry and is held annually in Johnston, South Carolina.



Johnston, South Carolina

Johnston is a city in Johnston County, South Carolina, United States. The population was 21,044 at the 2010 census. The city is the county seat, and is located on the border of Johnston County and Wayne County.

- 1 Johnston
- 2 Johnston
- 3 Johnston
- 4 Johnston
- 5 Johnston
- 6 Johnston
- 7 Johnston
- 8 Johnston

History

Johnston was founded in 1785 as the site of a plantation for John Johnston. The plantation was later sold to the state and became the site of the Johnston State Prison. The city was founded in 1802 and was named in honor of John Johnston.

Geography

Johnston is located in the southeastern part of the state. The city is situated on the border of Johnston County and Wayne County.

Johnston, South Carolina

Country	United States
State	South Carolina
County	Johnston
City	Johnston
Population	21,044
Area	11.4 sq mi (29.6 km²)
Time zone	EST (UTC-5)
Area code	803
Website	www.johnston-sc.gov

Vision - Mayor Terrence D. Culbreath

Truth and Honesty

Entrepreneurship (Jobs)

Increased Tax Base

Preserve Small Town Quality of Life;
Family and Recreation



Website



Log Creek Timber Company
relocated Johnston, SC January 2014



Bailey Bill

Historic preservation trend has room to grow, industry insiders say



The Bailey Bill is a state law allowing local governments to grant tax abatements to rehabilitated properties that qualify as historic. In Columbia and Richland County, buildings can be assessed at their pre-rehabilitation value for up to 20 years, as long as 20% of the property value is spent on renovations.

Facebook



Sign Up button directs to this GoDaddy sales page



Social Media



Facebook



Refreshed Facebook



Refreshed Website



Website Ad Sales



Message Managing Strategies

- Communication Advisory Group – Social Media Ambassadors
- Testimonials/Humans of Your City/Faces Of
- Celebrity Connections
- Activities/Current Events/Promotions
- Hashtags to Link the Vision
- Powerful Pictures
- YouTube Virtual Tours

Creating National Day for W.K. Kellogg Foundation



Creating National Day of Recognition 01.17.17



National Day Data

On December 20, 2016, TSC launched a multi-media campaign the National Day of Racial Healing using platforms on FaceBook, Twitter and a Website/Landing page. TSC's target audience was national in scope. Below are the statistics garnered in less than 30 days.

Facebook	Twitter	Website/Landing Page
Impressions 2,178,473	Impressions 48,700	30 Day Active Users 13,019
Total Reach 1,527,228		January 17, 2017 Active Users 4760

Communications Advisory Group*



Testimonials Contributed



Celebrity Connections



Related Events/Promotions



Hashtags

#thedaytoheal

#TRHT

Powerful Pictures



Powerful Pictures



YouTube – (Drone)



Strategic Marketing/Testimonials



Famous Connections <http://www.onlyyourstate.com/south-carolina/20-famous-people-from-sc/>
https://en.wikipedia.org/wiki/List_of_people_from_South_Carolina

Shoeless Joe Jackson Eartha Kitt William Johnson, Harlem Renaissance artist Lauren Hutton

Chris Rock Leeza Gibbons Joe Frazier James Brown

Florence, SC

North Augusta, SC





For more on marketing, public outreach, engagement, media training or crisis management visit our website or contact us



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