



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

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

**Managing Your Message**

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Agenda

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

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Visual Tour of South Carolina



Photo credit: Hannah Bayleigh Photography

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Visual Tour of South Carolina



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Visual Tour of South Carolina



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Visual Tour of South Carolina



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Visual Tour of South Carolina



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Gaffney, SC



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 **JOHNSTON, SC**  
PEACH CAPITAL OF THE WORLD



**Johnston Peach Blossom Festival**

Since 1987, it has been held in Johnston, SC, a peach county. The festival celebrates the peach industry with a variety of events, including a parade, live music, and a peach auction. It is a great time to enjoy the sights and sounds of the peach capital of the world.

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**Johnston, South Carolina**

**Location**  
Johnston is a city in Johnston County, South Carolina, United States. The population was 21,044 at the 2010 census. The city is located in the heart of the South Carolina peach industry. It is the home of the Johnston Peach Blossom Festival, which is held annually in the city. The city is also home to the Johnston County Courthouse, which is a historic building that was built in 1888. The city is located in the heart of the South Carolina peach industry. It is the home of the Johnston Peach Blossom Festival, which is held annually in the city. The city is also home to the Johnston County Courthouse, which is a historic building that was built in 1888.

**History**  
Johnston was founded in 1785 as the headquarters of the Johnston County militia. The city was named in honor of John Johnston, a prominent local merchant and politician. The city was the site of a major battle during the American Civil War, the Battle of Johnston, which took place on December 21, 1862. The city was captured by Union forces and remained under their control until the end of the war. The city was the site of a major battle during the American Civil War, the Battle of Johnston, which took place on December 21, 1862. The city was captured by Union forces and remained under their control until the end of the war.

**Geography**  
Johnston is located in the heart of the South Carolina peach industry. It is the home of the Johnston Peach Blossom Festival, which is held annually in the city. The city is also home to the Johnston County Courthouse, which is a historic building that was built in 1888. The city is located in the heart of the South Carolina peach industry. It is the home of the Johnston Peach Blossom Festival, which is held annually in the city. The city is also home to the Johnston County Courthouse, which is a historic building that was built in 1888.

**Johnston, South Carolina**



Country	United States
State	South Carolina
County	Johnston
City	Johnston
Population	21,044 (2010)
Area	10.4 sq mi (27.0 km <sup>2</sup> )
Time zone	EST (UTC-5)
Area code	803
Website	www.johnston-sc.gov

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Vision - Mayor Terrence D. Culbreath

Truth and Honesty

Entrepreneurship (Jobs)

Increased Tax Base

Preserve Small Town Quality of Life;  
Family and Recreation



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Website



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Log Creek Timber Company  
relocated Johnston, SC January 2014



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### 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.

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### Facebook



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### Sign Up button directs to this GoDaddy sales page



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Social Media



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Facebook



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Refreshed Facebook



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## Refreshed Website



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## Website Ad Sales



It may feel like putting the cart before the horse, there are many good reasons and ways to sell ad space on low-traffic websites. What you need to always keep in mind is that, while advertisers are drawn to high traffic numbers, they desire something else even more: high conversion rates. There are plenty of success stories of websites that have limited traffic but sell a ton of advertising. These websites succeed because they do one thing well: they deliver the right type of customer to the right type of business.

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## 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

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### Creating National Day for W.K. Kellogg Foundation




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### Creating National Day of Recognition 01.17.17




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### 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

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### Communications Advisory Group\*



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### Testimonials Contributed



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### Celebrity Connections



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Related Events/Promotions



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Hashtags

#thedaytoheal

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Powerful Pictures



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Powerful Pictures



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YouTube – (Drone)



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Strategic Marketing/Testimonials



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### Famous Connections

<http://www.onlyyourstate.com/south-carolina/20-famous-people-from-sc/>  
[https://en.wikipedia.org/wiki/List\\_of\\_people\\_from\\_South\\_Carolina](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

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### Florence, SC




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### North Augusta, SC




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



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<https://squareup.com/store/tom-sawyer-productions>



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