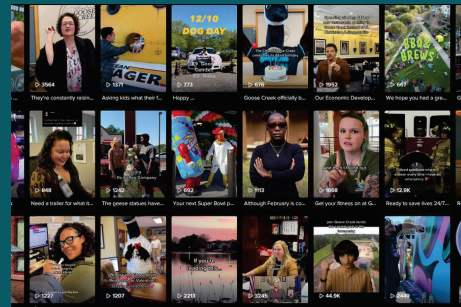


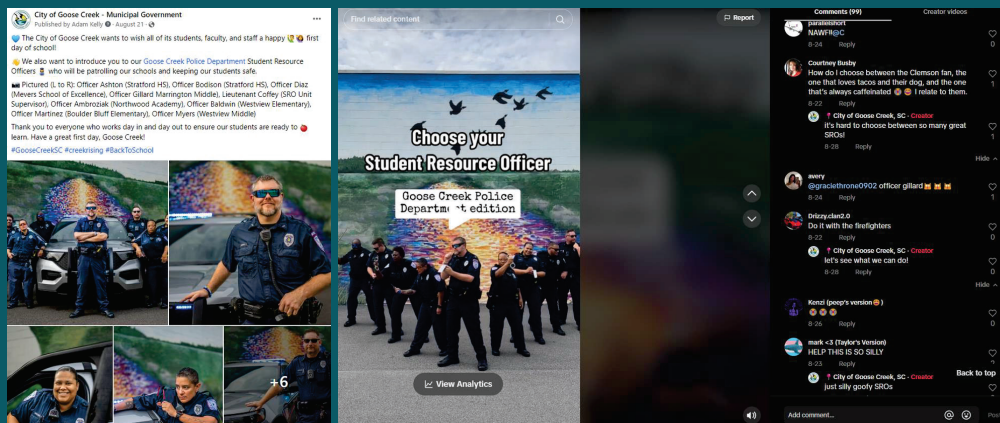
City of Goose Creek
**ENGAGING OUR
COMMUNITY**



VISUAL UPDATES



The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice and does not necessarily reflect the opinion or policy position of the Municipal Association of South Carolina. Consult your attorney for advice concerning specific situations. 11/14



Gauge how your content should be shared based on past audience reception per platform.

Community Feedback



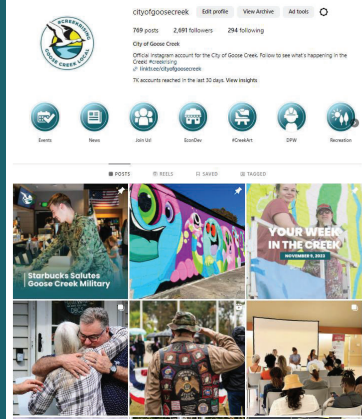
The Creek's Social Voice & Tone



Creative Approaches

- Respect wishes, but question leadership of your role & the potential marketing has on the community.
- Consider what parts of a trend can be altered to fit the 'government' theme without stripping it of its foundation.
- Find creativity in what makes your city or town its own (e.g. larger senior demographic or town, citizen spotlights - interviewing owners of your oldest establishments)
- Create an idea map for repeating content and consider how it can be repurposed or recreated.
- Don't forget the power of engagement from your end.
- If your video receives 100 views (100 individual accounts reached), that's a room of 100 people - which is a lot!

@cityofgoosecreek



Reach out & Follow us!

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