



Tell your
community
story better in
140 characters

Alan O'Hashi
Environmental and Cultural
Organization Systems -
ECOS



ECOS

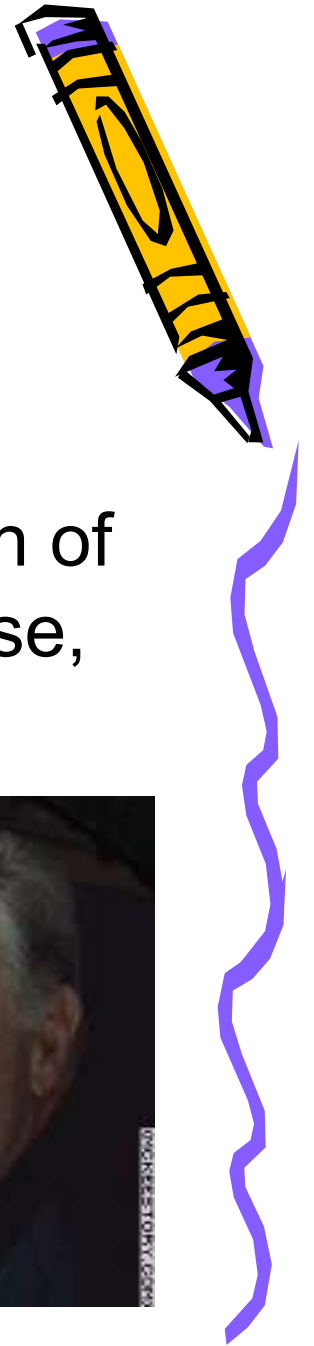
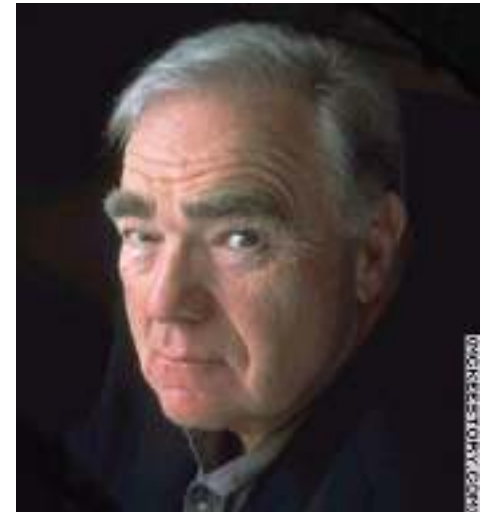
- Community process and development – Diversity and Cultural Competency Training, Social Media Marketing/PR
- Developing Pollard Site Boulder, CO – creative mixed use community $\frac{3}{4}$ acre 30 condos, no parking, 500 – 700 sq ft



Story is about life

“Our appetite for story is a reflection of the profound human need to grasp the pattern of living, not merely as an intellectual exercise, but within a very personal, emotional experience.”

Robert McKee, Story



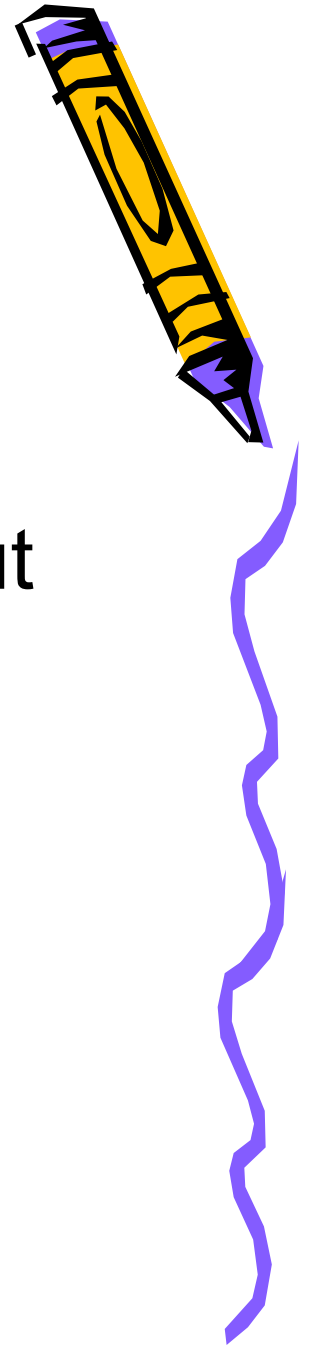
Who's on set?

- Give your name
- Your maternal grandmothers' birth name
- What type of house did you live in before cohousing (condo, detached, etc.)



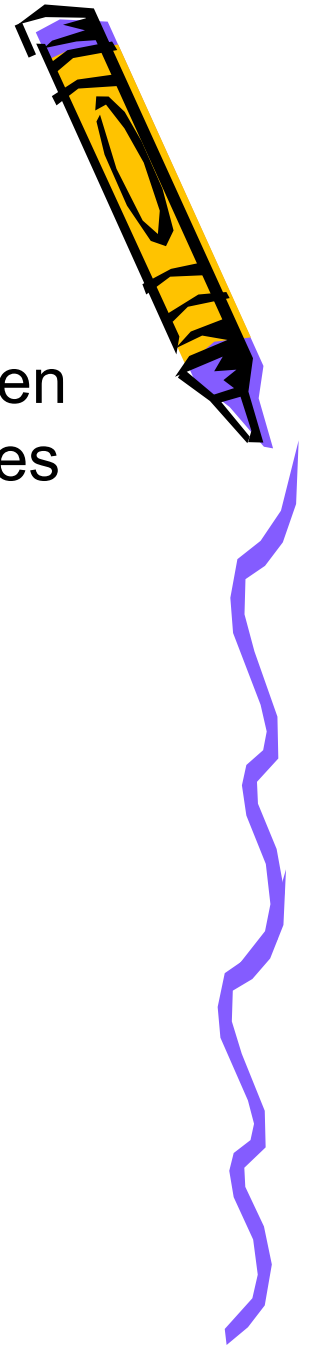
The shot list for today

- Go over some basic storytelling plot points
- Give some ways to get your story out there
 - Digital, social media
 - Analog, face to face media



Inside Out

- Premise: What if a NYPD Cop travels to LA to reconcile with his wife, but learns she's been taken hostage by terrorists in a skyscraper and struggles alone to save her?
- Expand your premise with an outline
 - Beginning (Incident incident)
 - Middle (setting the scene)
 - End (project climax)
 - Key words



Story Logline/Premise

Storytelling is finite: boil down millions of dollars, five years process, 32 families into one sentence

1. A logline must have the following

- the protagonists - their goal - their challenge

2. Don't use name of the protagonists

It has no intrinsic information and so is a useless word. Instead, tell us something about the project.

- *A few gentle on the earth burning souls*

3. Use an adjective to give a little depth to the project

It's helpful if the characteristic you describe will have something to do with the project.

- *A few gentle on the earth burning souls make homage to the automobile on a former car lot*

4. Clearly and quickly present the main goal

This is what drives your story and it will drive your logline too.

- *A few gentle on the earth burning souls build an homage to the automobile on a former car lot build a new neighborhood*

5. Describe the Challenge as a premise - "what if..."

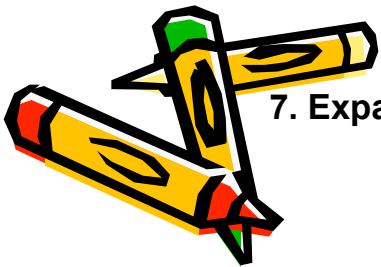
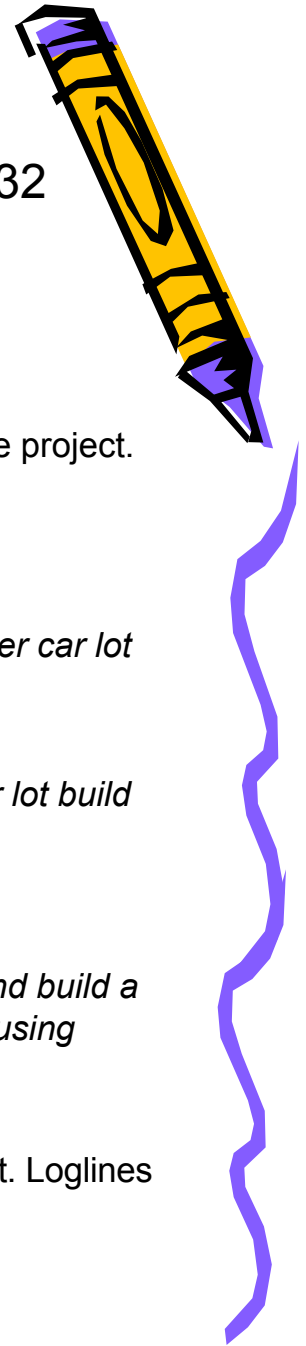
The challenge the burning souls face in getting the project to happen

- *What if a few gentle terrestrial souls make homage to the automobile on a former car lot and build a new neighborhood by attracting 48 creative thinking bicyclists to live in a like-minded cohousing community?*

6. Don't tell the story, sell the story

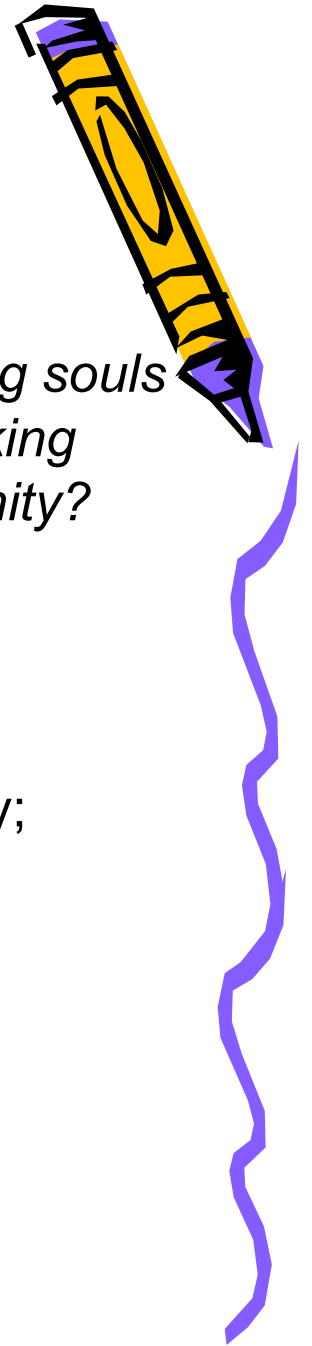
Create a desire to see a complete prospectus as well as telling them what's in it. Loglines are like poetry, every word counts. Tinker, test, and tinker some more.

7. Expand from the inside out into a business plan



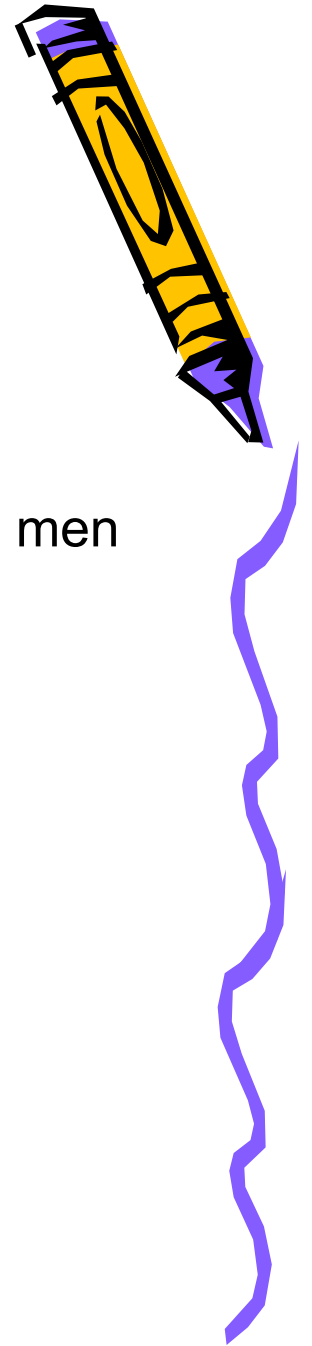
Living Business Plan

- **Executive Summary**
 - Premise; Vision and Mission: *What if a few burning souls save a historic site by attracting 110 creative thinking people to live in a like-minded cohousing community?*
- **Core Business**
 - Key Staff, Burning Souls
- **Strengths, Challenges, Opportunities, Threats**
 - Why is the project needed; what stands in the way;
- **Market Analysis**
 - Housing market trends; competition; Intentional community trends
- **Financial Pro Forma**



Marketing Public Relations MPR

- **What are markets?**
 - Market of people who live in houses
 - Owners, renters, seniors, families
 - » High income, low income, diverse, women, men
 - Understandable messages to markets
 - Paid/unpaid advertising
 - Direct/indirect news media
- **What is public relations?**
 - Creating a positive image to the public
 - Messages to public markets
 - Paid/unpaid advertising
 - Direct/indirect news media



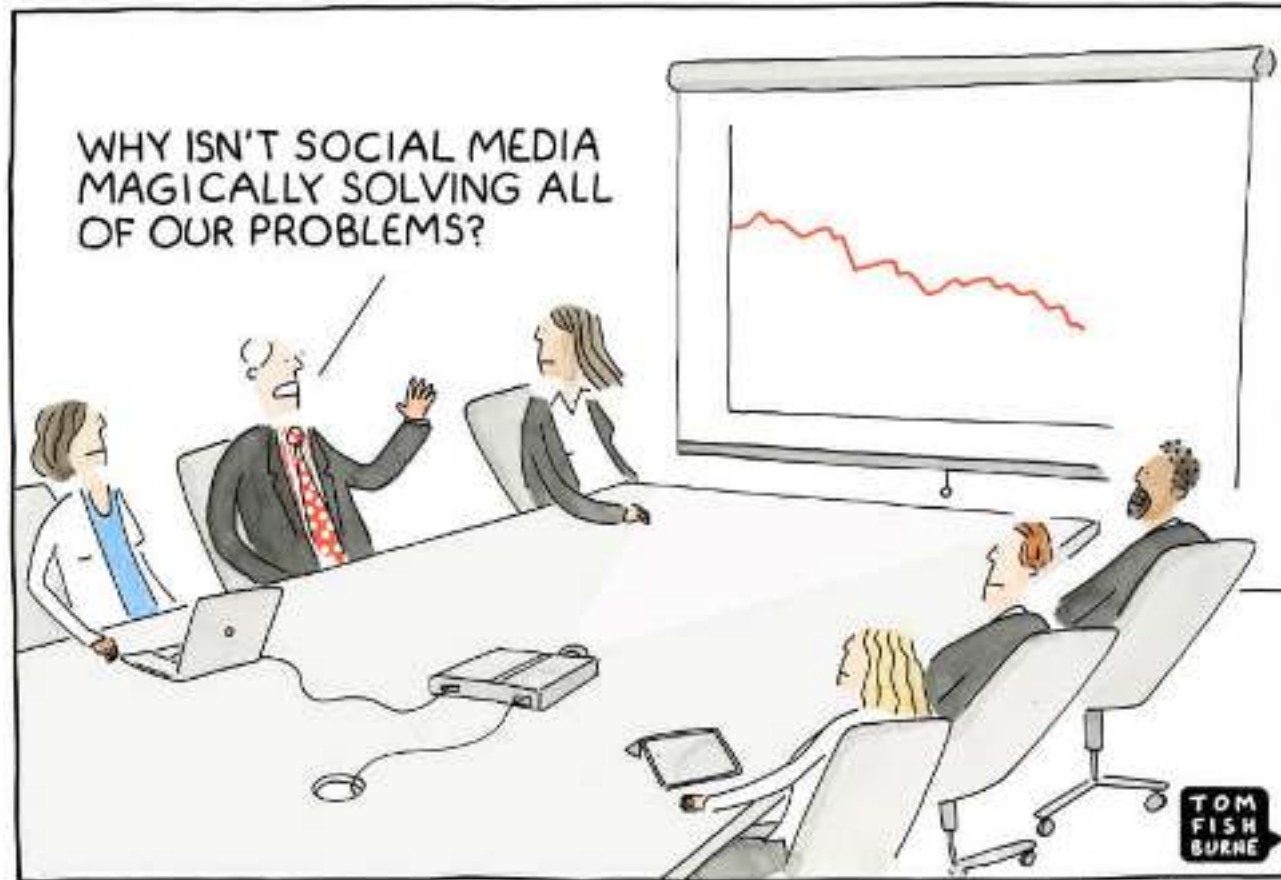
MPR and the RACE formula

Public Relations to a specific Market:

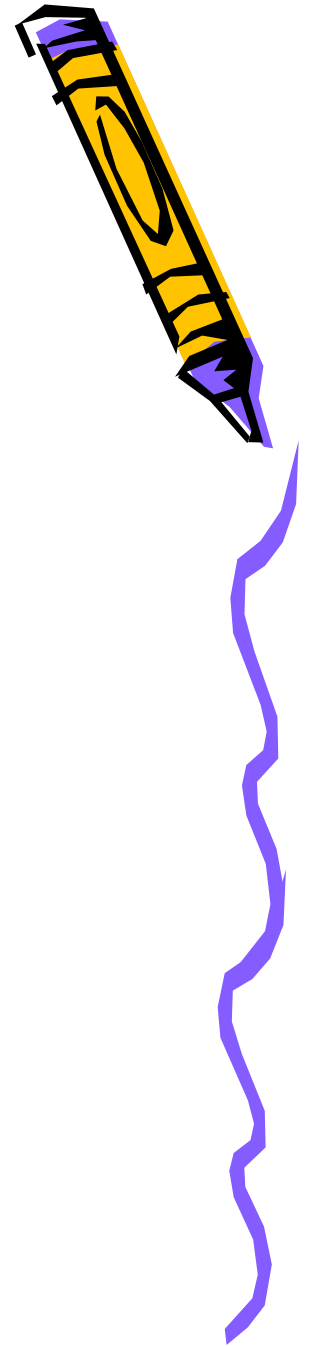
- **Research** your story and use your premise to develop – Who? Where?
- **Actions** that are useful and credible
 - Speakers, film screenings, partnerships
 - Cultural Brokerage - diversity
- **Communication** about actions that are understandable to the market
 - Traditional media; Digital/social media
- **Evaluate** actions and determine if they were communicated to the market
 - Informal/formal surveys; Take names!



Social Media Marketing SSM



© marketoonist.com



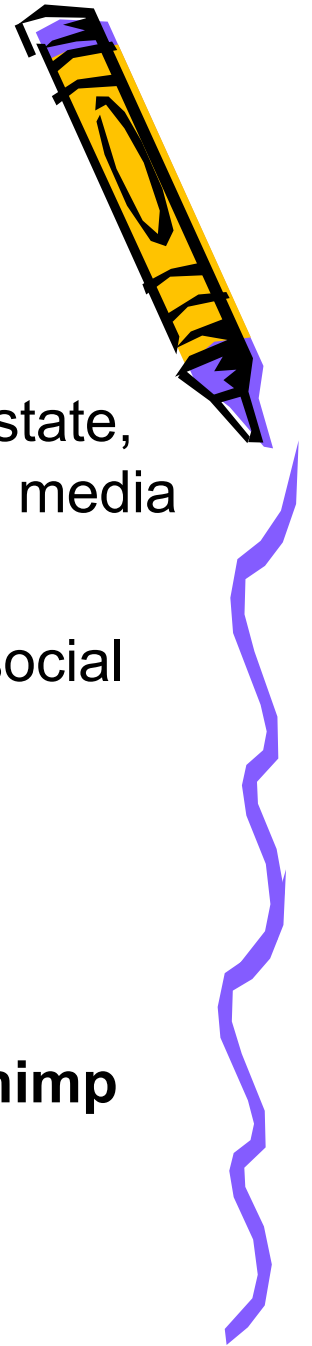
Nurture relationships with useful events and information SSM

- 66% are irritated by the number of promotions that clutter their feeds
- 62% follow at least one brand on social media.
- 42% are there to “stay in touch” with their friends
- 30% are interested in following current events, finding entertaining content or killing time
- 27% find or research products on social media
- 26% ignore marketing content

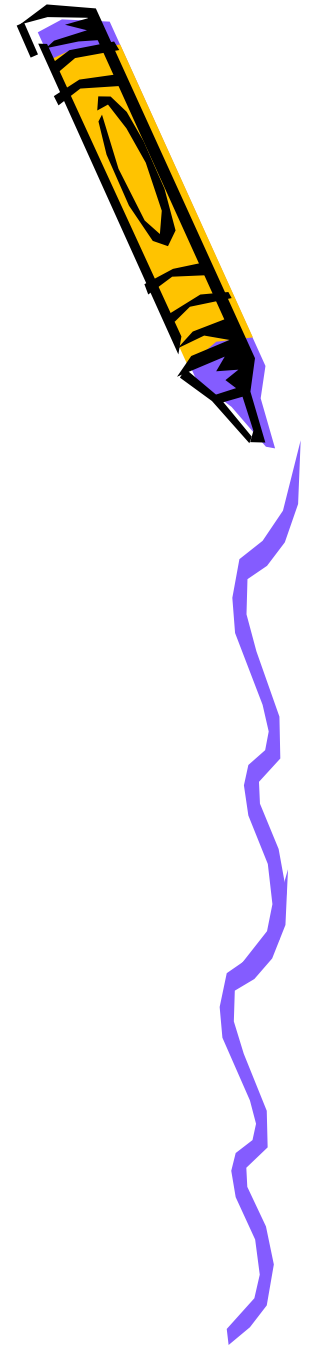
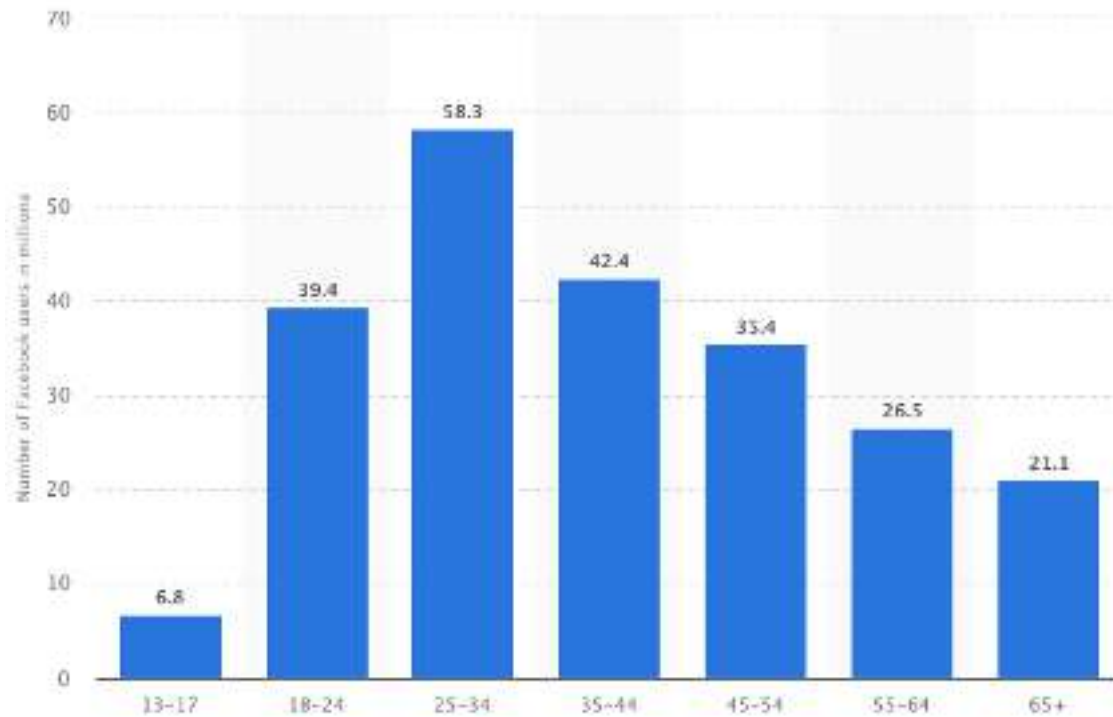


Integrate traditional and digital media

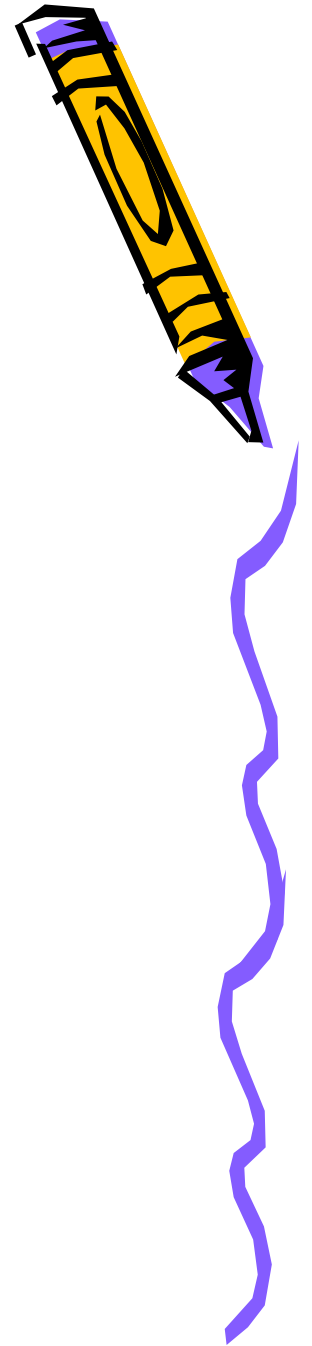
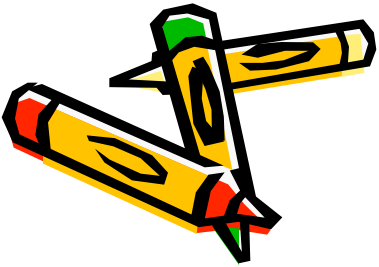
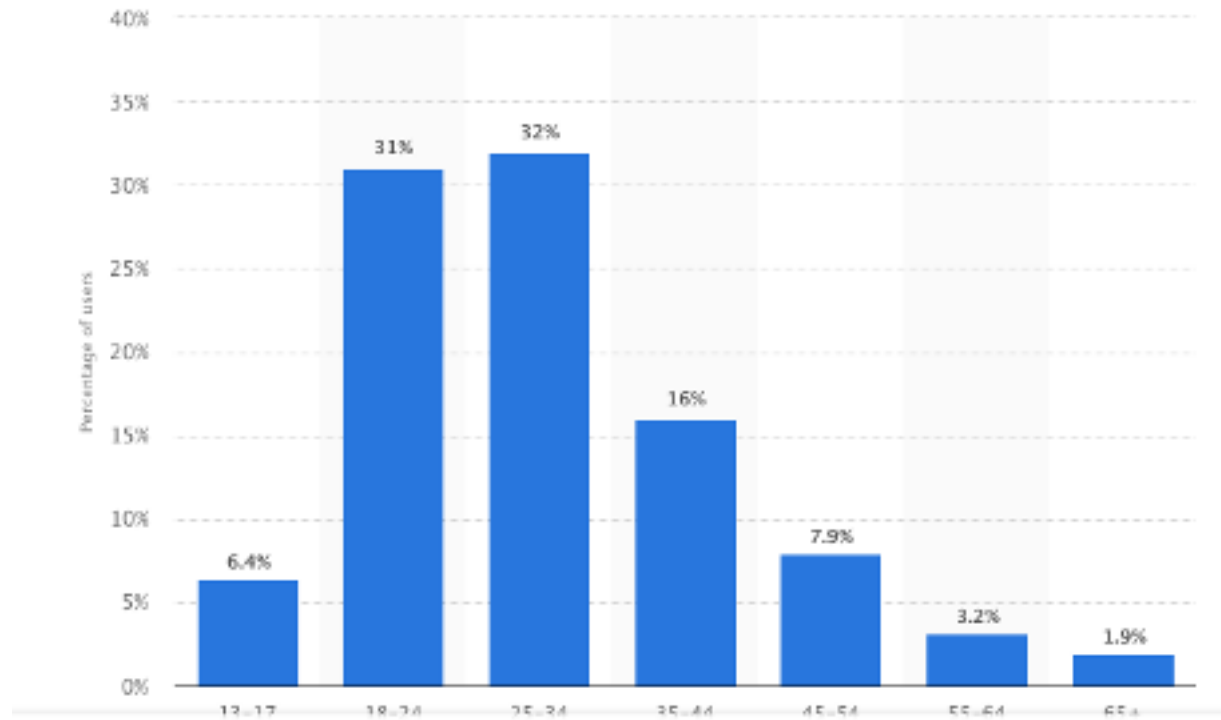
- **Traditional media**
 - “newspaper” calendars; Public radio PSA
 - News releases: niches – food, movies, real estate, seniors, childcare; repurpose on blogs, social media
- **facebook.com/communityname**
 - Most interactive, link back to websites other social
- **Twitter.com/communityname**
 - Linkable to facebook
- **Hootsuite.com**
 - Posts messages on multiple pages
- **Constant Contact, Vertical Response, Mail Chimp**
 - Free for a fixed number of addresses
 - User friendly



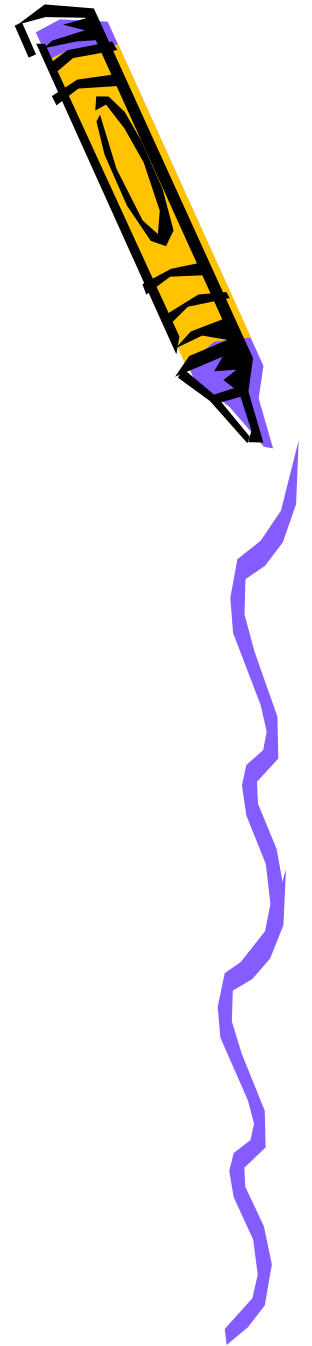
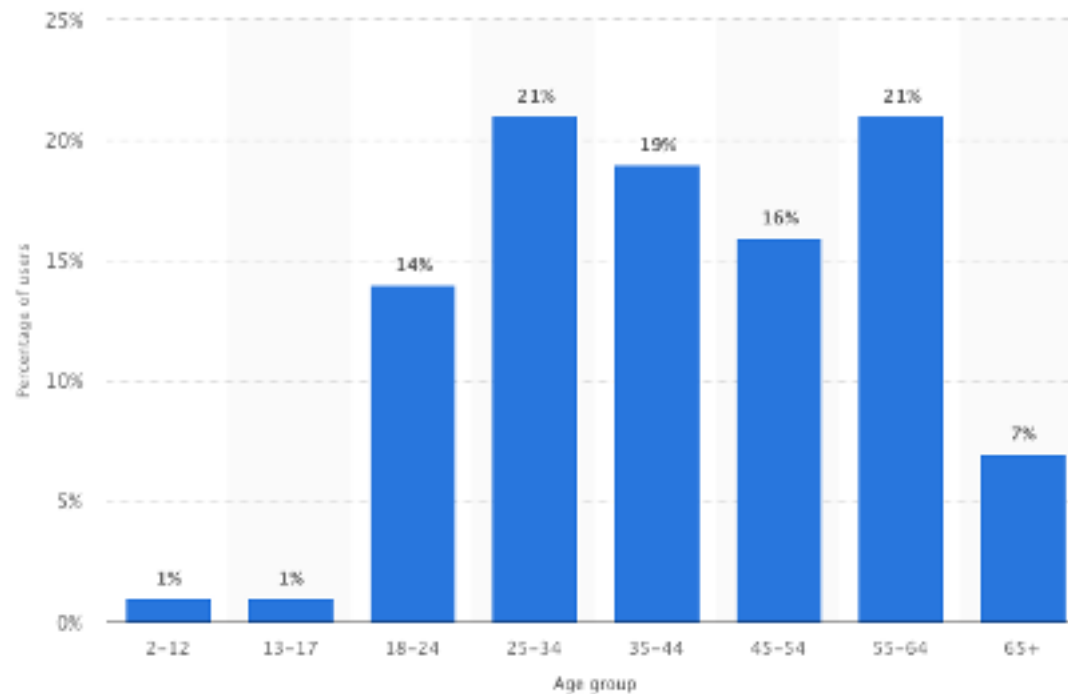
Facebook Users January 2018



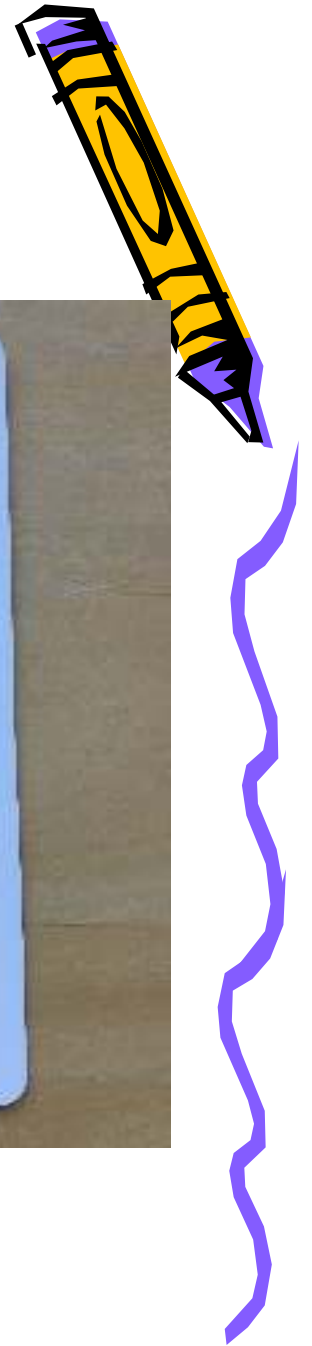
Instagram Users April 2019



Twitter Users Sept 2018



<http://www.facebook.com/blueprint>



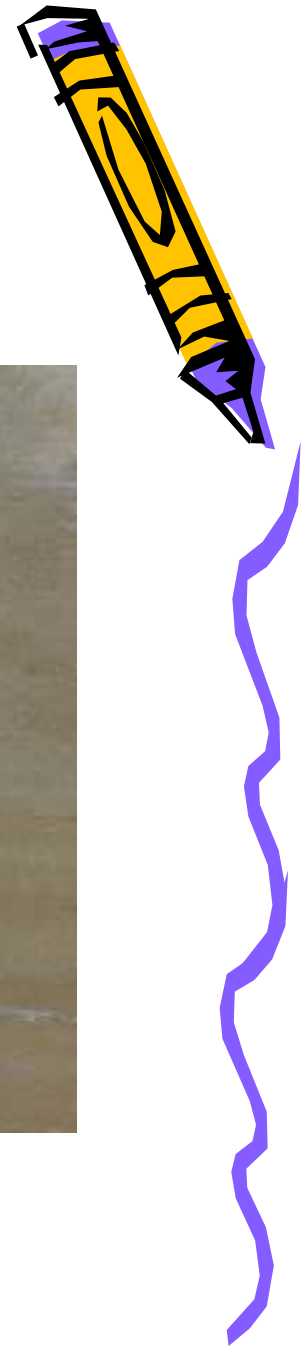
[https://www.facebookblueprint.com/
student/activity/170278#](https://www.facebookblueprint.com/student/activity/170278#)



<https://www.facebook.com/help/1769476376397128>



[https://www.facebookblueprint.com/
student/activity/168800](https://www.facebookblueprint.com/student/activity/168800)



[https://www.facebookblueprint.com/
student/activity/183177](https://www.facebookblueprint.com/student/activity/183177)

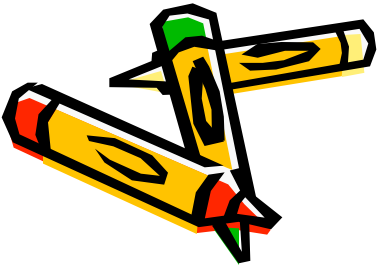
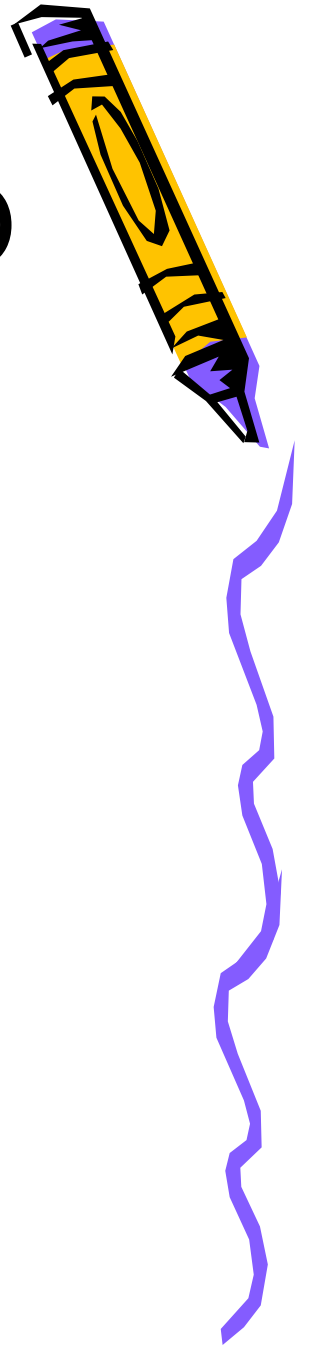


https://www.facebook.com/business/mobile_studio_top10creativeapps



Consistent Consistency SEO

- Consistent words
- Consistent story
- Consistent words and story:
 - Business Plan
 - MPR



Contact Us

- Alan O'Hashi
- ECOS
- www.alanohashi.com/ecos
- 303-910-5782
- kaerupix@yahoo.com

