HABERSHAM COUNTY
GEORGIA
Situation Analysis

Market Analysis
Business Block, Cornelia, Ga.

Situation Analysis
Nestled at the base of the Appalachian Mountains, Habersham County is the quintessential small town. Situated a mere 90 miles north of the bustling city of Atlanta, Georgia and 115 miles south of sleepy Asheville, North Carolina, Habersham County is home to some of the best outdoor attractions east of the Mississippi River. Seven distinct municipalities comprise the county, each with its own unique charm. Rich in heritage, recreation, and natural splendor, Habersham County has the potential to become one of the most convenient, cost-effective vacation and day-trip destinations for residents of Georgia and bordering southern states.
Habersham County’s charm stems from its natural association with a simpler time, satisfying nostalgia for a “Main Street, USA” complete with local businesses, vibrant store fronts, seasonal festivals, and a strong sense of community within each municipality. Within Habersham County, 90% of the residents are Caucasian. The majority (63%) of residents are between the ages of 18 and 64 years old, with an average age of 38 and a median household income of $36,321. In each of the seven municipalities there is a shared appreciation for the strong sense of community and the calm lifestyle of Habersham County.
Because Habersham County is located near several largely populated cities, it serves as a convenient and inexpensive escape for busy men and women age 18-60 from all socioeconomic backgrounds.
In the last decade, the U.S. tourism industry has shown steady growth. A variety of tourist attractions within the southeast have allowed the region to benefit from a similar growth. The region provides a variety of outdoor experiences, with beautiful beaches, mountains, and historic landmarks for families and individuals looking to explore. In Orlando, Florida, Disney World provides family-friendly amusements, serving as one of the world’s most popular vacation destinations. In Pigeon Forge, Tennessee, families can marvel at the natural beauty of the Smoky Mountains and enjoy such attractions as the Dollywood Water and Theme Parks.

The southeast is home to a variety of attractions to entice travelers of all ages. In the state of Georgia alone, tourism has flourished into a $53.6 billion industry. Our research has shown that tourists favor locations relatively close to home, seeking a local but new experience. In 2012, 79% of leisure trips were traveled by car rather than by plane - illustrating both the convenience and popularity of road trips. Therefore, Habersham County has a distinct position in the market due to its convenient location.
Georgia’s capital city offers a diverse array of experiences, including renowned shopping and dining opportunities, unique music venues, and incredible regional festivals and events. In 2013, Atlanta broke records by attracting 42 million people, which translates to an additional $13 billion for the city.

Helen is currently the third most popular tourist destination in Georgia. Helen is modeled after a Bavarian Alpine village and mirrors a tourist experience in Germany. Helen has had tremendous success in both local entrepreneurship and tourism, providing an experience unique to both the state and the region as a whole.

This bustling port city is known for its local food, shopping, and art. With a variety of stores on King Street, seasonal art festivals, and outdoor artisan markets, Charleston is a premiere tourist attraction. In South Carolina alone, tourism supports one in ten jobs. In 2012, $17.6 billion was directly spent on behalf of tourism.
• 7 unique municipalities comprise the county
• Population has grown by 20,000 in the last 50 years
• 7,900 people commute into the county each day to fill jobs
• 3rd highest grossing farm gate community in the state of Georgia
• Four major industries support the economy: agriculture, biomedical, metal fabrication, and geo-textiles
• Huge concentration of national forest and state parks
• Camera-ready film location
• Cheaper cost of living than surrounding areas
• Small-town charm
• Well developed highway infrastructure, easy access to surrounding areas and cities

• Existing tax laws and city ordinances are restricting to development and growth of existing and future businesses
• Lack of modern attractions for affluent young adults to stay engaged with Habersham County
• Numerous empty business fronts
• Sparse overnight lodging options
• Few local dining options besides “chain” or franchise establishments
• Website is not well-maintained
• 9,500 residents commute to work outside of the county each day
• There are extremely few retail shopping options within the county
• Habersham County residents venture to the surrounding counties in order to seek goods and services unavailable in Habersham County
Opportunities

- Economic growth
- Increasing education of skilled workers
- Rise of disposable income among county residents
- Capturing the economic attention of travelers through Habersham County
- Lower cost of living as compared to the GA state average
- Convenient location, short drive from many large cities
- Increased attraction with development of the new scenic highway
- Increase top of mind awareness among opinion leaders in outdoor enthusiast groups (GORP and Warnell College)
- Development of new overnight lodging facilities

Threats

- Commercialized cities in Georgia such as Helen, Asheville, and Savannah currently attract more tourism than Habersham County
- Vacation destinations like Orlando, Chattanooga, and Gatlinburg are top of mind among our target audience
- Indirect competition: locations with more developed lodging infrastructure, movie theaters, commercialized sporting events, and shopping malls
- Restrictive government and code enforcement
- National Forest protection laws which prohibit development on federal protected land
Celebrating the identity of Habersham and encouraging tourism by emphasizing its quaint beauty and charm, supporting active participation by both residents and tourists in generating county-wide pride.

At Home in Habersham

The campaign is a win-win for both the internal and external communities. By promoting and emphasizing the beauty and quaintness of Habersham County, residents will be able to identify with the campaign and be more-so inclined to accept the idea of county unity because of their communal pride. By increasing county-wide pride among Habersham residents, we believe this campaign will in essence create a desire to eat, shop, and play local within their county borders. In addition, outsiders will also be drawn to Habersham County for its small town appeal; they will come to view Habersham as the easy escape destination from their hectic lives and want to partake in the county’s offerings.
Creative BRIEF
Key Fact

Habersham County is an area of unspoiled natural beauty; it is a county rich in opportunity for local business development, comprised of several quaint local communities characterized by their unique personalities.

Objectives

- To promote county unity across the seven municipalities within Habersham County.
- To promote Habersham County as Georgia’s most accessible location for festivals, special events, and “camera-ready” sites for film crews.

Target

- Residents of Habersham County
- Tourists
  - Men and women age 18-60 with an average household income of $60,000-$125,000
  - Filmmakers/location scouts and special events coordinators
“I want to be able to drive to Atlanta to see a show at the Fox or get some friends together for a Braves game, or to drive to Asheville and tour the Biltmore, but I also want to be able to come home afterward and sleep in my own bed.”

“I want it all. But I don’t want it to be an overnight affair. I want to escape from our busy life in Marietta, spend an afternoon hiking, treat my family to a nice dinner afterwards, meet some kind people, and shop local art for our new addition.”

“My studio is becoming overcrowded with my folkart. I have no other way to sell my work than my website, but I would love to be able to put my art in a brick-and-mortar store. I can’t justify renting my own store, but I would love to show my work in a small, local community, where people would value the hard work that goes into creating handmade crafts.”

“My husband and I are looking for a community where we can retire. We have a grandson living in Peachtree City, GA and our daughter lives on Lake Hartwell—and she’s expecting twins! Family is everything to us. Wherever we retire, we want to be able to quickly drive to see our kids, and the grandkids on the way!”
Habersham County is synonymous with unspoiled authenticity of nature and nostalgic small town life; the county exudes community pride which extends beyond its geographic borders.

**Promise**

**Support**

- Habersham County is “camera ready” certified for filmmakers and location scouts
- 70.17% of county is federally protected as the Chattahoochee National Forest, which allows Habersham County to maintain its natural beauty throughout the years. Locations include: Lake Russell, Tallulah Gorge State Park, Panther’s Creek
- There are seven unique municipalities, each with historic architecture and quaint town centers, which provide a Main Street America feel and highlights the Southern small-town atmosphere.

**Mandatories**

New county Logo
Tagline: “At home in Habersham”
Goals

To create a unified, comprehensive, and well-managed online presence for Habersham County and its seven

Generate a sense of county and community pride among the citizens of Habersham

Increase support of existing local businesses and support of economic development

Build a brand for Habersham County that is both appealing to residents and marketable

Position Habersham County in the minds of film and television location scouts

Objectives

• To gain 10,000 new online ad impressions by July 2015
• To Increase online traffic by 10% by July 2015
• To gain 250 Habersham County Facebook Followers by July 2015
• To gain 250 Habersham County Twitter Followers by July 2015
• To gain 250 Habersham County Instagram Followers by July 2015
• To educate 5,000 Habersham locals on the history of Habersham and Habersham’s municipalities.
• To increase participation in revitalization efforts by 15% by the end of the year
• To establish a My Habersham photo contest and have a 100 entries over a month timespan

• Have 250 attendees at monthly street fest in January
• Increase weekly patronage of stores and restaurants by 5% by April 2015
• Establish a young professionals organization with 100 members to promote local support within one year

• Generate 5000 impressions per month with digital advertisements
• Generate 100,000 impressions per month with billboards
• Have 25 participants in lamppost banner design contest
• Generate 25,000 impressions per month with MARTA advertisements
• Conduct benchmark survey of approval of current logo

• Increase the presence of Habersham County on Georgia’s Camera Ready site by 75%
• Post at least 35 photos of Habersham County to locationshub.com.
• Increase the awareness of Habersham County in the location scouting community by 10%.
The EXECUTIONS
We suggest advertising in Southern Living Magazine in three issues. In May for the “Weddings Special: South’s Prettiest Porches” issue, in October for the “Best Fall Road Trips” issue, and in December for the “A Very Southern Christmas” issue.
To promote Habersham County as the premiere film destination, we have decided to place an advertisement within the film trade publication Film Journal International. The magazine is used by agency scouts to determine filming locations, and thus our advertisement will draw attention to the county and promote its use as a film-ready location within the state of Georgia.
MARTA Interior Display
Exit in 87 Miles.
Dinner's on the Table.

At Home in Habersham.
Online Banner Display

Image 1 transitions into image 2 when hovered over.
Mural Unveiling

The staples of Habersham County are the scenery and the small town feel. As a community, Habersham would benefit from a county-wide project that provides engagement, pride and excitement. “The Habersham Murals” is a project that can span over a few years and bring the community together. Each city will hire local artists to work on seven murals exemplifying the seven cities and the county as a whole. Each mural unveiling will come voting for the best design and a festival the whole county is invited to. Not only will this ignite community engagement, it will become a tradition in the county to visit the murals.

Post Cards

To reinforce our concept, we intend to create post cards to be sent within the municipalities of Habersham County inviting residents to visit towns within the county. These post cards will be designed using the murals created by local artists within each town, and will include an invitation to the unveiling of said murals. Residents will be invited to an unveiling in a neighboring town, promoting interaction between residents of various municipalities and thus encouraging county pride.
Lamppost Banner

In an effort to encourage pride within each of the seven municipalities of Habersham County, each town will be given their own design for flagpole banners to hang on the lamp posts that mark the downtown areas. These banners will literally highlight each municipality, presenting in bold the town name wherein the banners are placed. Such design reinforces our concept and creative campaign: residents are “At Home in Habersham” no matter which of the municipalities they are visiting.

Photo Contest

This particular event is comprised of two main parts: the photo contest and the showcase of the winners. The main purposes of this event are to boost community spirit by allowing artists and individuals to showcase what it is they love about Habersham and to obtain photos that show what Habersham has to offer to location scouts and others in the film and television industry. The art show also acts as an incentive and gives the artists a chance to showcase their work to the community at large.
We want to create a Young Professionals Society in Habersham to encourage young people to stay and work locally. To start off strong, we will host a kick-off event where young professionals can meet, mix, and mingle with other working professionals in Habersham. The event will include live music, light appetizers, and fun giveaways all highlighting Habersham’s fantastic local talent and business owners.

Heart of Habersham is Habersham County’s seasonal small business initiative. Organized by the Habersham County Chamber of Commerce and hosted in downtown Clarkesville, Heart of Habersham invites local businesses to showcase their goods and services to residents and visitors alike. Vendors from all over the county set up tents and tables outside and provide patrons with an opportunity to browse and shop. There is music, art, and food, creating a thriving social atmosphere. Owners are given creative freedom to promote their businesses however they wish. This could mean offering samples, demonstrations, or even discounts, all of which encourage local shopping. These events will allow Habersham County to capitalize on the growing public interest in supporting locally owned businesses.
Radio

RADIO SPOT: AT HOME IN HABERSHAM FOR FALL

TRISH: Hey y’all, it’s Trish from “The Morning Dish” on WCHM Radio. Spencer, I can’t tell you how excited I am for fall.

SPENCER: Oh, I know it, there’s--

TRISH: -- strolling through the pumpkin patch, making hot cider, watching the leaves change, and of course--

SPENCER: -- Friday night football down at the high school, Sunday night football in my living room--

TRISH: (laughter) However we spend the season, I know one thing is true: there’s so much waiting for us! From hiking Tallulah Gorge to shopping for local gifts in downtown Clarkesville, Habersham County has so much to offer. This fall, we’ll be making ourselves At Home in Habersham. Won’t you join us?

Car Decals

In order to build a sense of internal county pride, car decals will be made and residents of Habersham County will be encouraged to tag their vehicles in association with the county. The decal evokes a nostalgic feel of being young, playful, and adventuresome, as it resembles a tree carving. It implies a love for Habersham and will allow residents to take Habersham County with them as they travel, showing off their county pride for all to see.
Media Plan & Budget
For this one year campaign, we intend to advertise in print, trade publications, and digital magazines, on a travel blog, as well as interior display ads on the Metro Atlanta Rapid Transit Authority (MARTA), on billboards in Atlanta, Gainesville, Athens, and Commerce, and on a local radio station based out of Clarkesville. There are several one-time costs incorporated into our media plan as well. These include the photography for the ads and social media, the Habersham County website redesign, the Habersham County car decals, the lamppost banners, the artist stipend for the 7 murals, the postcard invitations to the mural reveals, and the musical entertainment fees at these festivities. Given Habersham County decides to purchase all of the suggested ad spaces, the total cost for the year long campaign comes to $446,121.97.
For this one year campaign, we intend to advertise in print, trade publications, and digital magazines, on a travel blog, as well as outdoor ads on the Metro Atlanta Rapid Transit Authority (MARTA), on billboards in Atlanta, Gainesville, Athens, and Commerce, and on a local radio station based out of Clarkesville. We suggest advertising in Southern Living Magazine, whose demographic fits our target market and has large reach in the south-eastern United States, Atlanta, and Northeast Georgia. We plan to run our ads in May for the “Weddings Special: South’s Prettiest Porches” issue, in October for the “Best Fall Road Trips” issue, and in December for the “A Very Southern Christmas” issue of Southern Living Magazine. This costs $301,500 for those three months for a 1/3 page 4-color ad and reaches the magazines rate base of 2,800,000 people. To reach the film industry, which we targeted due to Habersham’s “film-ready” status, we intend to advertise in a trade publication known as Film Journal International. It will cost $2000/mo for a ½ page island ad and we would want the ads to run for 6 months to total $12,000.

To reach younger members of our target audience, we decided to also advertise in an online magazine and on a travel blog that had a good reach in the south and in Atlanta. This was also a good option since digital ads tend to be less expensive and reach a larger number of people. The magazine we chose, Deep South Magazine, would cost $900 for a year of digital display ads and reaches 118,440 people per month, and the banner ads on the blog, southerngirltravel.com/blog, will cost $12,000 for one year.

Another media outlet we chose in order to bring in more of our target audience members from Atlanta is ads on the Metro Atlanta Rapid Transit Authority (MARTA). We would only buy ad-space on trains running on the Doraville and North Springs lines, which go to and from the airport and through Atlanta, in order to reach a large base of Atlantans as well as visitors travelling from the Airport via MARTA. We plan to buy the minimum number of ads, 30, at $50 an ad, which comes to $1,500 per month. We plan to run these ads in the months of March, May, June, September, November, and December. Our total for the full year is $9,000 for these months.

We also decided to utilize billboards, which have the ability to reach large numbers of people. We decided on an average price of $1,000 per billboard per month for billboards in Atlanta, Commerce, Athens, and Gainesville. If Habersham County purchases 5 billboards as suggested in our media plan, the total cost for 3 months of ads comes to $15,000.

Our final media outlet is radio advertising. We chose to run 2 ads per day on a local radio station called WCHM which airs out of Clarkesville, GA. The station reaches Habersham and White county primarily, but Stephens, Rabun, and some Jackson as well. The demographic it reaches are homeowners, highly educated, families, community-oriented, who make an yearly income of at least $35,000. The ad space is sold in one week slots with varying numbers of ads per week. We decided to air our ads at 2 different times during the morning show on Monday, Wednesday, and Friday of every week. The cost of running these 6 ads per week for the entire year is $2,304.

There are several one-time costs incorporated into our media plan as well. These include, the photography for the ads and social media, the Habersham County website redesign, the Habersham County car decals, the cost of the flagpole banners, the artist stipend for the 7 murals, the cost of the postcard invitations to the mural reveals, and the cost of having a band play at these festivities. Revamping the website will help keep people involved in Habersham. We need a photographer in order to have professional looking photographs on social media and the website. The car decals are meant to inspire county pride through their display on resident’s car windows. The other costs are necessary create a festival centered around the mural reveals that represent each of the 7 unique municipalities. These one-time costs come to $81,260.97.

Given Habersham County decides to purchase all of the suggested ad spaces, the total cost for the year long campaign comes to $433,963.97. This total is only an estimate and the county is free to choose which media outlets it wants to choose and for how many months or weeks it wants to have their ads run.
Heart of Habersham Seasonal Small Business Initiative

Event Title: Heart of Habersham

Overview:
Heart of Habersham is Habersham County’s seasonal small business initiative. Organized by the Habersham County Chamber of Commerce and hosted in downtown Clarkesville, Heart of invites local businesses to showcase their goods and services to residents and visitors alike. Vendors from all over the county set up tents and tables outside and provide patrons with an opportunity to browse and shop. There is music, art, and food, creating a thriving social atmosphere. Owners are given creative freedom to promote their businesses however they wish. These events will allow Habersham County to capitalize on the growing public interest in supporting locally owned businesses.

Objectives:
- Revitalize small businesses within the county and boost economic development
- Encourage Habersham County residents to shop locally
- Amplify pride in Habersham County by creating a fun and festive social environment
- Eventually grow into a regional event, with patrons from throughout Northeast Georgia

Dates: Selected Saturdays in May, August, November, and February

Implementation:
The Chamber of Commerce should assign a committee to organize Habershop Saturdays. The committee would reach out to Habersham County businesses and invite them to participate in the initiative. By hosting the event seasonally, a variety of stores could offer different goods depending on the time of year. After businesses have registered to participate, the committee would promote the event throughout the community. By using flyers and advertisements, the community will be made aware of the event. The committee should book a band to play and should offer and promote an open mic before and after the scheduled band. The individual businesses are responsible for setting up their respective booths. Overall, this is a fairly inexpensive event that provides an economic boost that the county needs.
Young Professionals Society and Kick-Off Event

Overview:
We want to create a Young Professionals Society in Habersham to encourage young people to stay and work locally. To start off strong, we will host a kick-off event where young professionals can meet, mix, and mingle with other working professionals in Habersham. The event will include live music, light appetizers, and fun giveaways all highlighting Habersham’s fantastic local talent and business owners.

Objectives:
- To attain 100 members within the first year
- To increase young professionals in the Habersham area by 10% over the next two years
- To strengthen local business patronage through YP society events by 5% by November 2015.

Anticipated Results:
more young people staying in Habersham
greater emphasis on local business
stronger county pride
solid foundation of workforce for further networking
enhanced pool of talent due to access to more resources
gain attraction of new manufacturing companies to come to Habersham

Implementation Plan:

Young Professionals of Habersham Kick-Off Celebration
Date: August 22, 2015
Time: 6:00pm-8:00pm
Location: The Copper Pot, 135 Grant Street, Clarkesville, Ga
Looking for an evening of music, dinner, and friends? Come join Young Professionals of Habersham for their inaugural event. The YP society will be hosting an evening catered to the young people of Habersham County. Come out and enjoy live music from a local North Georgia group while getting to know others in the area. A buffet will be provided and a cash bar for those who wish to partake.

The kick-off event will feature a live band preferably from the North Georgia area that will play in the background while young professionals meet other professionals from the Habersham area. The event location holds up to 250 people and a stage where the band will perform. The venue will also provide a light buffet for the guests paid for by the YP society, but guests will have to buy their own drinks. In addition the society will give away t-shirts to the first 50 guests in an effort to entice guests to return for the next meeting which will either be held during lunch hour at a coffee shop or a restaurant.

The monthly meetings can range from simple get togethers to lunches with featured speakers from Habersham county. Members would be expected to pay for lunches and yearly member dues of $75. The meetings will be come and go so individuals feel at ease dropping by late or leaving early. Since the focus of the meetings is for professionals of Habersham to network, the meetings should create a comfortable atmosphere that promotes conversation and fosters connections.

Young Professionals of Habersham Monthly Meetings
Date: February 19, 2015 (Monthly Meetings)
Time: 11:30am-1:00pm
Location: Midtown Grille (varies from meeting to meeting ex. The Copper Pot, The Attic, Country Café, etc.)
Enjoy a nice lunch getting to know other young Habersham professionals. Our monthly meeting for September will be held at the Midtown Grille from 11:30 to 1:00pm. You can come late or leave early, whatever works for your schedule, just stop by and hang out with others from the Habersham area.
More and more people are turning to social media to get information and create a relationship with companies and locations. As a county with beautiful scenery and rich history, Habersham has everything it needs to thrive on social media.

The current Facebook and Twitter profiles for Habersham County are both inefficient and sometime inappropriate. It is clear that these are being run by an individual who is not designated by the county to do so, however, these are still representing Habersham and social media users are connecting these profiles to the county as a whole.

The primary focus of this campaign is to establish a positive social media presence for Habersham County and a forum to interact with both citizens and potential visitors and businesses. The secondary focus is to allow Habersham to showcase all that it has to offer.

Monitoring and research are imperative to a successful social media campaign. News outlets, blogs and social media should be analyzed regularly to look for mentions of Habersham County as well as trending topics and conversations that are relevant to the campaign.

This social media campaign will utilize Facebook, Twitter and Instagram. Posts to each platform need to be unique and tailored specifically for each audience. Sharing between the mediums is fine, but should be relatively limited in order to encourage users to follow all three accounts.

**Facebook**

For Facebook it is recommended that the focus be on the community at large. In addition to posting about upcoming events, we recommend the following series of weekly events: Tuesday Trivia, Small Business of the Week and Good News Monday.

**Tuesday Trivia**

- Each Tuesday post a trivia question about the county. Choose one name at random from the correct answers to win a Habersham prize pack.
- Trivia questions can vary on topic, but should always feature an image. Topics could be historic places around the county, important citizens from the past and present or historic events.

**Small Business of the Week**

- Small Business of the week will feature a different locally owned business each week and highlight their backstory as well as all they have to offer.
- Each post needs to include an image of the business and the people who work there. This pushes the community feel of the organization and makes followers feel more connected to the business.
- Posts should include something unique about the business, contact information and operating hours.
- The social media manager can reach out to new and existing businesses for their information as well as allowing businesses to request that they be featured.
- Each business will receive a total of three posts throughout the week.

**The Habersham prize pack can vary each week or remain the same. Prize packs can include promotional Habersham items (coffee mugs, water bottles, car decals, etc.), items from local shops and gift certificates to area restaurants and stores.**
Good News Monday
• Good News Monday is a way to let citizens brag a bit about the good things happening in their lives. It also lets the community celebrate one another's accomplishments and milestones. This good news could include births, engagements, retirements, promotions, multiple generations of family together, etc.
• Ask people to submit private messages with their good news by Sunday afternoon and to attach photos if desired.
• Run posts throughout the day on Monday, tagging the person who submitted the news.
• Good News Monday promotes a community feeling on the page, allowing people from across Habersham to feel connected to each other.

Twitter
Twitter posts need to be short and concise.

County Events
• Highlight upcoming events regularly.
• Provide links to events pages or social media sites with more information.
• Include follow up tweets about the relative success of events.

Monitoring
• Regularly monitor Twitter for both hashtags and keywords that are relevant to Habersham County.
• Monitor for negative phrases as well as positive. Some search suggestions may include: Habersham, #habersham, WTF Habersham, Habersham Fail, etc.
• Retweet positive tweets.
• Respond to appropriate tweets. Engage with all positive users and selectively engage with negative users. Only respond to negative comments if there is something that the county can do to fix or alleviate the issue. If the tweet is more abusive than constructive, ignore it.
• In addition to monitoring tweets about Habersham County, monitor for trending topics and hashtags that could be relevant to the county. Crafts tweets around these.

Links
• Each week monitor news, blogs and social media for mentions of Habersham County.
• Post links to articles and posts that mention the county in a positive manner.

Instagram
Habersham’s natural beauty can take center stage on Instagram as well as downtown areas.

Hashtags
• Include relevant hashtags with all posts.
• Promote the hashtag #athomeinhabersham
• Use trending and popular hashtags including: #home, #love and #beautiful.
• Use descriptive and location hashtags.

Monitoring
• Monitor for hashtags and keywords that are relevant to Habersham County.
• Favorite and share other users photos of the county.
• Respond to positive posts.

For all of the suggested social media platforms, be sure to follow social media etiquette:
• Respond to messages and comments in a timely manner and with a positive message
• Stay away from politics and try to remain as neutral as possible.
• Create engaging content that will encourage people to follow the accounts.
• Refrain from controversial language.
## Weekly Social Media Plan

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<thead>
<tr>
<th>Platform</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Post a reminder for Good News Monday submissions</td>
<td>Post Good News Monday posts throughout the day. Small business feature.</td>
<td>Post Tuesday Trivia post in the morning. Announce winner in the evening.</td>
<td>Small Business of the Week feature</td>
<td>Rundown of local events for the weekend.</td>
<td></td>
<td>Small business feature</td>
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<tr>
<td><strong>Twitter</strong></td>
<td></td>
<td>Post a selection of Good News Monday Posts</td>
<td>Post two tweets. Including at least one link.</td>
<td>Post two tweets. Including at least one link.</td>
<td>Small Business of the Week mention.</td>
<td>Post at least one tweet from a weekend event or activity in Habersham.</td>
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<tr>
<td><strong>Instagram</strong></td>
<td></td>
<td>Post once with #athomewithhabersham and other relevant hashtags.</td>
<td>Post one photo.</td>
<td>Post one photo.</td>
<td>Post one photo.</td>
<td>Post one weekend-related photo.</td>
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Mural Unveiling Event

Title – “You’re Invited – Habersham Mural Unveiling” - Jessie Bonham

Book Summary

The staples of Habersham County are the scenery and the small town feel. As a community, Habersham would benefit from a county-wide project that provides engagement, pride and excitement. “The Habersham Murals” is a project that can span over a few years and bring the community together. Each city will hire local artists to work on seven murals exemplifying the seven cities and the county as a whole. Each mural unveiling will come voting for the best design and a festival the whole county is invited to. Not only will this ignite community engagement, it will become a tradition in the county to visit the murals.

Purpose/Overview

The first unveiling event of the county mural project, held in downtown Clarksville, will be an event of food, laughter and community. The people of Habersham will see the progression of the murals being painted by local artists over a time period. Over the course of planning the mural artists and designs, Habersham might want to fundraise for this project to let the community be more involved. Surveys and personal accounts of people in Habersham mention the need for more family and children activities. The mural unveiling will be family oriented with food, donated and provided, music and small rides for children. It will be a back to school, community party.

The murals will be painted one at a time giving the county and community time to fundraise and vote on the design. Each year, or half a year depending on how fast the county wants to complete this project, the people of Habersham can look forward to another mural festival. It will become a tradition and part of county pride whenever they see them.

Objectives for First Unveiling:
Hire artist by March of 2015.
Final Mural Design (possibly by vote) by April 2015
Fundraiser in June 2015
Reveal the Mural by August 2015 right before school starts

Anticipated Results

The unveiling of the murals will become a traditional party that the community looks forward to, most likely around back to school or ending of school.

The murals will be in every city in Habersham. Each mural will be numbered starting with 1. Alto, 2. Baldwin, 3. Cornelia, 4. Mount Airy, 5. Demorest, 6. Clarksville and 7. Tallulah Falls. This number order follows the scenic highway and each city can be visited in a few hours. The numbered plaque next to the mural will state the history of the city and the meaning of the mural.

Eventually, the murals will turn into a community wide scavenger hunt. The county will run a social media campaign on Instagram, where the person takes a picture with all seven murals with a hashtag (#HabershamMuralHunt) to follow the event. Community members and tourists will be able to participate for a short time period to win prizes. The mural project will keep the community engaged for a long time and long after the murals have already been commissioned.

Implementation Plan
Postcard Event invitations, newspaper press release, social media campaign, flyers, Invitations for businesses and donations.
At Home in Habersham Photo Contest and Art Show

This particular event is comprised of two main parts: the photo contest and the showcase of the winners. The main purposes of this event are to boost community spirit by allowing artists and individuals to showcase what it is they love about Habersham and to obtain photos that show what Habersham has to offer to location scouts and others in the film and television industry. The art show also acts as an incentive and gives the artists a chance to showcase their work to the community at large.

Event Plans
Photo Contest

The photo submissions for the contest should be divided into eleven categories: courthouses, farms and crops, government buildings, lakes and rivers, mountains, neighborhoods, Old South, scenic roads, schools, small town, sport and entertainment venues. These categories correlate with categories on Georgia’s camera ready site that are relevant to Habersham County.

From these categories, a single winner will be named based on votes. Each of the winners will win a gallery size printing of their photo, framed and matted. These are the same prints that will be showcased in the art show. In order to encourage people to vote, offer random giveaways of Habersham prize packs.

At the completion of the contest, choose at least the three best from each category and submit them to the camera ready site and the locationhub site. Make sure the photos show what makes Habersham unique, abandoned buildings, unique landscapes, charming downtowns, etc. Photos can also be used later for promotional materials, if desired.

The photo contest will be announced May 11. This date allows the announcement to be made before Habersham County schools end for the summer and many people begin their vacations. It is also a Monday which is an optimal day to place major announcements in news outlets. Final deadline for the submission of photos is September.

The voting portion of the At Home In Habersham photo contest will run for two weeks beginning Monday, September 14, 2015 and ending Sunday, September 27, 2015. This time frame allows for enough time to get the word out about the contest and build up Habersham County’s social media presence.
Crisis Planning
People are not submitting photos
Continue to reach out to separate groups around the county and get the word about the contest out.
Negative Habersham comments and memes are being posted under the photos in the photo contest.
Reply with one of the designated social media comments the first time for each commenter. After that, ignore. Do not engage. Be sure to engage with positive commenters.
Vendors fall through or event.
Have the numbers of back-up vendors ready to go, if something goes wrong during the confirmation stage.
Keep the menu simple and down to things that can easily be picked up the night of, if necessary.
Photos are printed wrong or not at all.
Have the information or a back-up printer ready to go.
Schedule to receive prints in enough time to fix any issue.
There is a tie for votes.
Have a run-of vote.
If it comes down to two winners, declare both the winner and showcase both. This is not a bad thing.
Crisis Communication Plan

Steps Toward County Preparedness

It is important to gain control of communications in a crisis by being proactive. If there is public interest in your crisis, you need to make sure you feed the appetite for news. If you don’t, the media will write their own stories. The aim of successful crisis communications is to show that the organisation is:
- going about its normal work
- controlling the crisis
- retaining the support of the people who matter most.

Step 1 - Appoint a Spokesperson and team members. The spokesperson can be a county commissioner or public relations coordinator for the county. By having one person to address issues like natural disasters or accidents, the media and community know who to go to for answers. Some suggestions for a crisis team/roles are:
- Spokesperson (usually PAO)
  - Assistant to spokesperson
  - Command or media center coordinator
  - Community groups/support liaison
  - Government/Military liaison
  - Phone bank workers
  - Media coverage collector
  - Scenario planner
  - Press release & speech writer
  - Team training coordinator

Step 2 - Secure a central location. A central location to use for coordinating all the people and projects during a crisis can help organise the influx of information. Use this center as a place to hold press briefings, receive updates and/or as a mission base.

Step 3 - Maintain Updated Contact Information and Social Media
1) Assign a specific member of your crisis communication team to be in charge of the official contact list.
2) Organize your list by category (team, officials, emergency officials, community service organizations, media, possible command centers, etc.)
3) Be sure to include the pre-assigned roles beside each member of your crisis communication team’s contact information.
4) Give printed contact directories to each member of your crisis communication team.
5) Update your list quarterly and other times as appropriate. Double check contact name and information at least quarterly so that when something happens, you are certain you have the correct person at each agency or media outlet.
Social posts intending to be helpful or to announce the user’s safety can unintentionally reveal information that can endanger others. Beware of life tweeting or being the “first” one to break news on social media without all the information. Social media can also sensationalize crisis, so be aware of defusing a situation especially if the media has taken off.

**Step 4 - Anticipate Scenarios**
1) Think through what type of natural disaster is most likely to affect your local unit, Wing or Region.
2) Write a brief synopsis of events as if the natural disaster you chose has actually already occurred.
3) Next, write a brief paragraph outlining a missing person or missing pilot search as if it is currently underway.
4) Think through other scenarios that could possibly happen within and to the county. Write a brief plan for each. Include scenarios that Habersham has no control over, but could reflect poorly on the county.
5) Create sample statements to be issued in each crisis that reflect the stance of the community and the county as a whole. Consider multiple statements for a variety of outlets, including television, radio, print and social media.

When anticipating scenarios, it is important to keep in mind that it is better to be over prepared and have nothing happen than for the county to be blindsided by a crisis. This is why all scenarios that can be thought of should be considered.

**Step 5 - Develop Action Plans**
Revisit each of the potential crisis scenarios you outlined in step 4 and answer the following questions for each one:
• Who is responsible for gathering the initial facts? Who will double-check the facts?
• Which of your potential command/media center options is most appropriate for this crisis scenario?
• What safety precautions should you consider in the event of such a crisis? Consider safety for all involved (i.e.: CAP personnel, community at large, media, etc.).
• What initial press releases will need to be developed so you can respond rapidly to this crisis? Who will write these?
• What are the best methods of communication for a situation like this?
• What will you do if you lose electricity, water or phone service?
• Is there an urgency of time in saving lives? Does one thing need to happen before something else, etc.?

(This is from one of the sources but I thought it was worded really well):
Every crisis is different, but there are four broad principles to consider when putting together your key messages.
Empathy - show that you understand why people might be angry/upset/confused with the situation. e.g. “We recognise that service users and their families will be affected by the proposed closure of some of our services”.
Context - put your situation in the context of what is happening to the sector as a whole, or to similar organisations. e.g. “All organisations are facing cuts and being forced to reduce services and we are no different.”
Action - outline what your organisation is doing to deal with the crisis and where possible give examples of where you have already dealt with issues successfully. e.g. “At charity X we are doing what we can to minimise the effect on our service users and their families. We have been open and honest with our service users and are making sure they are well supported during this difficult time. In the last couple of days we have put XXX people in touch with other support services.”
Transparency - be open and honest. Journalists and their audiences can tell if you’re hiding something and being dishonest can do more damage to your organisation’s reputation. Mistakes happen and even in a real crisis, respect can be gained by admitting fault and being clear about the reasons for it. e.g. “We are aware mistakes have been made and we are working hard to rectify the situation. We have held several useful discussion sessions with service users and their families and are continuing to actively engage all those who are affected.”
Meet the Almond Falls Agency

The Advertising Team

NICOLE
Account Executive

CHELESA G.
Account Planner

JACKSON
Assistant Account Executive

MADDIE
Art Director

CHELESA H.
Copywriter

BRETT
Media Planner

The Public Relations Team

KATE
Account Executive

JESSIE
Account Planner

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Research Director

LINDSAY
Events Coordinator