An internal & external re-branding campaign for Habersham Co.
THE TEAM

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Habersham County, founded in 1818, is a small county located in Northeast Georgia, with a population of approximately 43,300. Habersham is comprised of seven individual municipalities: Clarkesville, Alto, Demorest, Baldwin, Cornelia, Mount Airy, and Tallulah Falls. Geographically, Habersham County rests on the border between Georgia and South Carolina, is a mere hour and thirty minutes to Atlanta, and is also in close proximity to North Carolina and Tennessee. A few key businesses have a presence in the county, including: agriculture, metal fabrication, bio/medical supplies, and geotextiles. Additionally, the region is distinguished for its scenic beauty and various outdoor attractions.

The citizens of Habersham are generally very happy and especially enjoy the advantages of the small-town way of life compared to the hustle and bustle of more metropolitan spaces. Habersham County officials, however, have not been able to use the strong community values to their advantage. Currently, there is not a cohesive, identifiable brand tying the county together, as the existing Habersham logo is outdated and in need of an overhaul.

The county also has a low digital presence; the social media pages it does have are not engaging, and the current county website has been not refurbished in quite some time.

Habersham would like to capitalize on its strengths by encouraging economic development and tourism for the area. There are some factors, however, that are restricting business growth. For one, much of Habersham’s labor pool works outside of the county; officials estimate that 9,500 people leave the county every day for work, with only 79 people coming in. This leaves business owners with a limited crop of people that could potentially be hired. Along with the displaced labor force, business leaders in the county have also cited a lack of infrastructure as an obstacle to further development. Contrary to the urban sprawl that persists in outer Atlanta, Habersham is not as accommodating to big business and increases in industry for fear that it may compromise the natural beauty of the area. With that said, the Habersham development website does highlight some spaces that are available for rent for businesses—it’s just a matter of actually
attracting the businesses and maintaining an adequate workforce in the area.

The potential for tourism to Habersham, meanwhile, certainly exists. Ever since the advent of the digital age, there has been a push on the parts of travelers to engage in “cultural tourism” that captures the aesthetic of traditional small-town values and practices. Habersham appeals to these notions, and has many events and attractions throughout the year that should be inviting to potential visitors from nearby regions. Again, though, a lack of adequate branding and messaging to external markets has inhibited the growth by way of tourism.

In summary, Habersham is most clearly in need of a re-brand, specifically with an emphasis on content marketing. This, along with different forms of traditional and nontraditional advertising and public relations, would provide Habersham with the opportunity to revitalize its internal community and bolster its tourism and economic development efforts.
### SWOT Analysis

#### STRENGTHS
- High tourism potential
- Wide variety of outdoor activities
- Many in-town activities
- Calm and rural atmosphere, “small town charm”
- Low crime rate
- Education opportunities: Piedmont College, North Georgia Tech
- Mild climate
- Camera-ready community
- Habersham County Airport central to Greenville and Asheville airports
- Steady growing population
- Thriving agricultural communities
- Mineral findings: gold, diamonds, rubies
- Topographical diversity
- Low-cost option for tourism compared to surrounding cities
- Close proximity to Metro-Atlanta
- Desire for local government to grow and bring in industry
- Helpful/willing small businesses and community members

#### WEAKNESSES
- Struggling economy: factories closing, few incoming businesses
- Many workers commute out-of-county
- Job Growth is dormant despite population
- Exodus of Youth, influx of elderly
- Limited tourism:
  - Limited Budget
  - Lack of cohesive branding and information across communication platforms: no marketing team to maintain these platforms
  - Bland website and social media presence
  - No central Habersham County social media account
  - Little county brand recognition
  - Logo is crowded
OPPORTUNITIES

- Heavy interest in small-town tourism amongst Georgia residents
- Increased interest in ecotourism, outdoor attractions
- As urban sprawl continues to expand, businesses seek opportunities for affordable office space.
- Burgeoning film industry in Georgia due to tax breaks.
- Advances in social media technology provide affordable communication options.

THREATS

- Other nearby communities offer outdoor recreation
- Other attractions within Georgia, specifically along I-85 (larger cities)
- Economic competition from surrounding counties
- Other camera-ready counties
- Recent PR difficulties (SWAT raid incident)
- Direct threats: Dahlonega, Blood Mountain, Helen, Blue Ridge, Asheville
  Nearby communities/activities which offer similar experiences to those found in Habersham County
- Indirect threats: Stone Mountain, Kennesaw Mountain, Chattanooga, Coastal Georgia, Atlanta, Savannah
  Other scenic day trips closer to the metro area
- Resistance of change by current residents
KEY FACT
Habersham County contains many attractions that make it a desirable place to live or visit; it features industry, a wholesome community, small-town charm, and various sightseeing/tourist destinations.

PROBLEM
Habersham County lacks a consistent, identifiable brand and message strategy; internally, the citizens do not strongly identify with the county nor do they have a good sense of the county's objectives for the future; while externally, Habersham County has not done an adequate job of communicating the potential for tourism and economic development that exist within the area.

OBJECTIVES
• To develop a cohesive brand identity and consistent marketing message for Habersham County.
• To provide something that inspires the citizens to be more prideful about their county and community.
• To encourage more tourists to visit the area.
• To attract new businesses and overall economic development within the area.

TARGET
• People of all ages living within Habersham County.
• People ages 18-65 who enjoy traveling/sightseeing and live in the regional area surrounding Habersham County (Georgia, North Carolina, South Carolina, Tennessee).
• Businesses or business people that could contribute to economic development.

MANDATORIES
• New Habersham logo
• Website
• Editorial content
• Social media pages

PROMISE
Whether you’re looking for a daytime excursion, a place to start a new business, or a place to raise a family, Habersham County fits the criteria.
SUPPORT

- Habersham County features many sightseeing/outdoor activities including Tallulah Gorge, Chattahoochee National Forest, Chenocetah Tower, etc. The topographical diversity provides attractions for people of all ages and with varying interests.
- Habersham is a “Camera-Ready” community.
- Habersham has a bevy of unique local shops and restaurants.
- Habersham has existing industry/job creators (Agriculture, Bio/Medical, Textiles, etc.), proving that successful business development is attainable in the area.
- Habersham provides the cheapest option for daytime excursions and tourist activities compared to other towns around it with similar attractions.
- Habersham is close to populous metro cities, including Asheville, Greenville and Atlanta.
- Habersham’s low crime rate makes it a safe and desirable option for families to visit or live in.
What’s up? I’m Chris, a 23-year-old living in Clarkesville. At the moment, I work as a barista under my father who owns Java Joe’s - our town’s most frequented hangout. I’ve lived here my entire life and have considered leaving several times, but I do not feel comfortable ditching the family business. I know my parents expect me to take over someday. Also, without a college degree, I feel as though I simply do not have the resources to start a new life in another city.

Weekends in Clarkesville have the potential to be fun, awesome really, if there were only more things for the people to do. Most of the younger people spend their Friday nights at El Patron and then head over to the bowling alley afterwards. While there are some enjoyable activities here in Habersham, it seems as though the county’s residents are all looking for something new to experience. My customers constantly talk about how they wish the county would put forth more effort in order to provide us with a broader selection of community activities and events.

I’m Matthew, a 22-year-old Georgia native and a hiking, hunting and fishing enthusiast. I’m originally from Loganville, but moved to Athens for college a few years ago. I’ve always felt emotionally attached to my hometown and state but haven’t spent much time exploring Georgia outside of the state’s most popular attractions, like Stone Mountain and Atlanta.

Growing up in Loganville gave me a soft spot for small towns, and I’d love to check out some of the other unique communities in this region. I’m especially fond of community festivals and fairs; they’re a great chance to meet new people and find out about how they found their way here!
I’m Martha, a 42-year-old mother of three boys, ages: 6, 11, and 13. My husband and I live in Norcross with our sons and love planning adventures to get away from the overload of technology here in the city.

We especially enjoy physical activities so we can bring Rover, our border collie, along for the ride. In general, my husband and I try to save as much money as possible, so we look for excursions that really provide our family with the biggest bang for our buck.

In the event that my family and I come across an especially awesome activity, I always mention it in my blog, alongside my famous trail mix recipes and photos of my favorite green products.

“Hey, my name’s Ryan. I was born in Habersham County and I run a small bakery in Clarkesville with my wife and two children. I inherited this business from my father, the original owner, and someday I hope to see my kids running the store. That said, I need to explore my options before making the decision to permanently settle down here.

The bakery has a decent flow of customers, but the majority are returning regulars who live just down the street in Clarkesville. To be successful, I need a way to associate my business with the county as a whole rather than just one city. Unfortunately, the local government has placed quite a few restrictions on business activities within the county, and reaching out to potential customers can be tricky as a result.

If I’m going to stay in Habersham, I need to see more of an effort from the government to help grow local businesses instead of focusing on keeping them in check. If we could work in tandem with the government in that respect, it would work wonders for the county’s sense of community, and could possibly lead to larger, regional opportunities for local businesses like my own.”
We feel that “Home Sweet Habersham” speaks to efforts to rejuvenate Habersham County’s internal community. It encourages its citizens to think of Habersham as their permanent home, while also fostering a message of togetherness and community—traits that the county’s leadership seem to hold in high regard. “Home Sweet Habersham” extends a welcoming invitation to potential tourists and new business ventures—inventing economic growth into Habersham County.
Our team decided to incorporate a simple logo that will be easily recognizable and visible across all platforms. In brainstorming the new logo, we thought about what aspects of Habersham we wanted to showcase. We decided it would be beneficial to incorporate scenery since so much of Habersham are the outdoor activities. The “H” and the Blue Ridge Mountain foothills are the chosen focal points of the Habersham re-branding campaign. We wanted to develop a logo that is simple and eye-catching. The logo presented here is the result of in-depth analysis of Habersham county and its citizens.

The logo can be converted to all white with various color backgrounds, or in the current color scheme with a white background. The gold color of the “H” is 223/167/32 RGB and 8/33/100/4 CMYK. The green color of the foothills are 52/77/50 RGB and 74/45/82/46 CMYK. The font for “HABERSHAM CO. est. 1818” is Big Caslon Medium.
GOALS & OBJECTIVES

To enhance economic development and tourism within Habersham County.

To increase business development in Habersham County by 15 percent by January 2016.

To increase tourism to Habersham County by 15 percent by January 2016.
TO CREATE AND MAINTAIN POSITIVE RELATIONSHIPS BETWEEN THE PEOPLE OF HABERSHAM COUNTY AND THEIR LEADERSHIP AND COMMUNITY.

To increase favorable opinion of Habersham County by 25 percent by January 2016.

To increase interaction on official social media accounts by 40 percent by January 2016.

To increase official website traffic by 5,000 people per month by January 2016.

TO DEVELOP A COHESIVE AND RECOGNIZABLE BRAND FOR HABERSHAM COUNTY.

To increase Habersham County’s brand awareness by 30 percent amongst its citizens by January 2016.

To increase Habersham County’s brand awareness by 15 percent amongst its citizens by January 2016.
TO ENHANCE ECONOMIC DEVELOPMENT AND TOURISM WITHIN HABERSHAM COUNTY.

WEBSITE

We want to take the information from the existing habdev.com site and turn it into a more aesthetically pleasing, modern design to fit our revised look for the Habersham County website. We also want to edit and rewrite the copy of the website, as there are numerous sentences with poor structure, typos and several that end abruptly or do not make sense.
PUBLIC RELATIONS PITCHES

We have provided pitches to be sent to various publications to promote tourist attractions and Habersham County events. The publications we recommend are:

The Red and Black (p. 47) a student-run, daily newspaper of the University of Georgia. The Red and Black is an award-winning newspaper that covers University and local news, sports, and opinion/commentary pieces geared toward the UGA students and the local community.

The Atlanta Journal Constitution (p. 48) a newspaper publication that covers business, politics, travel, sports, and breaking news. Although the newspaper mainly features happenings in Atlanta, the travel section includes Southeast travel, as well as a day trip section. This would be a great source to attract families for day trips to Habersham.

EVENT PROMOTION: STREET CONCERT FESTIVAL

We will host a concert and street festival in downtown Clarkesville called Red, White, and Tunes. As we strive to increase tourism and business development in Habersham County, this free concert event will encourage visitors and patronage at local establishments. Not only will this drive economic development, but it will also encourage a unified community while boosting resident morale. The event, which will take place on Main Street of Clarkesville, will feature street vendors, local and regional bands and participation of the local businesses that line the street.
The event will be held on May 23, 2015, the Saturday of Memorial Day weekend. If this event is a success, we hope that it will become an annual attraction that both tourists and residents will begin to associate as a tradition of Habersham County.

The event will be promoted through a strong online campaign using social media. Many of the people we talked to in our target (moms looking for family-friendly events) used Facebook frequently so most of our promotion will be through the social network. We will post flyers and posters in-town to promote the event to residents. We will distribute the event to Metro Atlanta event calendars (to add list later). We also suggest newspaper advertisements placed in the Northeast Georgian that will reach most of the citizens. Logistics and a calendar can be found in the Appendix (p. 43).
Red, White, & Tunes

Food, Music, & Friends

Habersham Co. Memorial Day Concert

10 AM-10 PM
Main Street, Clarkesville | Free Admission

Main Sponsor Featured Here, Second Sponsor Featured Here,
Other Bands/Artists/Food, Other Bands/Artists/Food, Other Bands/Artists/Food, Other Bands/Artists/Food, Other Bands/Artists/Food, Other Bands/Artists/Food

Saturday, May 23
Habersham County, GA - home of the seven cities.

Habersham has distinguished itself as one of the most family friendly environments the south has to offer.

Where historic culture and in and out of town activities come together for an unforgettable experience you’ll want to re-live time and time again.

Residents and guests alike enjoy visiting Tallulah Gorge, hiking the Appalachian, zip lining through the mountains and kayaking the Ocoee.

Revisit history and take a tour of one of our several museums, or stay in a lakeside cabin for the weekend – just be sure to have your camera ready.

Our unique local shops and eateries in the downtown areas will keep you wanting more due to their southern roots and classic charm. Be a part of southern tradition, and join us in Home Sweet Habersham.
Looking for an exciting getaway this weekend? Look no further than Habersham County!

Join the fun and zip line through the Appalachians, whitewater raft down the Chattahoochee, ski on Lake Burton, or practice your swing at The Orchard Golf and Country Club.

But don’t wear yourselves out too much because our in town attractions are second to none!

Pop into one of our many stores and treat yourselves to Habersham’s down home culture.

With all of this to enjoy it’s easy to work up an appetite, so be sure to stop in one of our local eateries and savor all of the southern flavor that Habersham has to offer.

Join us in Home Sweet Habersham.
HABERSHAM RAIDERS CAMPAIGN
Each week of the high school football season, students and citizens of Habersham County will submit photos of themselves showing off their Raider spirit with the hashtag #RaiderThat. The person in charge of Habersham’s social media accounts will then choose a winner. The winner will receive various prizes from prominent Habersham businesses, such as The Attic or Hanner’s Outfitters and Dry Goods. Example of Tweet: Time for this week’s #RaiderRoundup! Submit a photo of you and your friends showing off your #RaiderPride with the hashtag #RaiderThat! Winner will receive a $25 coupon to The Attic!

RED, WHITE, AND TUNES
This free concert and street festival will be held in downtown Clarkesville on Memorial Day weekend to honor veterans. The event will increase tourism and business development in Habersham County; utilize social media in order to spread the word! Use the hashtag #RedWhiteandTunes to find photos from the event and retweet the best ones. Example of Tweet: Time for #RedWhiteandTunes! The concert and street festival will be held in downtown Clarkesville this Memorial Day weekend! #HonorOurVets

The following page shows content pertaining to the fore mentioned campaigns and the holiday season. This time of the year generates tons of different community events, so use social media to get the word out. You can use social media to mention local businesses or disseminate important information quickly. Here is an example of a tweet used to spread the word about traffic in Habersham County: Historic Highway 441 is currently shut down at West Hood Street near Habersham Medical Center in Demorest due to a natural gas leak. For more information on conducting social media accounts look in the Appendix (p. 41).
By developing a cohesive and recognizable brand for Habersham County, we will promote unity among the county’s residents while building awareness for the “Home Sweet Habersham” concept. We plan to accomplish this through a variety of advertising and promotional tactics. Among the first tactics we would like to implement are lamp post advertisements placed on the lamps on the main streets of each town. These will serve as decorations for the cities while establishing a unified brand for the county as a whole. Billboards are another potential investment. Billboards placed along the route from Atlanta to Habersham will spark curiosity in travelers while also reminding commuters of their home.

Another important step in building brand identity is partnership with local businesses. “Home Sweet Habersham” stickers in the windows of shops will get community members familiar with the brand and help to associate the brand with these respected and loved local businesses. We have also provided a child place mat that can be used by local restaurants. The place mat will occupy young children while also providing parents with a map of attractions around Habersham County. The place mat is a simple way to help out local restaurant customer relations and promote the new brand.

Utilization of media is also vital in developing a cohesive and recognizable brand. With the use of Twitter and Facebook, Habersham County will become easily accessible on the web and more prepared to keep its citizens informed and involved. We would also like to use traditional radio advertising in order to reach residents in their cars commuting to and from work.

Encouraging tourism and welcoming people into the county is another important aspect of our brand. A self-guided tour of Habersham County would keep visitors engaged and interested and would be easy to implement. In addition, a brochure at a welcome center could easily point visitors and residents alike to the best restaurants, recreation sites, and historic landmarks in the county.

Finally, we also feel that integrating the rebrand campaign into the lives of Habersham County residents will spark communal support and excitement about the county. The rebrand campaign will show support to the local high school by backing the Raiders football team. Providing local support and placement of a banner in the football stadium will boost overall morale about Habersham County and promote the county to visiting teams.
NEW ADDITIONS:

Launch Party

Lamp post banners on downtown streets

Local business sponsorship
  Events
  Window ads
  Restaurants: Child Place mat

Billboards:
  I-85
  Hwy 441
  Hwy 123 (coming from S.C.)
  Hwy 23 (coming from N.C.)

Brochure

Raiders Campaign

Home Sweet Habersham Blog

Souvenirs

MEDIA PLACEMENTS:

Facebook

Twitter

Radio Ads
  WCHM 96.7 (Clarkesville)
  WCON 99.3 (Cornelia)
We will host a party to launch the new Home Sweet Habersham brand and improved logo. As we strive to appeal to internal audiences and promote a stronger sense of community within Habersham, this launch event will include the residents in the re-branding of their community. We hope that this event will boost pride in the county and resident morale while uniting everyone around the county’s new message. The event, which will take place at the Cornelia train depot, will be a cocktail hour with light hors d’oeuvres, featuring a DJ, Habersham-themed promotional gifts that contain the new logo, and the official presentation of the Home Sweet Habersham plan by Rick Story of the Archway Foundation and various local leaders.

The event will be open to all residents of Habersham County. It will be more adult-friendly, but children are welcome to attend. Key business leaders and local government officials will be encouraged to attend, as the county needs their support for the plan to succeed. The event will be held in late January or early February on a date to be determined by county leadership and the Archway Foundation. By having an event of this nature, we promote a stronger sense of community within Habersham County by incorporating residents in the promotion of the county’s new message and brand.

The event will be promoted through a strong online campaign using our new social media platforms. We conducted a survey of internal audiences and analyzed the results. The majority of the people wanted the county to communicate with them via social media, and preferably Facebook. We will also employ traditional media with flyers in popular local businesses, a blurb in the digital newsletter we are establishing and a write-up in the Northeast Georgian. Logistics and calendar can be found in the Appendix (p. 45).
KID PLACE MATS

These place mats are simple to print out and provide for kids at local restaurants. The place mat shows major tourist attractions to explore in Habersham County. The place mat can be used at any local restaurant to entertain kids while advertising fun things to do in Habersham to parents.

LAMP POST BANNERS

Banners with the “Home Sweet Habersham” tag line will be put up on the main downtown streets of each of the cities. The banners are dual-sided canvas that is water resistant. Banners will be 30” x 60” in full color.
BILLBOARDS

Billboards will be strategically placed to attract tourism and obtain the most impressions from people on the roads. Each billboard will have the website, logo, and tagline featured. We advise having billboards on I-85, Hwy-441, Hwy-123 coming from South Carolina, and Hwy-23 coming from North Carolina.
HOME SWEET HABERSHAM BLOG

The blog, Home Sweet Habersham, will be featured on Habersham’s official website. The blog will contain pictures, information, and video about previous and upcoming events going on. The blog can also be used to promote new businesses in the community.

BROCHURE

The brochure will provide tourists and locals with a compiled list of all the attractions in Habersham County. The brochure can be placed in local businesses and shops.

RAIDERS FOOTBALL BANNER

The banner will be featured in the high school football stadium to show support for the team and promote the re-branding campaign.
DECALS: CAR & WINDOW

Car decals are a simple way to spread the word about Habersham County. These decals are simple, and easy to quickly be seen and interpreted. To incorporate businesses into the re-branding campaign, we want to provide storefront window decals to be placed on a front window or door of businesses. This will continue to put the Habersham County brand in front of consumers while showing united support from residents and businesses.
SOUVENIRS

We have provided some mock-ups of possible souvenir ideas that would promote Habersham County. These items can be sold in the gift shops of any tourist attractions like Tallulah Falls, or any local businesses. Below are examples of (from left to right) a water bottle, medical scrubs, long sleeve t-shirt, and (bottom) two options for sweatshirts. Since the hospital and outdoor activities play such a large role in Habersham County, we felt the water bottle and medical scrubs would be easy ways to promote the new brand.
MEDIA PLAN

RADIO

We want to hit radio because we feel it’s a good, relatively non-expensive form of traditional advertising that Habersham citizens still make use of—with WCHM and WCON being the most popular in the region.

OUTDOOR

We feel that outdoor is essential to our tourism efforts in the area, as a billboard will raise awareness about Habersham to travelers driving along I-85. Being that billboard is quite expensive, we believe that a four-month period of billboard is most realistic within their budget.
ONLINE

The online promoted ads and posts are the most pivotal part of our media mix, and thus feel it’s necessary to do it for the duration of the campaign.
BUDGET

NEW WEBSITE CONSTRUCTION AND MAINTENANCE: $10,000
BILLBOARDS: $8,000
RED, WHITE, & TUNES: $1,500
RADIO ADVERTISING: $3,000
FACEBOOK/TWITTER PROMOTED ADS: $1,000
BRANDING: $2,000
MISCELLANEOUS/OTHER NON-TRADITIONAL: $1,000

TOTAL: $26,500
JANUARY 2015–DECEMBER 2015
APPENDIX

SOCIAL MEDIA GUIDES 41
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PUBLIC RELATIONS PITCHES 47
General Tricks to Social Media

1. Post Content Consistently.

1.1 Social media accounts will fail and have a loss in interest due to untimely content and information.
1.2 If a great event is happening you should tweet about it and during the event as well. Ex. Tweet throughout football games to let people that are not there know the score!

2. Post Relevant Content.

2.1 Post information that connects the community and is important to the groups that follow you on Twitter (e.g. High School Football, Community Decisions, County Events and Accomplishments).
2.2 Get involved with hashtags that relate to your community ex. #Habersham #HomeSweetHabersham #GoRaiders.
2.3 Utilize retweeting/sharing other important Twitter or Facebook users’ posts. Retweet news stations, radio stations, etc. that have released important news articles. You can also retweet people that tweet positive things about Habersham County!
2.4 Lastly, make sure to tag other organizations when possible. This increases levels of overall engagement and solidifies your position as an official social media platform.

3. Utilization of Appropriate Language.

3.1 If someone gives positive feedback on social media, you should always retweet or share their posts. This is an easy way to utilize word-of-mouth advertising by providing your followers with positive testimonials.
3.2 In the event that someone posts any form of negative content, it is crucial to respond immediately. By not responding, you allow others to form their own negative opinions of the situation.
HAVING A TERRIFIC TWITTER

ALWAYS CREATE TWEETS THAT ARE WITHIN 140 CHARACTERS.
Today’s average attention span is much shorter than usual, so your posts must grab attention immediately.

AVOID POSTING LINKS WITHOUT A DESCRIPTION OR ENGAGING CAPTION.
By including a caption, you will entice your followers to click on the link.

POST IMAGES AND VIDEOS TO DIVERSIFY YOUR TWEETS
...and to show that the twitter feed is interesting. Engagement among followers typically increases in regards to posts that include photos and/or videos.

STRAY AWAY FROM INTERNET SLANG
for more professional tweets. Keep in mind that others will be retweeting you, so tweets should be thoughtful, yet concise.

ENGAGE IN TWO-WAY CONVERSATIONS
with your followers. By directly communicating with your followers, you become a more personable and genuine presence on social media.

HAVING A FANTASTIC FACEBOOK

LIMIT POSTS TO 200 CHARACTERS.
People tend to skim through the constantly updating posts and look right over those that are too lengthy.

USE ENGAGING COPY, IMAGES AND VIDEOS.
Rich media gets more attention and makes your message stand out. Photos tend to carry the most weight. People are more likely to share a picture than they are a bunch of words.

CREATE A TWO-WAY CONVERSATION.
Ask your audience to share their thoughts and feedback, then tailor your message to their feedback. This shows that you listen and care.

GIVE A CLEAR CALL-TO-ACTION.
Tell them what to do. Keep it simple. Tell them to “like” it if they agree or comment if they feel differently.

OFFER VALUABLE INFORMATION.
Offer just enough information to entice them but not too much to keep them from clicking on your page or link.

BE POSITIVE.
People tend to respond to or “share” something that is positive. If you are positive, you will get more likes and shares.
LOGISTICS

We will need to obtain a stage, lighting and audio equipment, trash cans, port-a-potties, extension cords and entertainment for the kid’s area (will be determined at a later date). Vendors will be responsible for bringing their own set-up materials (tents, chairs, display cases, etc.). We will supply a limited number of tables and chairs to be set up near the vendors, specifically those that are selling food. Decorations should include American-themed items, such as flags and bunting (these can be used for future events, so should be considered investment).

To host this event on the street, we will need to obtain the necessary permits, including security and parking permits. We will also need the cooperation of the local government, the police force, business owners and Habersham residents (who will be needed to volunteer and assist with cleanup, directing traffic, etc.) We hope that restaurants and shops will donate a portion of their sales from the day to local military families and veterans.

Before the event, we should obtain Habersham County businesses as sponsors. By having local businesses as sponsors, their names will be exposed to tourists and locals who may not know of a specific business alike, encouraging patronage of those businesses, and thereby boosting Habersham’s economy as a whole. The local government and/or the Chamber of Commerce may have a budget for events, so they may be able to contribute. Bands will not be monetarily compensated, but instead will donate their time and talents to gain exposure, but also because it is a celebration of our veterans.

A planning committee of 10 to 12 will be established. Members of the committee will include local government officials, members of the business community and local volunteers. Roles within the committee will be decided upon internally. The committee will meet twice a month from January until the event. Meetings may become more frequent as the event nears.
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</tr>
<tr>
<td>Finalize budget</td>
<td>January 2</td>
</tr>
<tr>
<td>Approach potential sponsors and bands</td>
<td>January 30</td>
</tr>
<tr>
<td>Have local sponsors and bands selected and committed</td>
<td>February 15</td>
</tr>
<tr>
<td>Distribute press release announcing event</td>
<td>February 16</td>
</tr>
<tr>
<td>Create social media campaign for promotion</td>
<td>February 26</td>
</tr>
<tr>
<td>Implement social media campaign</td>
<td>March 1</td>
</tr>
<tr>
<td>Promote to vendors and post vendor form on multiple platforms</td>
<td>March 1</td>
</tr>
<tr>
<td>(begin signing up volunteers)</td>
<td></td>
</tr>
<tr>
<td>Comparison shop and sign contracts with service providers</td>
<td>April 1</td>
</tr>
<tr>
<td>(chairs, tables, stage, equipment, port-a-potties, etc.)</td>
<td></td>
</tr>
<tr>
<td>Have flyer created and posted at locations around the county</td>
<td>April 1</td>
</tr>
<tr>
<td>Distribute press release to encourage people to attend and send</td>
<td>May 1</td>
</tr>
<tr>
<td>event blurbs to Metro Atlanta websites and newspapers</td>
<td></td>
</tr>
<tr>
<td>Confirm with vendors and contracted service providers</td>
<td>May 15</td>
</tr>
<tr>
<td>Run-through</td>
<td>May 20</td>
</tr>
<tr>
<td>Begin setting up</td>
<td>May 21</td>
</tr>
<tr>
<td>Last social media push</td>
<td>May 22</td>
</tr>
<tr>
<td>Finalize set up and enjoy the event</td>
<td>May 23</td>
</tr>
</tbody>
</table>
We will need to obtain speakers and other audio equipment, trash cans, a projector and screen, extension cords, tables, chairs, linens and silverware. We will need to hire a DJ and catering service (DJ and catering services will bring their own equipment), as well as rent a bar and supply beer and wine, along with soft drinks. Promotional material will need to be printed and/or ordered. The rental of the space will be donated. The local government and/or the Chamber of Commerce may have a budget for events, so they may be able to contribute. Decorations, such as balloons and linens, should fit the color scheme of our campaigns book and accompanying promotional material (Earth tones).

Before the event, we will secure door prizes from local businesses to be given away throughout the night. Local businesses will donate the door prizes in order to expose their names to locals who may not know of a specific business, encouraging patronage those businesses, and thereby boosting Habersham’s economy as a whole.

A planning committee of 10 to 12 will be established. Members of the committee will include local government officials, members of the business community and local volunteers. Roles within the committee will be decided upon internally. The committee will meet four times between December and the date of the event.
<table>
<thead>
<tr>
<th>TASK</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet with planning committee</td>
<td>Dec. 10</td>
</tr>
<tr>
<td>Finalize budget</td>
<td>Dec. 10</td>
</tr>
<tr>
<td>Approach potential sponsors, caterers and DJs; comparison shop</td>
<td>Dec. 12</td>
</tr>
<tr>
<td>service providers</td>
<td></td>
</tr>
<tr>
<td>Have local sponsors, caterer and DJ selected and committed; sign</td>
<td>Dec. 20</td>
</tr>
<tr>
<td>contracts with service providers (audio equipment, trash cans, a</td>
<td></td>
</tr>
<tr>
<td>projector and screen, extension cords, tables, chairs, linens and</td>
<td></td>
</tr>
<tr>
<td>silverware, bar service, etc.)</td>
<td></td>
</tr>
<tr>
<td>Distribute press release announcing event; have blurb written for</td>
<td>Jan. 2</td>
</tr>
<tr>
<td>newsletter; second committee meeting</td>
<td></td>
</tr>
<tr>
<td>Create social media campaign for promotion</td>
<td>Jan. 2</td>
</tr>
<tr>
<td>Implement social media campaign and distribute flyers</td>
<td>Jan. 10</td>
</tr>
<tr>
<td>Have door prizes from local businesses secured; third committee</td>
<td>Jan. 15</td>
</tr>
<tr>
<td>meeting; purchase decorations</td>
<td></td>
</tr>
<tr>
<td>Begin setting up the event; final committee meeting; final social</td>
<td>Day before the event; TBD</td>
</tr>
<tr>
<td>media push</td>
<td></td>
</tr>
<tr>
<td>Finish setting up; enjoy the event</td>
<td>Day of the event; TBD</td>
</tr>
</tbody>
</table>
To:
From:
Date:
Subject: Potential Story

Oct. 26, 2014

Name of person you’re contacting
The Red & Black
540 Baxter Street
Athens, GA 30605

Dear___:

I am writing to suggest to you a story about the unique offerings of Habersham County. Habersham offers numerous activities that appeal to students. Breathtaking views, diverse activities, delicious restaurants and fun festivals are all reasons to visit Habersham, which is conveniently located about an hour and fifteen minutes from campus. The town’s natural beauty, paired with its rustic, small-town charm, makes it a must-see for day visits and weekend getaways.

At two miles long and 1,000 feet deep, Tallulah Gorge is highly acclaimed as one of the most spectacular sights in the Southeast. The gorge is also home to a series of six awe-inspiring rivers and numerous hiking trails for nature-lovers and sightseers of various skill levels. Furthermore, Tallulah Gorge is a great option for students on a budget—its magnificent views and nature trails are completely free to explore and enjoy.

In addition to gorgeous scenery, Habersham County also offers a myriad of enjoyable activities. The county holds various annual fairs and festivals and hosts a variety of unique restaurants and shops that students from metro areas would otherwise never have the opportunity to experience.

Students would be interesting in reading about Habersham County because they are always looking for something fun and cost-friendly to do on the weekends. Habersham is perfect for day trips because of its close proximity to campus and offers a wide variety of activities to enjoy. With football season soon coming to a close, a day trip to Habersham County would be an ideal way for students to spend their Saturdays. If you would like any additional information, photos or quotes, please feel free to contact me.

Best Regards,

Name
Business Affiliation
Address
Phone Number
To:  
From:  
Date:  
Subject: Potential Story

Oct. 26, 2014

Name of person you’re contacting
Atlanta Journal Constitution
livingnews@ajc.com
(online submissions only)

Dear_____:

I am writing to suggest a story about the unique offerings of Habersham County as a day trip destination. Located in the heart of northeast Georgia, it is the perfect place for your readers to visit at any time of the year. Habersham County offers visitors a unique, escape from the stressful, fast-paced city life.

With renowned hiking and sightseeing at Tallulah Gorge, breathtaking parks, locally-owned restaurants and shops and seven unique cities, each with their own version of small-town charm, Habersham County appeals to your target markets by being both a family-friendly and adventure-friendly destination. In addition, Habersham County hosts various festivals throughout the year that provide the perfect entertainment for Georgia’s families. It is also a convenient location for your target markets, as it is in the northeast corner of the state, centrally located just two hours outside of Atlanta.

I believe that the offerings of Habersham County truly embody the essence of Georgia and that your readers would agree. I believe your readers would greatly benefit from the inclusion of Habersham County events and festivals in your travel section, as well as highlighting Habersham County as one of your sites go-to travel destinations for day trips in Georgia. If you would like any additional information, photos or quotes, please feel free to contact me. Thank you for your time.

Best Regards,

Name
Business Affiliation
Address
Phone Number
To:
From:
Date:
Subject: Potential Story

Oct. 26, 2014

Name of person you’re contacting
Street Address
City, State and Zip code

Dear____:

I am writing to offer you a story on Habersham County’s newest annual festival. Looking for a fun, family-friendly way to honor veterans this Memorial Day weekend? Look no further than Habersham County’s first annual Red, White and Tunes.

Red, White and Tunes is a concert event that will feature local emerging bands. In addition to great music, this event will have local vendors selling delicious food, beautiful crafts and unique keepsakes. There will also be a kids’ area equipped with exciting games and activities to ensure your little ones are having as much fun as you. How could this get any better? Well, it’s free!

There’s no better way to spend a Saturday honoring our armed forces than in the beautiful scenery of Habersham, listening to great music, eating scrumptious food and enjoying time with family. I believe your readers would be very interested in hearing about this event, especially since it’s often so difficult to find affordable events that appeal to kids of all ages.

If you have any additional questions, or want any pictures, please do not hesitate to contact me.

Best Regards,

Name
Business Affiliation
Address
Phone Number
To:
From:
Date:
Subject: Potential Story

Oct. 26, 2014

Name of person you’re contacting
Street Address
City, State and Zip code

Dear____:

I am writing to offer you a story on one of Habersham County’s most famous fall festivals, The Big Red Apple Festival, in Cornelia, Ga. This year will celebrate the 28th year Cornelia has hosted this festival. The Big Red Apple festival is an annual event that attracts tourists from all over the Southeastern United States and is extremely popular among the residents of Habersham County. This festival is an all day, family-friendly event that occurs the first weekend of October each year when scenic Cornelia is painted with fall colors.

The festival features live entertainment at the historic train depot, delicious food, vendors, and locally made arts and crafts. The festival also includes a kids zone, equipped with a petting zoo, moon bounce and other fun activities for children to enjoy throughout the day. Attendees are also welcome to participate in a 5K race and enjoy an antique car show.

This is the perfect time of year to experience the lush landscape of Northeast Georgia and participate in one of Cornelia’s oldest pastimes, apple-picking. The Big Red Apple Festival is an outdoor event families do not want to miss.

If you have any additional questions, or want any pictures, please do not hesitate to contact me.

Best Regards,

Name
Business Affiliation
Address
Phone Number
To:
From:
Date: Oct. 26, 2014
Subject: Potential Story

Name of person you’re contacting
Street Address
City, State and Zip code

Dear _____:

I am writing to offer you a story on one of Habersham County’s most famous festivals, The Mountain Laurel Festival, in Clarkesville, Ga. The Mountain Laurel Festival is the oldest festival of its kind in Georgia. This year will celebrate the 53rd year Clarkesville has hosted this festival. The Mountain Laurel Festival is an annual event that attracts tourists from all over the Southeastern United States and is continually included in the list of Top 20 Events in the Southeast. This festival is an all day, family-friendly event that occurs each spring when Clarkesville is in full bloom.

The festival features a pancake breakfast, a parade, live entertainment from local artists, delicious food, arts and crafts, and even a fireworks show. The festival also includes a kids zone, equipped with fun activities for children to enjoy throughout the day.

This is the perfect time of year to experience the beautiful spring blossoms of Northeast Georgia and participate in one of the Southeast’s most popular festivals. The Mountain Laurel Festival is an outdoor event families do not want to miss.

If you have any additional questions, or want any pictures, please do not hesitate to contact me.

Best Regards,

Name
Business Affiliation
Address
Phone Number
To: 
From: 
Date: 
Subject: Potential Story

Oct. 26, 2014

Name of person you’re contacting 
Street Address 
City, State and Zip code 

Dear______:

I am writing to offer you a story on one of Habersham County’s most exciting events, Christmas in Cornelia: Holiday Lights Spectacular. Each year, Cornelia sets up a magical light display in Cornelia City Park, which is open to enjoy from Thanksgiving until New Year’s Day. The light festival is free, for residents and tourists alike, to drive through and get in the Christmas spirit.

The Holiday Lights Spectacular is the perfect event for families to enjoy together to kick-off the holiday season. Adults and children can experience the mesmerizing, colorful light show without having to leave the warmth or comfort of their cars. The Holiday Lights Spectacular uses thousands of professionally set up lights to create a colorful, winter wonderland.

As part of the festivities, Cornelia will have an ice skating rink and offer hay rides for all attendees to enjoy while taking in the beautiful lights in the park. The Holiday Lights Spectacular will also feature marshmallow-roasting stations, hot cocoa, visits with Santa and other fun activities for children in Cornelia’s own elf workshop.

If you have any additional questions, or want any pictures, please do not hesitate to contact me.

Best Regards,

Name 
Business Affiliation 
Address 
Phone Number