Tell your community story better in 140 characters

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Boulder Community Media
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- Production Services – Social Media Marketing
- Event production – Whistle Stop F.I.L.M. Festival
- Developing Lincoln Court, Cheyenne Wyoming – creative mixed use community
Story is about life

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

Robert McKee, Story
Who’s on set?

• Give your name
• Your grandmothers’ birth names
• What stage is your project
The shot list for today

• Go over some basic storytelling plot points
• Write a log line for your project
• Give some ways to get your story out there
  – Digital, social media
  – Analog, face to face media
Inciting Incident / Goal

• How you get into the story
  – Inciting incident is what thrusts the hero into the story. It connects the beginning to the end of the story.
Setting

• Create your community world
  – What Where When
    • items and locations that move the story forward
Climax

• The story goes no further
  – How the story ends
Inside Out

• Expand your premise with an outline
  – Beginning (Incident incident)
  – Middle (setting the scene)
  – End (project climax)
  – Key words
Story Logline/Premise

Storytelling is finite: 30 seconds or one sentence boiling down millions of dollars, five years process, 32 houses into 30 seconds or one sentence.

1. A logline must have the following
   – the protagonists
   – their goal
   – their challenge

2. Don’t use name of the protagonists
   It has no intrinsic information and so is a useless word. Instead, tell us something about the project.
   - A few burning souls

3. Use an adjective to give a little depth to the project
   It’s helpful if the characteristic you describe will have something to do with the project.
   – A few burning souls preserve a scenic historic site

4. Clearly and quickly present the main goal
   This is what drives your story and it will drive your logline too.
   – A few burning souls preserve a historic site by building a new neighborhood

5. Describe the Challenge as a premise - “what if…”
   The challenge the burning souls face in getting the project to happen
   – What if a few burning souls save a historic site by attracting 110 creative thinking people to live in a like-minded cohousing community?

6. Don’t tell the story, sell the story
   Create a desire to see a complete prospectus as well as telling them what’s in are like poetry, every word counts. Tinker, test, and tinker some more.

7. Expand from the inside out into a business plan
Business Plan

- Executive Summary
  - Premise; Vision and Mission
- Core Business
  - Key Staff, Burning Souls
- Strengths, Challenges, Opportunities, Threats
  - Why is the project needed; what stands in the way;
- Market Analysis
  - Housing market trends; Intentional community trends
- Financial Pro Forma
- Living Document and will change over time
Marketing Public Relations MPR

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

- **What is public relations?**
  - Creating a positive image to the public
  - Messages to public markets
    - Paid/unpaid advertising
    - Direct/indirect news media
MPR and the RACE formula

Public Relations to a specific Market:

- **Research** your story and use your premise to develop
- **Actions** that are useful and credible
  - Speakers, film screenings, partnerships
- **Communication** about actions that are understandable to the market
  - Traditional media; Digital/social media
- **Evaluate** actions and determine if they were communicated to the market
  - Informal/formal; surveymonkey.com
  - Take names!
Social Media Marketing SSM

WHY ISN’T SOCIAL MEDIA MAGICALLY SOLVING ALL OF OUR PROBLEMS?
Social media connects offline community members
Nurture relationships with useful events and information

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

- **Traditional media**
  - “newspaper” calendars; Public radio PSA
  - News releases: niches – food, movies, real estate, seniors, childcare; repurpose on blogs, social media

- **facebook.com/communityname**
  - Most interactive, link back to websites other social

- **Twitter.com/communityname**
  - Linkable to facebook

- **Hootsuite.com**
  - Posts messages on multiple pages

- **Constant Contact, Vertical Response, Mail Chimp**
  - Free for a fixed number of addresses
  - User friendly
Consistent Consistency

• Consistent words
• Consistent story
• Consistent words and story:
  – Business Plan
  – MPR
Contact Us

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