



Branding and Publicity for Hometown Pride Committees

1. Basics

- Name and logo
 - Consistent name use: “_____ Hometown Pride”
 - Use your personalized Hometown Pride logo – KIB or your coach can provide
- HP talking points - Using consistent language to talk about the program and its purpose:
 - On our [resources page](#), look for: “Publicity materials for new communities”
- Signage - Make your mark with yard signs, banners and road signs
 - KIB can provide personalized yard signs (2/town) to be used on project sites or at events
 - KIB can provide Hometown Pride road signs (2/town after completing 1 yr in HTP)
 - Consider making a banner with your logo to use at events.
- Appoint a communications position/officer for your committee
- Photos - Take at meetings, events, completed projects (with your sign!) Share on social media or in an e-newsletter.
- Establish a web presence – a website, social media page, or a dedicated Hometown Pride web page on the website of a partner organization such as the City.

2. Using Social Media

- Facebook is still the most widely-used network – go here first.
 - [How to create a Facebook Page | Meta Business Help Center](#)
 - Make sure you create it as a “**public page**.” Do not create a “group” or “personal profile.”
- Identify a volunteer who will update your social media and respond to comments and messages
- Ask committee/supporters to be “Hometown Pride advocates” by sharing your posts
- Multiple posts a week will get the best engagement, BUT posting 1-2 times a month is still helpful. Your page is a place where people can find you/share your info - even if you don’t get “likes.”

3. Pitching Effectively to Media Outlets.

- Come up with a compelling “story” for media outlets, beyond the facts: how you went from a simple idea to a big project, how an event is bringing the community together, etc.
- Very small news outlets - Often understaffed; you may need to write the story for them
- Larger news outlets
 - Make a personal contact - look for a journalist who has covered similar stories before and reach out to them directly (rather than send to generic “news” email).
 - Be specific in your pitches - Instead of “Local nonprofit helps with revitalization efforts” try “Hometown Pride secures \$10,000 grant to restore historic mill”
 - Give them sources for the story (contacts)

4. Building Community Connections

- Find local opinion leaders and make sure they know about Hometown Pride and what you’re doing
- Form partnerships with other community organizations
- Take advantage of non-media publicity outlets: e.g. chamber emails, city newsletters