



## Branding and Publicity for Hometown Pride Committees

### 1. Basics

- Name and logo
  - Consistent name use: “\_\_\_\_\_ Hometown Pride”
  - Use your personalized Hometown Pride logo – KIB will provide
- HP talking points - Using consistent language to talk about the program and its purpose:
  - References: [Publicity materials for new committees](#) & [Hometown Pride flyer](#)
- 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 the 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 “brand advocates” by sharing your posts
- Multiple posts a week will get the best engagement, BUT posting 1-2 times a month is still good. 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 “(Your Community) 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 HP and what you’re doing
- Form partnerships with other community organizations
- Take advantage of non-media publicity outlets: e.g. chamber emails, city newsletters