Newsweek: Grand Rapids not just sick, it's dying

By Julia Bauer | The Grand Rapids Press
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on January 21, 2011 at 5:37 PM, updated January 22, 2011 at 12:14 AM

GRAND RAPIDS – Grand Rapids landed in tough company Friday, as one of the top 10 dying U.S. cities.

The No. 10 rank was a blow for a city trying hard to be cool. The latest massage of census data came from Newsweek magazine.

Who did we beat? No. 9 Flint, No. 8 South Bend, and No. 7 Detroit. No, duh.

The magazine began with the 30 cities over 100,000 population that logged the greatest decline in population. The data only
WHY USE SOCIAL MEDIA?

• The platforms and tools for social media are changing constantly, BUT
  • The purpose of social media isn’t changing, and most likely never will.
  • What is the purpose?

• Making connections and having conversations

• Social Media is about talking with, not at, people.
WHY USE SOCIAL MEDIA?

- **Increase exposure to:**
  - Support your brand
  - Drive conversions
  - Reinforce credibility
  - Generate support for campaigns
  - Improve SEO

- **Expand Reach to:**
  - Foster strategic partnerships
  - Identify and recruit influencers
  - Gain competitive/industry information
  - Distribute your message quickly
WHAT ARE THE PROBLEMS?

• Scarcity of resources:
  • Time
  • Content
  • Capital

• Platform/Channel Utilization

• Concept shift of user-driven vs. traditional corporate driven marketing
  • Control is in the hands of the users and not in the hands of the providers.

• Therefore, Social Media Marketing can be a sink of resources if not properly conducted with a strategic plan.
DEVELOPING A SOCIAL MEDIA STRATEGY

1. Audit current social media
2. Identify goals and set objectives
3. Research and identify audiences
4. Develop key messages
5. Choose social channels and tactics related to target audience
6. Create a content strategy
7. Allocate resources
8. Close the loop: Analyze results
STEP 1: AUDIT CURRENT USAGE

- Understand your and your competitors current state in the social media atmosphere.
- Perform SWOT on yourself and competitors.

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**STEP 2: IDENTIFY GOALS**

- Use SMART Goals aligning with organizational goals:
  - Specific, Measurable, Attainable, Results-Oriented, Time-Focused

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STEP 3 & 4: IDENTIFY AUDIENCE & MESSAGING
Target Market Segments

Based on the brand guidelines and economic development mission, the following are segments of the Butte.Elevated brand:

**Live.Elevated.**
Butte’s a place where natural beauty and hard work have resulted in a unique community of safe streets, exemplary restaurants, excellent schools, quality healthcare, progressive government, a prosperous economy, and an overall high quality of life.

**Work.Elevated.**
Butte offers relocating and expanding businesses a wide range of benefits, including incentives that provide financial assistance, streamlined regulatory processes, low taxes, and innovative and highly ranked workforce development support.

**Play.Elevated.**
Butte has outstanding local entertainment, summer and winter festivals, arts and culture events, sports, shopping, parks and trails connecting neighborhoods and the community.
STEP 5: CHOOSE MEDIA CHANNELS

Butte Local Development Corporation (BLDC)

Butte. Elevated.

Visit Butte Montana
Butte is a community that will always come together to do what is right. We are so proud to be a part of a community that rallied and walked together to raise $19,351 for suicide prevention in not only Butte, but our great nation. This kind, passionate spirit is the epitome of living #ButteElevated.
## STEP 6: CREATE A CONTENT STRATEGY

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STEP 7: ALLOCATE RESOURCES

- Be a listener
- Be available outside regular business hours
- Embrace change
- Welcome criticism
- Perform as well in-person as online

- In a time when resources for economic development are limited – and expectations are high – social media can provide timely, engaging, interactive, targeted, low-cost ways to market communities.
STEP 8: CLOSE THE LOOP

• Can be a challenge to evaluate effectiveness... therefore,
• Set realistic goals and corresponding metrics that can be tracked and reported over time.
• Sometimes, quantity of social media activities are not as important as quality and results.
WHAT CAN I DO?

• **Focus on telling your story:**
  • Spotlight home-grown business successes
  • Highlight companies, individuals, or non-profits making a difference
  • Profile young entrepreneurs
  • Leverage trends beyond your region to further highlight competitive advantages
  • Explain the story of a business in a declining industry reinventing themselves

• **Share how your community is making an impact.** These stories create pride within your community and generate large engagement returns.
Montana High Tech Business Alliance has ranked Montana Precision Products as the 10th high-tech and manufacturing company to watch in Montana. Get to know more about Montana Precision Products below.
#ButteElevated #WorkElevated

Montana Precision Products | Butte Local Development Corporation

Historically, manufacturing has been the underpinning of the Butte economy providing quality jobs and contributing significantly to our economic...
Butte's got your solution! Not only do we boast quality affordable housing, low cost of living, and an effortless commute, but we have a community where you can explore rich arts & culture and experience endless outdoor opportunities. #ButteElevated #LiveElevated #WorkElevated #PlayElevated

Nearly 50 percent of millennials want to leave Bay Area

An annual poll from the Bay Area Council finds a whopping 40 percent of Bay Area residents are considering leaving. And the demographic leading the wish to exit happens to be millennials or young people between the ages of 18 to 39....

KTVU.COM
WHAT CAN I DO?

• Educate your community
  • Use statistics, figures, and data to educate your community and others on the competitive advantages you offer.

Safe and clean water means our industries can produce finished products with water free of contaminants.
WHAT CAN I DO?

• Create a collective of content creators
  • Create and foster a collective group of individuals generating content for various platforms. Each economic development partner has the potential to add free media for marketing.

• Cross-promote content whenever possible and applicable
• Build community pride and enthusiasm
• Share community news
• Focus on the positive
• Promote business support
• Be patient, persistent, and consistent
This massive pit of acid wants to kill us all by dissolving our intestines.

Just outside of Butte, Montana lies a pit of creeping death. The Berkley Acid Pit, a massive hole filled with arsenic and sulfuric acid, has a reputation for causing gruesome deaths... and it’s making its way into the city’s water supply.
EXAMPLE – BUTTE’S DIRTY WATER

WE HAVE A PhD IN H₂O.
butte.elevated Governor Steve Bullock wearing his “Butte Elevated - WE HAVE A PhD in H2O” tee shirt following the dedication ceremony today at the Basin Creek Water Treatment Plant.