



City of
LOVELAND
PARKS & RECREATION

Public Relations Plan

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Executive Summary

The City of Loveland Parks and Recreation is a nonprofit department founded by the City of Loveland in 1877. The parks and recreation department mission is to present themselves as a business more than a government entity in order to gain more funding for the department. It provides a variety of services for all ages and, through parks and recreation's, diverse communities can be involved in a range of free to inexpensive activities.

Loveland Parks and Recreation is holding its annual Kids to Parks Day on Saturday, May 16, from 11 a.m. to 2 p.m. at North Lake Park. The objective of this event is to get children more involved with the outdoors and allow their parents to join in the fun as well. In addition, this is intended to show parents the importance of Loveland Parks and Recreation services.

Kids to Parks Day is a national event so it has potential to attract press coverage from local Loveland media sources, like the Reporter-Herald. The event has a variety of activities and has a pirate theme, which makes it unique from other parks that are joining in on this nationally-celebrated event. Activities will include a pirate picnic, mobile recreation trailer, pirate photo booth, and the new geocaching treasure hunt for families.

A social media program has been developed to make the public aware of this event, including using Loveland Parks and Recreation's Facebook and Nextdoor pages.

SWOT Analysis

A SWOT analysis has been prepared to consider the expectations, and to identify points for consideration in planning for the day.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Loveland Parks and Recreation is a family-friendly organization. • Built a strong connection with the community of Loveland. • Fast, efficient communication through multiple social media platforms to advertise different events. • Attracts a wide range of individuals from all age groups. 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Loveland Parks and Recreation is a nonprofit so requires funding from the government. • There are multiple sponsors that almost always have to be included in advertising. • Limited advertising due to limited funding.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Public will be enthusiastic to participate in an outdoor event after COVID-19 restrictions. • Chance to attract coverage on the event through media channels. • Chance to collaborate with schools since Kids to Parks Day is a family friendly event. 	<p>THREATS</p> <ul style="list-style-type: none"> • Event is outside so threat of poor weather (rain/snow). • Technology may not work on the day such as the GPS units. • Competition from other parks doing a similar event that day. • Could be cancelled due to rising pandemic concerns with COVID-19.

Audience

Loveland Parks and Recreation has a large audience due to the fact that it tries to cater to everyone in the Loveland community. For the Kids to Parks Day event, the target audience is parents with younger children, likely adults between 25-45 years of age.

Objectives, Strategies, and Tactics

Objective: Increase awareness about the event by 15% to the parents and kids of Loveland.

- **Strategy 1:** Target the parents of Loveland community about Kids to Parks Day by working with local media outlets and by posting to Loveland Parks and Recreation's social media platforms.
 - **Tactic 1:** Create a media list and contact these outlets who can provide coverage on Kids to Parks Day.
 - **Tactic 2:** Write a press release about the activities that will be at Kids to Parks Day and what it means to the Loveland community.
- **Strategy 2:** Create new content on Kids to Parks Day on Loveland Parks and Recreation's Facebook and Nextdoor pages.
 - **Tactic 1:** Create a 90-second video of children playing and include a voiceover advertising Kids to Parks Day.
 - **Tactic 2:** Create an infographic in order to allow the Loveland community to learn more about Loveland Parks and Recreation and more specifically Kids to Parks day.

- **Tactic 3:** Create six Facebook posts and six Nextdoor posts to be posted every week for two months prior to the event.

Note: All photos used in any of these tactics are property of Loveland Parks and Recreation. Some of the photos used are also user-generated content found on Instagram profiles or stock photos found online so are not subject to copyright.

Timeline

March:

- Pitch to media list by March 10, upon approval by client.
- Send press release on March 12, to predetermined media list, upon approval by client, to ensure there is enough time for outlets to have time to post.
- Post images on Facebook and Nextdoor pages starting from the week of March 23, with a bi-weekly schedule for subsequent postings.
 - Facebook posts every Tuesday at 1 p.m. as that is when interactions are at its highest.
 - Nextdoor posts on Fridays at 5 p.m. as that is when the targeted audience (parents) will be most active.
- Deliver video promotion to client by March 30, to be posted that week.

April:

- Continuation of bi-weekly Facebook posts.
- Continuation of bi-weekly Nextdoor posts every other week.
- Social media plan to be completed by April 5.
- Post infographic on social media platforms on April 14, in order to allow time to analyze interactions.

May:

- Client will continue to post the images that I will have already provided to them up to the event on May 16.
- On May 16, post on both Facebook and Nextdoor to remind the audience that Kids to Parks Day is on that day.

Note: This timeline is an estimate of when items should be done by. Subject to change if new ideas come up in the process.

Evaluation:**Objective:**

Within my objective I have a lot of tactics, most of which have to do with creating high quality content that Loveland Parks and Recreation can post on their social media platforms (Facebook and Nextdoor) or send in its email blasts.

I will measure the success of my objective through engagement on the social media platforms. This will include monitoring how many

people are commenting, liking, or even deciding to look at other posts on the Loveland Parks and Recreation website. I will also measure the success of earned media and how many people it reached. Finally, although not a direct measure of the objective, an increased attendance at the event compared to previous years may indicate increased awareness, and better marketing.

The tools I will be using to measure the engagement on the social media platforms include Facebook analytics, which will allow me to see how many people viewed the posts, who liked and commented, the demographic my post is reaching, and if they decided to share the post. In addition, since Nextdoor does not have an analytical tool to track engagement in the same way Facebook does, I will be tracking it simply by checking the number of comments, what people are saying about the posts and the amount of likes the post gets. In addition, the last tool I will use to help measure how many people my earned media reached will be through website referrals. This will allow me to analyze how many people searched Loveland Parks and Recreation and followed up specifically on details for the event.