

Tower Grove East Neighborhood Association

Communications Chair Guide

The communications mission for the Tower Grove East Neighborhood Association (TGENA) is to provide current and accurate information to the residents, businesses, and interested parties of the Tower Grove East neighborhood. We measure our success through increased engagement, transparency, and partnership. We are committed to maintaining an engaged and inclusive network for all who are interested.

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Role

- Manage social media platforms: Twitter, Facebook, Instagram
- Manage communication tools: website, Gmail account, listserv
- Manage engagement
- Manage templates and branding
- Manage events/activities

Brand standards

To keep consistent branding across all channels it is recommended to follow the standard font and colors below:

- Font: Georgia (primary) and Verdana (secondary)
- Colors: Dark teal, dark purple, dark green, dark orange

R: 0 G: 105 B: 140	R: 77 G: 59 B: 101	R: 0 G: 115 B: 55	R: 206 G: 76 B: 0
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Additional Brand standards:

- For transparency, please use “on behalf of the Tower Grove East Neighborhood Association” or the Tower Grove East Neighborhood Association signature on all posts.
- When posting or engaging use “neighbors” for informal and “residents” for formal. Make sure to include businesses and visitors when referencing events/engagement.

Neighborhood meetings and events

Communicating neighborhood meetings and events

- **Facebook**
 - Create the event in TGENA (public) Facebook page
 - Two weeks in advance (at least)
 - Post reminders leading up to event
 - Cross-post to the Tower Grove East (closed) Facebook page
 - Keep bumping post as reminder
 - Include any neighborhood association chairs as the co-host so they can manage and update the event
 - Promote posts (small cost that will be reimbursed through TGENA – save receipts, manage cost)
- **Twitter**
 - Communicate leading up to event
 - Can be funny with advertising
 - Include link to public Facebook page event
- **Nextdoor**
 - Post on Nextdoor
- **Listserv** (email list)
 - Send out an email a week before event (from Gmail account)

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- **Gmail account** (towergroveeastSTL@gmail.com)
 - Email elected officials reminding them of the meeting a week before event
 - Aldermen (6, 8, and 15 Wards)
 - Christine Ingrassia – ingrassiac@stlouis-mo.gov
 - Annie Rice – RiceA@stlouis-mo.gov
 - Megan Greene – greenm@stlouis-mo.gov
 - State Representatives (78, 79, 80)
 - Bruce Franks – Bruce.FranksJr@house.mo.gov
 - Michael Butler – Michael.Butler@house.mo.gov
 - Peter Merideth – Peter.Merideth@house.mo.gov

Social media platforms

Tower Grove East Neighborhood Association Facebook page (public)

- Post once a day, or at minimum every other day
 - Typical posts: Photos, sharing local businesses posts, events, reminders, facts, etc.
- Monitor any messages that come in through the Facebook page and respond within 24-hours
- Use Communications budget to promote any posts that should be
 - Save receipts and turn in to be reimbursed by TGENA

Tower Grove East Neighborhood Facebook page (private/closed)

- The neighborhood association does not “own” this page
- Help admin the page when needed
- Share events from the public page here
- Occasionally promote the public Facebook page

Twitter (@TGEast)

- Tweet at least once a day
- Engage with other neighborhood twitter accounts and share their events
- This platform can be less formal and more fun
- Tag other neighborhood twitter accounts in events
- Tag media or organizations to share information
- Respond to tweets as necessary
 - Do not engage with trolls
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Instagram (@towergroveeast)

- Post at least twice a week
- Post photos, repost business and neighbor photos
- Search hashtag #towergroveeast to see what neighbors are posting

Gmail (towergroveeaststl@gmail.com)

- Respond to email messages within 24-hours
- Forward messages to appropriate chairs

Website

- TBD

Metrics

- Present metrics report at each board meeting
- After review publish on Facebook or website
- You can find details in how to compile the monthly metrics report by referencing the PROCESS_TGE Communications Metrics document (separate document)

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Metrics Report

At each board meeting (first Wednesday of each month) the Communications Chair will provide metrics report.

Information captured:

- Facebook – likes, followers, posts, engagement, and top posts
- Twitter – total followers, new followers, tweets, impressions, mentions, top tweet
- Instagram – followers, posts, likes, comments, hashtag use
- Media – call out any media stories that generated a lot of buzz
- Upcoming events

Tower Grove East Monthly Metrics – February 2018

Facebook

Tower Grove East Neighborhood Association (New)

18 new page likes (217 total)

21 new page followers (228 total)

2,266 reached

520 post engagements

15 posts

Top Posts

- It's #LoveYourPetDay! Let's see your pictures of your pets! Here's TGE Kitty sporting some TGE swag! (2/20) – 1,301 reached (Shared to closed TGE FB page)
- We love our neighborhood Kitchen House Coffee! Thank you to KSDK News and Show Me St. Louis for spotlighting our community shop! (2/6) – 153 reached

RECOMMENDATION: Use some of the Communications budget to boost posts (for events and such).

Twitter - @TGEast

4,153 followers

86 new followers

80 tweets

87,500 tweet impressions

102 mentions

Top tweet: Out love is like a traffic calming ball, a little awkward until you get used to it and cause a lot of drama (5 replies, 15 retweets, 63 likes)

Instagram - @towergroveeast

990 followers (up 40 from January)

8 posts

538 likes

14 comments

33 uses of our hashtag (#towergroveeast)

RECOMMENDATION: Post on Instagram at least three times a week.

Media

Positive value

- Concrete traffic balls decorated with hearts on Valentine's Day (KMOV)
- Style Speak: Styles Speaks! – Beth Styles of Parsimonia (Ladue News)

Neutral value

- Older St Louis adults take aging into their own hands by building a "village" (STL Today)
- She ran as an independent for a St Louis aldermanic seat, and won (STL Today)
- Politically Speaking: Alderwoman-elect Rice reflects on her big win (STL Public Radio)
- St Louis voters to select new 8th Ward alderman on Tuesday (STL Today)
- St Louis' 8th Ward sends Annie Rice to Board of Alderman (STL Public Radio)

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- Voters to choose replacement for longtime Alderman Conway (STL Business Journal)

Negative value

- Open Wounds – The Impact of Gun Violence in St Louis (CBS St Louis)

Events

Upcoming

- March 9 – Tower Grove East Social Committee Meeting
- March 21 – Tower Grove East Adventures, at Riley’s

Past

- November 5 – Tower Trot 5K Race in Tower Grove Park
- November 25 – Small Business Saturday 2nd Annual Tree Lighting Ceremony on South Grand
- December 2 – South Grand 16th Grinchmas
- December 16 – Santa is coming to Town – at Grove East Provisions
- December 17 – Tick Tock Pop Shop
- January 19 – Tower Grove East Social Committee Meeting
- January 23 – Tower Grove East Monthly Neighborhood Meeting
- February 5 – 8th Ward Candidates Forum
- February 13 – Special election for 8th Ward Alderman
- February 13 – Tower Grove East Safety Committee Meeting
- February 27 – Tower Grove East Monthly Neighborhood Meeting
- March 4 – Tower Grove East Stich `n’ Bitch