

Public Relations Campaign Proposal for a Spokane Lilac Festival Social Media Campaign

Overview

Schwartz Agency has prepared a strategic public relations campaign with the intention of introducing the girls in the 2018 Spokane Lilac Festival Royal Court as the accomplished well-rounded women they are. The campaign will be run through social media using the #LilacRevolutionaries2018 campaign slogan.

Audiences

The #LilacRevolutionaries2018 campaign will focus on gaining more attention from people who are interested in attending the Spokane Lilac Festival, future potential princesses, businesses who are considering or are already sponsoring the festival, and critics who do underestimate the princesses. The goal will be to showcase the intelligence, merits, and personalities of the members of the 2018 Spokane Lilac Festival Royal Court.

Research

The Spokane Lilac Festival has less than 100 followers on Instagram, Twitter, and Facebook. The goal is to raise the count to at least 150 followers on all social media platforms. From our research of similar organizations, we think that we can improve our social media strategy by linking and tagging bigger organizations in our posts. Doing this, we will drive more traffic to our media outlets. We also saw themed posts. Some examples were: Military Monday, Where Are They Now Wednesday, and Director Friday. A weekly schedule of set posts gives the organization's social media some consistency. The Spokane Lilac Festival could also benefit from using more media outlets, such as, television, radio, and local newspapers. Other organizations often participate and volunteer at community events. We believe that the Spokane Lilac Festival should take advantage of opportunities that showcase the Royal Court members in volunteer environments. This will help perpetuate the well-rounded image of the Spokane Lilac Festival Princesses.

Campaign Strategies and Tactics

Our campaign will focus on social media, media relations, and community engagement. To kick off the campaign, we need to send out a questionnaire to collect information from all of the girls on the Royal Court to use in our social media posts. The plan would involve daily posts on Facebook, Twitter and Instagram. One girl will be showcased each day with facts related to that week's theme. Some potential themes include, but are not limited to: college, interesting fact, pets, television, books, music, hobbies, volunteer work, awards, extracurricular activities, food, favorites, and heroes. All posts will include #LilacRevolutionaries2018 for consistency.

While it is not our primary goal, we will also strive to increase followers on our social media platforms. This will be accomplished by incorporating other types of posts throughout the week. We will use weekly themes with other hashtags. For example, we will do #MilitaryMonday, where we highlight weekly news from the Fairchild Air Force Base in Spokane. #DirectorFriday will be included for the first 10 weeks of the year so that the Spokane Lilac Festival volunteers will receive the recognition they deserve. #WhereAreTheyNow will be posted every Wednesday to showcase past princesses until the new Court is picked. The Spokane Lilac Festival will also promote calendar events on social media platforms. We believe that #BusinessShoutOut is a great way to thank our sponsors and get them involved with the organization. Employing the use of hashtags is a common strategy that can be used to bring attention to an organization trying to gain followers.

Our second focus will be on working with traditional media outlets, specifically, television, radio, and newspapers. First, we need to greatly increase our communication with these outlets. We need to be reintroduced to the public on a monthly basis. This means more articles, more radio spots, and more television promotions. We should target The Spokesman-Review newspaper, Cheney Free Press newspaper, KREM2 News, The Inlander, and other Cheney and Spokane area news outlets. Two primary ways this can be achieved is through press releases and story pitches. A press release from us can be handed to any willing news outlet that can spare a few minutes to talk about the Spokane Lilac Festival Association. Story pitches may be harder and less frequent for a non-profit like us. These will most likely come into play if something exciting happens at an event that the Spokane Lilac Festival Royal Court is attending or if something goes horribly wrong (hopefully that does not happen). Naturally, as it gets closer to festival weekend, we will communicate with news outlets more frequently.

Lastly, we need to show our audience the work that the Spokane Lilac Festival princesses are doing work in the community. They need to participate in volunteer opportunities, host events, and make community appearances in Spokane. It also needs to be documented. They do all of things already, but there are not any pictures or video of these happenings. To show the public that these girls are “revolutionaries”, they need to be shown participating in activities that present the qualities of a revolutionary. The Spokane Lilac Festival Association will make an effort to attend more community events that allow them to interact with the public. Being able to show their personalities in public, will help maintain the well-rounded image that we have created for the girls.

Facebook – #WhereAreTheyNow?

Facebook page for Spokane Lilac Festival (@spknlilacfestival). The post, published by WordPress on December 1st, features a photo of Princess Taylor - 2017 holding a large bouquet of flowers. The text of the post reads: "Princess Taylor - 2017 is at UW and loving every second of it! I'm enjoying these opportunities to expand my knowledge and experiences, and am looking forward to coming home and seeing our new puppy, Mochi." The post includes a link to a blog article and shows that 66 people reached it.

Twitter – #DirectorFriday/Random Tweet

Twitter profile for SpokaneLilacFestival (@spknlilacfest38) with 119 tweets, 113 following, 23 followers, 29 likes, 0 lists, and 1 moment.

Highlighted tweets include:

- December 1st: A tweet about Nancy Cole, President of the Spokane Lilac Festival Association, who was a princess in the 1974 Royal Court. The tweet includes the hashtag #DirectorFridays and a link to the festival blog.
- November 30th: A tweet announcing the royalty selection season, stating that West Valley High School will be the first to pick their candidate at 6:30 pm on an open public event.

Instagram profile for spokanelilacs1938, featuring 55 posts, 95 followers, and 297 following. The profile picture is the Spokane Lilac Festival logo.

Highlighted posts include:

- A "Military Monday" graphic with a repeating logo.
- A photo of Princess Taylor - 2017 with a bouquet of flowers.
- A photo of a parade float with a crown.
- A photo of a woman sitting at a desk.
- A photo of a woman holding a volleyball.
- A photo of three people in winter gear.
- A "Military Monday" graphic with a repeating logo.
- A photo of a woman in a red t-shirt.
- The Spokane Lilac Festival logo.

Instagram – #MilitaryMonday (repeating logo)