

THE RELUCTANT FACEBOOK FAN

HOW I LEARNED TO LEVERAGE SOCIAL MEDIA TO RAISE MONEY, CREATE
THOUSANDS OF SUPPORTERS, AND WIN DEALS

DAVID R. ZAK, PRESIDENT & CEO, SIEDC (TIFFIN, OHIO)

I DON'T HAVE TIME FOR THIS ****

- Doubled our private and public fundraising
- Created thousands of community fans
- Created regional buzz
- Attracted retail development
- Attracted downtown development

The screenshot shows the Facebook interface for the page 'Seneca Success' (@SenecaSuccess). The page is set to 'Public' and has a cover photo of a group of people standing in front of a stone wall with a sign that reads 'GILLMOR SCIENCE HALL LEGACY WALL Charting a New Horizon'. Below the cover photo is a post featuring three men in suits. The right sidebar shows the page's statistics: 5,711 likes and 5,687 followers. There are also buttons for 'Promote Local Business' and 'Promote Website'.

OUR STRATEGY

- Content, content, content
 - Are you doing press releases?
 - Are you doing online stories?
 - Are you doing social media posts?
- Distribute the content
 - Who is posting, engaging, and sharing?
 - When and how often are you posting?
 - What platforms are you using?
 - How are you increasing your influence?

The dashboard displays the following metrics for the period September 20 - October 17:

- Page Likes:** 44 (▼ 8%)
- Reach:** 38,373 (▲ 8%)
- Recommendations:** No data for this week.
- Post Engagements:** 11,754 (▼ 42%)
- Videos:** 415 (▼ 92%)
- Page Followers:** 46 (▼ 13%)

Reach People Close By: You could reach up to 71,000 people on Facebook who are within 15 miles of your business location. [Promote Local Business](#)

Recent Promotions on Seneca Success [+ Create New Promotion](#)

| Image | Ad Description | People Reached | Link Clicks | Spent |
|-------|--|----------------|-------------|---------|
| | Boosted Post The four-unit retail building at 378-384 W. Mark... Promoted by Katie Lang on 09/13/2017 | 3,403 | 92 | \$10.00 |
| | Boosted Post American Fine Sinter has announced that it will ... Promoted by Katie Lang on 08/22/2017 | 8,970 | 214 | \$39.96 |

EXAMPLE - CHIPOTLE



Seneca Industrial & Economic Development Corp.
19 W. Market St., Suite C
Tiffin, OH 44883
419.447.3831

FOR IMMEDIATE RELEASE

Contact:
Katie Lang
Communications Coordinator
lang@senecacounty.org, 419.618.2658

Chipotle plans to open Tiffin store

Diverse Development signs lease with national restaurant chain

TIFFIN, OHIO – April 14, 2016 – Diverse Development announced today that Chipotle Mexican Grill intends to open a store in Tiffin later this year in the center Diverse Development is planning to construct at the corner of West Market Street and Ashwood Road. The lease is contingent upon approval of a local tax exemption later this month.

Diverse Development President Ken Hicks complimented the city of Tiffin in making the announcement. "Tiffin's growth over the past few years and business-friendly atmosphere has made it easy for me and national retailers like Chipotle to move forward with projects. We really appreciate the support we have received so far."

Tiffin Mayor Aaron Montz was excited with the news. "We've been aggressive in courting Chipotle and other businesses to come to town, and I am glad to see our efforts get rewarded. We welcome them with open arms and will do whatever we can to make it easy to come here."

The Seneca Industrial and Economic Development Corp. (SIEDC), the economic development non-profit for Tiffin and Seneca County, also confirmed today that the State of Ohio has officially approved the 70-acre Community Reinvestment Area (CRA) passed by Tiffin City Council in February, so they are now able to take applications. Diverse Development has submitted their application and is in the process of being scheduled to go to Council later this month. If approved, the project would move forward quickly, Hicks indicated.



SENECA SUCCESS

an economic development blog about what makes Tiffin and Seneca County, Ohio great

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Post Details



Seneca Success
Published by Katie Lang [?] · April 14, 2016 ·

Chipotle has announced plans to open a Tiffin location!



Chipotle plans to open Tiffin store
Diverse Development signs lease with national restaurant chain TIFFIN, OHIO – April 14, 2016 – Diverse Development announced today that Chipotle Mexican Grill intends to open a store in Tiffin late...
SENECASUCCESS.WORDPRESS.COM

40,675 people reached

626 Reactions 35 Comments 263 Shares

Like Comment Share

| | | |
|---|--------------------------|---------------------------|
| 40,675 People Reached | | |
| 2,233 Reactions, Comments & Shares | | |
| 1,577 Like | 588 On Post | 989 On Shares |
| 70 Love | 35 On Post | 35 On Shares |
| 5 Haha | 0 On Post | 5 On Shares |
| 8 Wow | 3 On Post | 5 On Shares |
| 2 Angry | 0 On Post | 2 On Shares |
| 302 Comments | 63 On Post | 239 On Shares |
| 269 Shares | 263 On Post | 6 On Shares |
| 2,781 Post Clicks | | |
| 0 Photo Views | 1,192 Link Clicks | 1,589 Other Clicks |
| NEGATIVE FEEDBACK | | |
| 17 Hide Post | 0 Hide All Posts | |
| 0 Report as Spam | 0 Unlike Page | |

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

EXAMPLE – THE RENAISSANCE OF TIFFIN



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FOR IMMEDIATE RELEASE

Contact:
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Bourbon bar announced for downtown Tiffin
The Renaissance to open in late 2017

TIFFIN, OHIO – April 13, 2017 – Dave Spridgeon, partner in the Bourbon Affair of Findlay, has announced plans for a bourbon bar in downtown Tiffin. Located at 129 S. Washington St. and named The Renaissance Refined Spirits, the bar will feature a wide variety of whiskey and wine with a Roaring Twenties theme.

“My hope is to have the widest whiskey variety in the state,” Spridgeon said. Along with whiskey and cocktails, The Renaissance will also provide a range of other beverages including 20-30 wine options and twelve beers on tap – half domestic and half craft brews.

The menu will also offer three small plate options, and patrons are encouraged to order outside food to enjoy at the bar. “We would like to work with local restaurants, and complement other downtown businesses,” Spridgeon said.

Spridgeon also plans to hold regular events, including a monthly whiskey tasting featuring distilleries, and special event such as a Kentucky Derby party and a party commemorating the end of Prohibition.




Tiffin Mayor Aaron Montz is excited for the new development downtown: “The Renaissance will further our vision of making downtown Tiffin a destination, and provide another high-quality option for residents. This is not just another bar, this is a full experience.”

Spridgeon says it’s about the atmosphere: “If I go to another city, I want to taste their flair, to go home and tell people, ‘you won’t believe it, you need to experience this.’”

Preparations for the opening include a renovation of the interior of the building, carrying the theme of the 1920s throughout. Servers will even dress in period costume. The target completion date is set for late summer 2017.

SENECA SUCCESS

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BOURBON BAR ANNOUNCED FOR DOWNTOWN TIFFIN


The Renaissance to open in late 2017

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Dave Spridgeon prepares a cocktail.

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Seneca Success

Published by Katie Lang · April 13 ·

Plans have been announced for a bourbon bar in downtown Tiffin! The Renaissance will feature a wide variety of wine and whiskey, with a Roaring 20s style. Their goal is to have the widest selection of whiskey in Ohio.



Bourbon bar announced for downtown Tiffin

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26,359 people reached

[View Results](#)

444 Reactions

43 Comments 157 Shares

Like

Comment

Share

26,359 People Reached

1,256 Reactions, Comments & Shares

| | | |
|-----------------|----------------|------------------|
| 878 Like | 413 On Post | 465 On Shares |
| 48 Love | 19 On Post | 29 On Shares |
| 5 Haha | 2 On Post | 3 On Shares |
| 23 Wow | 9 On Post | 14 On Shares |
| 1 Sad | 1 On Post | 0 On Shares |
| 142 Comments | 47 On Post | 95 On Shares |
| 159 Shares | 157 On Post | 2 On Shares |

2,353 Post Clicks

| | | |
|------------------|--------------------|-----------------------|
| 1 Photo Views | 921 Link Clicks | 1,431 Other Clicks |
|------------------|--------------------|-----------------------|

NEGATIVE FEEDBACK

| | |
|---------------------|---------------------|
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