



SOCIAL MEDIA PROPOSAL

LAFAYETTE HISTORICAL
PRESERVATION COMMISSION

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**“I BELIEVE
NEW MEDIA
GIVES US
THE OPPORTUNITY TO
CHANGE THE WORLD
FOR THE BETTER.”**

-Brian Solis, Author of *Engage*

EXECUTIVE SUMMARY

OBJECTIVES

1. The client wants to create awareness in the community about our historic preservation program as well as an understanding about how valuable the significant historic architectural assets are in their community.
2. LHPC wants the community to know that they can provide free technical assistance to anybody who owns a historic building in the city.
3. LHPC wants people to be interested in and to find their way to the websites and social media. They have information regarding historic preservation, and want ideas for more effective social media communications promoting historic preservation.
4. LHPC would like to make it more community base and not individual.
5. The client wants Lafayette to be seen as a resource and not a roadblock.

REASONING

1. There is an economic advantage with resources being renewed from the buildings and not using new materials to build new structures.
2. The history of the community is remaining within for educational purposes.
3. Tourism within Lafayette is evident.

STRATEGY

1. This plan will make historic preservation a topic of concern in the community.
2. The plan will clarify the myths about historical preservation.
3. It will increase communication with the historic preservation and community of homeowners that are historic property owners or interested in preserving historic properties.

AUDIENCE

1. Home owners in Lafayette that own historic homes
2. Lafayette community
3. Visitors and tourist in Lafayette
4. Middle aged- older folks
5. History buffs, professors, history community

TACTICS

1. Update website
2. Start Pinterest account
3. Keep/utilize Facebook & Twitter

OUTCOMES

1. Increased awareness in community about the benefits of historic preservation
2. Create and facilitate community unity with preservation

SITUATIONAL ANALYSIS

AUDIENCE OPINION

While most people claimed to know what goes into the historic preservation of a building and the vast majority said it requires great time and money, 84% of respondents still said they would preserve a historic building if asked. All but one of the respondents also felt that historic preservation in Lafayette is important. Our respondents clearly see the importance of historic preservation since they would still be willing to preserve a building if asked, even though they acknowledge the considerable resources required.

When asked what historic preservation's greatest weakness is, the common themes were the time, money, and effort involved, the complex legal process, public apathy, lack of funding and support, and a lack of resources to aid in the process. Respondents also felt that the greatest threats to historic places in Lafayette are the neglect/abandonment of older buildings, a lack of preservation education, improper rehabilitation, and growth/development/sprawl. This coincides with our existing assumptions that the public is rather apathetic to historic preservation, due in part to a lack of information and a negative view of the processes involved.

Based on these results, LHPC's desires to increase the public's interest in historic preservation and bring about awareness of the assistance and resources that are available are highly relevant to the area. We recommend re-issuing this same survey at the end of the social media campaign to see the effect it has had on the community.



CURRENT STATISTICS

WEBSITE VISITS **114,000 +**

FACEBOOK **546 LIKES**

TWITTER **703 FOLLOWERS**
351 TWEETS

BRAND STATEMENT

Lafayette takes pride in its historic homes, businesses and neighborhoods, and encourages the community to preserve these sites. By providing technical assistance in the maintenance, restoration, rehabilitation, reconstruction, and development of historic structures, the City of Lafayette encourages others in the community to take on historic preservation in order to educate others in the community, help the environment with economic benefits that go along with historic preservation, and improve the community by reestablishing the roots of it's founders. With our objectives, we are focused on creating awareness in the community and the benefits that go along with historic preservation in the community.

COMPETITORS



WABASH VALLEY TRUST

The Wabash Valley Trust is a leading force in the community, championing historic preservation which enhances the quality of life for all citizens. Their mission is to promote historic preservation through restoration and visibility of the architectural heritage of their community. They recognize the region's outstanding historic architecture and the people who restore the treasures. Over 200 plaques have been awarded.

TIPPECANOE COUNTY HISTORIC PRESERVATION

The Tippecanoe County Historic Preservation is a membership organization that captures time, keeps it safe, and brings it out and tells the stories again. They strive to engage the community's current, past, and future residents along with the many visitors with the goal of collecting, preserving and interpreting the unique and exciting history.



SMART GOALS



1

S: Awareness

M: Survey, reach with numbers on social media and website

A: Through social media

R: Social accounts already exist

T: Six months

2

S: Establish relationship

M: Feedback with comments on social media, outreach with asking for help with preserving

A: Reaching out with our resources

R: People in community want to work with them

T: Six months

3

S: Accessibility

M: Website hits, number of people seeing content

A: Make website more user-friendly

R: IT to re-do site format

T: Six months

SPECIFIC MEASURABLE ATTAINABLE RELEVANT TIME



S.W.O.T.

STRENGTHS

- Client has a website and social media accounts already created.
- Lafayette Historic Preservation Commision provides the resources for the community to build and maintain a historic home.
- The commision preserve the beauty and integrity of Lafayette area in an eco-friendly way.

WEAKNESSES

- Lafayette Historic Preservation Commision has a lack of relation with the public
- Client has a lack of content provided on their website and social media.
- Their pressence is not large enough in the community.

OPPORTUNITIES

- The client has the website and social media accounts already provided for them.
- If the campaign is successful, the client has homes and buildings available to preserve.
- The historic preservation cause is already relevant to the community.

THREATS

- They are loosing homes to progress of new buildings.
- There are competitors in the community.
- Audiences have a negative connotation to the cause.

TARGETING

SEGMENTING

Potential Buyers
Upper Middle Class
Homeowners

Architect and History Buffs
Passionate about Historic Preservation
Do It Yourselfers

TARGET

- >> **Home Owners:**
own preservation homes
- >> **Potential Home Owners:**
looking to preserve and save money
- >> **Upper Middle Class:**
advocates to the cause
- >> **Architect and History Buffs:**
high interest with education of different types with pinterest
- >> **Do It Yourselfers:**
flip your home, handy men
- >> **Passionate About Historic Preservation:**
establish communication and relationship with them



POSITIONING

- >> Not enforcement
- >> Resource for help
- >> Recognize value
- >> Create relationship with stakeholders

4 P'S

Product: Service of historic preservation

Price: Free assistance

Promotion: Website, social media, word of mouth

Place: Lafayette residences

E-FOCUSED

- >> Creating content for Facebook that is relevant and continuous
- >> Creating content for Twitter that is relevant and continuous
- >> Pinterest boards
- >> Re-vamp of current Website

PR CR & LOI

Problem Recognition: LHPC is getting in the way of letting the audience preserve & people are not preserving because the government is in the way.

Constraint Recognition: The client cannot change all of the practices because it's the law.

Level of Involvement: The audience is not taking up on the opportunity to preserve a home because they do not want to fight for it or no one is preserving homes. LHPC needs to overcome this.

TACTICS

WHY PINTEREST?

"Pinterest is a virtual scrapbook or pinboard that allows users to share and organize visual imagery." With over 11 million users in January 2012, Pinterest is the fastest growing stand-alone site to date. It has also generated more referral traffic for business than Google+, YouTube, and LinkedIn combined. A benefit to the site is that pinners can share their pins on Facebook and Twitter so that the followers on those social media sites can reach out to the company on a new platform. Users also spend an average of 14.2 minutes per visit on Pinterest, so your customers and clients have a better chance of seeing your product or service than on some of the other social media options. Almost 70% of the users of Pinterest are between the ages of 25-54, which is in the target market range for your business, and the average income for users is in the middle class range. The number one reason your business should be on Pinterest is if you are selling your services primarily to consumers. Buyers that are referred from Pinterest are 10 percent more likely to buy something and spend 10 percent more on average than visitors who arrive from other social networks. Even though your business isn't selling an actual item, you are selling a product that consumers can locate if you are on Pinterest, which can then also gain traffic to your site. You will increase the traffic to your website because every pin includes a link back to the source of the image that is pinned.

With the keywords and SEO: Your company has the opportunity to gain engaged visitors, links, and traffic just by using Pinterest for SEO. "Pinterests has new ways of having content found and shared, which improve your rankings in the search engines."

WHY SOCIAL MEDIA?

It's important to continually have social media posts on the various social media outlets your company owns and operates because it increases your website traffic, create and enforce your brand, and increase your credibility. Customers, current and potential, as well as your clients are not going to see you as a credible source and company if you don't continually update the content on your social media sites. Leaving the outlets you operate behind makes the clients and costumers feel like you might do the same to them one day. By having regular posts, updates, and links to your website or other websites, followers will feel more connected to you and your brand. The brand is another aspect you can enforce with social media sites with the language, images, and overall context used that shows viewers what your product is that represents you. A personality can be created about your business with the posts that your do frequently and the responses you make to your customers online. Seventy two percent of small businesses find that going social boosts their website traffic. By posting on a social media outlet, customers and clients can then get links and access to your website and learn more about your brans, product, and service, which will hopefully keep them coming back.

Source: <http://smallbiztrends.com/2013/02/benefits-of-social-media-small-businesses.html>



WHY WEBSITE?

We wanted to make the website a bit more visually appealing and have a slightly warmer tone. The website as it stands is very text-heavy, with no pictures and no links to social media. When someone visits the site, they are bombarded with words and no pictures or other elements to break up the wording. By incorporating a slide show of historic places on the main page, it adds some visual appeal for the reader while simultaneously making them aware of some of the historic places in Lafayette. Grouping similar links into one also helps reduce clutter and makes content more organized and easy to find.

WHY PHOTOGRAPHY?

It's essential to implement images onto your website that are visual appealing, current, and in relation to the brand of your company. People are inherently visual creatures, so it is important to incorporate relevant photography that is ideal to the image you are trying to portray in places that your customers and clients visit regularly, such as your website. A convincing photo can say 1,000 words that a viewer doesn't have time to read for the article that is attached to it. People like to glance at websites, so having photos that portray what your website's context is saying helps the viewer get an idea of what information is being mentioned and passed along. Photos are most importantly used to represent the brand of the company in a clear way. You must have a strong brand conveyed through all medium channels that your clients and customers have access to so that they know what your product is that represents you. This will keep them coming back.

BUDGET

COMMUNITY DEVELOPMENT DIRECTOR

\$75/MONTH

SYSTEMS ADMINISTRATOR

\$75/MONTH

WEBSITE

\$0

PINTEREST ACCOUNT

\$0

TWITTER ACCOUNT

\$0

FACEBOOK ACCOUNT

\$0



TOTAL COSTS


\$900/ 6 MONTHS



**“SOCIAL MEDIA
IS JUST A
BUZZWORD
UNTIL YOU
COME UP WITH
A PLAN.”**


-Unknown

PINTEREST






 City of Lafayette 



City of Lafayette Indiana

 Lafayette, IN · www.lafayette.in.gov


5 Boards

25 Pins


0 Likes

0 Followers


4 Following




Add a pin






Historic soda fountain in Lafayette, Indiana

 onto
Signs



Top of the Lafayette, Indiana Court House

 onto
Around Town



BOARDS:

Restored Homes
Homes That Need Love
Around Town
Signs
Downtown

Homes That Need Love



Edit

Search

Pinte

Downtown



Downtown Lafayette, Indiana

onto
Downtown



Lafayette, Indiana Court House

onto
Downtown

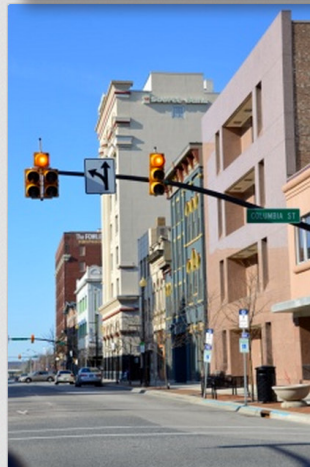


Downtown Lafayette, Indiana

onto
Downtown



Lafayette, Indiana Court House



Downtown Lafayette, Indiana

onto
Downtown



Scroll
to Top

PINTEREST

PINTEREST + LHPC

Pinterest age demographic is from 24-56. These people are in the age group of those who own homes or are looking to own a home in the near future. They typically have an established career with the resources available to them in order to take on large house projects. This age group is usually married as well and willing to work as a team on projects they require a heavy amount of work, sometimes needing a handy man on site. The demographic for Pinterest is also to be more female centered because they women of the home are more interested in home improvement projects that focus on the arts, design, and architecture. They would see a design that they would want to carry out in their own home on Pinterest with the help of our organization's boards and use the resources available to them in order to carry it out.

{FEMALES}

24 • • • • • 56
AGES

MARRIED
 EREGO +1
HANDY MAN

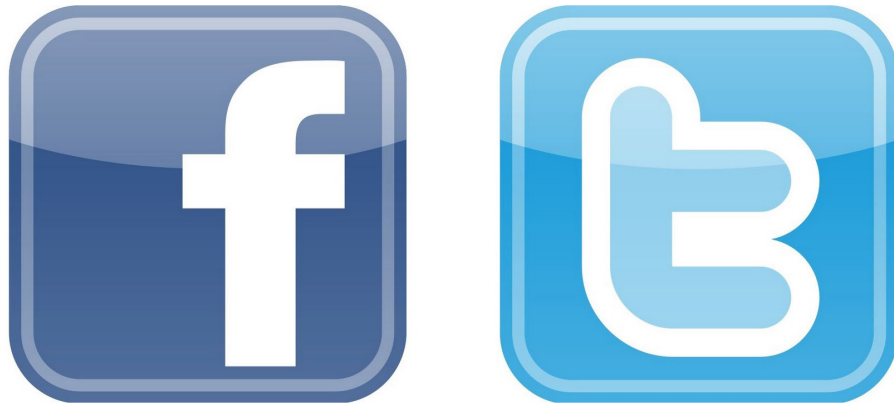
INTERESTED IN

ARTS

ARCHITECTURE

DESIGN

SOCAL MEDIA



By creating a community online, historic property owners can communicate with each other in a safe place about their successes and suggestions from others on how to do certain projects. LHPC can provide information and content on these platforms that their followers are connected with them on and then this information can then be shared to others outside the network on the fans of LHPC own personal profiles.

LHPC would not have separate social media accounts from the City of Lafayette, but rather continue what they are doing now in having a joint Facebook and Twitter page with the government organization. We made these pages to showcase Twitter and Facebook post examples that the company could share with their followers. The organization now only does one post on Facebook and Twitter a month, which isn't effective for what their organization should be doing in order to effectively communicate with their target market and community, which is one of our strategies. By having more content available on these platforms, the fans can have more to see and share on a weekly or daily basis. If the organization doesn't continue to update their Facebook and Twitter posts on a regular basis, their followers and fans will feel abandoned and forgotten by the organization because they see that they are not important enough for the organization to keep in contact with. Here are a few examples of the Tweets and Facebook posts we developed for the organization.

TWITTER

Tweets

-  **City of Lafayette** @city_Lala_IN · 9s
Do you recognize this sign in the Lafayette community? Send us a picture of you with it! pic.twitter.com/VpXrDTFDk
[View photo](#)
-  **City of Lafayette** @city_Lala_IN · 3m
Look what #LHPC is doing to help the Lafayette community with this home. pic.twitter.com/AzjpavGogI
[View photo](#)
-  **City of Lafayette** @city_Lala_IN · 6h
On a budget? Alexis teaches you how to restore without breaking your bank account. #LHPC ehow.com/how_6367740_re...
[Expand](#)
-  **City of Lafayette** @city_Lala_IN · 6h
Helpful tips on restoring an old home #LHPC oldhousejournal.com/magazine/1545
[Expand](#)
-  **City of Lafayette** @city_Lala_IN · 7h
Al Roker gives his insight to the value of Historic Preservation in today's society. #LHPC hgtv.com/home-improvement...
[Expand](#)

-  **City of Lafayette** @city_Lala_IN · 7h
It rained today and take a trip to the Historic Five Points Fire Museum for a tour of the 1937 station. #LHPC
-  **City of Lafayette** @city_Lala_IN · 7h
The Rippeccanoe County Courthouse was built in 1882 in the shape of a large Greek Cross. Visit the courthouse today to learn more! #LHPC
[Expand](#)
-  **City of Lafayette** @city_Lala_IN · 7h
Lowe's is helping out communities in need of some care. See what they are doing and be inspired! #LHPC youtube.com/watch?v=w2art1...
[View media](#)
-  **City of Lafayette** @city_Lala_IN · 7h
Have you ever gone on the Tour de Lafayette? tourdelafayette.com #LHPC
[Expand](#)
-  **City of Lafayette** @city_Lala_IN · 9 Apr
Look what Ali MacGraw from #HGTV has to say about Historic Preservation #LHPC shar.es/dVX8BB via @sharethis
[Expand](#)
-  **City of Lafayette** @city_Lala_IN · 9 Apr
Enjoy the spring-like weather and enjoy window shopping on historic main street Lafayette this weekend! #LHPC
[Expand](#)

SOCAL MEDIA

SAMPLE POSTS:

Rain, rain go away, but it doesn't look like it will any time soon. Instead, head over to the Historic Five Points Fire Station Museum for a tour of the 1937 station and see historical memorabilia along with the Arhnens-Fox fire truck that has been around for more than 40 years!

Did you know there are over nine neighborhoods in the West Lafayette and Lafayette communities listed on the National Register of Historic Places? Do you have what it takes to name them?

Only seven of these designs remain in the world today because of the expense for the materials used for the architecture of the building. Can you name the building we are talking about that is located in Downtown Lafayette?

Why go broke when taking on a restoration project? eHow's Alexis Writing teaches you how to restore while preserving your bank account too.

http://www.ehow.com/how_6367740_restore-old-home-shoestring-budget.html

FACEBOOK

Lafayette Historic Preservation Commission

27 minutes ago · 1/1

Lafayette Historic Preservation Commission shared a link.

Like what you see on our Pinterest boards? Then go check out the real thing around town!

City of Lafayette Indiana (cityoflafayette) on Pinterest

Like · Comment · Share

Lafayette Historic Preservation Commission

5 hours ago · 1/1

Wondering if you are in one of the city's historic districts? Here is the latest map, so take a look and see where your neighborhood stands.

Where are Lafayette's Local Historic Districts?

There are currently five Local Historic Districts in the City of Lafayette. They are as follows:

1. Downtown Local Historic District
2. North West Local Historic District
3. South West Local Historic District
4. South East Local Historic District
5. Upper West Local Historic District

Note: Local Historic districts are designated as National Register Districts. However, the boundaries can differ depending on how many property owners support the local district and City Council's final approval of the district map.

Section 4: Local Historic Districts

Like · Comment · Share

Lafayette Historic Preservation Commission

6 minutes ago · 1/1

Untitled Album (5 photos)

Locations around Lafayette — in Lafayette.

Like · Comment · Share

Lafayette Historic Preservation Commission shared a link.

5 hours ago · 1/1

Why go broke when taking on a restoration project? eHow's Alexis Writing teaches you how to restore while preserving your bank account too.

http://www.ehow.com/how_6367740_restore-old-home-shoestring-budget.html

Like · Comment · Share

Lafayette Historic Preservation Commission shared a link.

6 hours ago · 1/1

Steps to Restore a Hardwood Floor

5 Easy Tips for Restoring a Hardwood Floor | Old House Web

www.oldschoolweb.com

While it might be easier to simply replace an antique floor that has quite a few problems, restoring the hardwood floor maintains the

Like · Comment · Share

Lafayette Historic Preservation Commission

6 hours ago · 1/1

Rain, rain go away, but it doesn't look like it will any time soon. Instead, head over to the Historic Five Points Fire Station Museum for a tour of the 1937 station and see historical memorabilia along with the Arhrens-Fox fire truck that has been around for more than 40 years!

Like · Comment · Share


Lafayette Historic Preservation Commission shared a link.

6 hours ago · 1/1

There are numerous ways to help out the community. See what Lowe's is doing to help out those in need in historic neighborhoods who don't have the funds to keep up...

Like · Comment · Share


WEBSITE



CITY OF LAFAYETTE

QUICK LINKS | HOME | EMPLOYMENT | PAY UTILITIES | PARKING INFORMATION | VISITOR INFO | CITY SERVICES | ACTION CENTER

Search:

Select Language
Powered by 

CITY GOVERNMENT

- City Officials
- Boards & Commissions
- Departments
- Employment Opportunities
- Website Tools


BUSINESS & DEVELOPMENT

COMMUNITY INFORMATION

INTERNATIONAL DEVELOPMENT

Historic Preservation

FEDERAL GRANT ADMINISTRATION | NEIGHBORHOOD SERVICES | NEIGHBORHOOD STABILIZATION PROGRAM (NSP) | **HISTORIC PRESERVATION** | DEPT HOME



Moses Fowler House

Above are a few of the historic sites located in Lafayette. Click on any of the images for more information about them.

Lafayette takes great pride in its historic homes, businesses and neighborhoods, and encourages the community to preserve these sites. Historic preservation is overseen by the Historic Preservation Commission, with city administration handled by the Community Development staff.

Historic Preservation Commission
The HPC provides technical assistance in the maintenance, restoration, rehabilitation, reconstruction, and development of historic structures within the City of Lafayette. We also work with civic organizations, city officials, and the public to safeguard and preserve the architectural integrity of these structures.

Why Should I Preserve?
Preserving historic buildings has a number of benefits for both the building owner and the surrounding area. Click on the link to see 12 benefits of historic preservation.

Local Historic Districts
Local Historic Districts are established by local ordinance. The City of Lafayette currently has eight Local Historic Districts. Here you can find information about these Historic Districts and how you can become part of one.

Demolition Ordinance
As many structures contribute to the historic fabric of the Lafayette community, the Lafayette City Code requires careful consideration before issuing a demolition permit for historic structures in the City of Lafayette.

Historic Home Repairs
Here you can find some great DIY repairs for your historic home, as well as tips for dealing with other common repairs for historic buildings.

Resources
Preserving and remodeling a historic building is no easy task. Here's a list of resources, both local and national, to give you some guidance along the way.

Frequently Asked Questions
There are a lot of questions associated with historic preservation, so we have compiled a list of some of the questions we are commonly asked. Please feel free to contact us with any questions you may have!

WEBSITE

STAY LONGER

By making your website a “sticky” page, visitors will be more interested and glued to the content if it is a high quality page. “By making your pages unique, useful, informative and good looking” people are more likely to stay on your website longer and visit more frequently. The more time these visitors spend on the site, the more likely traffic will be generated towards the website and the more comments that will be made. This will all be beneficial to the organization just by adjusting those few aspects to your site.

Source: “Make Web Visitors Stay Longer” by Cinetech; <http://www.squidoo.com/>



INFOGRAPHIC

An infographic are graphic designs made to look visual appealing in order for readers to learn quickly about a topic without a ton of heavy reading. The ultimate goal of an infographic is to be shared. It is a data-rich visualization of a story or thesis in a way to educate and inform. It can also be used for building brand awareness and marketing campaigns at half the cost.

METRICS

By measuring the **search engine optimization** success, the organization can determine the increase in inbound links using Google Webmaster Tools.



With measuring **social media**, determine the amount of new followers and sharing of content on platforms on the social media sites that the organization is in charge of. The more reach they are getting in the community with the followers they have established, will increase their success with the more tweets and Facebook posts that they put out there.

Another way to measure success is to reissue the **survey** and see if there are more responses and if they are different and in favor of historic preservation and their cause.

With the **website**, the company could measure how many website hits and visits per month.

For **Pinterest**, the organization could measure how many repins they get and likes per picture and board. If those increase over the coming month, then the organization is becoming popular with the Pinterest platform.