



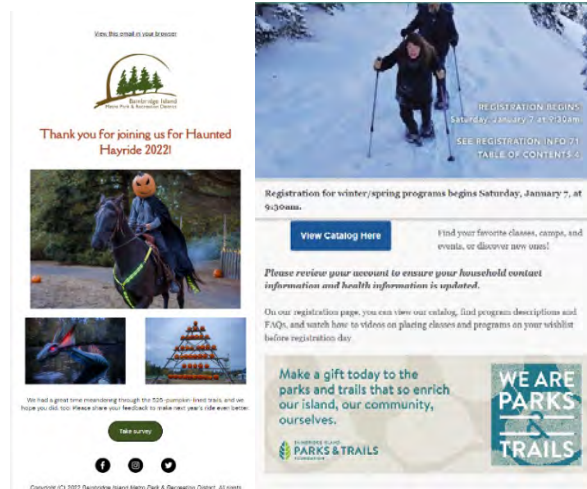
Ways To Promote Marketing Opportunities

Need help promoting something?

Does your department have an event, program, or campaign you need to promote? Here are some avenues to get the word out and the steps you need to take.

E-NEWSLETTER PROOFING

- Email marketing that can be sent to a variety of lists.
 - Requires a **Newsletter/Survey request** 3 business days before sending it to your audience. If any digital graphics are to be included in your newsletter, they must be completed upon submitting Newsletter/Survey request.



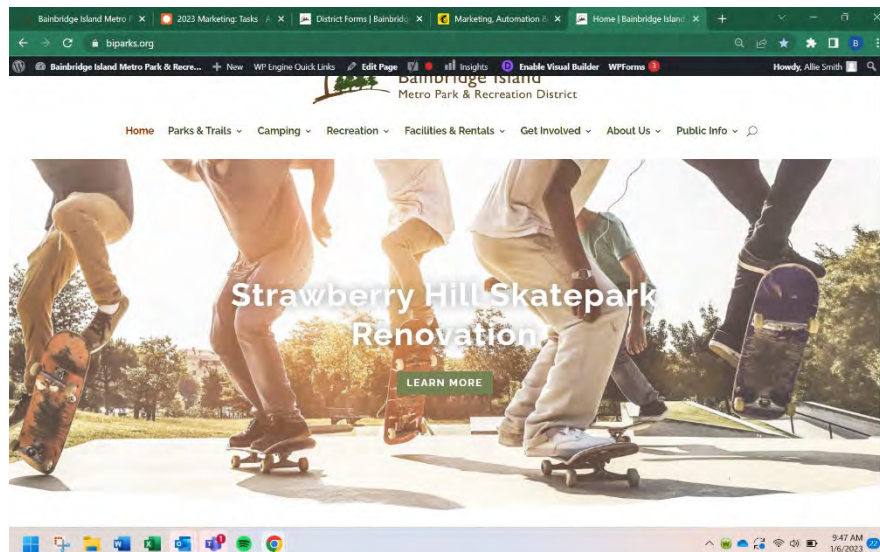
PARK DISTRICT E-NEWSLETTER ADS

- Graphic ads that appear in our Main E-Newsletter.
 - Requires a **Print/Digital Materials request** for a *newsletter ad* (10 business days prior) followed by a **Newsletter/Survey request** (5 business days prior) with links to where you want to direct people.



SLIDER

- A large graphic that appears on our homepage in a slideshow (best for short-term promotions)
 - Requires a **Print/Digital Materials request** for a slider (10 business days prior) followed by a Website Request with a **link to where you would like your slider to link**. (3 business days prior).



POP-UP/WEBPAGE

- A pop-up graphic that pops up on our website but disappears when users click out of it. A webpage header remains at the top of a webpage with a title (used for announcements)
 - Requires a **Website Request** with a link to where you would like your pop-up to link (3 business days prior). Please note that pop-ups and headers are based on availability.

SOCIAL MEDIA POST

- An organic mention on our social media pages (Instagram and Facebook)
 - Requires a **Social Media request** (5 business days prior), including any photos/links/information you would like shared. Remember to complete a graphics request 10 business days ahead if you want a graphic posted.



SOCIAL MEDIA AD

- A paid advertisement in the form of a simple graphic or image pushed out through Park District social media accounts. Payment allows the post to be viewed by more users and will enable us to target what kind of users see it.
 - Requires a **Print/Digital Materials request** (10 business days prior) if you want a graphic posted (note that graphics used in ads need minimal text). Once visuals are acquired, send a **Social Media request** (5 business days prior), including visuals, text, and links.

SOCIAL MEDIA STORY

- A temporary post that lasts for 24 hours on the Park District’s social media accounts. The story can be added to an archive available on Instagram for future use. This is an organic way to share the content of an event or program while it is happening.
 - Requires a **Social Media request** (5 business days prior)
- If there is a post or story the Park District is tagged in or mentioned in from another account that you would like to share a day-of post, please email Marketing Coordinator Allie Smith at alexandrias@biparks.org.
- For on-demand story footage of an event or program, please complete a **Photography/Videography request** 10 business days before the time needed.

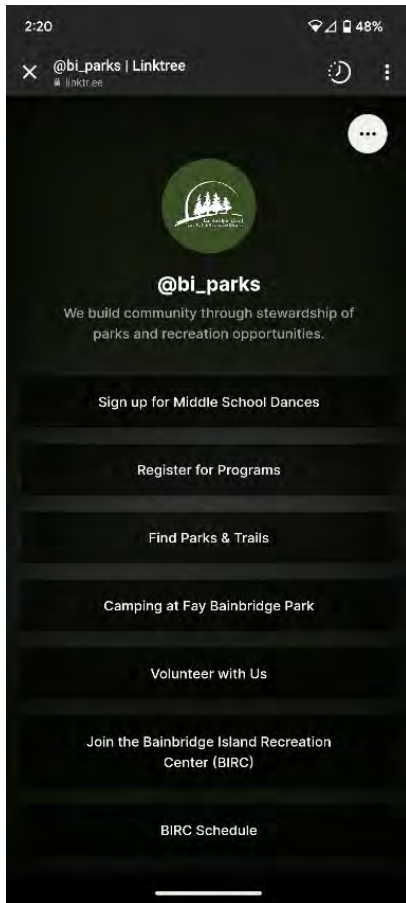
FACEBOOK EVENT

- An event created through the Park District’s Facebook account, viewable to the public.
 - Fill out a **Social Media request** (5 business days before you want it posted), including all details/links/visuals for the event. Please note that Facebook events require a specific “Facebook Event” graphic. (Note that graphics requests require 10 business days.)



LINKTREE TAB

To get a personalized LinkTree button, submit a **Social Media request** 3 business days before posting. Instagram does not support hyperlinks within captions on posts. To counteract this roadblock, the link on our Instagram bio connects to an application called LinkTree. Linktree provides personalized buttons to links on our webpage. So, instead of putting “learn more at biparks.org/blah-blah-blah/” that they can’t click on, we can simply say “click the link on our bio for more info!” which appears like this:



REACH TV ADS

- Images/videos available for viewing on the TV screens in the Recreation Center and Aquatic Center
 - Requires a **Print/Digital Materials request** with desired images/text (could also ask to include a QR code on the graphic so people can scan and link to a website). A TV ad could also be a video your department created. To request adding your content to the REACH TV ads, please submit a Print/Digital Materials request (10 business days prior)

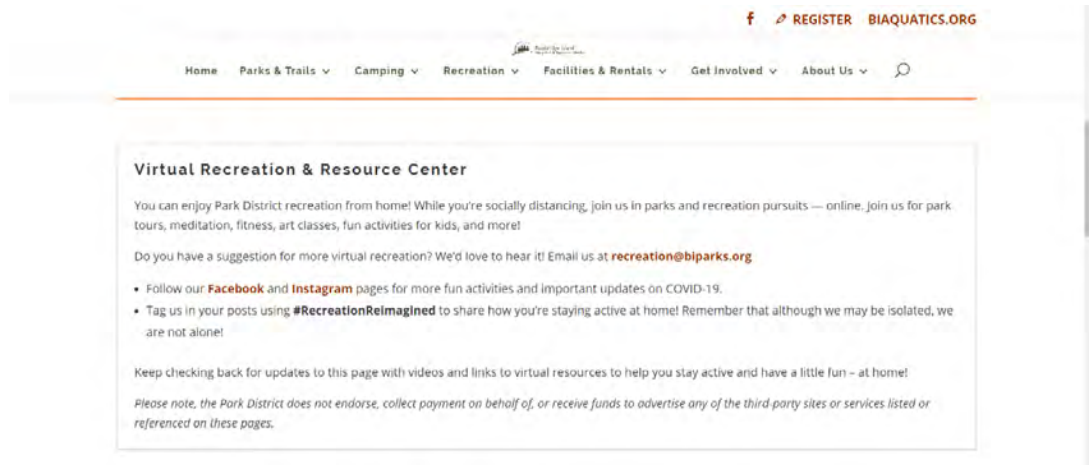
Every child deserves summer enrichment!

Apply for New Scholarship Opportunities!

Make an appointment to access your family's scholarships by calling Helpline House at 206.842.7621

WEBSITE/WEBSITE LANDING PAGE

- A web page on our website dedicated to your promotion.
 - Requires a **Web request** with your desired images/text/graphics/links. Send a graphics request 10 business days before needed if you need graphics. **Web requests** should be complete, including all text/graphics and images, and be submitted 3 business days in advance of the date required or seven business days if there is a new page or more involved than a text update.



SIGNAGE

- Flyers, posters, A-frame signs, yard signs, sandwich boards, metal signs, banners, etc., that can be placed around the Park District or at approved businesses to promote your program/event.
 - Requires a **Print/Digital Materials request** (10-20 business days prior, depending on your printing needs and whether it can be done in-house or needs to be sent off to printing), including all desired text/images/look.
 - Please include all pertinent information (Specs, finish, color, double-sided/single-sided, bleed, paper size, stock, gloss/matte, etc.)



PRESS RELEASE/MEDIA

- Story with detailed information and sent to local and national news media to gain free favorable attention to Park District happenings.
 - Please complete a **Press Release request** 5 business days before sending it to the press.

MAILERS/POSTCARDS

- Paid mailings that are delivered to homes determined by specific lists or to all island residents **(This process ideally requires two months)**
 - Email creatives@biparks.org with an anticipated delivery date.
 - Submit a **Print/Digital Materials request** for artwork (takes 10 business days)



PHOTO/VIDEO REQUESTS

- Photos and videos taken on Park District camera equipment for use in marketing materials.
 - Complete a **Photography/Videography request** 20 business days before the day needed.
 - For private classes and programs, managers must notify instructors of photography appearance. They will need to double-check the class roster for participants who do not have a signed Photo Waiver. Large public events do not require signed photo waivers.

CATALOG AD

- Half- or full-page advertisement for an event or program included in the Recreation Connection catalog.
 - Email Marketing Coordinator Allie Smith at alexandrias@biparks.org with the proposed advertisement idea and approval. You will receive a deadline for ads to be placed in the catalog.
 - Once approved, submit a **Print/Digital Materials request** for artwork (takes 10 business days)
 - Send the completed advertisement to Allie (if Allie designs the ad, this is not necessary)



Where 'sick' is a good thing.

Count on youth slang to evolve from one generation to the next. "Cool" still seems to be cool, but around the skatepark, yesterday's "rad" is today's "sick." And that's cool (we think).

The Bainbridge Island Parks & Trails Foundation and Bainbridge Metro Parks are teaming up to bring an expanded skatepark to Strawberry Hill Park.

The park is being designed for users of all ages and skill levels – challenging for experienced riders, but welcoming to those just starting out, too. Skateboarders, roller and inline skaters, even scooter-ers will

find "street skate" features like ramps, rails, stairs and plaza-like spaces, typical of a free-flowing, urban skating environment.

Our design partners Grindline Skateparks are building on the 20-year success of Strawberry Hill's original skate bowl (it's part of the plan too), still renowned as one of the finest in the Northwest.

We'll begin fundraising later this year, as the skatepark design take shape. But don't wait to get involved – sign up to receive project updates or join the campaign.

Strawberry Hill Skatepark. It's going to be totally ... great.

biparksfoundation.org/skatepark



MAP

- Coordinate map production and design with Creative Services Manager Douglas Slingerland at doug@biparks.org.

COPYWRITING/PROOFING

Suppose you have a document, presentation, email, etc. If you want to be proofread, or if you want assistance in copywriting for an advertisement, please submit a **Copywriting/Proofing Request 3** business days before sending.

RECAP OF ALL REQUEST TYPES

a. Print/Digital Materials Request

10 business days — Used for any graphic need, from e-newsletter headers, sliders, social media ads, signage, TV Ad graphic, etc. Minor changes are part of the proofing process and are handled promptly. Significant changes from the original request will restart the production time if necessary. **Do not create your own graphics. The Creative Services Manager must approve all graphics before distribution.**

- i. Please note your preferred design themes or ideas when completing the project request form.

b. Website Request

3 business days for text only or 5 business days for new or complex — Needed for any changes or updates made to the Park District's websites and new web pages. Please have ALL photos/copies/links/graphics ready before sending in a request. Be as specific as possible.

c. Social Media Request

5 business days — Needed to request a post or ad on the Park District's social media channels. Please have ALL photos/copies/links/graphics ready before sending in a request. Be as specific as possible.

d. Photography/Videography Request

5 business days – Needed for photo and video footage of a program or event.

e. Press Release

5 business days – Needed to submit a press release or news story to digital or online portals. Draft word documents and pictures are required when submitting the form.

f. Copywriting/Proofreading

3 business days – Need to submit the draft document with the request.

HOW TO GET STARTED

Example:

The Natural Resources team wants to promote upcoming work parties for all ages. They are partnering with the Parks & Trails Foundation and IslandWood one day a month for the winter season. Where do they start?

1. Gather all the pertinent information. Who, what, when, where, why, how, and how much?
2. Determine what kind/kinds of marketing options you would like to use. Keep in mind that there are various timelines for delivering your needs. Typically, start with Print/Digital Material requests.
3. Fill out a **Print/Digital Request** to obtain graphics. The form should be submitted at least 10 business days before you need your graphics. Include all the "copy/text" you would like included

in your graphics, including any visuals that could work. Make your request as comprehensive as possible, including all the graphics you could need. In this example, here are the graphics that would be most beneficial.

- a. Newsletter graphic for an e-blast
 - b. Flyer
 - c. Poster
 - d. Sandwich board signs
 - e. Slider
 - f. Facebook Event
 - g. Postcards
 - h. Specialized flyers and graphics for the Foundation and IslandWood to distribute
 - i. Website banner for updating the Natural Resources webpage
 - j. REACH TV ad graphic
 - k. Pop-up up graphic to place on website
 - l. Social media graphic
4. Once you have received your graphics, you're ready to promote your event and will need to fill out several more request forms, including:
- a. **Website Request:** In this situation, your website request would include your Work Parties graphic and text to post on the Park District website. The text could consist of the time/dates for the work parties, locations, an explanation of your need, and any additional program photos that could enhance the look of the webpage. Your web request would also include the slider and pop-up graphics you requested. Submit your website request online. All requests get checked for grammar/spelling/complete information and proper PR terminology and branding. Requests take a minimum of 3 business days for simple text additions and seven business days for involved graphics, new, or multiple-page requests.
 - i. Major edits not stated in your original request will exceed the time of your request.
 - b. **Social Media Request:** Asking for the link and your work party information to be posted on our social media channels and for the Facebook event to be posted. Include the social media ad's graphic and all pertinent information you would like shared with our followers. They want this ad to be boosted and added to the LinkTree tab, so they'll put the information required for these fields in the form.
 - c. **Press Release Request:** Submit the draft and picture 5 business days before you'd like it sent to the press.
 - d. **Newsletter Request:** Submit the request 3 business days before sending.
 - e. **Copywriting/Proofing Request:** Handouts distributed, or thank-you emails sent after can be proofread or assisted with copywriting. Submit **Copywriting/Proofing Request** three business days before needed.
 - f. **Photography/Videography Request:** The Natural Resources team wants videos and photos from their work parties to use for future materials. They want before/after pictures of what the area looks like, videos of people working, close-up shots of specific

volunteers, and a staff photo specifically. They would submit a Photography/Videography Request with all day-of information, as well as a shot list of what.

- g. Be sure to print any signage/fliers and distribute them accordingly.