



Marketing

What does the Marketing Department do?

- Maintain the Genesee County Parks Website.
- Create and distribute brochures and flyers.
- Handle Social Media Accounts.
- Manage advertising including: Print, TV, Radio, Digital and Billboards.
- Send email blasts to our database of 30,000 visitors
- Manage Parks Branding, making sure Genesee County Parks has a cohesive and recognizable image.
- Create signage for Parks and events.
- Manage the Parks Photos Library.
- And most importantly, we make sure potential visitors see the Parks message and are aware of our Parks and their programs.

Social Media Etiquette

* We encourage Parks employees to follow and interact with our Social Media, however here's a few things to keep in mind.

RESTRAINT
Always think before you post.



REPRESENT
If you post photos in Park's gear be conscious of what you are posting. You can be disciplined at work for things you post on Social Media.

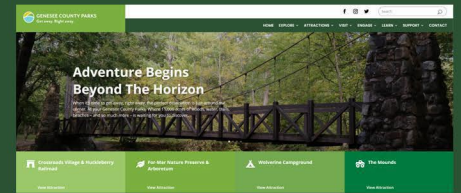


REMEMBER
If you tag one of our pages, locations or post to a Parks Social Media wall, it will be seen by staff.



RESPECT
Be aware and considerate of others. Do not engage on Parks Social Media with people who want to argue.

What Materials do we use to raise awareness of Genesee County Parks?



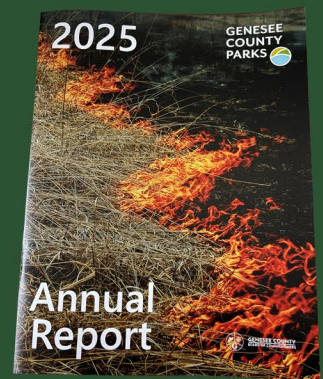
Website
geneseecountyparks.org



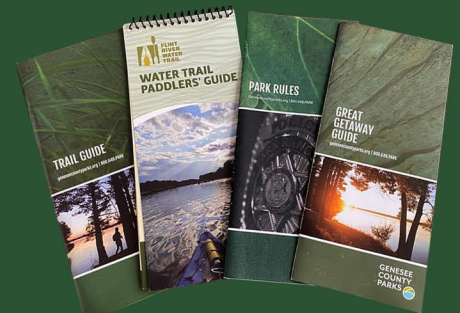
Parks Social Media



Rack Cards



Yearly Annual Report



Parks Brochures

Copies of printed materials are available at the Parks Administration Office.

What Media do we use to raise awareness of Genesee County Parks?



TV: ABC 12, NBC 25, FOX 66



RADIO: CARS 108, Cumulus Radio Stations, 103.9 the FOX and WFLT AM.



PRINT: M Live, The View Papers, The Citizen Paper as well as local publication magazines.

* If you are approached by a member of the press while working please do not speak to them unless the Director or Communications Manager has given you permission to do so.

What is Brand Awareness:

Brand awareness familiarizes the public with our parks and differentiates them from other parks. It is our goal through our logo, signage, brochures, maps, website, vehicles, events, communications, and staff to make Genesee County Parks recognizable and attractive to our patrons.



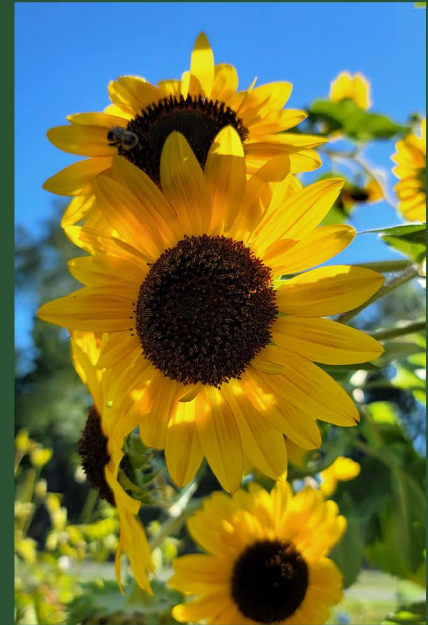
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We want your pics!



If you capture a great photo of our parks and want to share it please send it to the email at the bottom of this sheet.

Your photos could end up on our website, social media or brochures!

