



TEXAS HISTORICAL COMMISSION

real places telling real stories

Main Street Online

A Comprehensive Approach to
Promoting your Main Street Online



Where we are going ...

- **Websites**
 - SEO
- **Social Media**
 - Content
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
 - Google +
- **YOUR online presence and your downtown brand**
- **Other Online Tips**



Goals of Promoting Your Main Street Online

- **Build Brand Awareness**
- **Increase Website Traffic**
- **Increase Visitors to your downtown**
- **Communication and interaction with key audiences**



Audience

- Who is your audience?
- Where does that audience look for information?
- How do you reach your target audience?





Main Street Websites



Why care about a website?

- 1 in 5 searches done online contain local intent*
- 97 % of internet users look for local goods and services online
- 41% of people that made a purchase in a physical store actually researched online before they went into that store.*
- 55% of small business do not have a website. Small businesses make up more than 50% of national GDP in the US.
- **BECOME** the resource for your downtown

*Source: google: GYBO trainings



Why have your own website?

- You can control your own content
- Build SEO = More search results
- Recruit Volunteers
- Build partnerships
- Although you may have a CVB/Tourism office – this site is JUST for your downtown
- Updates to third party software and policies will not make you change your direction



I don't have thousands of \$\$\$ for a website. Now what?

You do NOT need a custom built website. Use a template.
Research which web platform is best for you.

Beginner Level -DIY

- Wordpress
- Squarespace
- StartLogic

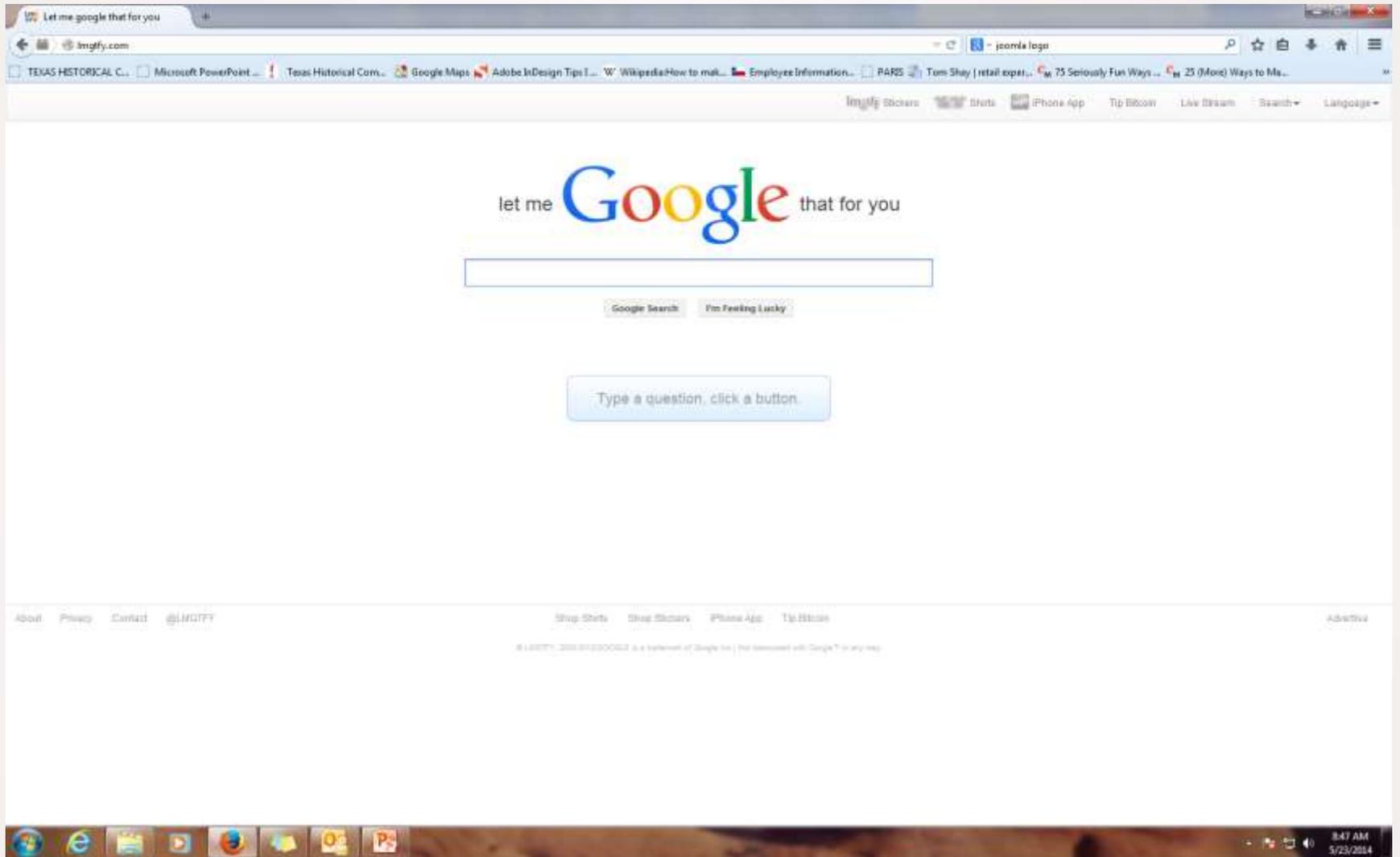
Intermediate +

- Joomla
- Drupal
- Custom Website





Running into problems? LMGTFY.com





Main Street Websites: Best Practices

Highlights the Program About Us

Connects social media ALWAYS place top right

Geared towards the community for visitors | for business | calendar

Easy to find info: Volunteer, Shop, News, Membership

Dynamic Images



General content for the community

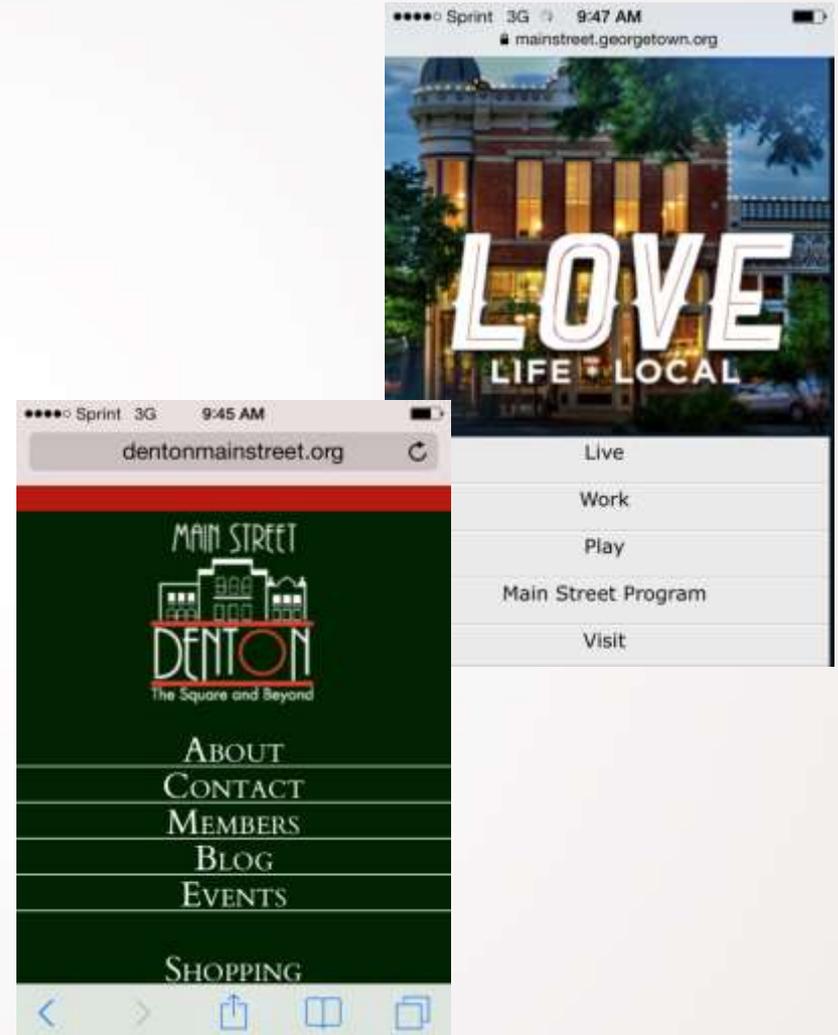


Make Your Website Mobile Friendly

What are mobile sites? A compressed – thumb friendly version of your current website, designed specifically for mobile devices.

Why are they important?

- 74% of people say they're more likely to return to mobile-friendly sites in the future
- 48% of users say they feel frustrated and annoyed when they get to a site that's not mobile-friendly
- 52% of users said that a bad mobile experience made them less likely to engage with a company





Steps to Developing a Website

- **Develop a plan**
- **Write your content**
- **Gather images**
- **Research Platforms**
- **Develop your website**
- **If using a web developer – understand their role**
- **Market your website**
- **Update your content consistently (SEO)**



Content Writing & SEO

SEO = Search Engine Optimization

Search engines use an algorithm for finding information



SEO Rankings*

1. g+ button/page
2. Facebook Shares
3. Back Links to your website
4. Facebook Total (likes, shares, and comments)
5. Facebook Likes
6. Pinterest
7. Twitter
12. Length of URL

*Search Metrics 2014 Study



Keywords

What is a keyword?

A word or phrase that can trigger a search result.



What is a “good keyword”?

- Specific to the product or service you sell
- Close match to the searcher’s query

General keywords = Lower search rank = Less Visits

What are keywords that you could use to describe your downtown?



How do you use keywords?

You have chosen the keywords that you will use, now what?

- Write content that contains those keywords – use the keywords in headings, urls, meta-description, and images
- Use a plugin such as Yoast (wordpress) or Search Metrics to help you with ranking
- Google your keywords to see results (before and after)
- Take time once a month to google yourself to make sure you are staying in top ranks



Every good website has engaging images.

Ways to get good images:

- **Work with a local photographer (paid or volunteer)**
- **Hold a photo contest on social media**
- **Ask your board/committees for help**
- **Partner with local high school/college/trade schools**
- **Develop criteria for images**



Social Media for Main Street



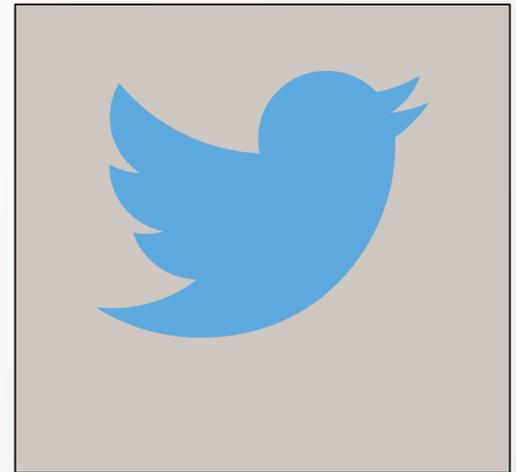
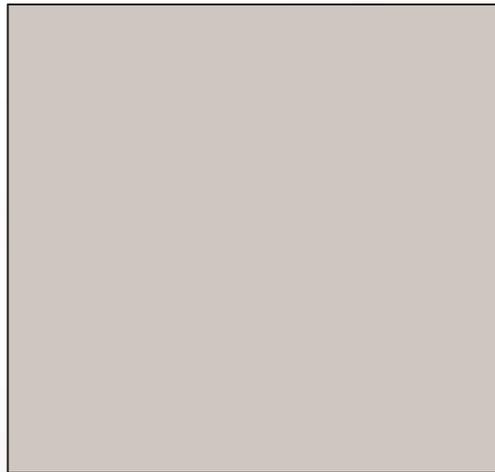
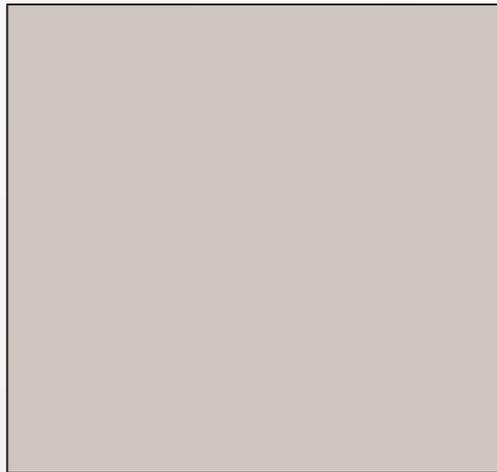
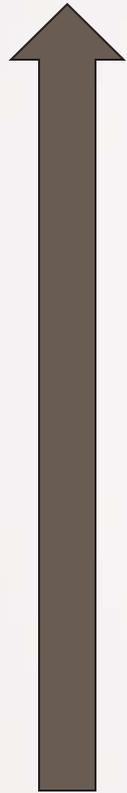
Social Media Platforms





Types of Social Media

Value



Volume



What type of content to share

What type of content?

50% of the content you post should be geared at getting likes, shares, and comments (entertain, invite conversation, ask questions, images, and video)

30% of your content should be useful & informative (industry info, hints & tips, & curated content)

20% of your content should be about your business/Main Street Program (Calls to action, not “Buy Now”)



Types of Content: Text Updates

- **Fill in the blank:** My favorite shop in downtown *City Name* is _____?
- **Ask a Question**
- **Share a Fun Fact** (Trivia, Did you know..., etc.)
- **Involve fans:** ask them to tag your page



Types of Content: Visual

- **Photos –behind the scenes, people, buildings, businesses, products, etc.**
- **Videos - short and provide a clear description**
- **Link to Digital Content (your website/blog/news story/etc.).**



Content

What to Post:

- **Links to news articles**
- **District Business updates**
- **Events (before, during, and after)**
- **Emergency notifications***
- **Awards**
- **Important Updates**

* Always stay positive and informative



Online Messaging

People don't buy what you
do. They buy *why* you do it.
- Simon Sinek



facebook





Is facebook right for you?

- You need time and resources to monitor facebook on a daily basis – it is a real time medium.
- Facebook is high volume/high value
- Average facebook user has 245 friends
- Types of facebook pages –
Friend Page vs. Fan Page





Main Street Friend Page

Main Street Fan Page

Man Street Georgetown x Downtown Denton - Denton... x

http://www.facebook.com/downtowndenton

facebook.com/nacodoches main street

Downtown Denton - Denton Main Street Association

Like Following Message

Downtown Denton - Denton Main Street Association
4.7 ★★★★★ (9 ratings)
2,675 likes · 139 talking about this · 622 see here

Local Business · Add a Category
133 W. Hickory St., Denton, Texas 76201
Always open
http://www.dentonmainstreet.org

About · Suggest an Edit

Photos Reviews Likes Events

Highlights

Downtown Denton - Denton Main Street Association
18 hours ago · @

This week Twilight Tunes welcomes High School Caesar playing their Rockabilly style music live for Tunes fans on the East/Locust Street side of the courthouse lawn. Remember, this week is when the concerts change sides due to shade and it will be on the Locust Street side through Thursday, July 3rd. See you there on the square!

Like · Comment · Share

5 people like this.

Amberlye Boyles Love rockabilly! CR frugh

4 Friends
Like Downtown Denton - Denton Main Street Association

Invite Your Friends to Like This Page

Denton Main Street
Dan Keltcher

Create Page

Recent

Sponsored by See All

Special Offer-Online Only
Get HBO® when you order AT&T U-verse Internet for \$39/mo for 12 mos w/term-see details

Get Indie Retail Tips
Plan your marketing strategy in minutes. Sign up to get weekly tips from Click & Mortar!

CRE Financing and More...
October Special Extended: Like Koss Resource & get an upgrade worth \$288. CRE People only!

Auto Body Repair & Paint
Whitaker's Auto Body & Paint
First Class Quality and Service backed with Lifetime Warranties. Austin's Best!

9:30 AM 6/4/2014



Friend Page vs. Fan Page

Personal Timelines, which we sometimes refer to as profiles, are for individual, non-commercial use. You **friend** a personal page. They represent individual people and must be held under an individual name. You can **follow** Timelines to see public updates of people you're interested in but aren't friends with.

Facebook Fan Pages look similar to personal Timelines, but they offer unique tools for connecting people to a topic they care about, like a business, brand, organization or celebrity. Pages are managed by people who have personal Timelines. Pages are not separate Facebook accounts and do not have separate login information from your Timeline. You can **like** a Page to see updates in News Feed.

How to convert your personal timeline to a fan page:

<https://www.facebook.com/help/www/116067818477568>



Facebook Administration Roles

	Manager	Content Creator	Moderator	Advertiser	Insights Analyst
Manage Admin Roles	X				
Edit the Page	X	X			
Create Posts	X	X			
Respond and Delete Comments	X	X	X		
Send Messages	X	X	X		
Create Ads	X	X	X	X	
View Insights	X	X	X	X	X



Facebook Tips and Tricks

- Post frequently and consistently 3-10 times per week
- Keep it short: between 80 and 250 characters
- Use Large Photos rather than the auto generated photos in the article box
- Link to videos
- Update your cover photo
- Use @ to give shout outs
- Use # to market campaigns and have your content found
- Do not use more than two hashtags

People are most likely to engage with branded content on social media that contains pictures (44%).
Source: Performics



Facebook Tips and Tricks

Click the facebook icon return to your newsfeed

Follow your businesses from your Main Street page. This allows you to easily share their status updates and allows all admin to follow along.

Keyboard shortcut = **alt+ tab** for switching between documents (photos, text, social media, etc.) Easier to Copy and Paste.

Ctrl C = copy
Ctrl V = paste

Click your name to return to your page



Facebook Updates Public View



Changes:

Your page **cover image** is now different, the thumbnail for your profile picture box on the left is now higher up on the page, which covers up your cover image more.

text to the right of that profile picture of your Page Name and Website... you can't hide that text.

'Like' 'Follow' and 'Message' buttons hovering overtop of the cover image on the right-hand side.

Left column that you can rearrange! Yes, the timeline is now a **SINGLE COLUMN** Timeline, like personal profile walls. This means you can move page 'Apps' to the top, or have recent comments to your page by page fans at the top. Page tabs now called apps.

Facebook Updates Admin View

! Tabs have been replaced with text

Promote your Page is more prominent

Changes: Important Stats are shown on admin view on the right column (not on public view)

The screenshot shows the Facebook Admin View for the page 'Vintage Around Town Guide Austin'. The top navigation bar includes 'Page', 'Activity', 'Insights', 'Settings', and 'Update Page'. The main content area features a cover photo of a building and a post from 'Remixologie' with the text: 'To our loyal customers and fellow MCM lovers: It's with a bit of sadness (and a lot of relief) that we have decided to close our doors. While we're extremely proud of our store and its success, we have come to the conclusion that owning a... See More'. The right sidebar displays 'THIS WEEK' statistics: 4 Page Likes, 63 Post Reach, UNREAD Notifications, and 0 Messages. Below these are 'Recent' years (2014-2011) and an 'Advertise your page' button. The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 1:32 PM on 6/2/2014.



New Cover Dimensions





Have fun! Facebook Tips and Tricks

- Share testimonials on Facebook.
- Participate in fun themed posts (#tbt, #TriviaTuesday)
- Share exclusive content for Facebook fans.
- Share fan-created content.
- Photo captions.
- Create a custom URL for your facebook page
- Create a closed group page for your business owners





Facebook Ideas from “The Downtown Geek” a Main Street Manager in Rochester, MI

Business Recruitment: Ask people what new businesses they would like to see open in your downtown. It shows that you are interested in their input, plus it allows you do to a little bit of amateur market research. With so many people interested in starting a small business in their own community, you might be surprised by the response you receive.

Business Retention: Many of your businesses are on Facebook, so why not help to get the word out? Feature a daily link to a downtown business Facebook page. Encourage your businesses to do the same by featuring their fellow merchants. Ask them to post downtown events and make sure they tag your downtown page in their posts.

Fundraising: The goal of any successful fundraising campaign is to raise maximum funds with minimal overhead costs. Facebook is a great platform for this effort because it raises awareness of your fundraising goals to a targeted audience beyond what traditional media outlets can provide. And did I mention it's free?

In Case of Emergency: Ever have an event sponsor drop out at the last minute? What about a new project that needs more volunteers than you originally anticipated? Last year we lost a presenting sponsor two weeks before an event. We posted our plight on Facebook and landed a new sponsor within 24 hours. Does that happen all the time? Maybe not, but it is an easy and efficient way to put out a call to action.

Make The Ordinary Extraordinary: Some things that happen downtown may be just routine to you, but not to your fans. Try posting photos of those everyday activities. Photos of spring flowers being planted, tents going up for an event or a new business under construction are all ideal ways to show that there is always something new happening in your downtown.



twitter





Is Twitter right for you?

- **Fast paced network**
- **500 million users**
- **More than 400 million tweets are posted daily**





Is twitter right for you?

- You need time and resources to monitor twitter on a daily basis – it is a real time medium.
- Twitter is a high volume/low value medium
- You need to have a solid website to reinforce your brand
- You need to curate content for twitter. Share others content –they are more likely to engage with you.





Twitter



- **Twitter handle (15 characters)**
- **Minimum post 5 tweets a day**
- **No maximum number of tweets per day**
- **Space tweets throughout the day**
- **Quantity is key**
- **Tag others appropriately**
- **Use hashtags but no more than 2 per post**



Twitter Content

- **Text Tweets**
- **Post with a link (blog post/other resources)**
- **Fact, tip, quote**
- **Photos and videos**
- **Share graphics**



Twitter Content

- Create content or curate content (balance the two types)
- Make sure to tag all curated content
- Retweet = sharing others tweets
- # = word or phrase used to tie topics together, allows you to search other posts with that hashtag





Instagram





Why Use Instagram



- Over 200 million **ACTIVE** monthly users on Instagram – can reach locals, tourists, bloggers, media
- 34% of US teens and millennial's (14-34) report to use Instagram
- Online adult female users in US = 20%
- Online adult male users in US = 15%
- 70% of users log in at least once a day
- Most popular filter = no filter
- Most common used hashtag = #love
- Increase of likes if the dominant color is blue

Source: <http://expandedramblings.com/index.php/important-instagram-stats/#.U4i3Uii2120>



How to Use Instagram



- **Share compelling content**
- **Tell your story**
- **Post consistently (3-5 times per week)**
- **Engage with the Community**
- **Use Instagram to report live during events**



Instagram Example for Main Street

Sprint 3G 2:13 PM

← MAINSTREETGREENVILLE →

 387 posts 278 followers 224 following

[+ Follow](#)

Main Street Greenville, OH
Non-profit organization committed to stimulating & supporting revitalization efforts, historic preservation & economic growth in historic Downtown.
www.downtowngreenville.org

Grid icons: Home, Search, Post, Activity, Messages

Image grid:

- Top-left: A church steeple and an American flag.
- Top-middle: A tree with a large key hanging from its branches.
- Top-right: A sign that reads "HOME SWEET HOME WHERE YOU CAN SCRATCH THE PLACES THAT ITCH".

Sprint 3G 2:13 PM

← MAINSTREETGREENVILLE →

Grid of 15 images:

- Top-left: A green background with white text: "COMMUNITES CAN BE SHIPPED BY DUCKS IN THE CAR BE SHIPPED BY DUCKS... WE CAN HELP IN ACCEPTING THE END OF COMMUNITES WE GET IN WE CAN START CREATING THE END OF COMMUNITES WE WANT" - BOBARE AND PETERSON OF THE INTERNAL TRUST FOR HISTORIC PRESERVATION
- Top-middle: A sign for "ONE KWIPP Lincoln GREENVILLE, OHIO GREENVILLE, OHIO".
- Top-right: A collage of various photos including buildings and people.
- Middle-left: A man and a child walking on a sidewalk.
- Middle-middle: A street scene with colorful flowers in the foreground.
- Middle-right: A person in a blue jacket working with plants in a planter.
- Bottom-left: A group of children sitting on a sidewalk.
- Bottom-middle: A group of people working together on a sidewalk project.
- Bottom-right: A group of people, including children, gathered around a planter.
- Bottom row (smaller images): A person in a hoodie, a person in a hoodie, and a person in a hoodie.

Grid icons: Home, Search, Post, Activity, Messages



Instagram Example for Main Street

Sprint 3G 2:21 PM

← DOWNTOWNSMTX →

 12 posts 51 followers 34 following

+ Follow

Main Street

Grid, Menu, Location, Profile icons



Home, Search, Post, Activity, Menu icons

Sprint 3G 9:39 AM

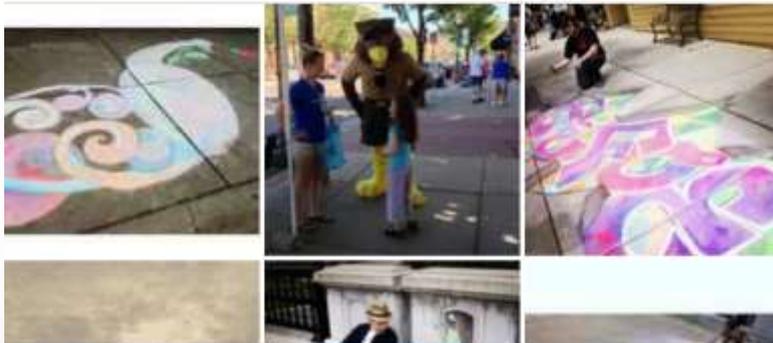
← OLDTOWNLANSING →

 157 posts 392 followers 56 following

✓ Following

OTCA
A non-profit dedicated to revitalizing
Lansing's Old Town.
iloveoldtown.org

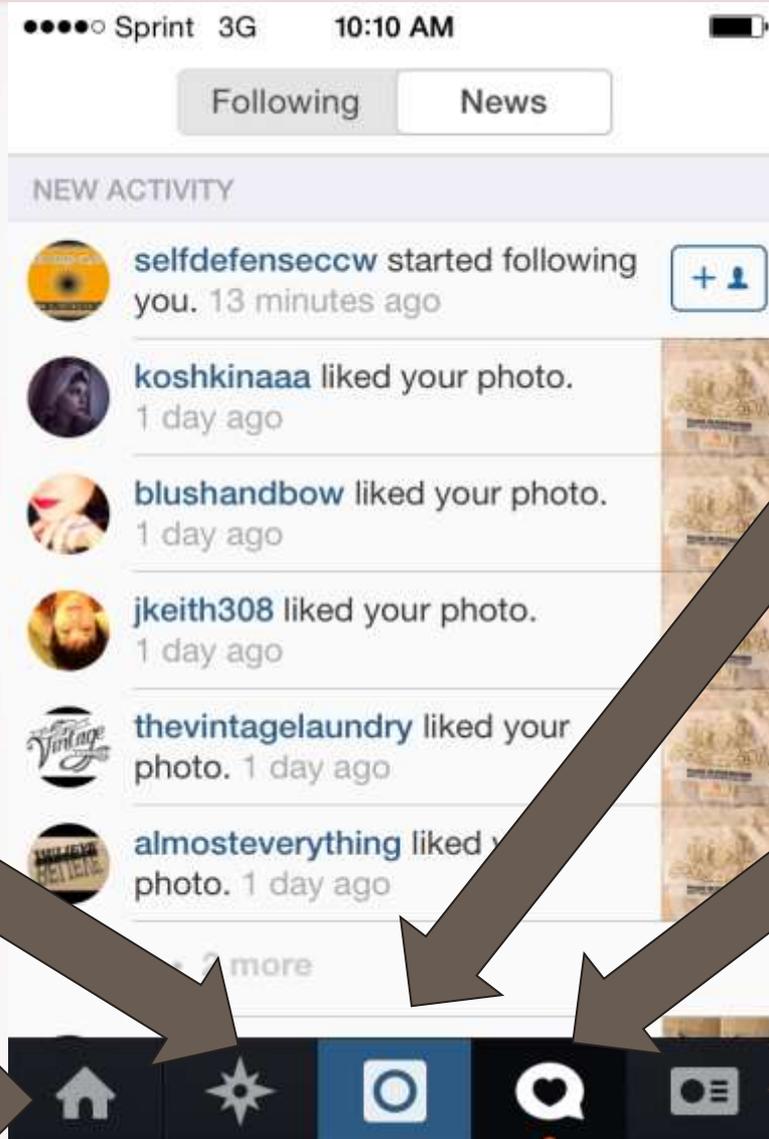
Grid, Menu, Location, Profile icons



Home, Search, Post, Activity, Menu icons



Instagram for Main Street



Search

Allows you to find users or hashtags

Home

Takes you to your news feed

Camera

Allows you to take photos or chose from photos in your camera roll. Trick – you can email yourself photos and save to your camera roll!

Heart

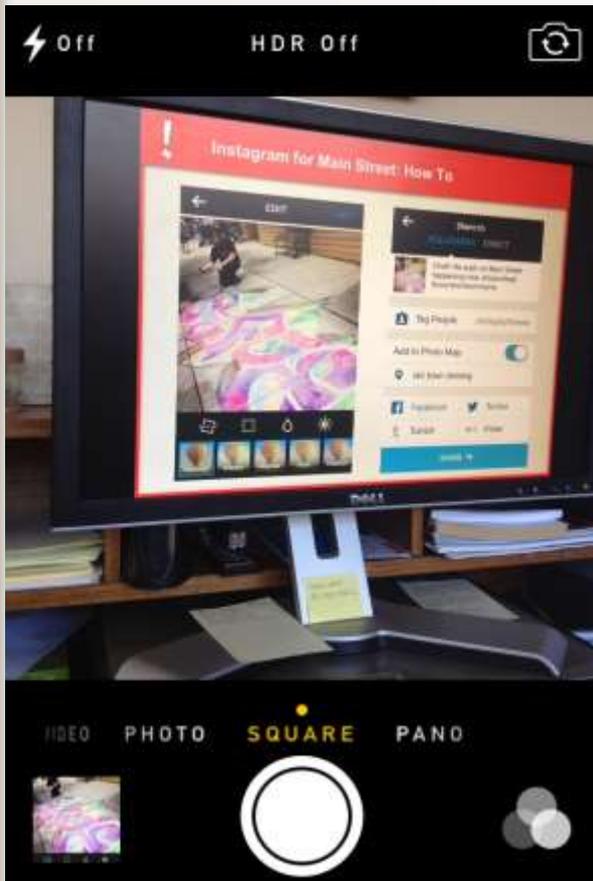
Shows you who likes & comments on your photos and what your followers are commenting and loving.

Your Feed

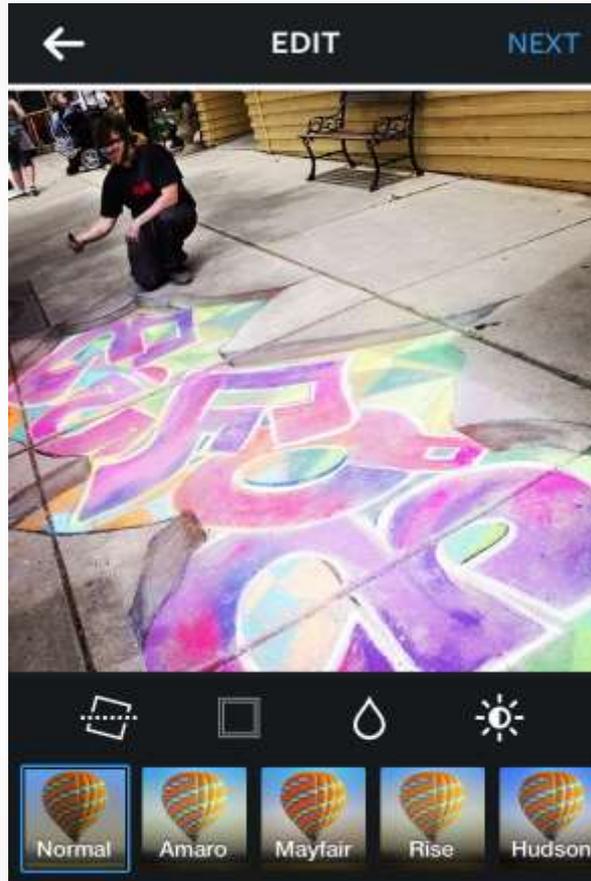
Takes you to your own profile



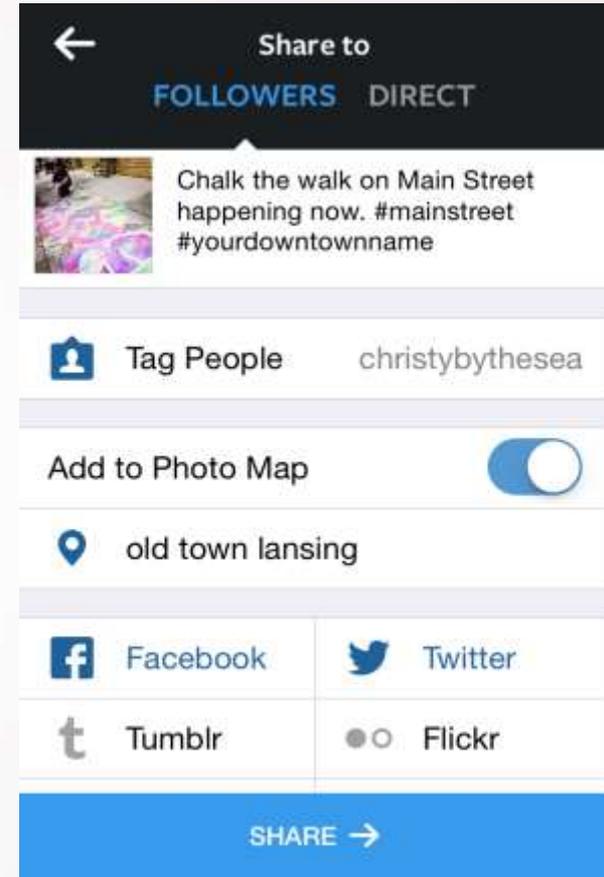
Instagram for Main Street: How To



Take or upload a photo

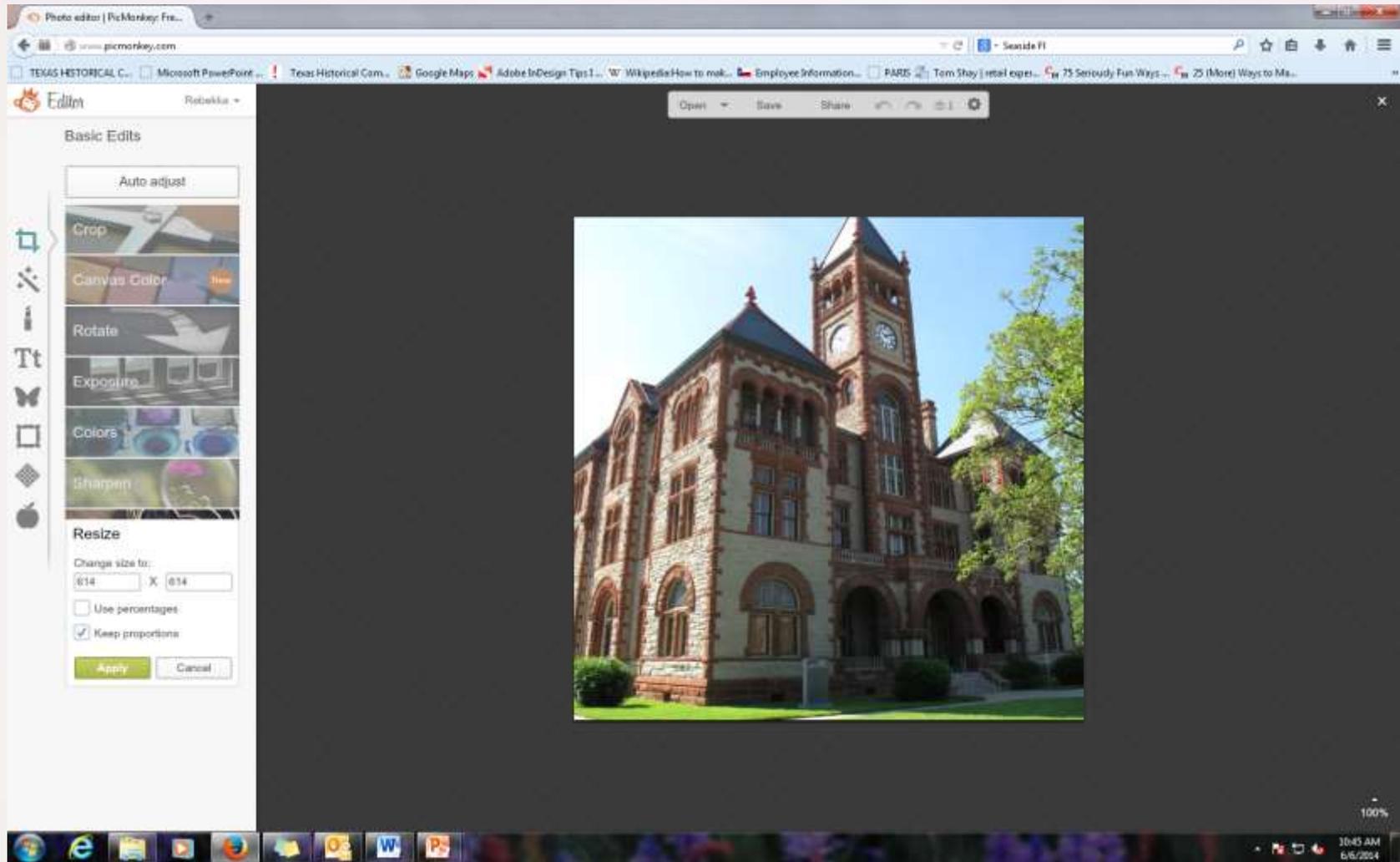


Edit photo – filters, crop, light, etc.



Write caption, tag, and share

Use Software such as PicMonkey with IG



Free Software that allows you to add text, crop, color correct, “photoshop”, etc.



Instagram Tips and Tricks: PicMonkey



Instagram Dimensions = 614x614



Pinterest





Why use Pinterest?



- **3rd largest social network in the US**
- **15% of all American internet users are on Pinterest**
- **Drives more website traffic than google plus, youtube, and linked in COMBINED.**



Why Pinterest?



- Over 70 million users on Pinterest
- 80% of users are female
- Average time spent on **Pinterest per visit = 14.2 minutes (98 minutes per month)**
- 9 million users have their pinterest accounts linked to their facebook accounts
- Less than 20% of pins contain faces
- Most pinned topics = food, crafts, places
- 75% of pinterest traffic is coming through mobile apps

Source: <http://expandedramblings.com/index.php/pinterest-stats/3/#.U4i7Sii2120>



Is Pinterest right for you?



- Do you have products to sell? – retail
- Great visuals – photos or videos
- Build awareness of your brand

- Pin 5-10 times per day
- Only use quality images

- Photos are liked 2x as much as text



Types of Content to Share for Main Street



All are visual – photos or videos

- **Products – from your retailers, photos of food from restaurants, photos of service businesses in action**
- **Inspiration – historic photos and ideas for your downtown**
- **Staff, customers, behind the scenes**
- **Useful, interesting, or helpful content – infographics, links to blog posts, quotes, tips, or fast facts/statistics**



Ideas for Pinterest Boards



Research – Pins, Board, and Pinner

The screenshot shows a web browser window with the Pinterest website. The search bar at the top contains the text "main street". The page displays a grid of search results for "main street". A large red arrow on the left points towards the search bar area. The results include various images of streets, buildings, and street lamps, each with a caption and user information. The browser's address bar shows "www.pinterest.com/search/params?q=main+street". The page title is "Pinterest" and the user profile shown is "libetka". The search results are categorized under "Pins", "Boards", and "Pinner". The first pin is titled "Refreshment Corner - Main Street - Disneyland. What a great trip with everyone!! So many memories!!" by user "No Normal User". Other pins include "Main Street, Main Street, meet me tonight on Main Street! How cute and inviting is this downtown district? Let's make Mitchell, SD Main Street a destination" by "Michelle Main Street & Beyond", "Main Street Courtyard-the kids and I have had lunch we brought at that little table right here. Nice, quiet area." by "Miss Westburn", "Christmas in Vermont" by "Pam Country Living", and "Main Street, Ann Arbor, Michigan - Worked at a Greek restaurant here" by "Ann Arbor, Michigan".



Shop Local Campaigns

The screenshot shows a web browser window displaying the Pinterest website. The search bar at the top contains the text "shop local". The page title is "Pinterest" and the URL is "www.pinterest.com/search/boards/?q=shop local". The search results are displayed in a grid of 24 board cards, each representing a different "Shop Local" campaign. Each card includes a profile picture, the board name, the creator's name, a main image, and the number of pins. The boards feature various themes such as "Vote No To Ghost Towns", "Grow Your Community Buy Local", "Small Businesses Account for 65% of All New Jobs", "Shop Small", and "Local Love". The browser's taskbar at the bottom shows icons for Internet Explorer, Google Chrome, and other applications, along with the system clock showing 1:22 PM on 3/30/2014.

Search results for "shop local"

- Shop local** (KSDK NewsChannel 5) - 53 Pins
- Shop Local** (Casabella Interiors) - 126 Pins
- Shop Local** (Elizabeth's Kitchen Diary) - 102 Pins
- Shop Local** (Andrea Baumann) - 258 Pins
- Shop Local** (Harmony Westfall) - 36 Pins
- Shop Local!** (The Pilates Barre Studio) - 41 Pins
- Shop Local!** (Creative Co-op) - 39 Pins
- Shop local** (Rachel Hughes) - 66 Pins
- Shop Local** (Clothes Minded AZ) - 12 Pins
- Shop Local** (Danielle Thompson) - 70 Pins
- Shop Local!** (Krisley Adair) - 22 Pins
- Shop Local - Lehigh ...** (Dana @ Small Earth Tra...) - 1 Pin
- Cape Cod - Shop Local** (Emily Stephens) - 1 Pin
- Shop Local** (BRKA) - 6 Pins
- Shop Local** (DawMom Knows) - 1 Pin
- Shop Local - Eat Loc...** (Andrea Luna-Reece) - 1 Pin
- Shop local** (Babs Maguire) - 1 Pin

Add Your Local Businesses to a map

The image shows a screenshot of a web browser displaying a Pinterest board. The browser's address bar shows the URL www.pinterest.com/katrinawheeler/made-in-oregon-chocolate/. The Pinterest logo is visible at the top center. The board title is "MADE in Oregon: Chocolate" with the description "Unique, sometimes surprising, Oregon-made artisan chocolates. YUM" and "41 Pins • 818 Followers". The board is created by "Katrina Wheeler" and has a "Follow Board" button. The board content includes several pins: a jar of "JEM HAZELNUT RAW CACAO Hazelnut Butter", an article titled "Chocolate Lovers Delight: Bend now has 5 chocolatiers, Oregon has 32", a pin from "City of Bend" about "Jem - Raw - Organic, Hazelnut Raw Cacao Hazelnut butter, Bend, Oregon. (C / USA)", a pin from "Hazelnut Hill" about "Oregon Hazelnuts, chocolates, hazelnut butter, and more. Oregon produces 99% of U.S. hazelnuts", and a pin from "City of Portland" titled "TRAVEL Oregon Portland". On the right side of the board is a map of Oregon with several location pins. The pins are numbered 1 through 5. Pin 1 is in the north-central part of the state, pin 2 is in the north-western part, pin 3 is in the north-western part, pin 4 is in the south-western part, and pin 5 is in the north-western part. The map also shows labels for "PORTLAND", "OREGON", "IDAHO", and "BOISE". The browser's taskbar at the bottom shows various application icons and the system clock indicating 1:58 PM on 5/30/2014.



Promote Tourism in your Town

Weekend in San Diego on Pint...

www.pinterest.com/lajitamom/weekend-in-san-diego/

Search

Pinterest

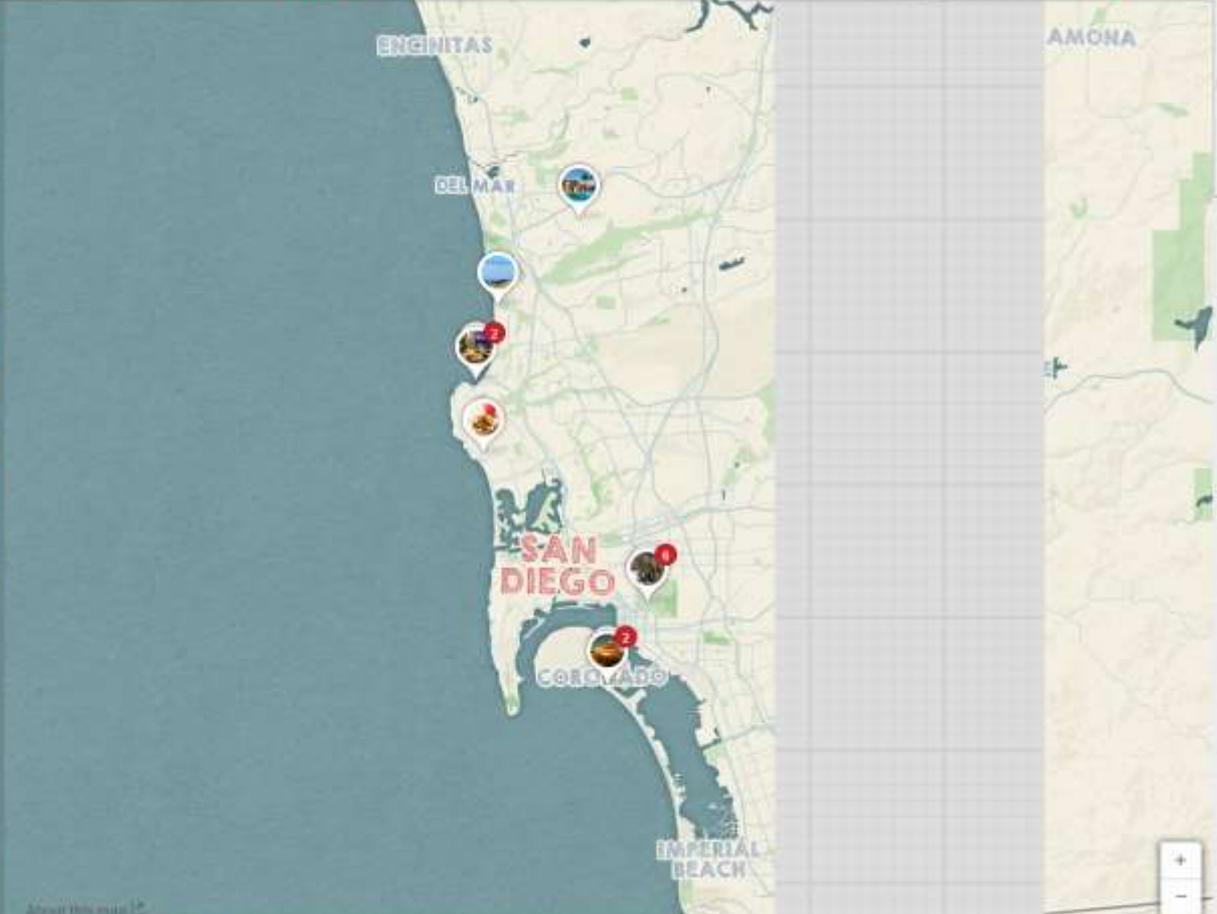
Robekka

Weekend in San Diego

When you have only a few days to spare, here's an itinerary for a fun-filled weekend in San Diego for all ages. We have 70 miles of coastline to explore, so definitely plan to rent a car and pack your bathing suit.

14 Pins • 5,975 Followers

Katie | lajitamom.com Follow Board



With kids in tow, you may want to consider staying at the LEGOLAND Hotel. See these tips and warnings.

Pinned from [bandarts.com](#)



Here's Pinboard
George's At The Cove

Definitely dine at George's at the Cove in La Jolla. If at lunch, choose the Ocean Terrace pictured here. Ask any La Jollian, and they'll probably say this is a go-to restaurant when recommending a restaurant to tourists and friends.

Pinned from [NocturnalHome.com](#)



Here's Pinboard
Torrey Pines Gliderport

Grab a picnic lunch and head to

Waiting for b.bles.mapbox.com...

1:30 PM
5/20/2014



Education and Idea Sharing

The screenshot shows a web browser window displaying the Pinterest profile for 'mms Mitchell Main Street & Beyond'. The browser's address bar shows 'www.pinterest.com/mmsbeyond/'. The Pinterest logo is centered at the top of the page. The profile header includes the name 'mms Mitchell Main Street & Beyond', a description: 'Mitchell Main Street and Beyond is an economic development program specifically targeted to provide technical assistance to commercial downtown Mitchell.', and location information: 'Mitchell, SD · www.mitchellmainstreet.com'. A 'Follow All' button and a 'Send Profile' link are visible. The profile has 11 boards, 82 pins, and 0 likes. It shows 15 followers and 22 following. The boards are arranged in a grid:

- Main Street Architecture**: 5 Pins
- Main Street Promotions**: 3 Pins (Includes 'Clean-up Day' poster for May 5)
- Main Street Fundraising**: 0 Pins
- Main Street Small Business**: 5 Pins (Includes a circular infographic with 85%, 53%, and 40%)
- Main Street Organization**: 8 Pins
- Shop Local Campaign**: 41 Pins (Includes a list of 5 reasons to shop local)
- Unique Business Signs**: 4 Pins
- Business Storefronts**: 6 Pins
- Event Ideas**: 0 Pins
- All Things Chicken**: 13 Pins
- Streetscape**: 4 Pins

The Windows taskbar at the bottom shows the system clock at 1:15 PM on 5/30/2014.



Travel Boards

Pin from travelandleisure.co...
www.pinterest.com/source/travelandleisure.com/

main street

Pinterest

Rebecca

travelandleisure.com

travelandleisure.com Pins from travelandleisure.com

<p>TL from Travel + Leisure America's Best Cities for Night Owls America's Best Cities for Night Owls: Portland, OR John Murray Europe</p>	<p>TL from Travel + Leisure World's Top Waterfront Cities Porto, Portugal John Murray Europe</p>	<p>TL from Travel + Leisure World's Top Waterfront Cities Nice, France John Murray Europe</p>	<p>TL from Travel + Leisure World's Top Waterfront Cities Hamburg, Germany John Murray Europe</p>	<p>TL from Travel + Leisure World's Top Waterfront Cities San Sebastian, Spain John Murray Europe</p>	<p>TL from Travel + Leisure World's Top Waterfront Cities Helsinki, Finland John Murray Europe</p>
<p>TL from Travel + Leisure The Hottest Hotel Rooftop</p>	<p>TL from Travel + Leisure World's Top Waterfront Cities Venice, Italy John Murray Europe</p>	<p>TL from Travel + Leisure World's Top Waterfront Cities Stockholm, Sweden John Murray Europe</p>	<p>TL from Travel + Leisure America's Most Beautiful Coastal Views Tybee Island, GA John Murray US Travel</p>	<p>TL from Travel + Leisure America's Most Beautiful Coastal Views Newport Beach, Rhode Island John Murray US Travel</p>	

1:55 PM 5/30/2014



Google +





Pros and Cons of Google Plus



343 million monthly active users

Pros:

SEO

Showcase in Google Local

Easy to add same content from other channels such as facebook, instagram, etc.

Cons:

Low Reach

Poor Social Media Track Record

Search Results for Main Street Program with G+

Google search results for "Milledgeville GA main street". The search results include:

- Milledgeville Main Street**
https://plus.google.com/10553473243711846523/about?gl=us&hl=en
Google+ page - Be the first to review
127 E Hancock St, Milledgeville, GA 31061
(478) 434-4034
- Milledgeville Main Street - Milledgeville, GA - Community ...**
https://www.facebook.com/.Milledgeville-Main-Street/1916655642400
Milledgeville Main Street, Milledgeville, GA. 812 likes · 34 talking about this · 172 were here. Winner of the 2013 Award of Excellence as Downtown...
- Milledgeville Main Street —**
www.milledgevillemainstreet.com
Congratulations are in order for Milledgeville, GA on receiving a prestigious 2014 Great American Main Street Award. This nationwide award recognizes...
- Milledgeville Official Website - Capitals, Columns & Culture ...**
www.visitmilledgeville.org
Find official visitor and travel information about Georgia's Antebellum Capital, Milledgeville, including hotels, restaurants and more from the online resource of...
Contact CVB - Attractions - Calendar of Events - Historic Trolley Tours
- Milledgeville Restaurants Directory - Official Dining ...**
www.visitmilledgeville.org/restaurants
Milledgeville Georgia is a charming Main Street city that features a variety of restaurants and dining options ranging from country rustic to southern elegance.
- City of Milledgeville Main Street/ DDA - Milledgeville New...**
milledgeville.com/office/city-milledgeville-main-street-dda
Milledgeville, GA: Milledgeville Main Street/ Downtown Development Authority and the five merchants of downtown Milledgeville have joined forces to promote...
- Milledgeville Main Street Milledgeville, GA, 31061 - YP.com**
www.yellowpages.com/milledgeville-ga/milledgeville
Get reviews, hours, directions, coupons and more for Milledgeville Main Street at 102 S Wayne St, Milledgeville, GA. Search for other Colleges & Universities in...
- Milledgeville Main Street in Milledgeville, GA | 102 S Wayn...**
www.yellowpages.com/Milledgeville-GA/Milledgeville-Main-Street-10...

The detailed listing for **Milledgeville Main Street** includes:

- Address: 127 E Hancock St, Milledgeville, GA 31061
- Phone: (478) 434-4034
- Hours: Open today · 8:00 am - 5:00 pm
- Reviews: Be the first to review
- People also search for: Milledgeville Baldwin County Chamber of Commerce, City of Milledgeville Convention and Visitors Bureau, Sinclair Marina, Sinclair Ocean Homes of MHI, Temple Bay Resort.

SEO Rankings*

1. g+ button/page
2. Facebook Shares
3. Back Links to your website
4. Facebook Total Likes
5. Facebook Likes
6. Pinterest
7. Twitter
12. Length of URL



Main Street G+ Example

MainStreet Libertyville - Google+
https://plus.google.com/+mainstreetlibertyvilleOrg/posts

Google+ Search for people, pages, or posts

Join Google+ Join Google+ to follow MainStreet Libertyville.

Profile



MainStreet Libertyville
<http://mainstreetlibertyville.org>
Follow
34 followers · 5,153 views



AMERICANWAY
"As seen in American Way Magazine, MainStreet Libertyville is one of their favorite success stories from coast to coast."
READ MORE >>

MAINSTREETNOW
"Read the inspiring story of how we tripled our membership in 3 months!"
READ MORE >>

Money
"Money Magazine says Libertyville is one of the best places in America to live!"
READ MORE >>

MainStreet recognizes Studio West for their photographic contributions.

About Posts Photos Videos



MainStreet Libertyville
Shared publicly · May 22, 2014 #Libertyville

Check out how 25 years of MainStreet Libertyville volunteers gave back to build a thriving and vibrant downtown <http://bit.ly/1pv97Eq>





MainStreet Libertyville
Shared publicly · May 23, 2014

Are you staying home this gorgeous weekend? Visit Libertyville to enjoy great new restaurants & shops Memorial Day weekend <http://trb.ny/1hM6jF>



In their circles · 14 people

-  Kaleigh Kirkpatrick
-  Art Bragg
-  Seth Holzwarth

Have them in circles

Windows taskbar: Internet Explorer, Firefox, Chrome, Word, PowerPoint, OneDrive, etc. System tray: 3:24 PM 5/30/2014

G+ Content Examples

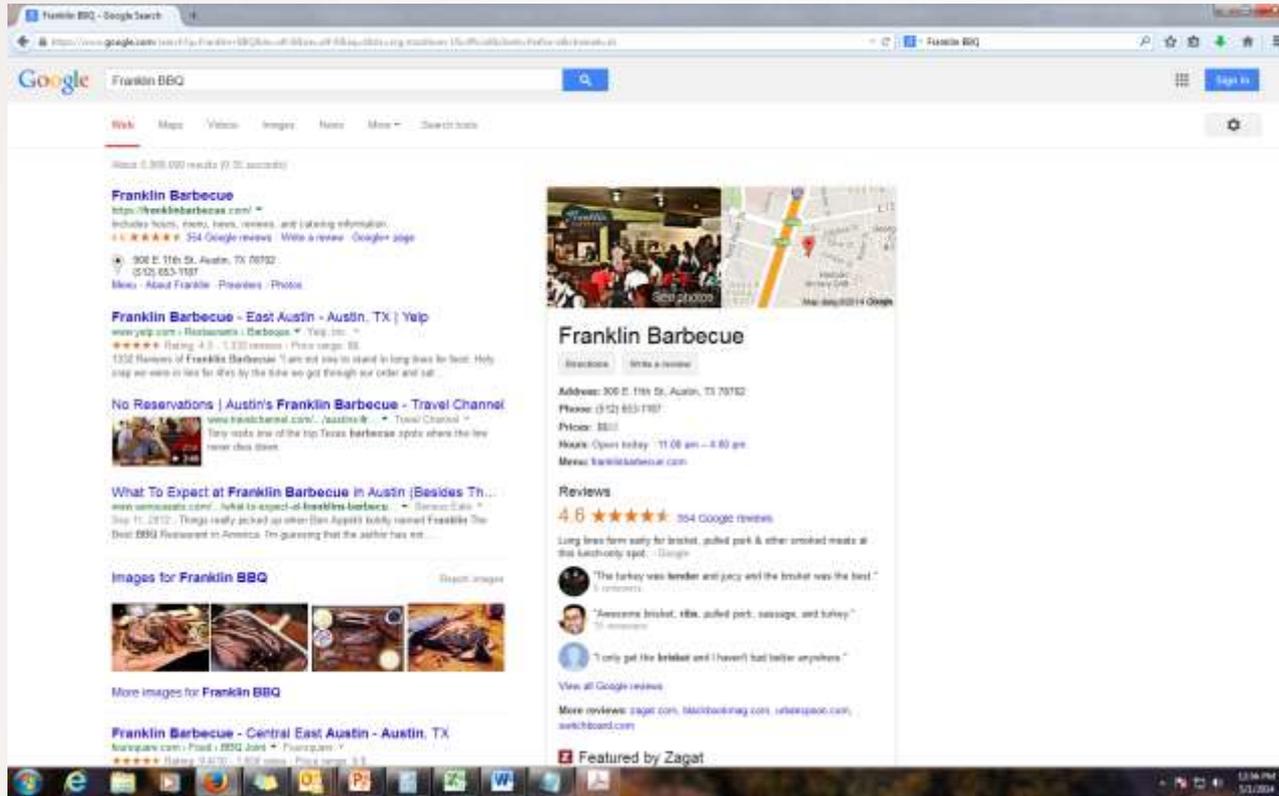
The screenshot displays a Google+ profile for MainStreet Libertyville. The profile header includes the name, a 'Join Google+' button, and a 'Follow' button. The main content area features a grid of posts:

- Post 1:** Announcements that the village board agreed to the concept of a permanent home for MainStreet Libertyville offices in Cook Park. Includes a photo of a building and a link: <http://bit.ly/1xVZped>.
- Post 2:** Invitation to CarFun on 21, featuring dinner from Fines & live music by Rhythm Bureau. Includes a promotional image for 'Experience Car Fun on 21' and a link: <http://ow.ly/1VSD9WU>.
- Post 3:** Announcement that MainStreet Libertyville wants to build a permanent office downtown in Cook Park. The preservation and promotional organization, which is celebrating its 25th.
- Post 4:** Welcome our newest associate members: George Garner Cyclery, Perfect Brew Supply, Unique Closet Systems, Lake County Forest Preserve, Joanta in Motion Chiropractic.
- Post 5:** Congrats! Eclectic Design-Source earns a place on Home Accents Today Retail Stars list recognizing retailers that are creative & have a positive presence in their community. Includes a photo of a saxophone quintet and a link: <http://bit.ly/1j8QK24>.
- Post 6:** Home Accents Today announces 2014 Retail Stars list.

The bottom of the image shows a Windows taskbar with various application icons and a system tray displaying the time as 3:25 PM on 5/20/2014.



Work with Your Local Businesses to Claim their Google Local Pages



For businesses:
When you display content on your g+ page, it also gets shown on google search and google maps



Google Places

<https://www.google.com/business/placesforbusiness/>



**Your Main Street Brand
&
Social Media**



Keep Your Brand CONSISTENT

Consistency is
KEY.

ALL of your
social media
handles and
URL should
be consistent





Integrate Your Channels

- Integrate your facebook/twitter into your website (top right third of your home page –not on your contact page)
- Make sure your correct website is on your social media channels
- Check all links (in multiple browsers)
- Cross promote your channels



I understand social media. Now what?

- **Create a Game Plan & Stick to It**
- **Treat each channel as an individual entity – follow up with conversations on all channels**
- **Embrace mishaps**
- **Track & Talk!**



If you build it, they will come...right?



Market your website and social media channels.



How to engage fans IRL?

- Logos and links on all emails/e-newsletter, and website
- Cards in bags at local merchants
- Signs in stores/clings on storefront windows





Editorial Calendar

- Plan weekly
- Take time on Friday to think about next week
- Be Flexible
- Leave 1-2 posts open for something that comes up
- Keep a list of posts that can happen anytime



Overwhelmed? Social Media Time-Saving Tips

- **Curate content.**
- **Find tools to manage and schedule updates.**
- **Go mobile.**
- **Keep it SIMPLE**
- **Pick one network and do it well.**
- **Share your story**



Ways for Main Street to help your local businesses:

- Have businesses sign up for a social media audit. It is often best to have a new set of eyes looking at something you do every day. Have your Main Street Promotions committee get involved. Have them each assess a few businesses in your community and then deliver suggestions on how they can improve their social media.
- Create a closed facebook group for businesses to discuss happenings on Main Street.
- Make sure to share and repost information from your businesses to your Main Street social media sites.
- Develop a social media mentoring program that pairs experienced social media businesses with inexperienced businesses.
- Hold a Main Street facebook contest for the business owners. Have them share their neighbor's statuses. The business that shares more content in the month wins a prize. This encourages shoppers to head to the district for more than one business.

