



Waterfront Program Social Media Strategy

DRAFT – December 9, 2013

PURPOSE + BACKGROUND

The purpose of Waterfront Seattle’s 2014 social media campaign is to continue building momentum around the Waterfront Program and each of its initiatives through eye-catching, interesting and engaging social media posts. Additionally, the team hopes to create a broader understanding of the connection between Waterfront Seattle and the Seawall Project within the community.

Historically, the Waterfront Seattle social media outlets have experienced year-over-year growth. For example, between June 2012 and December 2013, the program experienced an 80% increase in Facebook likes and a 128% increase in Twitter followers.

	June 2012	December 2013	# of fans added (2012 - present)	% Growth (2012 - present)
Facebook Likes	931	1,674	743	80%
Twitter Followers	964	2,195	1,231	128%

We hope to continue this upward trend in social media engagement through the steps outlined within this strategy document. Our priority is to ensure that Waterfront Seattle’s online persona remains personable and conversational, while providing insight around one of the City’s largest, most complex projects.

SOCIAL MEDIA GOALS

- Share news and information related to the Waterfront Program including design, construction, public events and more
- Engage and build a positive rapport with communities in-and-around the project area
- To broaden the spectrum of the Waterfront Seattle social media sites to include seawall construction updates and project news
- Direct people to the Waterfront Program website, when possible
- Disseminate related news from around the country and world

FORMS

- Twitter
- Facebook
- Future considerations
 - Pinterest
 - Vine



TARGETED OUTREACH

Target Audiences

- Waterfront residents, visitors and business owners
- Residents, visitors and business owners in and around the project area
- Any person interested in urban development, sustainable design and public projects
- Communities in-and-around Seattle including, but not limited to:
 - Pioneer Square, Belltown, Downtown, International District and SoDo

WEEKLY CONTENT OUTLINE – FACEBOOK & TWITTER

Monday: Livable, sustainable cities, urban design and other waterfronts

- Goal: To articulate that the project team stays up-to-date in relevant industries
- Examples:
 - “When you look at a city, it’s like reading the hopes, aspirations and pride of everyone who built it.” For more great quotes about sustainable cities, read this article from @ThisBigCity! [Fifteen of the Best Quotes About Sustainable Cities](#)
 - Check out this @TheAtlanticCities story about the history of the ‘Complete Streets’ movement. [A Brief History of How ‘Complete Streets’ Became Hip](#)
 - Taking a peek into the future of New York City. Which projects are your favorite? [This Is What New York City Could Look Like In 2033](#)

Tuesday: Waterfront Seattle project focus

- Goal: Create a greater understanding and awareness of the Waterfront Seattle project through spotlighting public events, fairs and festivals, design updates, recent media and fun and/or historic facts
- Examples:
 - We’re looking forward to Downtown Seattle’s Trick or Treat on the Waterfront and [Dia de Muertos](#) this weekend! Be sure to stop by our table at either event for project info and a photo booth picture.
 - Join us on September 9 for one of the first steps in the environmental review process - an Environmental Impact Statement (EIS) scoping meeting. Provide your ideas on what should be discussed in the EIS for Alaskan Way, the pedestrian promenade, and the overlook walk.

Wednesday: Community spotlight

- Goal: Show the vibrancy of neighborhoods located in and around the project area (Pioneer Square, Belltown, International District, SoDo, Downtown)
- Examples:
 - How are you celebrating this holiday season? Downtown Seattle has a ton off great options – from Magic in the Market to the Festival of Trees Celebration! <http://www.holidaysinseattle.com>

Thursday: Photo of the Week

- Goal: To provide visuals that embody the spirit of Seattle’s waterfront and Seattle in general



- Examples:
 - The Sky View Observatory at Columbia Center offers stunning views from the 73rd floor of the Columbia Tower. Imagine the future of Seattle's waterfront from a bird's-eye view.



Friday: Seawall Project focus

- Goal: To inform the community on seawall construction progress and upcoming work
- Examples:
 - Did you hear? Construction of #Seattle's new seawall begins the week of November 18! Learn about the project, construction schedule and routes to-and-from the waterfront at our new website.
www.waterfrontseattle.org/construction/map



CREATIVE CAMPAIGN IDEAS

Tweets from the Gribble

- Goal: Give the antagonist gribble a voice and personality through hacked posts
- Other considerations:
 - This type of campaign would be free, quick to pull together and easy to carry out
 - Posts could be as frequent (or infrequent) as we'd like; they could work in conjunction to the weekly seawall posts or in lieu of one if there are no construction updates during a given week
- Post examples:
 - What's colorless, has seven sets of legs and four sets of mouth appendages? Your worst nightmare. xoxo, Gribble #GribbleHack
 - My weekend plans include hanging out with a couple billion friends and gnawing down your vital infrastructure. You? xoxo, Gribble #GribbleHack
 - Keep your fancy wines. 1934 was a good year – for wood. Crisp, refreshing and oh-so-complex on the palate. xoxo, Gribble #GribbleHack

#WaterfrontSeattle Photo Challenge

- Goal: Excite and engage the community with an opportunity to get involved
- How it would work:
 - We would encourage fans and followers to submit pictures using a certain hash tag during a given time period; photo category types could be:
 - Your favorite views of the Seattle waterfront
 - Seattle waterfront must-dos
 - Seattle waterfront from the water
 - Beautiful Puget Sound
 - When the submission period ends, we would use the photos to:
 - Create a photo collage and use it as the Facebook/Twitter cover image and/or;
 - Create a collage and install it as a temporary piece of the waterfront construction experience (as part of a kiosk or as art on the construction wall)

What's your waterfront?

- Goal: Create compelling visual content and actively engage our program partners
- How it would work:
 - We would create a series of short videos (~60 seconds) that focus on contacts from our partner organizations. Each person would have a few moments to explain what the waterfront means to them – as a resident, as a commuter, as a habitat restoration guru, as an urban designer, as an architect, etc.
 - Alternately, we could do a lower-impact option that would center around gathering this information via email and featuring each quote on our page along with a photo of the person