

# Chris Wilson

## THE WORLD IS CHANGING

"Information you want in the media is called '**advertising**'.  
Information you do not want in the media is called '**journalism**'."  
- author unknown

**KKOW Radio** - Board Operator  
(1995-1999, 2005, 2006-2007)

**Columbus Daily Advocate** -  
Reporter (2007-2008)

**KOAM TV** - Web/Social Media  
Producer (2006-2014)

**USD 247 Southeast-Cherokee** -  
Publicity & Community Relations  
(2014-2017)

**Crawford County Convention & Visitors Bureau** - Communications  
(2017-Present)

# Once upon a time...

it was illegal to kill the Town Crier



## Print

Journals

Magazines

Books

**Newspapers** (local,  
national, morning editions,  
evening editions)

## Broadcast

Radio

TV

Cable

Satellite

24/7 News

## Internet

Email

Websites

Message Boards

Blogs

Podcasts

Ebooks

# Social Media



# Today anyone can be a publisher

## Top 10 Monthly Average Users

#1 Facebook - 2.7B

#4 Instagram - 1.16B





# Social Media Basics

## Publicity using Social Media

Advertising versus Publicity. Platforms and free tools to use.



## Your target market

Everything you do should make life easier for reporters new to your area and travel writers



## Not addressing technical aspects

Will go through process of WHAT to do and WHY. Checklists with suggested tutorials will detail HOW.

# Advertising vs Publicity

## True Story from the newsroom

**CALLER:** "I'd like to advertise an event."

**NEWSROOM:** "You need to talk to Sales."

**CALLER:** "I don't want to pay for anything.  
I just want to advertise it for free."

A stylized illustration of a person with dark hair and a red jacket, seen from the side and back, holding a large pink sign. The sign has the text "Your free AD here for a fee" written on it in a black, hand-drawn style font.

Your free AD  
here for a  
fee

# Advertising

## PAID promotion

- Newspaper, radio, TV ads
- Outdoor billboard
- Facebook Ads
- Sponsored content

**Guarantees** space in print, air time during broadcast, views online, etc.

Pays the bills for these to exist  
(Promote your community. Be its watchdog. Promote you.)

# Publicity

## UNPAID promotion

- News tips, news invites and/or news releases
- Email newsletters
- Flyers / posters
- Social Media

There are **NO** guarantees

A leading cause of "news deserts"

# Target Audience

Five reasons it's the  
community reporter new to  
your area and travel writers





Forces you to quickly be able to tell your story and why it matters

UNIQUE

Forces you to avoid assuming they know what you are talking about

CONTEXT



Forces you to make sure you are staying relevant

TIMELY



Forces you to consider the time it takes to get your story out in a timely manner

LEAD TIME

**Forces you to  
be where new  
reporters and  
travel writers  
will look**

**AWARENESS**



Phone book listings



Google Business



Website



Facebook Page (2.7B monthly users)



Instagram (1.16B monthly users)



# Unique Position Statement

01

## Why you exist

Must answer why you exist and why you are different.

Not a slogan or tagline

NOTE: 3,143 counties in the U.S.  
Why is YOUR county museum special?

02

## Use it everywhere

First thing someone sees on your website and social media pages. Longform posts if not all posts. Everything sent to reporters. In person when introducing yourself.

Should be repeated so much locals should know it by heart.

03

## Two versions

**150 character limit (20 words)**  
Kansas Travel Guide listing  
Instagram bio  
Introductions

**255 character limit (35 words)**  
Facebook: About  
Conversational

**Facebook: Additional Information**  
50,000 character limit  
Starts with Unique Position Statement

**CharacterCountTool.com**

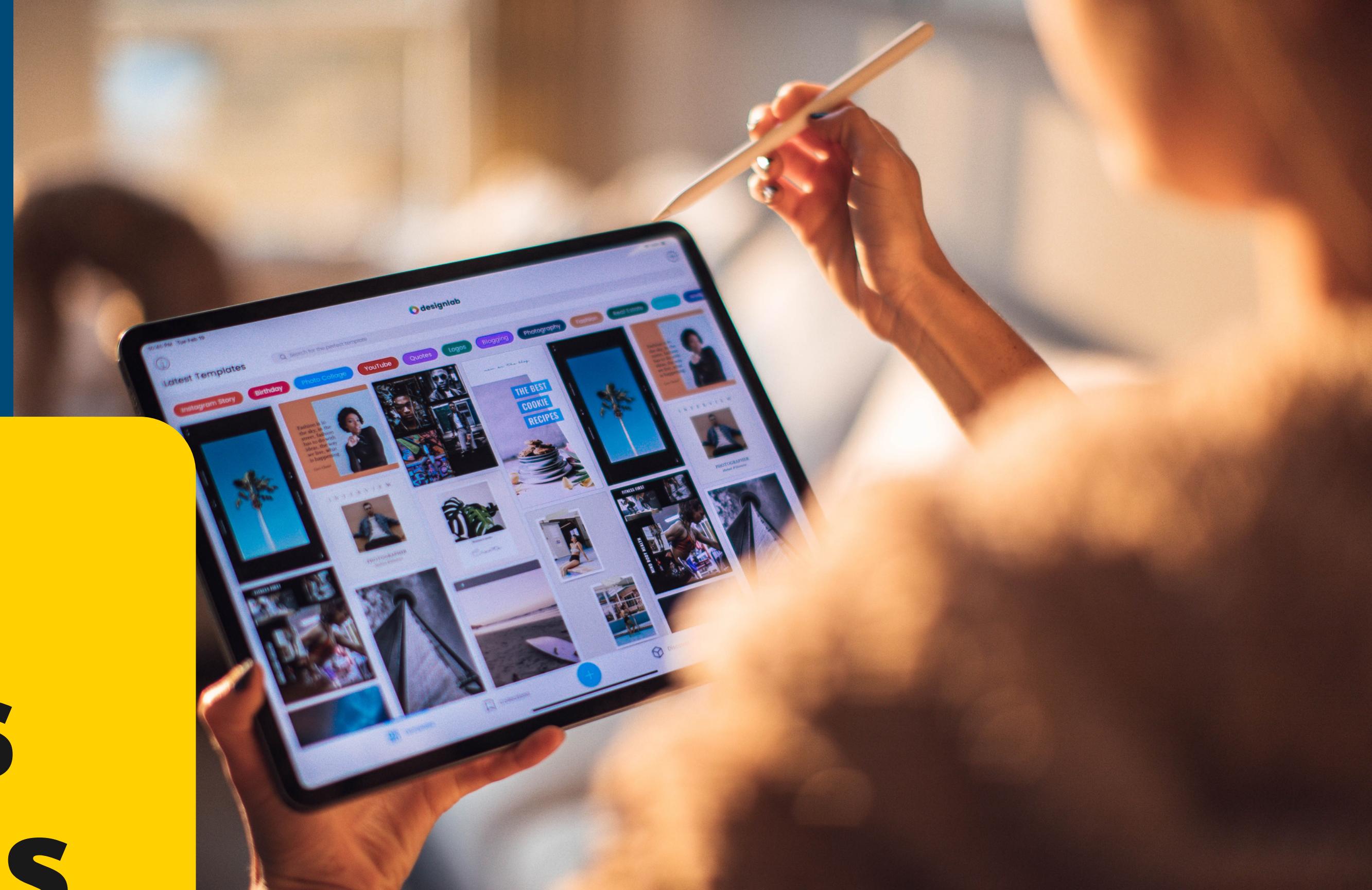


# An easy Unique Position Statement

## **Big Brutus National Historic Site**

"At 16 stories, is the world's tallest remaining electric shovel. Is a reminder of our mining heritage and stands as a tribute to miners everywhere." (147 characters)

# Good Images Matters



Free, easy to use tools mean you don't have to  
be afraid of it

# Two FREE Tools Used Frequently

Marketing requires a designer's eye.  
I'm not a designer.  
These tools allow me to fake it.



[pixlr.com/e/](http://pixlr.com/e/)

## Image editing tool

# FEATURES MOST OFTEN USED:

## Adjustment: Auto Pop

# Crop tool - Constraint: Ratio (1x1, 3x4, 16x9)

Canva.com

Templates for designing  
rack cards, brochures, flyers,  
posters, social media posts,  
newsletters, infographics,  
presentations

(including this presentation)



## Profile Picture

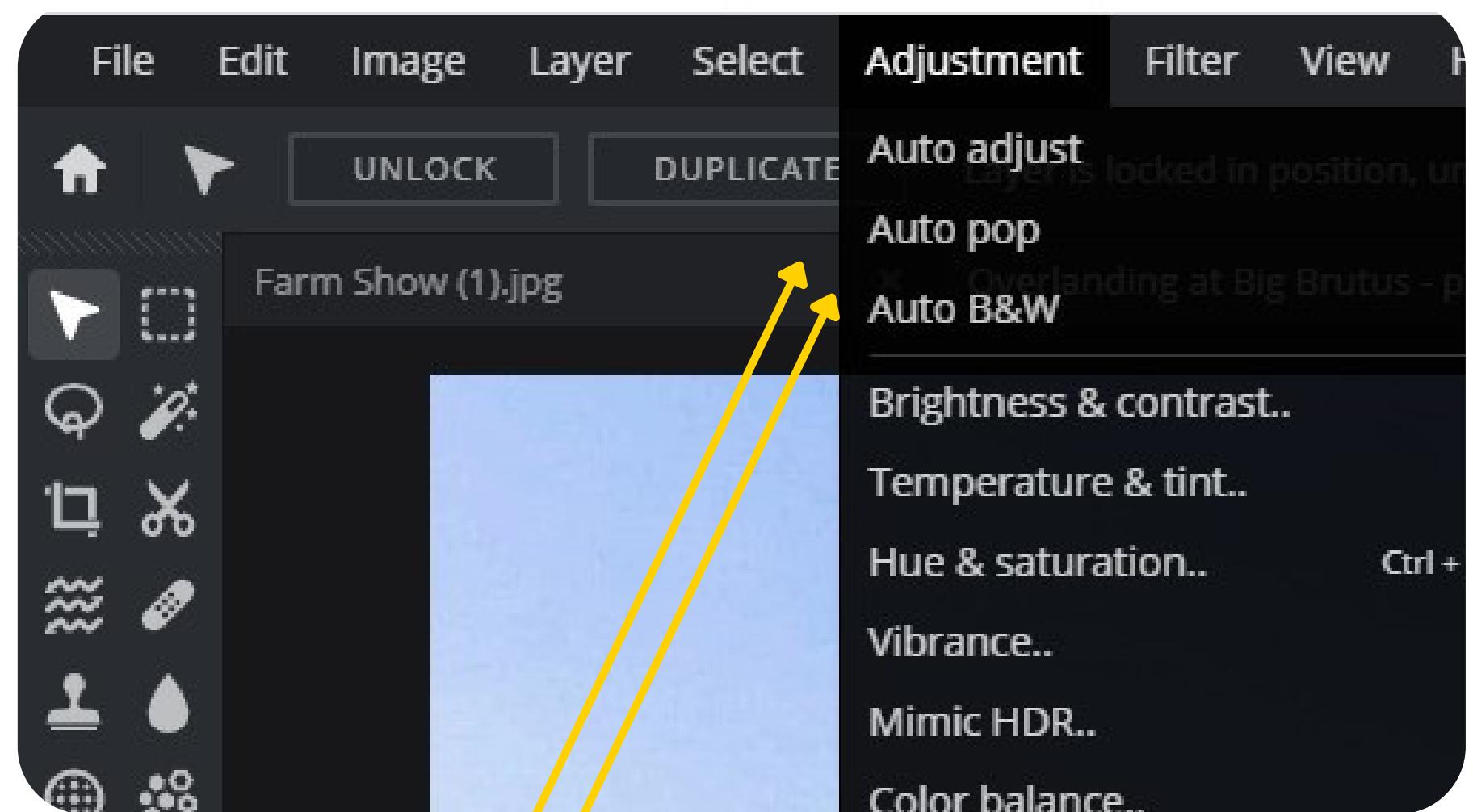
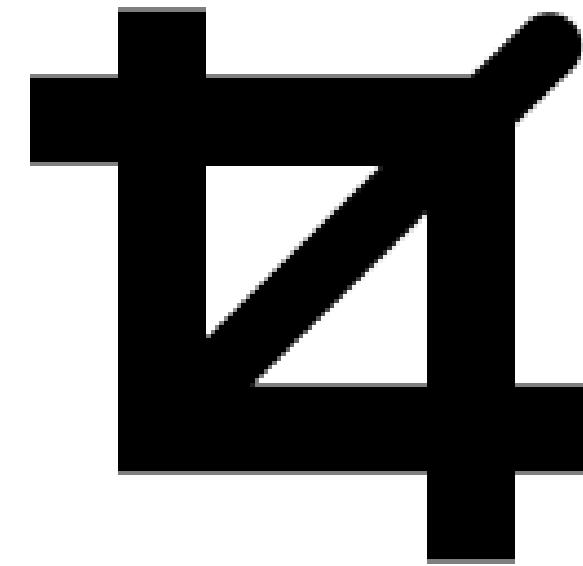
Image next to your posts seen in threads

**1:1 ratio**

2048x2048 for Facebook - 360x360 for Instagram

Use a **single, familiar** element that personifies YOU





## Find image to use

Logo is best  
Photo is fine  
Single element  
Looks good 1:1 ratio  
Familiar  
Screams you

## PIXLR.com/e/

1) Upload your image in  
PIXLR Photo editor &  
Design maker

## Crop the image

2) Click **crop icon**  
3) Image will be framed,  
adjust until a tight fit

## Auto-Pop

4) Click **ADJUSTMENT** in  
menu  
5) Click **AUTO POP**  
  
Makes colors more  
vibrant

## Download

6) Click **FILE**  
7) Click **SAVE**  
8) Select **PNG** File Type  
9) Image height/weight  
= **360**  
10) Click **DOWNLOAD**

# Create Profile Pic using PIXLR



Original



Crop & Auto-Pop adjustment



Original



Auto-Pop adjustment



21

CrawfordCountyEvents.com lists live music, tournaments, workshops & more

#### EVERY TUESDAY

Girard Farmers Market  
4p-6:30p, Girard Square

Trivia Night  
6:30p, Jolly Fox Brewery  
301 S Broadway, Pittsburg

#### EVERY WEDNESDAY

Pittsburg Area Farmers' Market  
4p-6p, Farmers' Market Pavilion  
119 E 11th St, Pittsburg

Trivia Night  
7p, Drop the H Brewing Company  
107 E Rose, Pittsburg

Country Dance Lessons  
7p, Dirty Mule Restaurant & Bar  
134 S US-69, Pittsburg

#### EVERY THURSDAY

Fishing Jackpot Tournament  
6p, Bone Creek Reservoir  
499 E Baker St, Arcadia  
BoneCreekTournaments.com

#### EVERY SATURDAY

Pittsburg Area Farmers' Market  
8a-12p, Farmers' Market Pavilion  
119 E 11th St, Pittsburg

#### Crawford County Fair

Crawford County Fairgrounds, east of Girard  
(20 minutes northwest of Downtown Pittsburg)  
Facebook: [Crawford County Fair, Girard, KS](#)

SUNDAY, AUGUST 1  
10a, Open Horse Show, Bill Peak Arena  
5p, 4-H Dog Show, L. Murphy Arena

TUESDAY, AUGUST 3  
7p, Sami's Legacy Youth Rodeo, L. Murphy Arena

WEDNESDAY, AUGUST 4  
3p, Barn Yard Olympics, L. Murphy Arena  
3p, Farlington Best Yet Corn Hole Tournament  
7p, Rodeo, Bill Peak Arena

THURSDAY, AUGUST 5  
8a, 4-H Swine Show, L. Murphy Arena  
8a, 4-H Horse Show, 4-H Horse Arena  
2p, 4-H Sheep Show, followed by Dairy,  
L. Murphy Arena  
5p, 4-H Goat Shows, L. Murphy Arena  
7p, Rodeo, Bill Peak Arena

FRIDAY, AUGUST 6  
8a, 4-H Beef Shows, L. Murphy Arena  
8a, 4-H Horse Timed Events, 4-H Horse Arena  
3p, Kids Tractor Pull, Farm Bureau Shelter  
5p, Livestock Costume Contest, L. Murphy Arena  
7p, Tractor Pull, Bill Peak Arena

SATURDAY, AUGUST 7  
8a, 4-H Round Robin Show, L. Murphy Arena  
2p, 4-H Livestock Sale, L. Murphy Arena  
7p, Power Wheels Demolition Derby,  
Bill Peak Arena

#### Arma's 75th Annual V-J Homecoming

Throughout Arma  
(20 minutes north of Downtown Pittsburg)  
Facebook: [Arma V-J Homecoming](#)

FRIDAY, AUGUST 13  
7:30p, Horse Pulling Contest, behind City Pool

SATURDAY, AUGUST 14  
10a, Parade, Downtown Arma  
12p Tournaments (Bocce, Cornhole, Horseshoes)  
12p-6p, Car Show, Downtown

#### Little Balkans Days Festival

Throughout Pittsburg (unless noted in ALL CAPS)  
[LittleBalkansFestival.com](#)

SATURDAY, AUGUST 28  
8p, Jason Boland & The Stragglers, Kansas Crossing Casino

MONDAY, AUGUST 30  
6:30p, Quilting Bootcamp, Block22

TUESDAY, AUGUST 31  
6p-8p, Tour Restored Miners House, Miners Hall Museum, FRANKLIN

WEDNESDAY, SEPTEMBER 1  
7p, Music of the Little Balkans, Block22

THURSDAY, SEPTEMBER 2  
6:30p-8:30p, Downtown Historical Walking Tour, Broadway from 1st-7th Streets

FRIDAY, SEPTEMBER 3  
5p-7p, Drag the Gut Car Show, followed by a Cruise, Meadowbrook Mall

5p-9p, Food Truck Festival, Farmers Market  
7p-8p, Candlelight Civil War Camp Tour, Crawford County Historical Museum

SATURDAY, SEPTEMBER 4  
5:30a, Gorilla Century 100, 62 or 38 Mile Fun Bike Ride, starts at Pittsburg High School

8:30a-5p, Arts, Crafts & Food, Lincoln Park  
9a-5p, Folklife Music Festival, Lincoln Park

SUNDAY, SEPTEMBER 5  
1p, Polka Dance & Chicken Dinner, Meadowbrook Mall

#### Walnut Days Festival

Downtown Walnut (40 minutes northwest of Downtown Pittsburg)  
[Facebook: Festa Italiana](#)

SATURDAY, OCTOBER 9  
5p, Italian Food fundraiser for local school, Raider Sports Complex, Frontenac

SATURDAY, SEPTEMBER 4  
10a Parade  
8p Street Dance with live band

#### Paint The Town Red

[PittsburgAreaChamber.com](#)

THURSDAY, SEPTEMBER 9  
TBA, PSU Volleyball: Gorilla Classic, Whetzel Court at John Lance Arena, PSU campus

FRIDAY, SEPTEMBER 10  
TBA, PSU Volleyball: Gorilla Classic, Whetzel Court at John Lance Arena, PSU campus

6p-8p Pep Rally with PSU football, marching band, cheer & dance teams, Downtown Pittsburg

SATURDAY, SEPTEMBER 11  
TBA, PSU Volleyball: Gorilla Classic, Whetzel Court at John Lance Arena, PSU campus

7:30a, Paint The Town Red 5k  
7p, PSU Football hosts Nebraska-Kearney, Carnie Smith Stadium, PSU campus (HOME OPENER)

#### CrawfordCountyEvents.com

Activities For Kids  
Arts and Entertainment  
Car Shows

Farm & Ranch Experiences  
Festivals & Fairs  
Food

History & Heritage  
Holiday

Live Music  
Motorsports  
Nature

Nightlife  
Performing Arts

Retail Shopping  
Rodeos

Sports

# Made in Canva

THE KANSAS  
YOU'VE NEVER  
HEARD OF



CATO FALL TOUR

Cato Historic School (north of Bone Creek Lake)

[CatoSchool.com](#)

SATURDAY, OCTOBER 23

9:30a-3:30p, Tour national historic site, bean feed, music, and hay rack ride tour of area

Less than 3 hours from

Wichita, Kansas City,

Branson, Fayetteville & Tulsa

VisitCatoSchool.com

Shuttles Available

Check Website for Details

Mining, Immigrant &  
Bootlegging Heritage

Fried Chicken Paradise

Home of the Gorillas

Casino + Hotel

AUG. 28 - SEPT. 5  
CELEBRATE  
WITH US!

[LittleBalkansFestival.com](#)

Facebook: Little Balkans Days



SCAN ME

ARTS, CRAFTS & FOOD \* LIVE MUSIC \* BEER GARDEN



Request your FREE Southeast Kansas Day Guide  
800.879.1112  
[DiscoverSoutheastKansas.com](#)

f DiscoverSoutheastKansas

[www.DiscoverSoutheastKansas.com](#)

Experience a  
Different Kansas



ENDLESS  
FOOT  
DRAG



September 20-26, 2021  
Fredonia, Kansas



EFDflyin.com



# Frequently used ratios

Use for everything except Profile Pics

When possible, largest height or width should be 1200 pixels



1:1



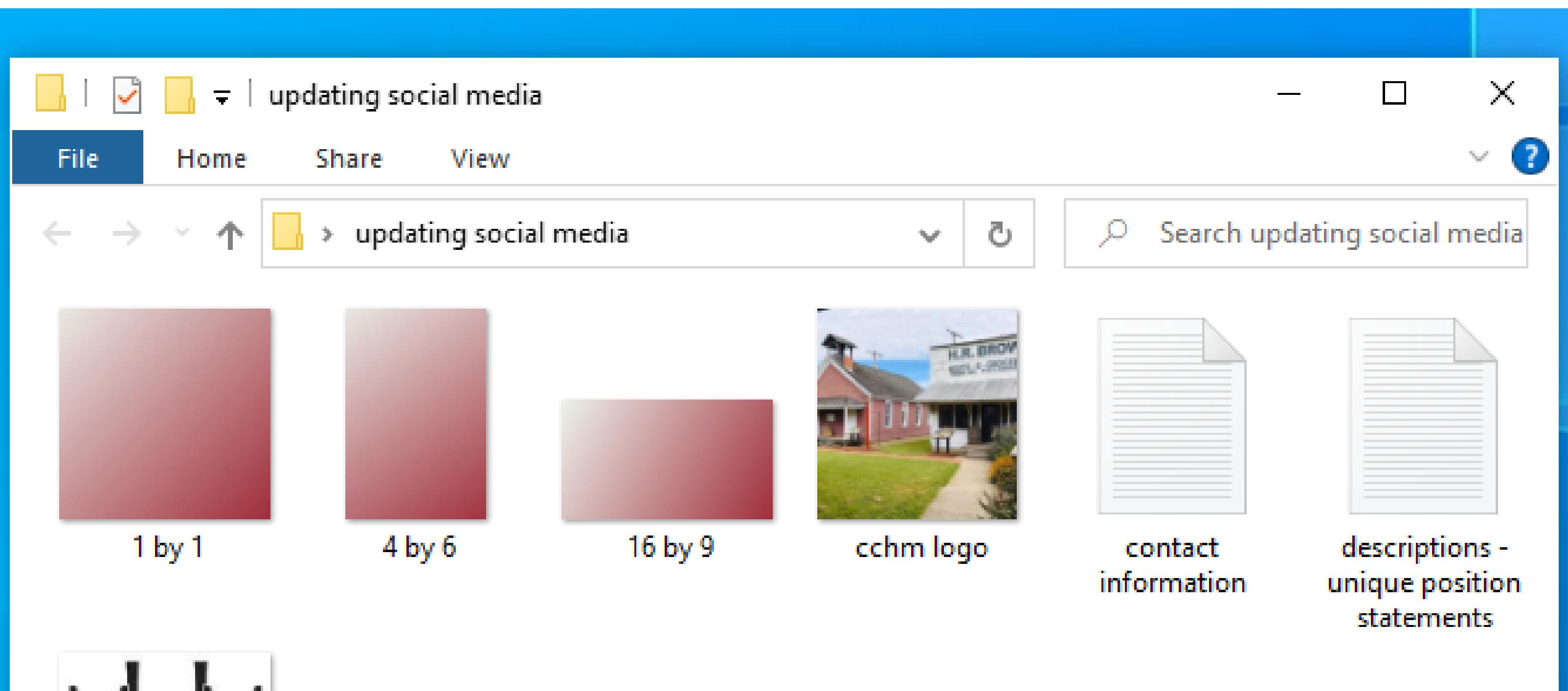
4:6



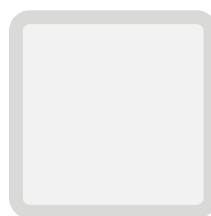
16:9

# Collect items in one folder

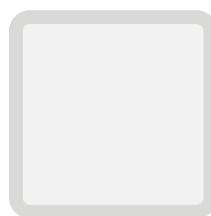
Contact information, passwords, photos, descriptions, etc.



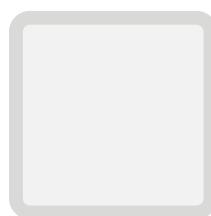
# Now you're ready



Make sure you're sitting next  
to the museum phone



Confirm phone book listing is correct:  
**NamesAndNumbers.com**



Change your listing!  
**namesandnumbers.com/change-your-listing**



# Set up Google My Business

Use the museum's Gmail/Google account

Location, contact information, upcoming events,  
verify BY PHONE

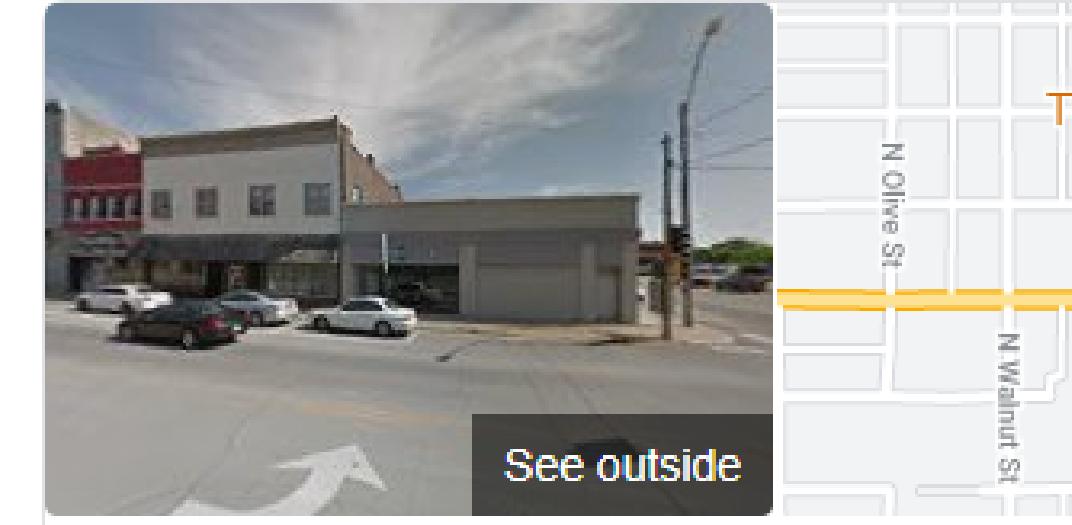


Tutorial:

How to Use Google My Business to Get More Customers

**<https://blog.hootsuite.com/google-my-business/>**

Category: Museum



Crawford County Convention & Visitors Bureau

[Website](#)

[Directions](#)

[Save](#)

[Call](#)

Tourist information center in Pittsburg, Kansas

You manage this Business Profile [?](#)

Right by [Pittsburg Area Chamber of Commerce](#)

**Address:** 117 W 4th St, Pittsburg, KS 66762

**Hours:** Closes soon · 5PM · Opens 9AM Mon ·

**Phone:** (620) 231-1212

[Edit your business information](#)

[Add missing information](#)

[Add appointment link](#)

# Facebook

Check address bar!

Profile

For individuals

[facebook.com/  
profile.php?  
id=100009530231400](https://facebook.com/profile.php?id=100009530231400)

NOT Facebook Compliant

Facebook will shut you down!  
Probably. Maybe.  
It's a possibility.  
Eventually.

Page

For organizations

[facebook.com/  
McCuneLibraryMuseum](https://facebook.com/McCuneLibraryMuseum)

Facebook Compliant  
Easier for promotions

\*\* Convert Profile to Page is no  
longer an option \*\*

[facebook.com/pages/create/](https://facebook.com/pages/create/)

Group

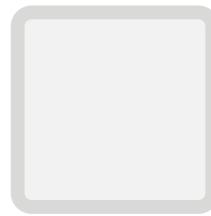
Shared interests

[facebook.com  
/groups/1431708490405395](https://facebook.com/groups/1431708490405395)

Useful when created as part of  
Page (Memories/Remember/etc.)

[facebook.com/help/](https://facebook.com/help/)  
Search: create Facebook group  
Page admin

# Facebook: Confirm & Complete About page



## Go to About page on your Facebook Page

Next to ABOUT, click Edit Page Info



Keep hours updated!



Additional contact info



More info - Use your Unique Position Statement!



Fill out **General: Username**

User friendly address: facebook.com/username/

### HOURS



Closed Now

9:00 AM - 5:00 PM ▾

### BUSINESS DETAILS



Price Range · \$

### ADDITIONAL CONTACT INFO



<http://www.visitcrawfordcounty.com/>



(620) 231-1212



[dgorman@visitcrawfordcounty.com](mailto:dgorman@visitcrawfordcounty.com)



[Send Message](#)

### MORE INFO



[About](#)

The home of the Pittsburg State University Gorillas, Kansas has facilities & services usually found on a college campus. See More



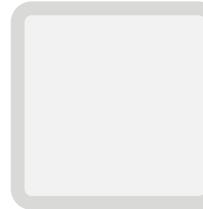
[Additional Information](#)

On behalf of the residents of Crawford County, the Pittsburg State University Advisory Board and the Crawford County Community Foundation, we invite you to join us in supporting our community by becoming a member of the Crawford County Chamber of Commerce. See More

# Instagram

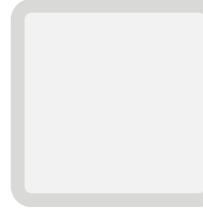
Crawford County CVB

[www.visitcrawfordcounty.com](http://www.visitcrawfordcounty.com)



<https://business.instagram.com/getting-started>

Bio: Use your Unique Position Statement!



Connect Instagram to Facebook

<https://blog.hootsuite.com/link-instagram-to-facebook-page/>



**If you have a website** - check to see if can use  
Facebook widget and/or Instagram widget  
(embedded feeds)



# The biggest social media mistake

## A True Story.

**FRIEND** (annoyed): "Why didn't you come to my party?"

**ME** (confused): "I didn't know you were having a party?"

**FRIEND** (angrily): "I posted it on Facebook!"



# **Social Media DOES NOT**

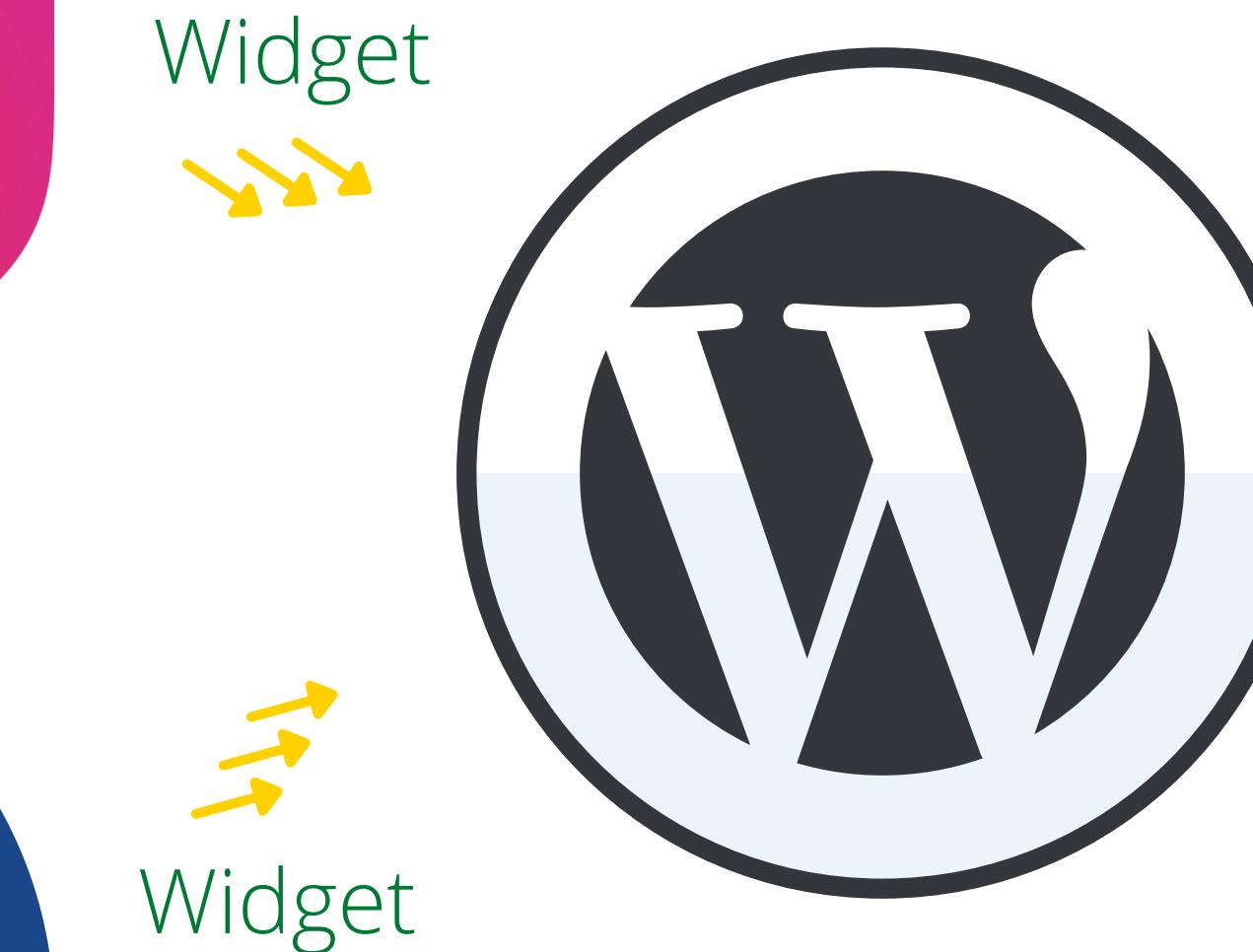
show EVERY follower EVERY post  
from EVERYONE they follow

# **Social Media DOES**

use an always changing  
mathematical set of rules to  
determine who it THINKS may like  
content based on their previous  
interactions on the platform



**Instagram** = Fridge  
Cool photos  
Promos/Reminders



**Facebook** = "Newspaper"  
Flyers, Longer Stories/Videos  
Use Facebook Events/Invite



**TravelKS & Google**  
Contact information  
Destination events



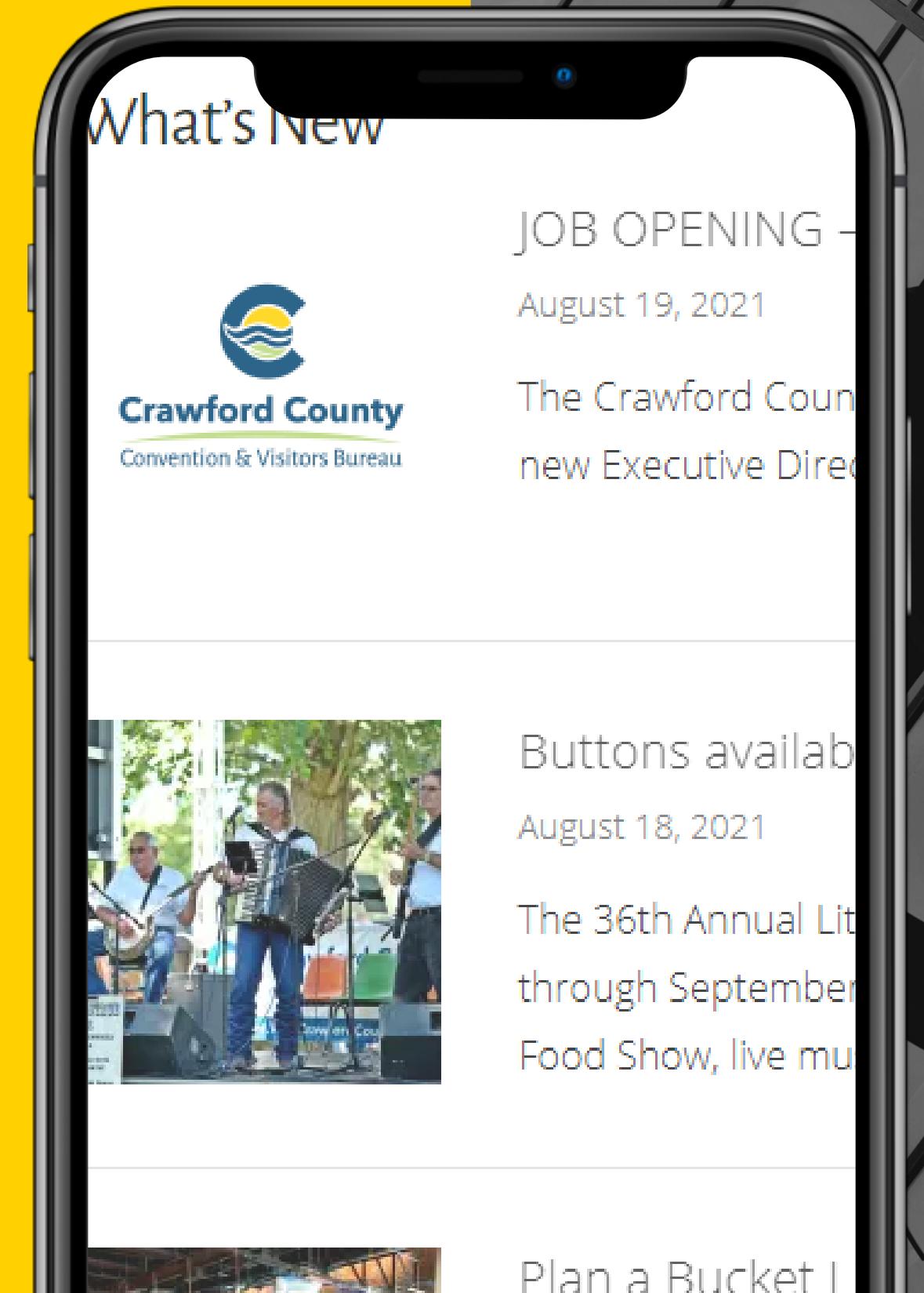
# Three final tips

## ALWAYS Digital First

Before promoting anything, always make sure your website, Facebook, and Instagram have the information.

## ALWAYS Use Photos

Not only do they catch your eye, they are believed to be a major factor in the "math rules" used by social media platforms.



JOB OPENING -

August 19, 2021

The Crawford Coun

new Executive Direc

Buttons availab

August 18, 2021

The 36th Annual Lit

through September

Food Show, live mu

Plan a Bucket L



**ALWAYS tell  
the truth**

# Chris Wilson

Publicity & Community Outreach

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- **Office Number**  
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- **Websites**  
[VisitCrawfordCounty.com](http://VisitCrawfordCounty.com)  
[CrawfordCountyEvents.com](http://CrawfordCountyEvents.com)  
[DiscoverSoutheastKansas.com](http://DiscoverSoutheastKansas.com)
- **LinkedIn**  
[LinkedIn.com/in/chriswilson667/](https://LinkedIn.com/in/chriswilson667/)