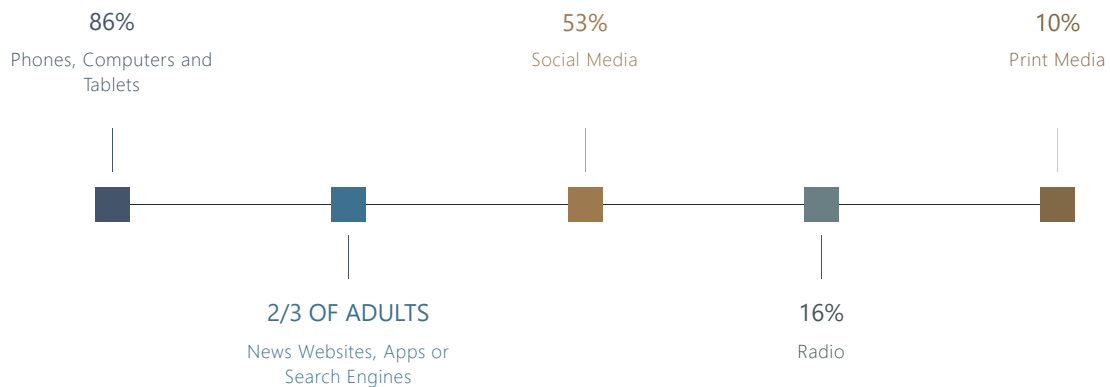


TELLING YOUR OWN STORY

Cindi Lane, APR

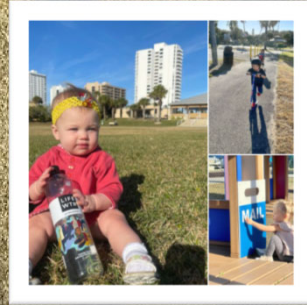


WHERE DO ADULTS GET THEIR NEWS?



Source: Pew Research Center

IF YOU WIN THEIR
HEARTS,
YOU'LL WIN THEIR
MINDS.



Dogs Of The Shores

2022

TELLING YOUR OWN STORY



TELL YOUR OWN STORY

Orange County
Mayor Jerry L. Demings
invites you,
your family and friends to

Jazz
IN THE PARK

Saturday
March 26, 2022
2-6 p.m.
Cypress Grove Park
250 Holden Ave., Orlando, FL 32839

Join Mayor Jerry L. Demings for a live evening of Jazz in the Park! Bring your lawn chairs and a picnic, or purchase catering delights from food trucks as you listen to beautiful music.

For additional information, visit www.OCL.net/foodevents

Community and service organizations that volunteer their time to make Orange County a better place to live will be recognized by Mayor Demings at this event.

Email park@ocfl.net to participate.

WUCF
89.9 FM

RELATIONSHIPS



COFFEE WITH THE
MAYOR



CHAMBER ANNEX
RIBBON-CUTTING



LIVING LEGENDS
OF AUTO RACING



BETTER LIFE
BUSINESS EXPO

2022

TELLING YOUR OWN STORY

5

CREATING CONTENT

RESEARCH

Surveys
Stakeholders
Focus Groups
Statistics

PLANNING

SMART Goals
To-Do List
Timeline
SWOT Analysis

IMPLEMENTATION

Variety of Tactics
Follow the Plan

EVALUATION

Attendance
Social Media
Post-Surveys
Publicity

SUCCESS!

20XX

PRESENTATION TITLE

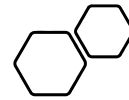
6



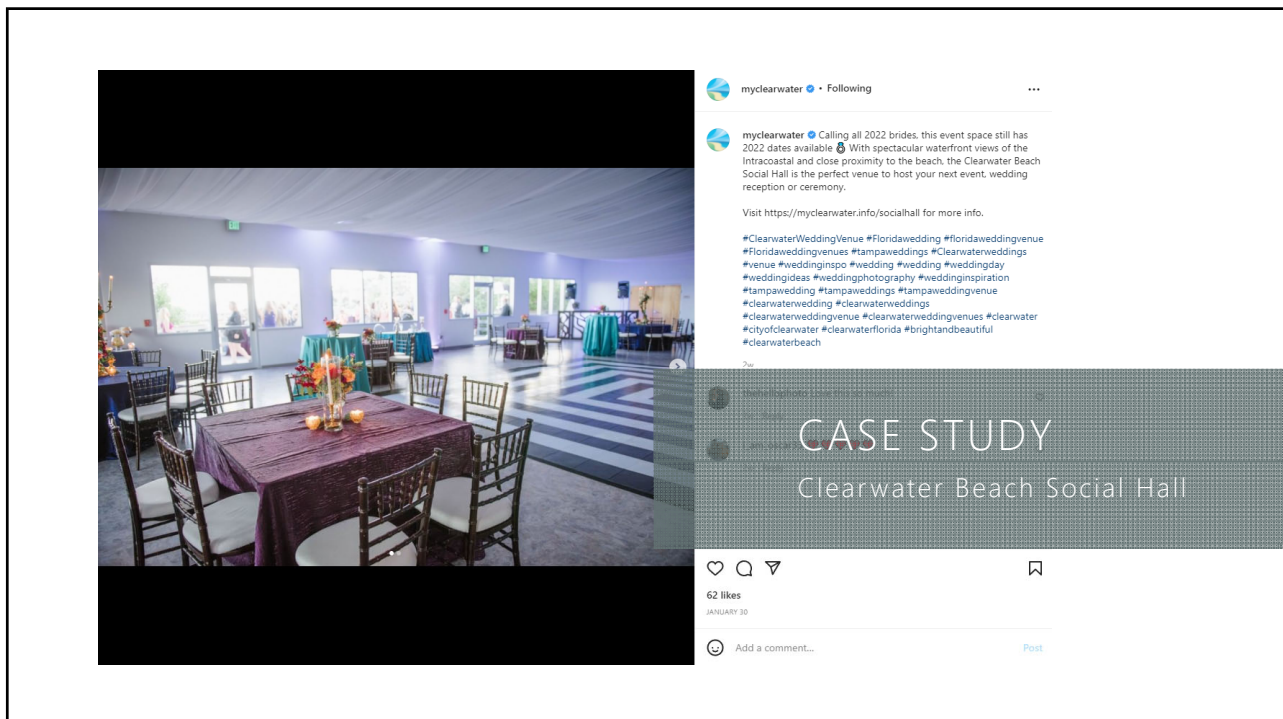
ACTUAL WAYS

TELLING YOUR OWN STORY

- Writing
- Graphic Design
- Photography
- Video
- Event Coordination
- Unique Opportunities



2022



CASE STUDY

Clearwater Beach Social Hall

WHAT YOU CAN DO WITH YOUR WEBSITE

Department Pages

Calendar of Events

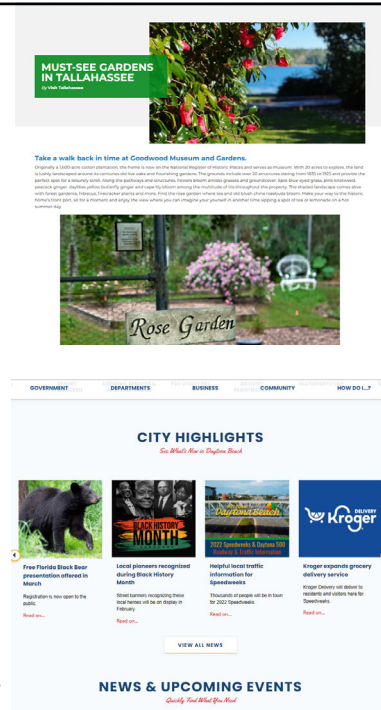
News Stories

Blogs

Newsletters

2022

TELLING YOUR OWN STORY



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Posted on: February 15, 2022

Build Strength, Stay Independent, Have Fun at SilverSneakers

SilverSneakers exercise classes at the Shores Community Center help keep retiree Steve Jones young.

"It gets me out of the house. It's something to look forward to. 'You make friends,'" said Jones, 75, a Daytona Beach Shores resident who exercises daily to keep from becoming a "couch potato."

SilverSneakers is an exercise program designed for senior adults. It's offered four times a week, free of charge, at the Shores Community Center – at 9:30 a.m. Tuesdays and Thursdays with instructor Kandi Simons and through a video class at 1:30 p.m. Wednesdays and 11 a.m. Saturdays.

"Kandi is excellent. She never has the same class twice, and she knows how to make it fun," said Jones. "I like to have a little bit of challenge. Not 50 pushups or anything, but enough to make you feel young again!"


Lana Brannan, another regular in the SilverSneakers class, also likes the variety – and the cardio and strength-building aspects of the program.

"She pushes us to try new things I wouldn't normally do – using the weights and the bands. It's not as easy to do that on your own without someone showing you how," said Brannan, 77, another retired Shores resident. "She makes sure we get our heart rate up."

Every class starts with a warm-up and practicing perfect posture and balance, said Simons, the instructor. The class spreads out for social distancing, and every participant has a chair with a handle to aid in stability. Students use light weights, balls and fitness bands for weight-bearing exercises and core-strengthening. Then the class dances, followed by seated exercises, stretching and a cool-down. Exercises are easily modified for all levels and ages, and some students remain seated throughout.

"Everyone goes at their own level," Simons said. "Everybody should be able to do this class."

The results are inspiring, she said. Stretching the hip flexor helps people maintain a long walking stride, and strengthening helps participants remain independent.



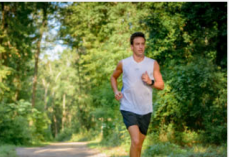


[FIND A TRAIL](#) | [SPORTS TOURISM](#) | [MEETINGS & GROUPS](#)

[EVENTS](#) | [THINGS TO DO](#) | [EAT & DRINK](#) | [STAY](#)

TRAILHASSEE

Welcome to Trailhassee, your resource for planning outdoor adventures in and around Florida's Capital City. Trail maps to outfitters, inside tips to local places to refuel after your excursion—you'll find it all here. So, wander through the site and then come explore our 700+ miles of hiking, biking, riding and paddling trails.

[MOUNTAIN BIKING & CYCLING](#)

[PADDLING](#)

[WALKING, RUNNING & HIKING](#)

2022

TELLING YOUR OWN STORY

11

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PLAY PENSACOLA™ PARKS & RECREATION

























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Pensacola 311

Jobs

Permits

Parks & Rec

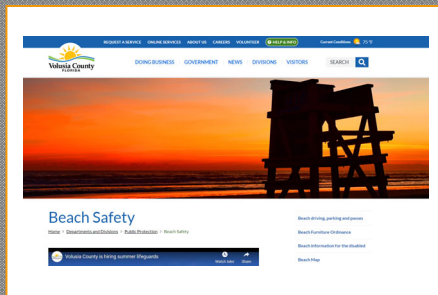
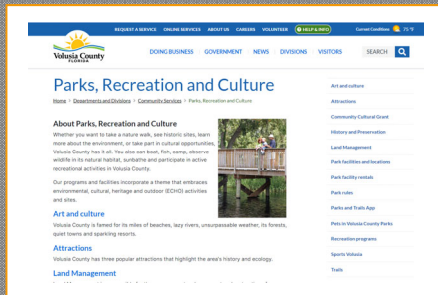
Events

Sunshine Center

Live Video

2022

TELLING YOUR OWN STORY

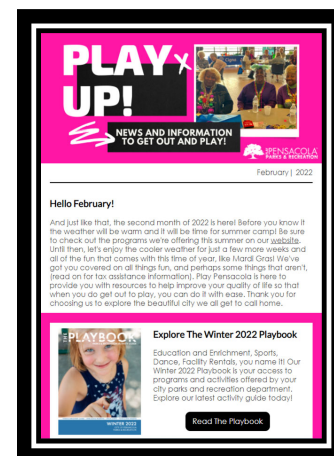


2022

NEWSLETTERS

Print – especially good for older audiences, walk-ins

Electronic – users WANT your information



TELLING YOUR OWN STORY

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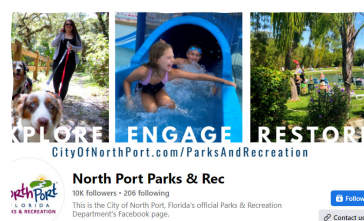
SOCIAL MEDIA

- Facebook – 1 post/day
- Instagram – all about photos
- Twitter – OK to tweet often
- Monitor/Respond
- Be Authentic
- Use Real People!



“It’s been my honor to serve Daytona Beach Shores for more than two decades. I have an outstanding team, and I’m proud of all we’ve accomplished. Our slogan is ‘Better Here,’ and it remains true. We’re in an excellent position for the future, with no debt, quality City services, well-maintained facilities and new projects underway.”

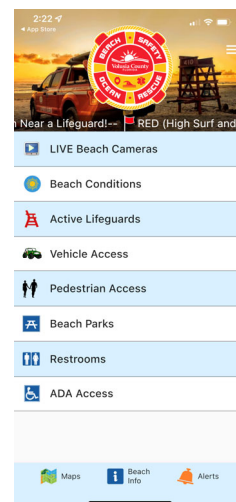
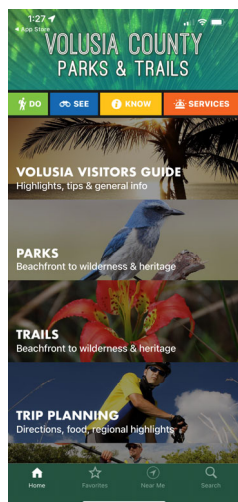
Michael Book
CITY MANAGER





MOBILE APPS

- Apple App Store = 1.96 million apps
- Google Play Store = 2.87 million apps
- 21% of Millennials open an app 50+ times/day
- 49% of people open an app 11+ times each day
- 70% of all US digital media time comes from mobile apps
- The average smartphone owner uses 10 apps per day and 30 apps each month



Source: BuildFire

EVENTS & CROSS-PROMOTION

2022

TELLING YOUR OWN STORY

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SIGNAGE

- Park Signs
- Bulletin Boards
- Electronic Signage
- Banners
- Temporary Signs
- Monitors inside Facilities
- Unique Opportunities




CALENDARS


[Member Login](#)
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[EVENTS](#)

Events Calendar


[Custom Blinds](#)
[Shutters](#)
[Awnings](#)
[Drapes](#)
[Hot Deals](#)

Upcoming Events

- the Pavilion
- Disco Ball Martini Mondays 70's 80's
- Port Orange Carnival
- Morning Mix and Mingle at Journey Fitness
- Sunday Craft & Vendor Market at

Narrow search by -

Submit New Event RSS Feed Print Events List View

<< February 2022 >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2 2022 Annual Mayor's Breakfast & Awards	3	4	5
6 Sunday Craft & Vendor Market at the Pavilion	7 Disco Ball Martini Mondays 70's 80's	8	9 Yappy Hour Valentines	10	11	12 3rd Annual Love is in the Air Craft & Vendor Show Casino Night
13 Sunday Craft & Vendor Market at the Pavilion	14 Are you Single & over 50? Join us for a Non-Valentine's Party! Disco Ball Martini Mondays 70's 80's	15	16	17 Tanger Outlets Carnival Business After Hours hosted by Port Orange Community Trust	18 Tanger Outlets Carnival Riverwalk Park Food Truck Rally	19 Tanger Outlets Carnival Crane Lakes Home, Health and Business Expo Let's Go Shine & Shop

2022

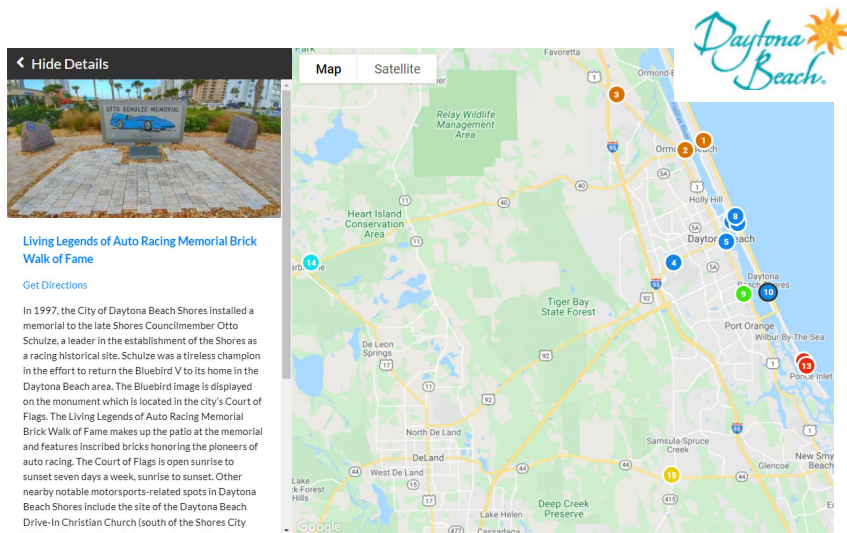
21

PRINT COLLATERAL & SWAG

- Posters and Flyers
- Postcards
- Activity Guides
- SWAG
- Brochures for Facilities
- Table Tents
- Printed Programs
- Newsletters



PARTNERSHIPS

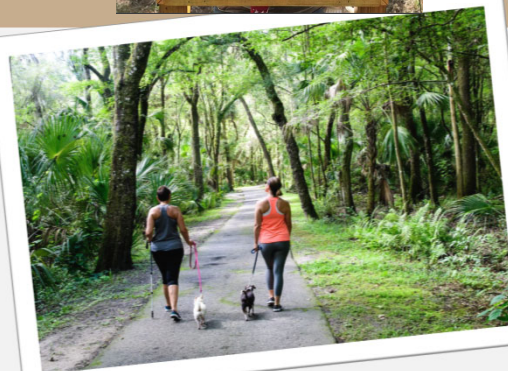


Chambers of Commerce
 Tourism agency
 Facebook groups
 Businesses
 Sponsors
 Other Governments Non-Profits
 Condo Associations
 Homeowners Associations



TELL YOUR STORY

Hillsborough County has amazing parks, preserves and trails, and the Hiking Spree is a great way to get out in the community, exercise and see the parks and trails!



THANK YOU

Cindi Lane, APR
Ofc: 386-281-3002
Cell: 386-241-5298
clane@cityofdbf.org



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