



**PR/SOCIAL MEDIA RECOGNITION:
WHY IS IT IMPORTANT TO YOUR BOSS?**

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BUFFALO AGENCY

**Directors of
First Impressions**



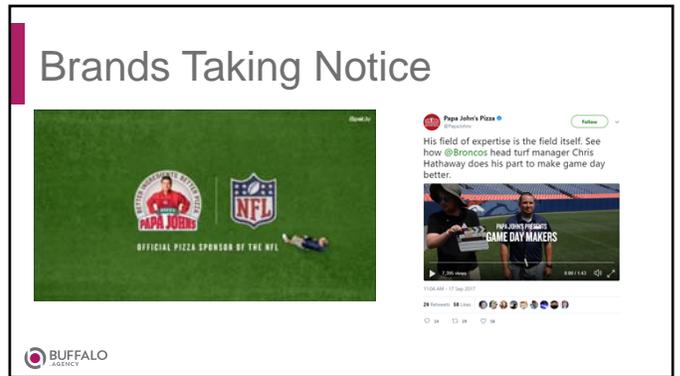
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Miami Dolphins
@MiamiDolphins
@HardRockStadium is looking good for Monday Night Football!
#NEvsMIA

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Brands Taking Notice



Papa John's Pizza
@PapaJohns
His field of expertise is the field itself. See how @Broncos head turf manager Chris Hathaway does his part to make game day better.

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Today's Objectives

- ▶ Learn how to communicate with your employer and turn them into a sports turf advocate
- ▶ Understand how PR and social media are used to communicate YOUR story
- ▶ Develop a proactive approach to maximizing your positive impact among colleagues

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BACK TO BASICS

Merriam-Webster SINCE 1828 professionalism

DICTIONARY THESAURUS

Definition of PROFESSIONALISM

- 1 : the conduct, aims, or qualities that characterize or mark a profession or a professional person
- 2 : the following of a profession (such as athletics) for gain or livelihood

NW Time Traveler
First Known Use: 1856

How Do YOU Define Public Relations?

will not be changing to law school definition / definition of a meaning, especially

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How WE Define Public Relations

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Protect & Promote

Do's

- ▶ Plan, predict and prepare
- ▶ Reputation management and crisis control
- ▶ Stay humble and show authenticity
- ▶ Create awareness of teams active role in the local community

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Protect & Promote

Don'ts

- ▶ Reactive, rigid and unresponsive
- ▶ Only focus on business objectives
- ▶ Take a stand on things larger than your organization
- ▶ Let competitors control your message

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Employer Communication

- ▶ Arrange weekly or monthly discussion with boss and/or communications lead
- ▶ Discuss your role in traditional PR and media relations
- ▶ Be prepared to share why the sports turf angle is important (e.g. safety, recruiting tool)
- ▶ Brainstorm storylines about the facility you manage and why media would care
- ▶ Offer thought leadership and award opportunities, which could lead to media inquiries

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PR: Why It's Important

- ▶ Creates positive awareness for your team, school, community or organization
- ▶ Draws importance of field safety and having a STMA member employed
- ▶ Check your ego! This is bigger than you (but your boss will take notice)
- ▶ Allow others to advocate on behalf of your facility for a genuine and authentic message



PR: What Is Required

- ▶ Who handles media relations in your organization? Schedule a meeting to brainstorm story ideas
- ▶ Make yourself available for media training and interviews. Position yourself as a local/regional expert on turf and athletic field matters
- ▶ Connect with industry colleagues who have already spoken with the media to learn from their experiences
- ▶ Share publicity with your colleagues and personal network to spread the news



Buffalo PR Resources

- ▶ Ability to review media opportunity, gather sample questions and draft talking points
- ▶ Supply industry data, statistics and other thought leadership content
- ▶ Provide "Media Engagement Strategy" for enhanced professionalism and preparation
- ▶ Offer opportunity to interview other sports turf experts



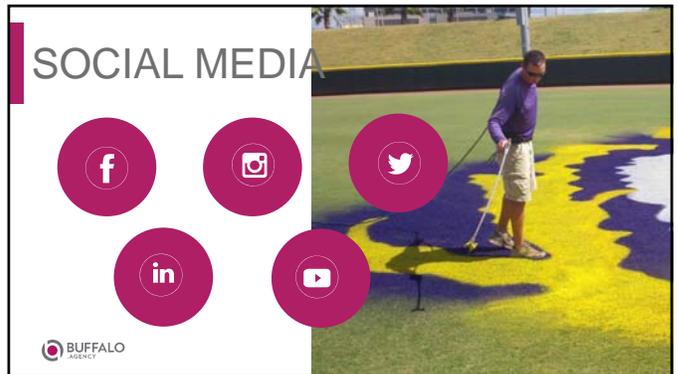
PR SUCCESS STORY

MLB Little League Classic – Aug. 20

Positioned 14 STMA members as industry leaders in the field renovation of BB&T Ballpark at Historic Bowman Field for Major League Baseball's Little League Classic.

31 Media Placements

783 Million Reach





Social: Why It's Important

- ▶ Expand your personal brand
- ▶ Foster the connection with followers by providing behind the scenes and personalized content
- ▶ Stay current and relevant within the industry
- ▶ Influence a younger audience that is less apt to consume traditional media




Social: What Is Required

- ▶ Willingness to try something new
- ▶ Posting schedule to maintain consistent activity on all channels
- ▶ Access to creative assets, such as photos, videos or infographics to drive higher engagement
- ▶ Development of a brand voice on channels to capture authenticity

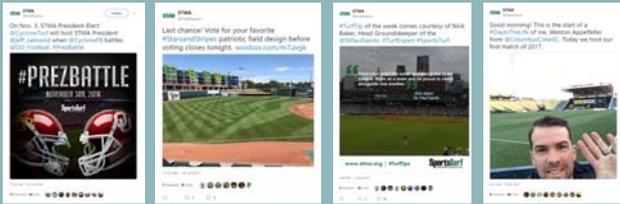


Buffalo Social Resources

- ▶ Explore editorial opportunities with STMA's social channels including Q&As, takeovers, etc. (*HINT: We community manage!*)
- ▶ Ability to retweet or repost user-generated content
- ▶ Supply campaign toolkits, infographics and other industry images or videos to share via personal networks
- ▶ Offer tutorials, trends and "best practices" to STMA members, as needed




Social Success Stories




Questions?

Glenn Gray
Vice President

GGray@Buffalo.Agency
@glenngray

Tomás Silvani
Manager

TSilvani@Buffalo.Agency
@silvanitomas



#STMA2018