

Be a Bicentennial Social Media Ambassador

1. Like/Follow Illinois REALTORS® Bicentennial Social Media Channels

- Facebook www.facebook.com/REALTORSCelebrateIllinoisBicentennial
- Instagram www.instagram.com/IllinoisRealtors

2. Like/Follow State of Illinois Bicentennial Social Media

- Facebook www.facebook.com/Illinois200
- Instagram www.instagram.com/illinois.200
- Twitter www.twitter.com/illinois200
- Snapchat www.snapchat.com/add/illinois.200

3. Use Bicentennial Hashtags

- #REALTORSWorkingwithHeart
- #IllinoisProud

4. Get Bicentennial Gear for your selfies, photos, social posts

- Store: www.narteamstore.realtor/IllinoisREALTORSBicentennial

5. Stay current on the latest resources / Bicentennial news

- Illinois REALTORS® Bicentennial Page www.IllinoisRealtors.org/Bicentennial
- Blog features and updates: blog.IllinoisRealtors.org/category/illinois-bicentennial
- Illinois200 Website www2.illinois.gov/sites/illinois200/Pages/default.aspx



Facebook (and Other Social) Tips for Local Association “Legacy Projects”

1. Follow and share on Facebook:

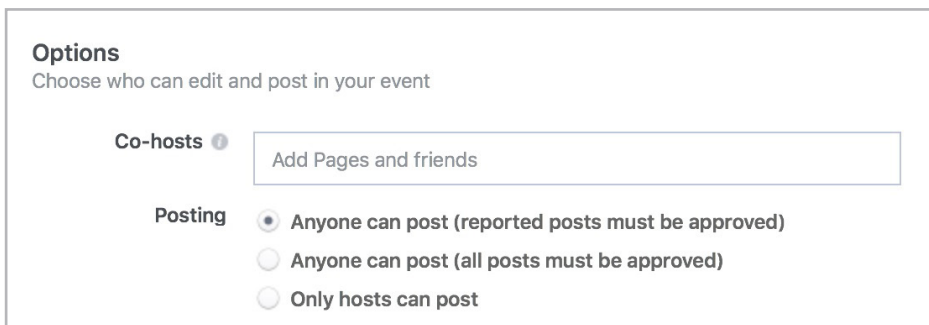
- www.facebook.com/REALTORSCelebrateIllinoisBicentennial

2. Use hashtags on Facebook, Instagram, Twitter

- #REALTORSworkingwithHeart
- #IllinoisProud

3. “Realtors Celebrate Illinois Bicentennial” Facebook page will set up all local projects as “Events” and list your Facebook page, if you have one, as a co-host.

- Set up Facebook events for your date-specific events (such as a ribbon-cutting) and fundraisers.
- Add “Realtors Celebrate Illinois Bicentennial” page as a co-host (see example below) so that your event will get more exposure statewide.



Options
Choose who can edit and post in your event

Co-hosts ⓘ

Posting

- Anyone can post (reported posts must be approved)
- Anyone can post (all posts must be approved)
- Only hosts can post

4. Set up a Facebook photo album and periodically post photo updates. Link in the description to any web page or news coverage with more information.

- Also post your very best photos to Instagram.
- Share photos and updates in your Facebook event.
- Tag companies, local associations, Illinois REALTORS®, etc.

5. Share news coverage on Facebook, Twitter, LinkedIn, including local media stories.

6. Ask everyone on your local board of directors, committees, legacy project partners to like, love and share!

- Share these *Be a Bicentennial Social Media Ambassador* tips.



8 Ways to Promote your Bicentennial “Legacy Project”

REALTOR® associations throughout Illinois will mark the state’s 200th anniversary in 2018 by partnering with local community groups for “legacy projects.” This is a win-win for participating members: They get exposure for “working with heart” in their communities, and properties in the state get needed assistance through donations and volunteer hours.

To make sure your association’s members get the full benefit of this event, here are a few practical tips for generating media coverage.

Pick your shots: A project has multiple coverage opportunities. There’s the announcement of your association’s involvement, scheduled work days by REALTOR® volunteers and even the Bicentennial anniversary dates, Aug. 26 and Dec. 3, 2018. Plot these dates (and any others that are appropriate) on the calendar, and use it as a plan to generate press releases tying to your work.

Know the players: Which media will be interested in covering your Bicentennial efforts? Make a list and get the key contacts at each outlet. Think beyond just day-of coverage. Many radio and television stations have noon-day or morning shows that feature community-focus segments, and they are always looking for someone to talk about community activities. These interviews allow you to talk up members’ efforts to preserve history and brand REALTOR® expertise in the real estate market.

Craft a release: It’s all about the five W’s: Who, What, Where, When and Why. Answer each of these questions in the text of the release and you’ll make an assignment desk happy. Releases should be sent twice, about five days out from the event and a follow-up reminder the day before the event. They should include contact information (including a cell-phone number) in case there are questions. It is appropriate to call a day or so in advance to ask if the media outlet got the release.

Prep a spokesperson: Maybe your board president is the best person to talk about your association’s efforts. Or, perhaps the head of the committee spearheading efforts would be best. No matter who you think will best convey your message, make sure they are prepared to answer questions about the project. Think about key messages you want to reinforce as

part of any interview and have the spokesperson practice briefly relating them.

Provide the context: Your work to help preserve the state’s history is part of a much larger effort. REALTOR® organizations statewide are part of this effort, and that’s necessary context that should be worked into interviews. Additionally, the overall REALTOR® effort is a partner with the Illinois Bicentennial Commission, which is spearheading the state’s celebration.

Pay attention to the optics: If your members are volunteering at the job site, have them wear Bicentennial gear. Have a Bicentennial banner set up for use in the background of an interview. Use the Illinois REALTOR® Bicentennial logo on communications.

Document, document, document: Make sure you get lots of pictures, and if possible make sure they are taken with a decent camera, not a cellphone to ensure better quality. If a news organization can’t make it to your Bicentennial event, it may be willing to take your information and a submitted image for publication. In addition, you will have plenty of photos to highlight your members, whether on the association’s website, newsletter or in advertising and promotion.

Use your channels: Post a steady stream of updates and photos to your social media networks. People love seeing themselves and friends on social media, so tag those you feature if appropriate and in accordance with your social media policies. Make sure you use the hashtag: #REALTORSworkingwithHeart and #IllinoisProud. Illinois REALTORS® will be looking to promote your work, and we will use this hashtag to make sure we share the projects with the greater REALTOR® family.

- **Be a social media ambassador!** Ask everyone on your local board of directors, committees, legacy project partners to like, love and share!



Crafting a Press Release for Your Association's Bicentennial Project

Writing a release doesn't have to be difficult! Here's a 10-step guide with tips and language you can use to tell the world about your association's participation in Illinois REALTORS® Bicentennial effort.

1. Get the logos. Use your association's logo, and download the Illinois REALTORS® Bicentennial logo, which can be found at www.IllinoisRealtors.org/Bicentennial.
2. At the top of the release, include the date and contact information with a name and cell number.
3. Craft a headline. Write the brief headline you'd want to see in the newspaper. This should be 10-12 words max.
4. In one sentence briefly state what you are doing. (You can provide more detail further into the release)
5. A few more details, including time, date and place of the event. If you are just announcing what you will be doing, but have no date set yet, that's OK. You can just state the intended time-frame for the project.
6. Include the context. Your project is part of the big picture. Make sure people know that this is a statewide REALTOR® initiative.

Sample paragraph: The project is part of a statewide effort by Illinois REALTORS® to protect and preserve Illinois' rich heritage as part of a celebration of the state's 200th birthday. REALTORS® in Illinois are also partners with the Illinois Bicentennial Commission, which oversees the state's efforts to mark the milestone

7. Include a quote from one of your members. It can be from a chair, association president or other designated spokesperson. It should be no more than one or two sentences long.

Sample quote: "ASSOCIATION is proud to have this opportunity to celebrate the state's birthday," said NAME OF SPOKESPERSON WITH TITLE. "Our members work with heart in every part of our community, and making sure historic properties such as NAME OF PROPERTY are preserved for future generations to enjoy fits nicely with our members' mission of being community partners."

8. State in one to two sentences why this project is important to your members.
9. Add a little more context about your organization. You can tout the number of members you have, and the area your association covers. You also can mention that that your association is part of the state organization with 44,000-plus members.
10. If you are trying to get coverage of an event, attach a "Coverage Note" at the bottom which tells the media when, where and who they can talk to at the event.

Example: REALTOR® ASSOCIATION will have more than 20 members working on Saturday at PLACE WITH ADDRESS. The association's officers will be available on-site for interviews.

Sources: Christy Broccardo, Digital Media Manager; Jon Broadbooks, Director of Communications.

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