

## **Downtown Tinley Strategic Facebook Plan**

### **Overview**

The Village intends to use the power and reach of social media to communicate and deliver messages and to encourage involvement, interaction and feedback. Given the immediate nature of social media technologies, the Village will take a controlled, strategic approach to the use of social media. This approach will ensure information is current and appropriate and that responses to requests and questions are handled accurately and timely.

### **Goals**

1. To use this social media outlet as a form of two-way communication between the Village and the public to:
  - Improve information exchange between Downtown Tinley and the public;
  - Enhance the speed, reach, and targeting of communications
  - Facilitate collaboration and increase citizen engagement and dialogue;
  - Increase Downtown Tinley's ability to broadcast local business's messages to the widest possible audience.
  - Increase awareness and reach of Downtown Tinley events
  
2. To use the Downtown Tinley official Facebook page to keep the public informed about Downtown Tinley business with topics that include but are not limited to events, activities, and public service announcements.
  
3. To use the page in accordance with applicable laws, regulations and policies and with prudent operational, security and privacy considerations.

### **Audience**

Information that is posted on this account will be directed towards those who reside in the Tinley Park area and also to those who reside in surrounding communities in order to attract visitors to the Downtown area.

### **Ownership**

The Village of Tinley Park rightfully owns the Facebook account that is classified as "Downtown Tinley".

## **Content Management and Development**

- The Downtown Tinley Facebook page will be used in coordination with the Village's other communication vehicles and content that is posted will stay within the goals and parameters of the Downtown Tinley Facebook plan and policy.
- All posts should include a photo or video when possible to be visual and authentic.
- The Village of Tinley Park Marketing Department will manage all content to the Downtown Tinley Facebook page and distribute local business's messages
- Content will allow and, at times, invite response in order to meet the goal of increasing citizen engagement.
- Comments will be responded to in a timely manner when a response is appropriate and response time will be no more than one business day.
- Monitoring of the Downtown Tinley Facebook account will be done each day of the week including weekends to ensure that the appropriate response time is kept.
- Frequent monitoring of related social media accounts will be done to ensure that the Village is up to date on all trends and current events.
- Periodically, the Village will conduct surveys and opinion polls in order to increase citizen engagement and community feedback.