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Turning Residents into Influencers: #SmallTownSummer City of Coweta Social Media Campaign

1) REQUIREMENTS:

This social media contest was meant to actively engage Coweta residents (the best kind of influencers for this particular effort) by encouraging them to see and share the fun and wonder in a Small Town Summer. Limited to residents of Coweta, Facebook followers of the City of Coweta submitted their own, user-generated content for a chance to win a $100 gasoline gift card. The idea behind the content was to showcase individual perspectives on Coweta (and what makes home, home) during the summer months.

2) CHALLENGES:

- Spark citizen engagement on social media
- Demonstrate Coweta as a great place to live, play, and visit; reminding residents of the value of #SmallTownSummer and showcasing it to those who don't live in Coweta

2A) KEY MARKETS:

- Current residents
- Future residents

3) APPROACH:

The roughly eight-week campaign was launched in early June 2022 on Facebook with a call for entries. Entries were submitted via Facebook messenger, and a new winner was chosen each week. The weekly winner was announced with a new post congratulating the winner and a corresponding cover photo on the City of Coweta Facebook page. Feedback on having the winning photo featured as the cover photo for a week was overwhelmingly positive and helped spread the word about the contest past those initial calls for entries or weekly winner posts.

4) VALUE DELIVERED:

The campaign generated numerous entries, a combined 14,197 organic impressions, and more than 900 organic engagements. This series proved to be an excellent means for turning citizens into influencers and boosting citizen engagement with the City of Coweta's Facebook page. The campaign is slated to be repeated in the summer of 2023.

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Photo of the Week Winner

Megan Jones-Hogan

Week 1

#CowetaSmallTownSummer

Photo of the Week

Week 2

#CowetaSmallTownSummer

CITY Coweta

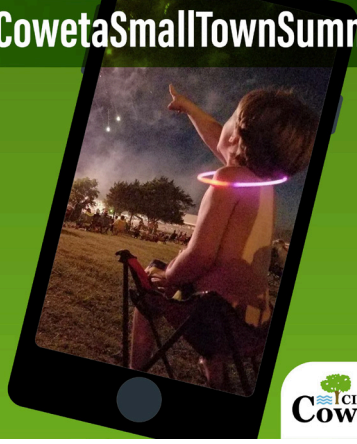
Photo of the Week

Week 8

#CowetaSmallTownSummer

CITY Coweta

#CowetaSmallTownSummer



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