

# INRC

**Indianapolis Neighborhood Resource Center**



## **Public Relations Campaign and Strategies**

**Tuesday December 4, 2018**

Isabella Gutierrez, Hannah Schepps, Sanj Nayak, Benben Fan, Xuan Liu, Lane Wolf, and Khloe Biddings

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**About us:** We are a team of seven students who were pooled together to take the knowledge we have learned thus far and apply it through working with the Indianapolis Neighborhood Resource Center. This opportunity has allowed us to further our skills by engaging directly with a client, working in a way that is tailored to their needs and goals. Throughout this semester our team has worked together to provide one, consistent campaign aimed toward long-term benefit for the INRC.

Hannah Schepps, Senior  
Majors: Journalism  
Concentration: Public Relations

Lane Wolf, Senior  
Major: Media Advertising  
Minor: Public Relations

Khloe Biddings, Junior  
Major: Public Relations  
Minor: Contemporary Dance

Isabella Gutierrez, Senior  
Major: Public Relations  
Minor: Political Science

Benben Fan, Senior  
Major: Media Advertising

Xuan Liu, Junior  
Major: Media Advertising

Sanj Nayak, Senior  
Major: Journalism  
Concentration: Public Relations



**THE MEDIA SCHOOL**  

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## **Executive Summary**

This report includes an explanation of all ideas and deliverables created for this Public Relations campaign for the Indianapolis Neighborhood Resource Center.

The INRC's main points of concern included:

- Website logistics
- Social media
- General outreach and awareness
- Attracting donors

This report is designed in a way that highlights the specific steps we have taken throughout the semester. Starting with our initial background research we conducted on the INRC, we then created goals both as a team and with the INRC. Moving forward, we established strategies and tactics such as a social media calendar, website designs, and an Op-ed. We end with our team's recommendations for the INRC in implementing our ideas and achieving the goals originally set. As a team, tasks were divided among each of us to highlight our individual knowledge we brought to the table in order to help the INRC to the best of our abilities.

Overall, this report gives a detailed overview of our work thus far, as well as our hopes for its success, and what we each did to accomplish what we set out to do for the INRC.

## The Indianapolis Neighborhood Resource Center

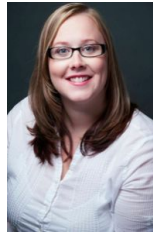
For 24 years, the Indianapolis Neighborhood Resource Center (INRC) has worked directly with neighborhood organizations and communities to increase quality of, and involvement within neighborhoods throughout Marion County. By providing support and leadership programs, the INRC aims to build morale and allow residents to step up and assume leadership roles in their community.



**Jennifer Coffey**  
(Director of  
Development &  
Marketing)



**Anne-Marie  
Taylor**  
(Executive  
Director)



**Sharon Logan**  
(Senior Program  
Manager)



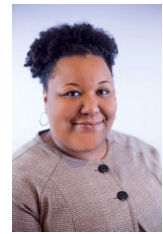
**Olga  
Mogollón**  
(Program  
Associate)



**Maury Plambeck**  
(Neighborhood)  
Development  
Director)



**Vicki Rubio**  
(Public Allies  
Program  
Director)



**Ashlee Weaver**  
(Training and  
Engagement  
Manager)

This core team of seven is committed to their work for the INRC in bettering the neighborhood organizations and communities they partner with. The INRC also has the help of over 150 different organizations, not-for-profits, and companies in making a difference.

The INRC is extremely proud of the growth they see from the organizations and communities they work with. To honor these partnerships, the INRC awards their Collaborative Spirit award to one project that has made incredible strides in collaboration, leadership, and community involvement each year.

Ways to become involved with the INRC:

- Indianapolis Community Building Institute (ICBI) programs - A series of workshops designed to help community leaders develop the necessary skills to help their neighborhoods' flourish. It also provides assistance in logistics such as project consultation and asset mapping.
- AmeriCorps Public Allies Indianapolis - A program designed to strengthen communities and nonprofits by providing leadership opportunities to young leaders who are places with Indianapolis not-for-profits.
- INRC workshops - An array of leadership, development, and civic engagement workshops providing neighborhood organization, asset-based community development, and appreciative inquiry.



## S.W.O.T Analysis

### Strengths

- Sole non-profit organization in Indianapolis providing structure for collaboration and forums to connect and empower communities
- Works directly with individuals creating a personal connection and aid in emotional appeal to donors
- Mission is applicable to a broad range of people residing in some kind of neighborhood/community

### Weaknesses

- Web bounce rate (time spent on site before exiting)
- Presentation of website
  - Lack of clarity (wordiness)
  - Lack of visibility in key areas of website (submission box, member testimonials, descriptive photos)
- Difficulty relaying the impact without coming off as trying to take full credit
- Keeping annual report/social media synced and up to date
- Lack of new donors

### Opportunities

- Getting more visual content to help public understand the purpose and initiatives
- Expand outreach to new donors by improving social media
- More media coverage
- Gain assets to sustain further neighborhood engagement
- Allowing community members to share their INRC story
- Member generated content

### Threats

- Presenting the impacts of programs INRC offers in a way that may take away from or offend the neighborhoods' internal efforts
- Not acquiring consistent support of donors/grants to further advance INRC's goals and mission

## **Target Publics**

The INRC has two main target publics. The first being permanent residents living in Indianapolis, specifically in neighborhoods/communities that could use some quality assistance, and the second is large-scale donors. Described below is a more in depth explanation of these two broader categories, and the best possible way of reaching them.

### Permanent residents

In order for the INRC to actually help people, community members must know what resources are available to them. An ideal age demographic for this group is residents in their 30's-50's because of their ability to work directly with the INRC in strengthening their neighborhood/community. Although this demographic is less active on social media platforms such as Instagram, the INRC has a strong facebook and Twitter following, that both mainly include people of this age range. This creates a solid start for public outreach and great potential for engagement. Desired characteristics of those who wish to be involved include:

- Nearby residents looking for an activity through the center
- Residents who have the time to focus on their work with the INRC
- Organizers and planners with a strong interest in community engagement
- Friendly and personable
- Vulnerable groups looking to develop their talents
- Have strong morals and feelings toward building a positive and strong society

### Large-scale donors

In order to thrive, the INRC must continue to attract large donors as a way of raising money to continue their work. Specifically, the INRC should be aiming to reach nearby residents in their 40's-60's, who are well established in their own lives and able to donate a preferably larger sum. With a slightly older demographic, Facebook will be a more effective way in reaching them via social media. However, a more hands-on approach may be more effective. Sending out information via mail or an in-person event carries the potential of gaining new donors using human interest. Desired characteristics of this public include:

- Higher income
- Still live in or nearby Indianapolis
- Have strong morals and feelings toward building a positive and strong society



## Client Goals and Strategies

From our team's very first video conference with the INRC, specific goals were put into place and we immediately began building on strategies to help achieve them.

### 1. Raise awareness on exactly WHO the INRC is and WHAT it is that they do

- One of the INRC's main struggles is the public not being fully informed on the INRC and their impact.

Strategies include:

- Writing success stories on recent partnerships
- Establishing more of a presence in local news outlets

### 2. Attracting large scale donors

- Finding new ways to get the word out about the INRC to nearby Indianapolis communities/neighborhoods.

Strategies include:

- Using a new found presence on larger platforms to reach more communities that haven't been directly affected by the INRC

### 3. Website content

- The INRC has a well developed website, but needed some restructuring.
- Increase the amount of time a user actually spends on the site.

Strategies include:

- Re-work graphics, design, and wording to create a more user-friendly site

### 4. Social media

- The INRC has an established presence on Facebook with 2,118 followers and 2,139 likes and Twitter with 1,184 followers. Although they have a steady following, the INRC is looking to increase user engagement and generate more earned "natural" media coverage.
- Create consistency among all social media platforms.

Strategies include:

- Establish a stronger, more consistent presence on social media
- Promote fun and creative ways for residents and community members already involved with INRC to post about them

## **Tactics**

Once strategies were made, our team began to establish and carry out tactics to put these ideas into fruition.

### **1 & 2. Raising awareness and attracting new donors (Appendix I)**

- Four total interviews were conducted and four success stories were written on recent partnerships to go with them.
- An Op-ed was written on Old South Side and is ready for publication on any local news outlet.

### **3. Website content (Appendix III)**

- Graphics and web design recommendations have been created to increase the quality of aesthetics and clarity.
- Created new pages all together matching updated design ideas.
- Website re-wording has been written to shorten the length and simplify some of the sentences.

### **4. Social media (Appendix IIII)**

- Created a social media calendar to prepare all social media postings to ensure consistency.
- Developed interactive social media postings to provide the INRC with useful content in generating more human interest.



## **Recommendations for Tactic Implementation**

We are excited to have provided the INRC with useful deliverables we believe can be implemented. Below is some further explanation on how the INRC can put our ideas to the best use.

### Raising awareness and attracting new donors:

Our team believes in order for the success stories to do their job in drawing in human interest, the INRC needs to reserve a clear spot on their website where these stories can be displayed prominently. A section to read these stories should be one of the first things a user sees. By highlighting these stories, readers will be able to get a genuine feel for the impact the INRC is making and be inclined to learn more. Our Op-ed has not yet had the opportunity to be published, but local news outlets such as the Indy Star would be a great platform. By reaching communities and neighborhoods outside of those who have been directly affected by the INRC, gates could open to reach new donors. Human interest plays a huge role here because potential donors will feel the personal ties due to geographic proximity.

### Website content

The INRC's website is their central owned media platform. Because of this, we believe making it as user-friendly as possible will increase the overall time a user will spend on their website and keep them engaged. By adding more graphics and photos, the site will be aesthetically pleasing. In addition to this, we want the INRC to strongly consider following some of our web design suggestions. Getting rid of links and combining tabs specifically in the "who are we" and "what we do" sections will make it easier for users to access the information they are looking for. As for the writing, we wanted to maintain the integrity of it because it contains a lot of value, but the INRC could afford to shorten sentences and simplify word choices.

## Social media

In order to have a strong presence on social media, consistent and creative posting is necessary. We have created a social media calendar where you can import photos (if wanted) and captions for Twitter and Facebook purposes. We would recommend going into each month with at least two weeks of content already prepared, so you are not put in a position where you need to quickly think on your feet to come up with a post for that day. Posting on each platform every day will encourage followers to become invested in what the INRC is doing on a day-to-day basis. We have also thought of two hashtags to be put to use on Twitter to embrace residents and community members to become involved. These include:

- **#NeighborOfTheMonth** - Someone can nominate one of their neighbors who they believe has done something to impact their community by writing a quick description of what they did, a photo, using the hashtag, and tagging INRC's account. The INRC will then select a winner and showcase them on their site for that month.
- **#NewYearNeighborhoodGoal** - In celebration of the upcoming new year, neighborhoods, communities, and organizations can post their neighborhood goal, use the hashtag, and tag INRC's account, and the INRC can repost it and respond.



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### I.

#### Opinion

### The INRC Fosters Success: The Old Southside wins Indianapolis Neighborhood of the Month

What does the INRC have to offer the city of Indianapolis? Leave it to the Old Southside to paint the picture. The Old Southside was recently awarded the second Lift Indy Grant, despite of its hefty share of obstacles in the last several years. Low homeownership, crime rates, and an interstate that makes getting to Indy's hotspots tricky, the Old Southside undeniably needed guidance. From a geographical standpoint, the Interstates that were built in the 60's and 70's quite literally severed this area from districts that would be attractive to potential residents. Fundamentally, neighborhoods in proximity to the historic Fountain Square were built with the intention to utilize and support the local businesses. These plans were metaphorically demolished with the construction of the Interstates. With this neighborhood just walking distance from Fountain Square, and a stone's throw from downtown, the shape of the area was in terrible condition. Judith Essex, president of the neighborhood association, and the rest of the board decided it was the Old Southside's turn to reinvent the place they call home. After all, the urban core of Indianapolis lies here.

The community vigorously applied for grants from the city to attract developers and investors to the area. They fell short time and time again. At last, the association saw a light at the end of the tunnel. In 2016, **Lisa Loughlin (Clarify spelling)**, neighborhood advocate for the Old Southside, introduced the association to the INRC. Essex and other community members attended neighbor

power seminars as an introduction to the plentiful resources the INRC offers. Essex saw value in the knowledge gained during these informational sessions, and was intrigued and encouraged by their expertise. She knew continuing the relationship would be beneficial. The INRC invited the Old Southside to participate in the Indianapolis Community Building Institute (ICBI). This six-week leadership training program was designed to teach neighborhood leaders about “asset-based community development.” The INRC rewarded the Old Southside with funds that enabled them to do a series of special projects such as murals to make to the area more appealing.

Following the training, Essex and others walked away with the catalyst they needed to host a monumental event that is shaping the neighborhood to this day. The Old Southside Neighborhood Association and the Stadium Village Business Association held a property showcase in June 2016. Vacant homes, lots, and commercial property were toured by investors and developers. Great Strides were made toward renovation and rebuilding. Properties were purchased, and hope for the future of the neighborhood was restored. Shortly after the event, the HGTV series “Good Bones” saw the buzz and obvious potential in the neighborhood due to its proximity to the flourishing downtown area. They invested in the area and the Association was thrilled.

With the new Lift Indy Grant award, the neighborhood plans to develop 13 affordable homes as well as a workforce housing apartment complex. The Old Southside has historically been largely socioeconomically diverse. The neighborhood association is moving forward with the intention of staying true to the community.

Without the help of the INRC, the continued growth and development of the Old Southside could not have been met. The center mentors community leaders who are passionate about making their neighborhood one that others envy. With the INRC’s guidance, vision comes to fruition and Indianapolis thrives.

## **Indiana Needs Diversity and Non-Profits Can Deliver**

Every year, Wallethub releases a list of the most and least diverse states and cities in the United States, and every year, Indiana ranks poorly on that list. Indiana – ranked 40<sup>th</sup> by Wallethub – has always maintained a homogenous population. The rural, conservative state doesn't attract diversity as well as its capital city of Indianapolis.

While Indianapolis ranked 203<sup>rd</sup> with a score of 56.14 (a score similar to Columbia, South Carolina and Grand Rapids, Michigan), Indianapolis houses 8 of the 10 most diverse neighborhoods according to Niche.com.

“Indianapolis has one of the most diverse populations in Indiana,” said Mary Clark, CEO of International Marketplace Coalition. “Our organization, as well as many others, hopes to highlight, celebrate and grow these diverse cultures in our community.”

IMC connects business, citizens, and community leaders who all work together to further develop the northwest side of Indianapolis and encourage economic growth.

“We have received recognition from the New York Times as the place “where the world comes to eat,” said Clark. “Our focus on creating a cultural, commercial, and connected destination within Indianapolis has attracted many business and community members to our coalition.”

Anne-Marie Taylor of the Indianapolis Neighborhood Resource Center has seen IMC thrive throughout its nearly 15 years of existence.

“INRC awarded the coalition the Indianapolis Matching Awards for Great Indy Neighborhoods Engagement (IMAGINE) grant because of the organization's focus on creating community through diversity and cultural appreciation,” said Taylor. “INRC provides educational training and funding to neighborhood-based organizations to support community engagement and neighbor-led improvements. International Marketplace does exactly that and has brought a vibrant life back to the Lafayette Square Area.”

IMC houses over 80 different ethnic restaurants with food from around the globe and various specialty shops that bring the world to Indianapolis. Clark's favorite IMC specialty: the cultural festivals.

"Events like the International Coffee and Tea Fest and Holiday Bazaar and World of Trees Expo allow individuals to learn about and participate in traditions from around the world right here in their own neighborhood."

Beyond developing cultural awareness and appreciation, IMC also holds economic development as one of its foundational pillars. Clark said IMC has a commitment to growing the area of the International Marketplace while creating an economically-vibrant area that develops without displacing.

Within the next 18 months, this area will see more than \$100 million in new jobs with a corresponding creation of 2,000 jobs.

"We focus on asset-based community development at INRC," said Taylor. "International Marketplace has identified their unique community assets: diversity, commitment to education and yearning to grow, and they have created a neighborhood that benefits economically, culturally and globally."



## II.

### **Bethany Community Gardens**

Bethany Community Gardens is an organization that is a part of Bethany Lutheran Church in Indianapolis. The main goal of this organization is to use gardening as a classroom to bring people together and build a better community. Bethany Community Gardens provides access to fresh vegetables for residents. It was at the Urban Agriculture Certificate program in November 2017 that Bethany Community Gardens first learned about asset-based community development and partnerships. Bethany Community Gardens had some concerns about the neighborhood nearest to the church, known as Southdale, and took it upon themselves after the class to reach out to the INRC and seek help.

Helping 3,000 households among the neighborhood is no easy feat, but partnering with the INRC made it possible for Bethany Community Gardens to provide over 500 pounds of fresh vegetables for two food pantries: Hunger, Inc. and Servant's Heart, and provide over 50 pounds of fresh vegetables to individuals who volunteered to work in the garden. Over 100 different individuals started attending their four scheduled gardening classes, two scheduled community gatherings, and monthly community meals for garden workers. Among these garden work sessions, 47 were members of Bethany Community Gardens and 44 were neighborhood residents, a clear result of community members coming together. All of this was accomplished in the summer of 2018.

INRC has helped Bethany Community Gardens understand the importance of collaboration and communication. By identifying their community assets, Bethany Community Gardens was able to take what they already started and grow it to immense scale with INRC. "An amazing amount of good for the community has been accomplished in the past 12 months. Thank you INRC for your guidance and assistance, we look forward to having an even greater impact in the future," said Bruce Bye, Coordinator and active member of Bethany Community Gardens.

## **Otterbein Neighborhood Association Story**

The Otterbein Neighborhood Association aims to create a community of friends who live together in a neighborhood that is safe, clean, and healthy. They do so through meaningful changes that can be as simple as offering advice to those who seek it out. As for their relationship with the INRC, their impact takes the form of educational courses and a gateway sign.

The Otterbein Neighborhood Association and INRC first came together to form their ICBI program, which was a part of their inaugural class they started. From there, the INRC assisted in holding classes every Saturday for eight weeks. In these classes those who attended would learn asset mapping and how to be in a leadership position in a neighborhood forward system. Residents were not the only ones able to attend these classes, those who work in the Otterbein Neighborhood Association were able to sit in as well. Former President Tim Barten said these classes, “educated him on how to be a better president and unleash skills he didn’t think he had.” The INRC’s goal is always to make long-term sustainable changes in the neighborhoods they work with, and sometimes that includes helping these neighborhoods just as much on the outside as they do on the inside.

Once the eight-week courses were complete, the INRC gave the Otterbein Neighborhood Association a grant for a project they wished to work on, but the project they chose had to reflect the skills they learned. What they chose was a gateway sign for a neighborhood identification project. Their plan involved creating a sign with the name of the neighborhood at a frequently passed intersection that could use some attention. They cleaned it up, planted some flowers, and put in a bright noticeable sign to get people to notice the neighborhood. The goal in all of this work was to spark residents’ attention; to not only get them excited about where they were living, but want to work toward continuing to make it better.

The sign was a success. Word of the neighborhood was spreading, and along with the courses the INRC held, residents were ready to step in and become involved. The number of residents interested in leadership roles and those who started attending regular meetings both doubled in count.

By gaining different perspectives and making connections, the INRC was able to help the Otterbein Neighborhood Association think outside the box and make significant changes. Thanks to the INRC, the Otterbein Neighborhood Association can continue to take on more projects, hold more courses, and continue to move forward.

“We would not be in the shape we are currently in if not for the INRC,” said Tim Barten.

## **Ashley Virden's INRC Story**

Ashley Virden is the co-president of the Far Eastside Community Council and currently serves as an Americorps VISTA. She is a grassroots organizer working within her community to bring them together in partnership with the principal of Tindley Summit, David McGuire. Together they created Dubarry Determined, as a call to action, to the Dubarry Park Neighborhood. The mission of Dubarry Determined is to foster collaboration to restore hope for the present and future neighbors, while bringing the gap between the home, school, and community.

Virden sought to utilize the INRC's resources as she began to form their neighborhood association. At the time, Virden attended one on one sessions with a neighborhood development specialist. Later, the association took part in the 3-part Neighbor Power Indy series and ICBI trainings.

The INRC pushed Virden to view herself and her community in a positive light through the ideals of asset based community development. She learned how to inclusively engage her community and built lasting relationships with the INRC staff and other community leaders from all over the city of Indianapolis. INRC has also assisted in the realization and development of Virden's career path. When she began her service term as a VISTA, she had no idea of where she wanted it to take her or what she planned on doing after the year was over. Not only did the INRC offer knowledge and guidance in community growth efforts, but they provided mentorship to Virden in finding her later position and purpose.

Virden believes that the INRC is really great at reaching out to the community and connecting with grassroots community leaders on a personal level. She is thankful to be surrounded by leaders and the employees of INRC who don't mind if she brings her children to

meetings and trainings, and that they are always sure to include them when they do come. She says the skills she learned at INRC helped her gain the skills she needed to succeed at her job and earn a position after her service year at the MLK Center as a Community Builder. She is appreciative to be a part of the Indianapolis Community Building Institute, where she is learning how to better serve the neighborhood and become a stronger leader. Currently, Virden is working with the Public Allies of INRC to bring a project to life for the Far Eastside community set for next summer.

In Virden's opinion, community organizing is very difficult and draining. Although she is very passionate about the work done in the community, she admits it is hard to stay encouraged when the progress and impact aren't necessarily visible immediately. However, every time she goes to an INRC event or training, she feels like her passion is reignited to keep pushing forward in her work.

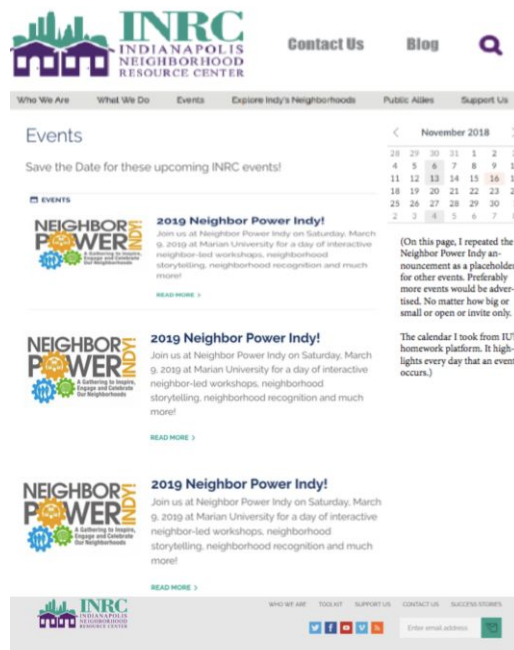
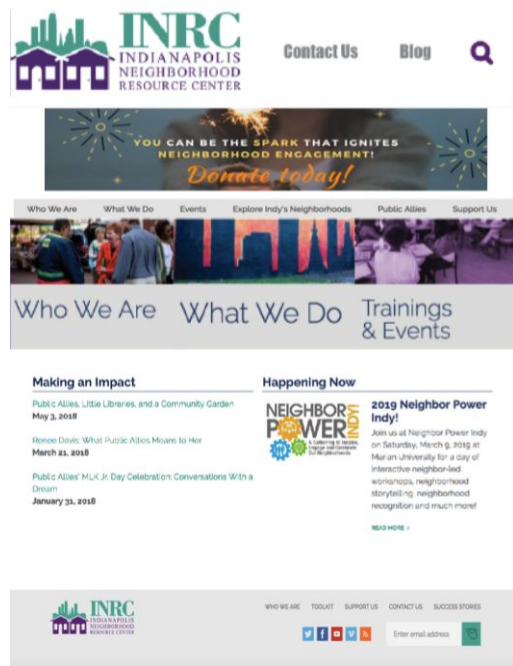
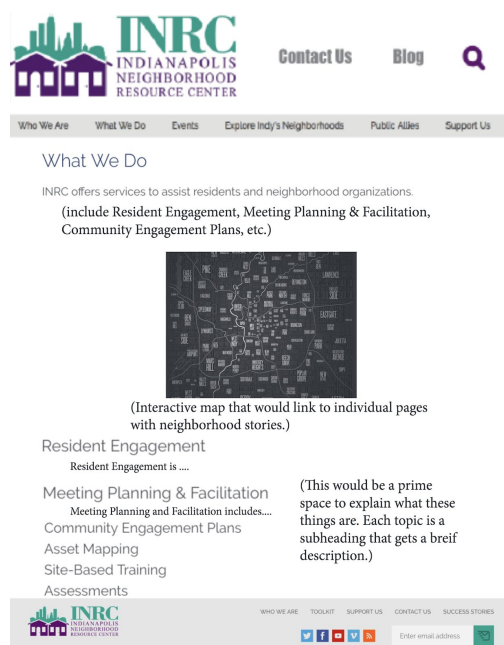
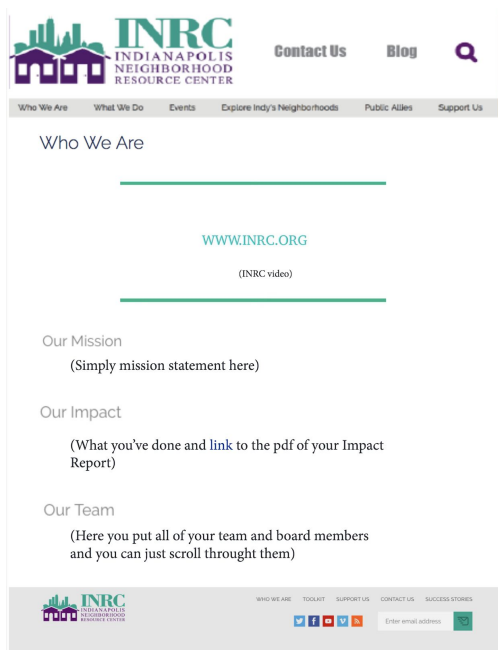
## **Englewood Community Development Corporation and the INRC**


The Englewood CDC is a non-profit organization that helps lead its neighborhood with a mission to support affordable housing, economic development, and quality of life. The neighborhood is home to youth, sports leagues, daycare centers, religious institutions and more, and the Englewood CDC helps develop all of these factors. The organization helps host neighborhood events, fundraisers, and other partnerships for the benefit of the public.


Although partnerships between the Englewood CDC and INRC have been less frequent within the last year, previous work from the last few years between the two organizations have fostered lifelong friendships, positive connections, and a lasting impact. Joe Bowling, the director at East Washington Street Partnership for the Englewood CDC stated that the “INRC’s work to support public allies is very meaningful, and although work has been limited in the last year due to the CDC’s focus on development rather than engaging neighbors, they will always be open to opportunities with INRC in the future,”

The Englewood CDC supports INRC’s grassroots efforts to increase neighborhood engagement, leadership skills in neighborhood leaders, and community building activities in neighborhoods, and has had nothing but positive experiences with the organization up until now. “Moving forward in the next year when we shift towards a focus on engaging neighbors from community development, we would love to work with the INRC again,” Bowling stated.

III.





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## Support Us (Support Your Neighbors)

### SUPPORT

community improvement

[GIVE NOW](#)


The Indianapolis Neighborhood Resource Center inspires and strengthens neighborhoods, the foundations of our city, by helping residents identify their strengths and use those assets to achieve a new level of well-being and community. In fulfilling its mission, INRC helps make Indianapolis a better community for everyone. Support this effort & make a contribution to INRC today!

### Signup to Receive INRC News & Updates


Name:


Email:


**Board Interest Form**  
Interested in board membership with INRC? Fill out the form below and we will be in contact! (I think this would work better as a link to another page that is only this form)




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## Board Service

The Indianapolis Neighborhood Resource Center is fortunate to have a group of engaged, passionate, and diverse members that help steer the strategic vision of the organization, ensuring a sustainable future and aligning with the priorities of the City of Indianapolis and our neighborhoods.

Board Service is a 3 year term that can be extended to two consecutive terms of 6 years total. Board members are slated in June and are voted on by membership, and officially begin service at INRC's annual meeting in September.


Meetings are once a month on the 4th Monday at 6 p.m.

Board Members envision INRC's future, seek strategic partnerships and investments, and promote programs that support neighbors and neighborhoods that continue to make Indianapolis a vibrant city to live, work, and play.


If you are interested in submitting a recommendation for board membership, please complete the Board Member Interest Form, and contact Anne-Marie Taylor, Executive Director, at 317-920-0330 ext 311 or email at [ataylor@inrc.org](mailto:ataylor@inrc.org).


**Name \***

**Address \***



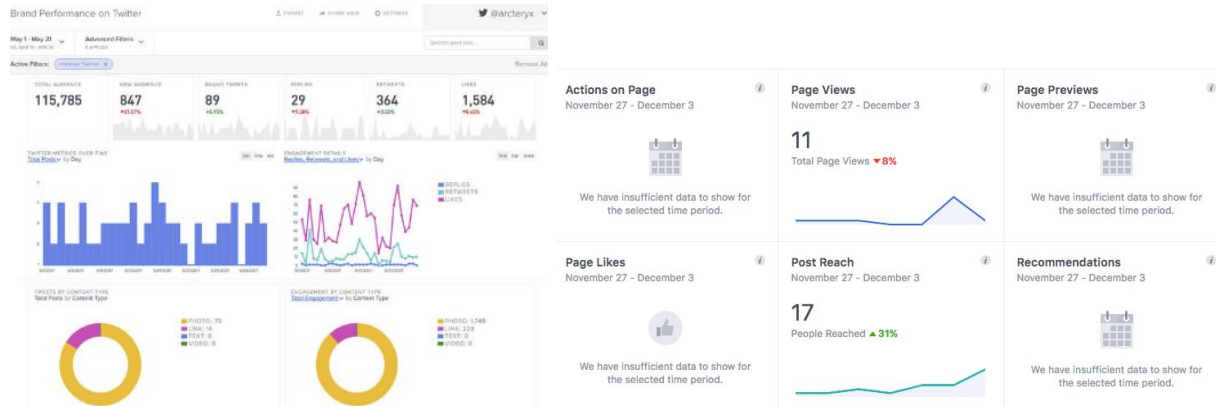
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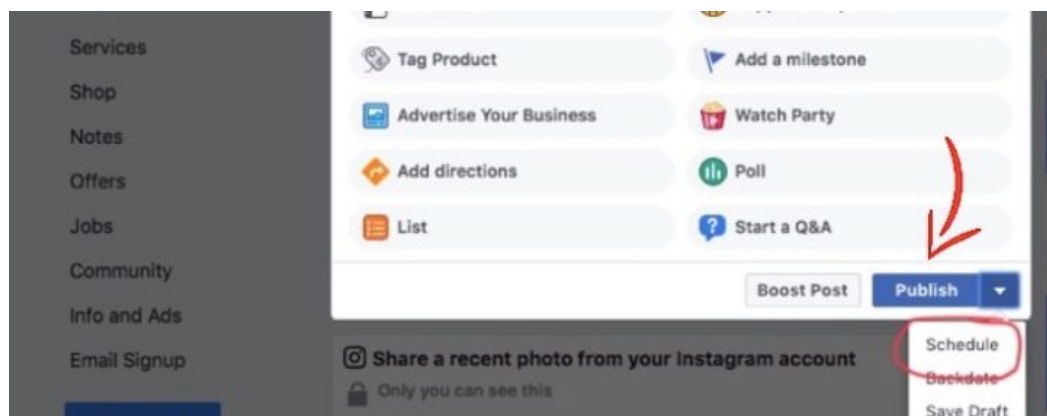
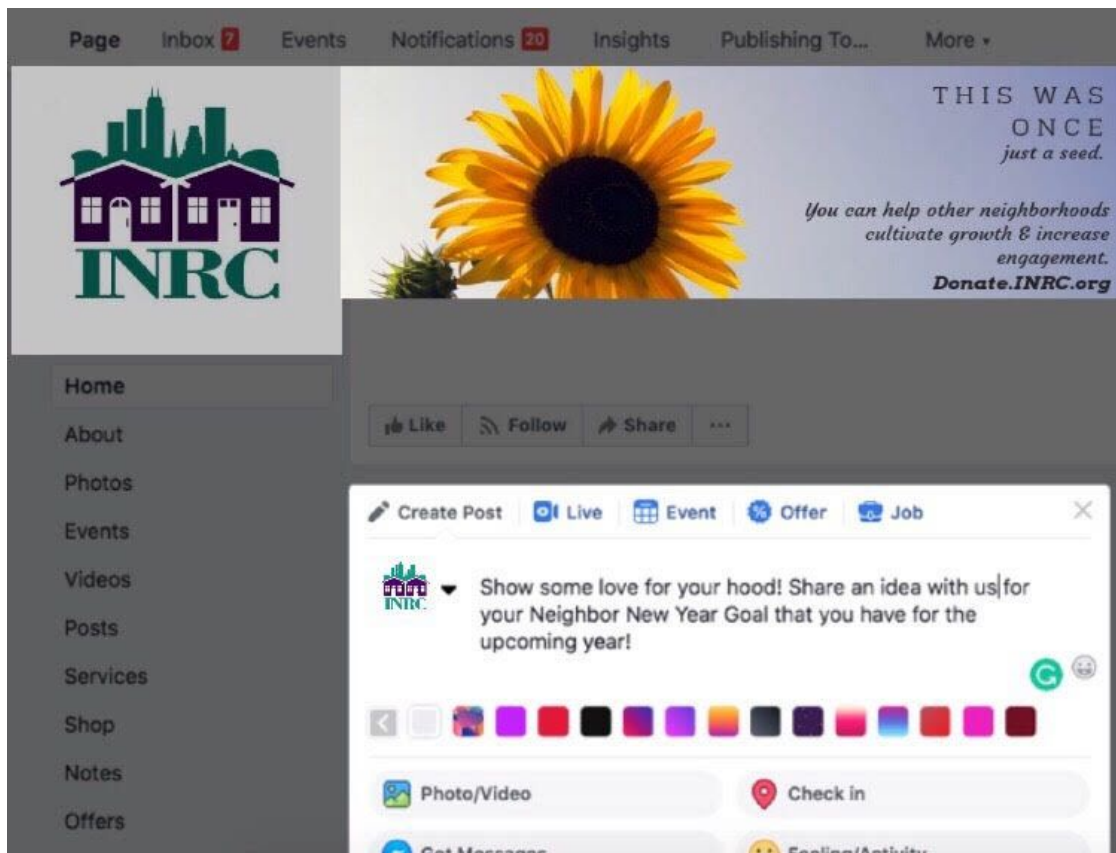


## IV.



(Note: These are Twitter and Facebook analytics examples copyrighted - not for official use.)







# January 2019



## E40 Gutierrez, Isabella Anele

Every other Tuesday: Check on Twitter analytics

Every other Thursday: Check Facebook analytics

(Check reactions on both to see how your audience is reacting to your content)

Every other Monday, Wednesday, Friday -

Share a positive post or tweet.

Share old photos with a positive message

Share insight on new events happening in the future!

Hashtag Ideas:

How to access analytics:

Twitter: When you click on your profile icon, scroll down to the analytics tab. Click analytics.

Monitor your activity on things such as:

- How many reactions your tweet got.
- How many people viewed your profile.
- How many favorites a particular tweet got.
- etc.

Facebook: If your Facebook has a group page, you are able to access "insights." If you click the Insights tab, you can see things like:

- Page views
- Post reach status
- Page engagement
- and more.

HOW TO SCHEDULE FACEBOOKS POSTS:

When you go to write a post, instead of hitting "publish" you will hit the down arrow, which will allow you to choose a date to schedule. For example, if you have an event coming up in a month, you can schedule it to drop 3 weeks before that date.

HOW TO SCHEDULE TWITTER POSTS:

For this, you can use the website "Tweetdeck." Once you have signed in your organizations Twitter on tweetdeck, you will have columns layed out in front of you that track your Feed, your notifications, and your own personal profile. When you go to write a tweet, below there is an option to schedule. You then can pick a date and time you want your tweet to be delivered, and it will be sent out to your key public.

V.

INRC involvement interview

Inbox x

Isabella Gutierrez <isgutier@iu.edu>

to bethbarton28, red94daman

Thu, Oct 18, 6:12 PM

Hello Otterbein Neighborhood Association,  
and Tim and Beth Barton,

As you may know, our Public Relations Campaigns course at Indiana University is currently working with the INRC to help promote their mission. We believe that collecting stories from those who have worked closely with the INRC can have a huge impact on their success. We would love to take the time to speak with you, or anyone else you think could be of help. Please let us know if you would be interested.

Thank you,

Bella Gutierrez,

IU PR-team

Isabella Gutierrez <isgutier@iu.edu>

to Tim

Oct 23, 2018, 2:31 PM

Tim,

This is great to hear! Thank you! If there is any day or time that works best for you (and hopefully fits in our schedule) that we could set up an interview with you that would be fantastic! Though video interviews are preferable, we do understand however, that there is a bit of distance between Indianapolis and Bloomington. This being said if there is a time we can set up a phone or facetime interview, this may work as well! Thanks for all your help in advance, and we look forward to talking to you soon!

Best,

Bella

tim barton

to me

Wed, Oct 31, 9:25 AM

Good morning Isabella. I have cleared my calendar and I will be at home awaiting your call/facetime, this Thurs. (tomorrow) from 5:30-6:45. I look forward to it!

\*\*\*

Isabella Gutierrez <isgutier@iu.edu>

to Tim

Wed, Oct 31, 9:53 AM

Tim,

Sounds great! We will conduct an interview after we have our PR news analysis section at the beginning of each class. Look for a call hopefully around 6. We appreciate all your help!

Best,

Bella

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Lane Wolf   
To: Hannah Schepps  
Fwd: INRC Involvement Interview

Yesterday at 6:19 PM  
Inbox - Google 

LW

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----- Forwarded message -----  
From: Lane Wolf <[ljwolf@iu.edu](mailto:ljwolf@iu.edu)>  
Date: Tue, Oct 16, 2018 at 6:15 PM  
Subject: INRC Involvement Interview  
To: <[cac.diehr@generaldrilling.com](mailto:cac.diehr@generaldrilling.com)>

Hi Cac,

My name is Lane Wolf, and as you may know, our Public Relations Campaigns course at Indiana University is currently working with the INRC to help promote their mission. We believe that collecting stories from those who have worked closely with the INRC can have a huge impact on their success. We would love to take the time to speak with you or anyone else you think could be of help. Please let us know if you would be interested. You can email me or call my personal number at (260) 212-2094.

Thank you,

Lane Wolf

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Lane Wolf   
To: Hannah Schepps  
Fwd: INRC Involvement Interview

Yesterday at 6:18 PM  
Inbox - Google 

LW

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----- Forwarded message -----  
From: Lane Wolf <[ljwolf@iu.edu](mailto:ljwolf@iu.edu)>  
Date: Wed, Oct 24, 2018 at 4:25 PM  
Subject: INRC Involvement Interview  
To: <[pastorgarylynch@gmail.com](mailto:pastorgarylynch@gmail.com)>

Hello Mr. Lynch,

I hope this email reaches you and that you're having a wonderful week.

As you may know, our Public Relations Campaigns course at Indiana University is currently working with the INRC to help promote their mission. We believe that collecting stories from those who have worked closely with the INRC can have a huge impact on their success. We would love to take the time to speak with you, or anyone else you think could be of help. Please let us know if you would be interested.

Thank you,

Lane Wolf

## INRC Involvement Interview Inbox x



**Khloe Biddings** <kdbiddin@iu.edu>  
to advirden86 ▾

Tue, Nov 6, 6:12 PM ☆ ↩ ⋮

Hi Ashley,

We spoke on the phone a few weeks back regarding the IU PR team assisting the INRC in their efforts to gain awareness. I am following up in hopes that you are still willing to participate in an interview series to promote the INRC! We have begun to conduct interviews and would love to hear from you. If you are available this week for a short phone interview that would be great. If not, I can send over a template of questions if that would be easier for you!

Thank you in advance,

Khloe Biddings



**Ashley Virden**  
to me ▾

Sat, Nov 10, 10:05 AM ☆ ↩ ⋮

Hey Khloe! I'm sorry, I don't know how I missed this email. It would probably be best if you can send me a template and I'll respond back, ASAP!

...



**Khloe Biddings** <kdbiddin@iu.edu>  
to Ashley ▾

📎 Mon, Nov 12, 9:53 AM ☆ ↩ ⋮

Hi Ashley,

No problem at all. I've attached an outline of questions. Please get back to me when you get a chance!

Best,

Khloe Biddings

...



Hey,

Please see attached and don't hesitate if you have any questions, concerns or need clarification about one my responses.



Ashley Vanden  
317-834-3248  
ashleyvanden@gmail.com  
www.ashleyvanden.com  
Ashley Vanden, LLC

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Xuan Liu <liu475@iu.edu>  
to brucebye ▾

Tue, Oct 16, 6:14 PM ☆ ↩ ⋮

Hi, Mr. bye

As you may know, our Public Relations Campaigns course at Indiana University is currently working with the INRC to help promote their mission. We believe that collecting stories from those who have worked closely with the INRC can have a huge impact on their success. We would love to take the time to speak with you, or anyone else you think could be of help. Please let us know if you would be interested.

Thank you,

Xuan Liu



Bruce Bye <brucebye@gmail.com>  
to Ashlee, me ▾

Wed, Oct 17, 12:14 AM ☆ ↩ ⋮

Hi,

Thanks for your note. Yes, I am interested in talking with you regarding our work with INRC.

We had our first-year-celebration tonight for the Bethany Community Gardens with a pitch-in dinner.

Here is a photo of the close to 40 individuals who attended. My phone number is 317-783-7283. Call and we can find a good time to meet.

Thanks, and looking forward to talking with you. Bruce Bye, Coordinator Bethany Community Gardens

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## INRC involvement interview Inbox x



**Benben Fan** <befan@iu.edu>  
to agurvitz ▾

Oct 16, 2018, 6:12 PM



Hi **Ashley** Gurvitz

As you may know, our Public Relations Campaigns course at Indiana University is currently working with the INRC to help promote their mission. We believe that collecting stories from those who have worked closely with the INRC can have a huge impact on their success. We would love to take the time to speak with you, or anyone else you think could be of help. Please let us know if you would be interested.

Thank you,  
Benben



**Ashley Gurvitz** AGurvitz@easternstarchurch.org [via escindy.onmicrosoft.com](#)  
to me ▾

Oct 17, 2018, 2:00 PM



Hello Benben:

I would love to assist. What would be the next steps in allowing us to provide our INRC story?



to AGurvitz ▾

Thanks for your replay! Would you like to schedule a time with us and have a brief communication to talk about some more details?

Best

\*\*\*



**Benben Fan** <befan@iu.edu>  
to AGurvitz ▾

Oct 30, 2018, 6:12 PM



Hi **Ashley** Gurvitz:

First thank you for your assist. Do you still have time to have a phone interview with me when you available? I'd love to know more about the organization such as mission, position and values. It will only take about 15 minutes. And I am available from Monday to Thursday after 7 p.m. and Full day available from Friday to Sunday!  
I'm looking forward to hear from you and have a nice day!

Best,  
Benben.

\*\*\*

On Fri, Oct 19, 2018 at 3:48 PM Joe Bowling <[joe.inglewood@gmail.com](mailto:joe.inglewood@gmail.com)> wrote:  
Yep, glad to!

On Thu, Oct 18, 2018 at 6:11 PM Sanjana Nayak <[sknayak@iu.edu](mailto:sknayak@iu.edu)> wrote:

Hi Mr. Bowling,

As you may know, our Public Relations Campaigns course at Indiana University is currently working with the INRC to help promote their mission. We believe that collecting stories from those who have worked closely with the INRC can have a huge impact on their success. We would love to take the time to speak with you, or anyone else you think could be of help. Please let us know if you would be interested.

Thank you,  
Sanjana Nayak  
Senior at Indiana University  
PR & Advertising

--

**Sanjana Nayak**  
Marketing & Advertising Professional  
Singer/Songwriter  
Chicago, IL

--

Joe Bowling  
Director - East Washington Street Partnership  
Englewood CDC  
[joe.inglewood@gmail.com](mailto:joe.inglewood@gmail.com)  
317-496-2662

----- Forwarded message -----

From: **Joe Bowling** <[joe.inglewood@gmail.com](mailto:joe.inglewood@gmail.com)>  
Date: Wed, Oct 24, 2018 at 12:00 PM  
Subject: Re: INRC involvement interview  
To: Sanjana Nayak <[sknayak@iu.edu](mailto:sknayak@iu.edu)>

It looks like early Friday afternoon works pretty well for me.

Joe Bowling  
Director - East Washington Street Partnership  
Englewood Community Development Corporation  
317-496-2662  
[joe.inglewood@gmail.com](mailto:joe.inglewood@gmail.com)  
57 N. Rural Street  
Indianapolis, IN 46201



[www.inglewoodcdc.com](http://www.inglewoodcdc.com) [www.eastwashingtonstreet.org](http://www.eastwashingtonstreet.org)



## References

<http://www.inrc.org/files/file/inrc-orgworkbook-webres-1.pdf>

<http://www.inrc.org>

<https://www.facebook.com/INDYNRC/>

<https://twitter.com/IndyNRC>

<https://sproutsocial.com/insights/new-social-media-demographics/>

<https://blog.hootsuite.com/social-media-demographics/#twitter>

[https://stock.adobe.com/lu\\_en/images/strategy-tactics-accomplish-goal-puzzle-pieces-3d-illustration/192893281](https://stock.adobe.com/lu_en/images/strategy-tactics-accomplish-goal-puzzle-pieces-3d-illustration/192893281)

<https://gdh-ghr.org/implementation/>

Smith, Ronald D. *Strategic Planning for Public Relations 5th Edition*, New York. 2017. Routledge. (Pages 47, 67, 107)

