Owning Your Narrative
Hello!

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What does “owning your narrative” mean?
Taking control of who you are

Telling your own story

Acknowledging history

Shaping your details

Building relationships
Why bother?
Transparency

Duty to inform your publics

Puts you in the driver’s seat

Helpful in times of crisis

If you don’t, someone else will
Who are we talking to?
Residents
Employees
Businesses
Visitors
Schools
Nonprofits
Regulatory agencies
State legislators
Other municipalities
Commuters
Prospective employees
Who are your residents?
What do we need to know?

Average demographic

Owners vs. renters?

History – landmines?

Survey?
Where do you start?
What else do you need?
Brand or style guide
Key messages
Voice
Social contract
Do you know your brand?
Consistent look

Consistent voice

Fonts

Colors
What are your key messages?
Single sentences

Distilled

Distinctive

Critical information
Do you need a social contract?
Agreements between groups that define acceptable behavior

Unwritten

Disconnect between leadership, team members

Top 10 list
Example: City of Wyoming

ASSUME POSITIVE INTENT

We trust that our colleagues have the best interests of us, the City, and the people we serve in mind. We are open to feedback and take words and actions at face value. If we’re unsure about something we’re not afraid to ask for or provide additional clarification.
What makes a good story?
Water cooler moments

Show don’t tell

Stories not numbers

People not jargon

Community not departments
How do you deploy?
Every interaction you have

Every method you have
  Website
  Newsletter
  Social media
  Signage
  Brochures
  Fliers
  Ads
  Counter material

Press releases

Every person on your team
How do you measure?
Web analytics

Social media followers + engagement

Newsletter signups, open rates

Attendance at public meetings

Fewer phone calls

Fewer complaints
Questions?
Thank You

Happy storytelling!