

Owning Your
Narrative

Sabo PR 

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?



Mission/vision/values

Motto/slogan/banner

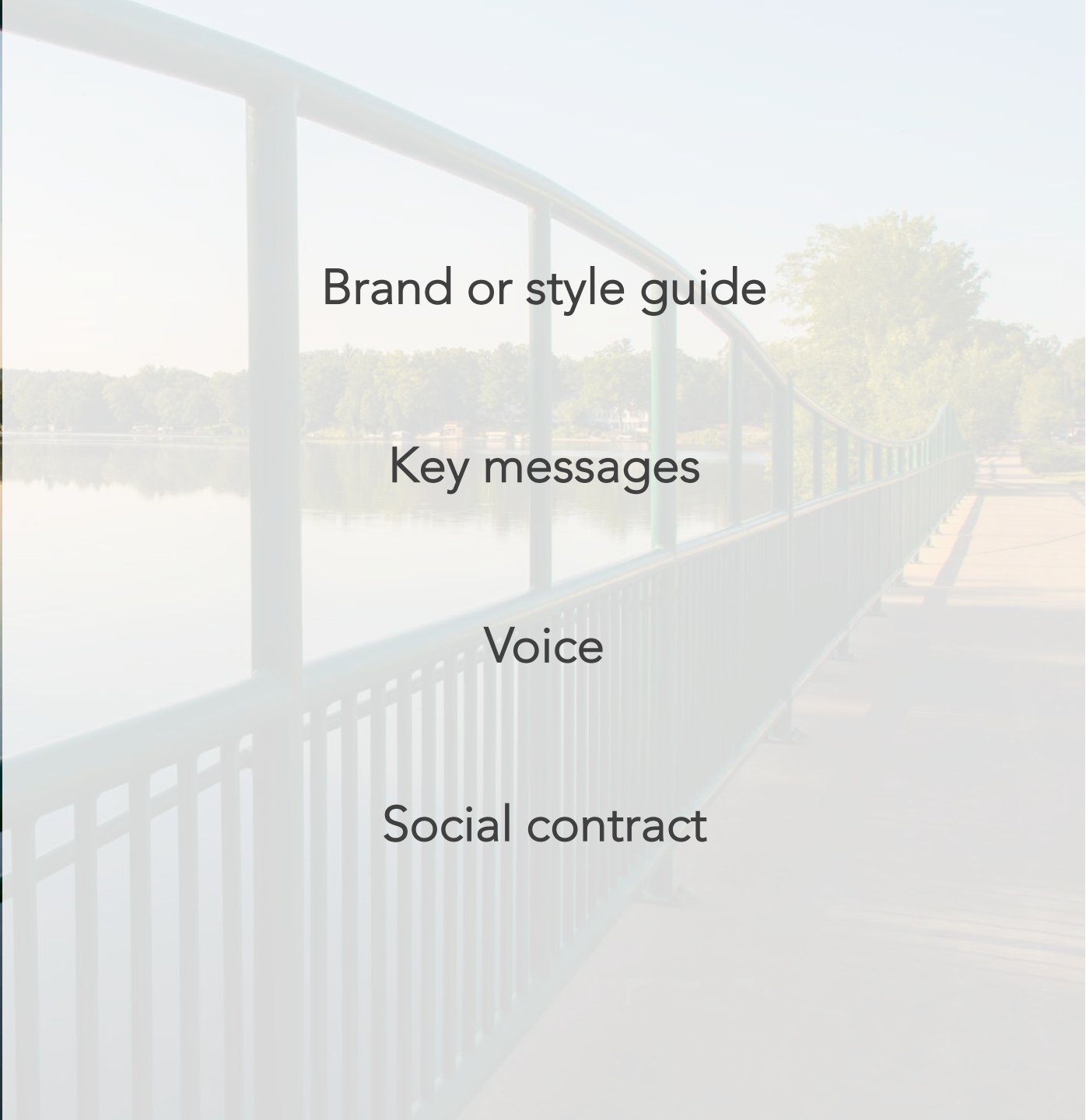
Website

Collateral

Communications audit (informal)

Employee manual

What else do you need?



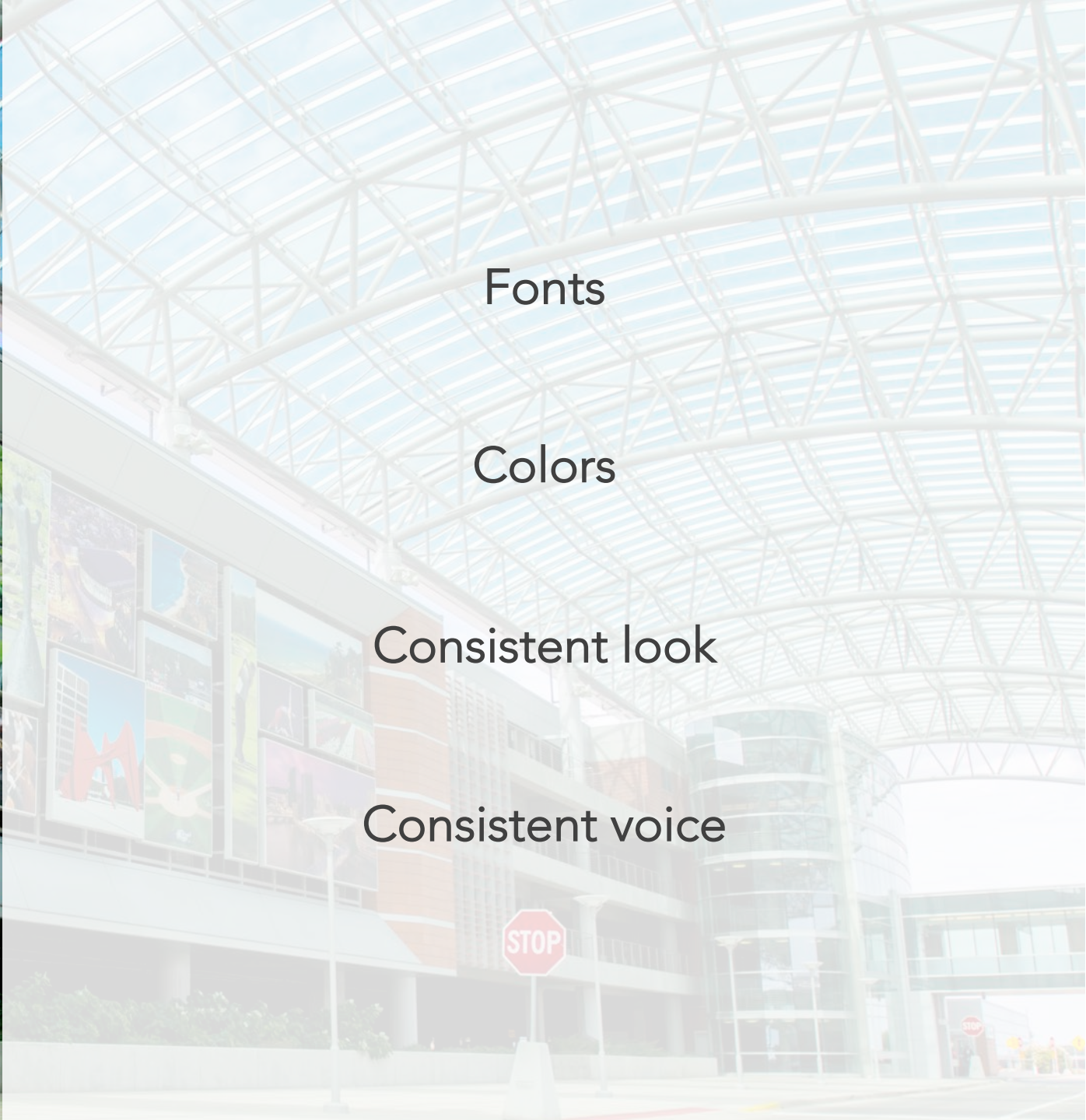
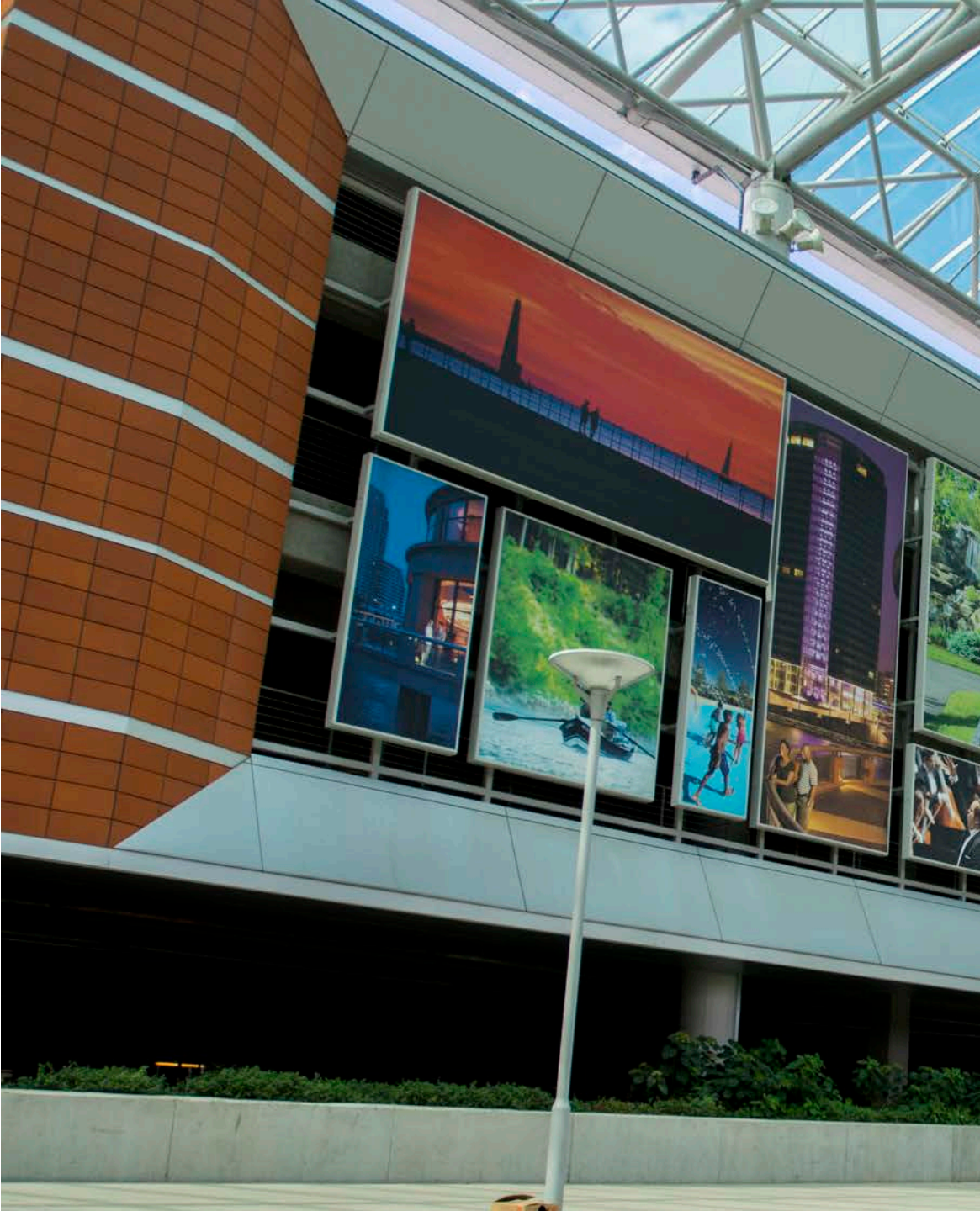
Brand or style guide

Key messages

Voice

Social contract

Do *you* know *your* brand?



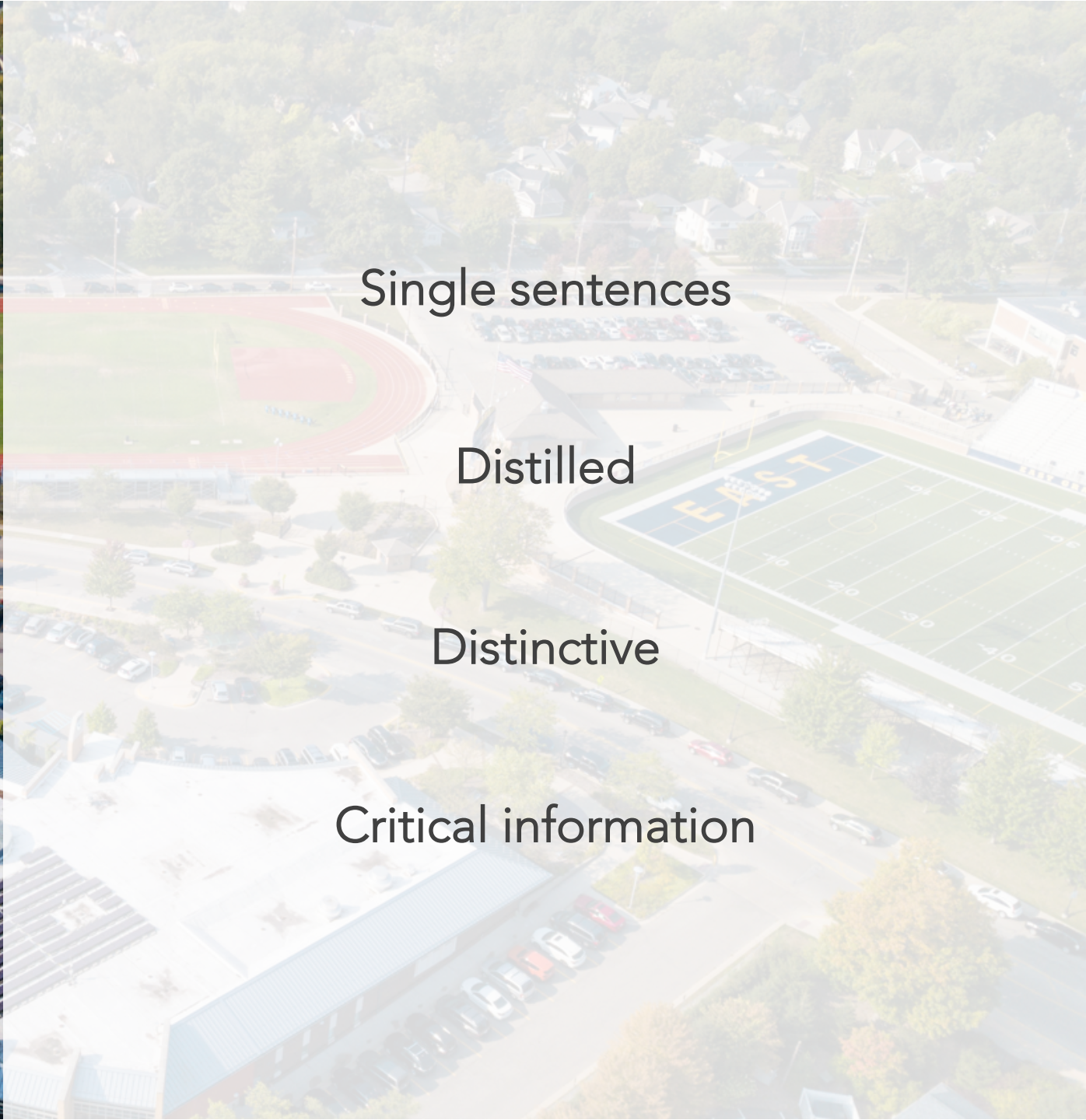
Fonts

Colors

Consistent look

Consistent voice

*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!

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