



COLLABORATIVE RECOVERY EMPOWERMENT OF THE SOUTHERN TIER (CREST)

STRATEGIC COMMUNICATIONS STRATEGY



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INTRODUCTION

CREST, or the Collaborative Recovery Empowerment of the Southern Tier, is a new regional recovery-to-work program that assists those with a substance use disorder in active recovery find gainful employment while simultaneously educating area employers on the benefits of hiring an individual in recovery. The goal is to create a recovery-to-work workforce ecosystem.

In the United States, more than 20 million Americans suffer from a substance use disorder. The Appalachian Region of New York State has the highest rates of excessive drinking, and although our region as a whole has lower rates of opioid overdose, Broome County, which makes up one third of our region's total population, has opioid overdose rates twice that of New York State as a whole. Addiction is scientifically proven to be a disease that can affect anyone regardless of age, gender, race, religion, socioeconomic status, and more. Addiction if not treated can also be proven to cause financial instability and lead to other challenges including job loss, homelessness, and food insecurity.

The CREST team will work closely with Organizational Wellness and Learning Systems (OWLS) based out of Fort Worth, Texas, to provide education and training opportunities on creating healthy work cultures for local businesses. It is no secret that employees who feel supported are more dedicated to their work. When centering wellness in the workplace, whether addressing mental health or substance use disorders specifically, employees will feel valued, a higher sense of fulfillment from their position, and have been proven to work more productively. For those grappling with their substance use disorders, continued employment also often results in successful recovery efforts. It is critical for employers to remember that addiction is a disease and not a personal failure, and by providing a lifeline via meaningful employment an employer can have a direct hand in getting someone's life back on track. Truly there is nothing more honorable than supporting those in your community, and studies have shown that employees in recovery are often more loyal to the employers who took that leap of faith with them.

This strategic communications strategy will serve to guide all CREST partners on the best ways to utilize their communications channels to most effectively promote the ongoing campaign message and special programs such as webinars and presentations, trainings, and wrap-around support services available for the employer and the individual.

COMMUNICATIONS AND PROGRAMMING GOALS & OBJECTIVES

Educate community and businesses on importance of comprehensive workplace wellness with a specific focus on the creation of a Recovery to Work career pipeline.

HOW?

- Create audience segments
- Develop targeted language for each segment
- Craft targeted language by industry

WHO?

- Employers
- Community Partnerships
- Job Seekers

MARKETING OBJECTIVES

01. Educate Local Employers and the Community On:

- a. Workplace Wellness
- b. Benefits to Hiring those in Recovery
- c. Science of Addiction
- d. Support Services Available
- e. Influence on New York State Substance Use Policy

02. Boost Engagement with OWLs Survey and future presentations/workshops/trainings

03. Within Southern Tier, Boost Positive Messaging about the Value of Living and Working in a Community Focused on Workplace Wellness.

04. Promoting Open Positions Under Umbrella of "Workplace Wellness" to Match Candidates more Effectively with Job Openings in Key Industries Committed to Compassionate Business Practices

05. Develop a "Workplace Wellness" Corridor in the Southern Tier to Attract/Retain Talent, with a Strong Focus on those in Active Recovery

AUDIENCE SEGMENTS

There are 3 key target audiences, otherwise known as "segments," to be reached by CREST marketing efforts, the employer, our community partners, and the individual job seekers. Marketing efforts should not only educate businesses and community on CREST program as a concept, but highlight different resources or opportunities for collaboration for each audience segment. Utilizing a "one-size-fits-all" approach in our language will prevent the CREST Team from maximizing engagement efforts.



01. Employers

Business buy-in resides at the core of the workplace wellness model. Utilizing the term "wellness" as a general focus can boost business engagement for CREST and other regional "workplace wellness" projects. "Workplace Wellness" as an umbrella term will be easier for the businesses to connect/resonate with.



02. Community Partners

To boost community engagement with regional partners, marketing and communication efforts for this segment should be focused on more personalized calls to action and an emphasis of the benefits of collaboration.



03. Job Seekers

On the workforce development side of the program, connecting with job seekers, especially those in the active recovery labor pool, on a more personal level is key. Promote a caring and committed business community and community at large; make the workplace human again.

Targeted Industries: All Industry (i.e. Healthcare, Education, Advanced Manufacturing, IT, Transportation & Distribution, Agribusiness, Clean Energy/Energy Storage, Hospitality, Food & Beverage, etc.)

TARGET AUDIENCES

In addition to audience segmentation for specific messaging, it is important to understand whether your communication efforts are reaching an "external" target in that segment or an "internal" target in that segment.



External Marketing

Businesses, organizations, and community members NOT involved in CREST programming

- Business Owners
- Community Leaders
- Municipal Offices
- C-Suite/Management Decision Makers
- HR Managers
- Recruiters
- Education Partners/Alumni Networks (i.e. SUNY Binghamton, SUNY Broome, Ithaca College, Cornell University, SUNY Oneonta, TC3, SUNY Cortland, etc).
- Previous Attendees & No-Show Registrants of CREST workshops/focus groups
- E-Mail Marketing (Those who have interacted with previous CREST emails)



Internal Marketing

Messaging to regional partners; what will we need our regional partners to know to assist?

- Chambers of Commerce
- Workforce Development Partners
- Key Business Partners (i.e. Pure Functional Foods)
 - Think: Who are the businesses that will be the ambassadors for this program?
- Municipal Offices

NOTE: Having a blanket approach to marketing/outreach may not ensure engagement from all audience segments. Having multiple key phrases, or different language/copy sets when reaching out to different targets can increase engagement. Audience segmenting & targeted language may change as data from marketing comes in; data collected from ongoing efforts will inform future marketing decisions.

COMMUNICATIONS ASSETS & TACTICS

Below is a list of the currently owned/operated communication assets for the CREST Team as well as a list of outreach tactics.

Partner	Available Assets	Suggested Audience
Southern Tier 8	Facebook, LinkedIn, Instagram, Personal E-Mails, Calls, & LinkedIn Messages	<ul style="list-style-type: none"> External: Boost Engagement with Previous Attendees Internal: All Partners
The Leadership Alliance (The Agency & the Greater Binghamton Chamber)	GBBC Facebook, Instagram, E-Blast The Agency E-Blast, Facebook, Instagram, Twitter, LinkedIn, YouTube	<ul style="list-style-type: none"> External: Business Owners, C-Suite Decision Makers, Community Leaders Internal: Chamber Partners, Business Ambassadors
Commerce Chenango	Facebook, Instagram, Twitter, LinkedIn, YouTube, Flickr	<ul style="list-style-type: none"> External: Business Owners, C-Suite Decision Makers, Community Leaders Internal: Chamber Partners, Business Ambassadors
Family & Children's Society	Facebook	<ul style="list-style-type: none"> External: Individuals and businesses in need of wrap-around services
Broome Tioga Workforce	Facebook, LinkedIn, TikTok	<ul style="list-style-type: none"> External: Local Employers; Job Seekers Internal: Business Ambassadors
LEAF	Facebook	<ul style="list-style-type: none"> External: Individuals and businesses in need of wrap-around services

Communication Tactics:

- Community Partner Email Distribution Lists
 - i.e. In Cortland & Tompkins County – 211 Email Distribution Network
- Event-based press releases & media advisories
 - i.e. September 2021 CREST Press Event
- Presentations for Business Groups
 - i.e. CREST Workshops, Focus Groups, and Future Presentations including "Compassionate Business"
- Personalized Messages/Emails or Calls to Key Community Leaders Promoting the CREST Brand & Mission
- CREST Team staff promoting via their personal professional channels.
 - "Talk up the program" when attending key professional events in the region; post on personal LinkedIn pages; serving on community boards

SUGGESTED THEMES

When crafting a social media post, e-blast, or other outreach tactic, use the below suggested themes, messaging, phrases, and media assets.

- "Workplace Wellness"
 - For external marketing, especially with employers
- Compassionate Business
 - For external marketing, especially with employers
 - For internal marketing, focus on creating compassionate business ecosystem for Chamber partners
- Welcoming Wellness into Your Workplace
 - For external marketing, especially with employers
- "X Well, Work Well"
 - For external marketing, messaging to the individual
 - Feel Well, Work Well
 - Live Well, Work Well
 - Eat Well, Work Well
 - Sleep Well, Work Well
 - Sit Well, Work Well
 - The "X well, work well" phrase allows for other collaboration under the general Workplace Wellness umbrella, such as with the Greater Binghamton Chamber's Spine Care Initiative

SUGGESTED THEMES (CONT.)

When crafting a social media post, e-blast, or other outreach tactic, use the below suggested themes, messaging, phrases, and media assets.

- Business Testimonials
 - Using marketing dollars or existing resources to tape business testimonials (i.e. Pure Functional Foods) for workplace wellness
- The Secret to Decreasing Absenteeism and Increasing Employee Morale = Comprehensive Workplace Wellness
- Road to Recovery
 - Internal Marketing with partners when discussing collaboration and creation of Workplace Wellness Corridor across Southern Tier
- "Broken Leg" analogy
 - External Marketing with employers. Make accommodations for a broken leg, or other physical illness/disability. It is no different to make an accommodation for those in recovery. It's as easy as a broken leg.
- Dismantling the Stigma Behind Being In Recovery at Work
 - Discussion/Angle towards a job seeker in recovery of a compassionate workplace. Focus on the mental/emotional wellness.
- A workplace that is ready to meet you where you're at
 - Different Stages/Whatever Stage you are in your story/journey...we can meet you
 - External Marketing to the individual job seeker
- Likewise, an employee ready to get to work
 - Hire an employee committed to bettering themselves both out in the community and at the workplace
- Compassionate Business Pledge & Annual Award
- Well-Being Leadership Video:
 - <https://vimeo.com/674477049/9d82830650>
- OASAS Why Hire People in Recovery Video:
 - <https://www.youtube.com/watch?v=yXASioFEYjg>
- Video Clips from CREST Workshops:
 - https://www.dropbox.com/sh/fnxhvvpsxmjy9f0/AAA9UR4CS8VC_9PIFwQ_wKH0a?dl=0
- Prepared CREST Graphics (To Be Uploaded to Dropbox)

IMPLEMENTATION PLAN

Objective 1 - Educate Local Employers and the Community On:

- Workplace Wellness
 - Launch social media campaign on Chamber pages utilizing “Workplace Wellness” language
 - Include statistics in infographics from survey data to inform business owners/employers/decision makers what their regional peers are thinking
 - Link through to opportunities to learn more (i.e. Industry Summit website, Whitepaper, Compassionate Business Webinar)
 - Track engagement, especially if a paid post.
 - Note: Different platforms produce different results. Our two target platforms should be Facebook and LinkedIn as they are home to business owners and area professionals; additionally we are able to target within those two platforms by job title and interests. Paid media should only be for Facebook & LinkedIn.
 - Direct Mail or E-Mail Campaign
 - Craft an email to business owners/employers/decision makers on workplace wellness
 - Are you prioritizing workplace wellness?
 - What does workplace wellness mean to you?
 - Do you understand the importance of workplace wellness?
 - Email message will connect businesses/employers with Industry Summit site and/or service providers

Objective 1 (Cont.) – Educate Local Employers and the Community On:

- Benefits to hiring those in recovery
 - Share video clips from 3-hour CREST Workshop on social media/via e-blast
 - Pure Functional Foods testimonial
 - OASAS Presentation
 - Gather additional business testimonials for hiring those in recovery
 - Promote OASAS information & tax credit benefits
 - Messaging: The Secret to Decreasing Absenteeism and Increasing Employee Morale = Comprehensive Workplace Wellness
- Science of Addiction
 - Launch a joint campaign between LEAF and the Chamber of Commerce partners
 - LEAF shares statistics/information in an easy to digest infographic on Facebook; partners share post; track engagement *especially if paid post*
 - Utilize video from CREST workshop of Julie presenting
 - Host a joint Facebook Live discussing science of addiction with Chamber partners
- Support Services Available in Region for those in Recovery
 - Connect with businesses that have already participated in the CREST workshops and gauge interest in future participation
 - Connect businesses with service & workforce partners to discuss available programs including wrap-around service and OJT programs
 - Launch campaign on service provider social media; boost on Chamber partner pages to get the service provider's information out to businesses
 - Present project at community meetings (i.e. Rotary Clubs, etc)
- Influence on NYS Substance Use Policy
 - Highlight efforts of CREST Team partners in e-newsletter outreach to employers about benefits of hiring those in recovery.

Objective 2 – Boost Engagement with OWLs Survey and future presentations/workshops/trainings

- Promote survey to businesses on Chamber channels
 - Paid media on LinkedIn & Facebook to drive engagement
 - Target by location (regions lacking data) & key demographic information such as job titles
- Host press event or distribute media releases on milestones in the project and/or major workshops
 - Hosting the first of the Industry Summit Series we held a press conference
 - Launch of the whitepaper co-published with OWLs
 - New webinar on Compassionate Business
 - Promote Manager Stress Training or other program provided by OWLs based off survey data

Objective 3 – Within Southern Tier, Boost Positive Messaging about the Value of Living and Working in a Community Focused on Workplace Wellness.

- Utilize Broome County...a good life program from The Agency and incorporate message of “workplace wellness” into ongoing theme of why Broome County is a good place to live and work.
 - Utilize similar place-based marketing campaigns at other Chamber partnerships to promote the region as a community that values workplace wellness
- Create video testimonials of workers in recovery in the region, similar to the Recovery is Good business video
- Partner with other wellness initiatives in the area, such as Excellus Spine Care Initiative, to showcase wider commitment to wellness

Objective 4 – Promoting Open Positions Under Umbrella of "Workplace Wellness" to Match Candidates more Effectively with Job Openings in Key Industries Committed to Compassionate Business Practices

- Connect businesses interested in participating in the model of workplace wellness with Broome Tioga Workforce
 - Gather list of open positions at these employers
- BT Workforce runs specially branded campaign, any positions at one of these companies that embrace workplace wellness will have certain branding within the post
 - Start campaign with introduction of branding; special copy, new logo, etc.
 - Branding notifies the random job seeker not connected with a recovery program that the workplace is open to the compassionate business model; allows for awareness of program outside of recovery population
 - Branding signifies to other employers that their open positions could be marketed with this added benefit, too, and can indirectly increase business/employer engagement with program

Objective 5 – Develop a "Workplace Wellness" Corridor in the Southern Tier to Attract/Retain Talent, with a Strong Focus on those in Active Recovery"

- Connect with community partners and present concept of "Workplace Wellness" corridor to solidify and strengthen community support
- Host press conference towards end of initiative celebrating creation of the corridor

NOTE: OUTSIDE OF THE SUGGESTED IMPLEMENTATION TACTICS LISTED ABOVE FOR EACH GOAL, CREST TEAM PARTNERS ARE ALSO STRONGLY ENCOURAGED TO CREATE ORGANIC (UNPAID) POSTS ON SOCIAL MEDIA. PLEASE DO NOT PUT ANY DOLLARS BEHIND A POST WITHOUT CONSULTING THE MARKETING PLAN & CREST TEAM.

APPENDIX A: BUDGET

Agency	Item	Partner Cash Match	ARC	TOTAL
Chamber	Staff	\$21,080.22	\$23,492.47	\$44,572.69
	Fringe	\$3,919.78	\$4,377.58	\$8,297.36
	Promotional Materials	\$5,000	\$2,130	\$7,130.00

- Total budget: \$7,130
 - Remaining (As of 12:00 PM 2/7/2021): \$6,730
 - Spent (As of 12:00 PM 2/7/2021):
 - \$100 Facebook Ad for CREST Workshop (\$99.95)
 - \$300 – (\$99.95) Facebook & (\$200) LinkedIn Ad for OWLs Survey
- In-Kind Contributions
 - \$5,000 LEAF Marketing – Graphic Design

APPENDIX B: SOCIAL MEDIA MANAGEMENT TIPS

The following pages will give you basic instructions on how to make and track both organic and paid posts on social media. For the purpose of the CREST campaign, the primary platform to be utilized for communications and marketing is Facebook; although partners are encouraged to create organic social media posts promoting the program across all their channels. Facebook is the sole platform every CREST partner shares which will allow us to collaborate and share posts easier, thus increasing our reach, in addition to the fact that posts & advertisements can be easily and often automatically shared onto the organizations Instagram as well from the Facebook platform.

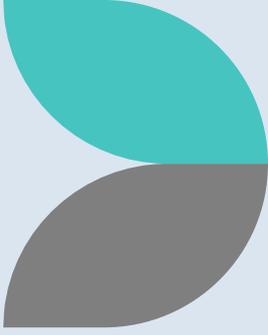
In Appendix B you will find:

- How to Make Organic (Unpaid) Facebook Post
- How to Schedule Future Facebook Post
- How to Make Paid Facebook Ad
- How to Track Organic Facebook Post Engagement
- How to Track Paid Facebook Ad Engagement

Note: Pre-provided copy & graphics should already meet Facebook Advertising Guidelines, however, should partners decide to create their own graphics or make their own posts, be sure to review advertising policies in advance to avoid ad rejection. Advertising policies do not apply to organic (unpaid) posts, but it is important to ensure ad graphic sizes still meet policy suggestions to be most high quality. Paid Ads will undergo a review period for 24-48 hours on both Facebook where the size, language, and content of the ad, as well as targeting parameters, will be reviewed according to each advertising policy.

- Facebook Ad Policy: <https://www.facebook.com/policies/ads/>

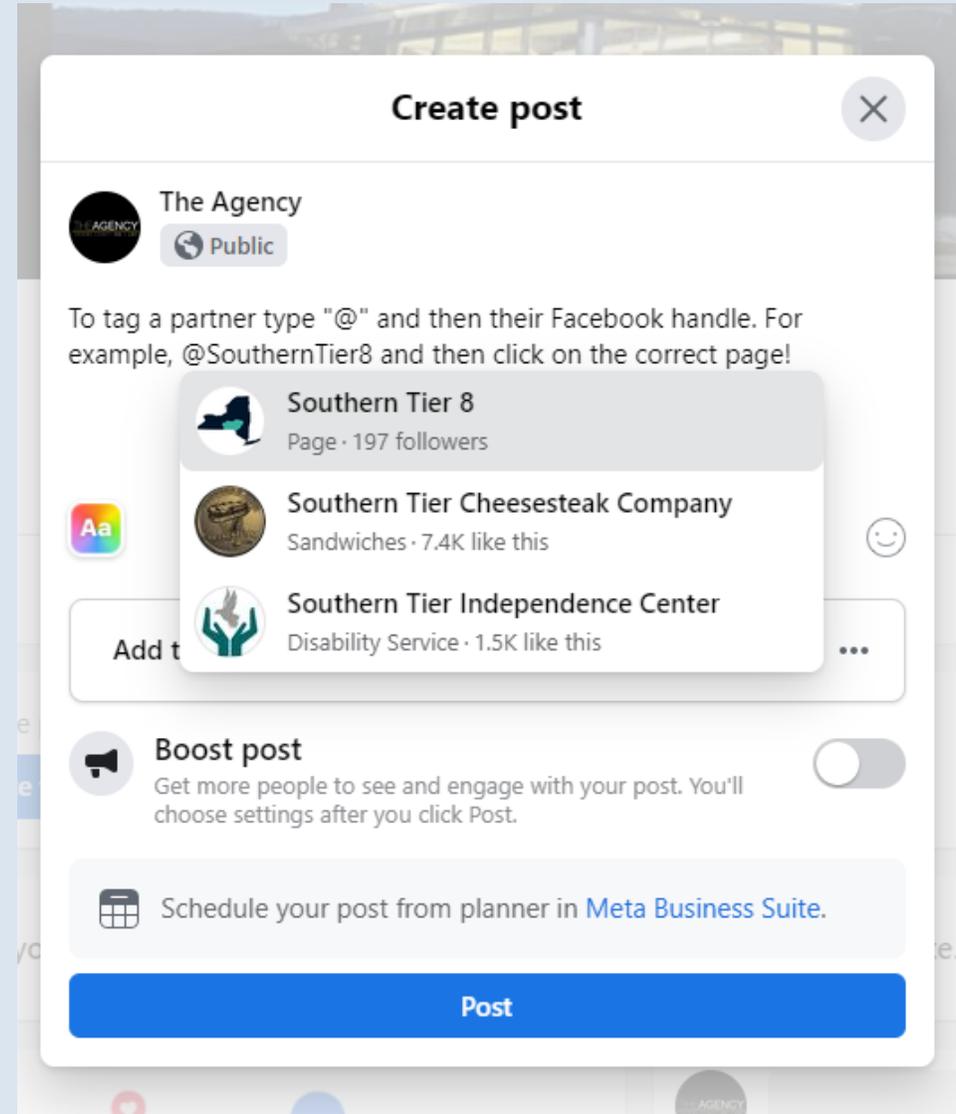
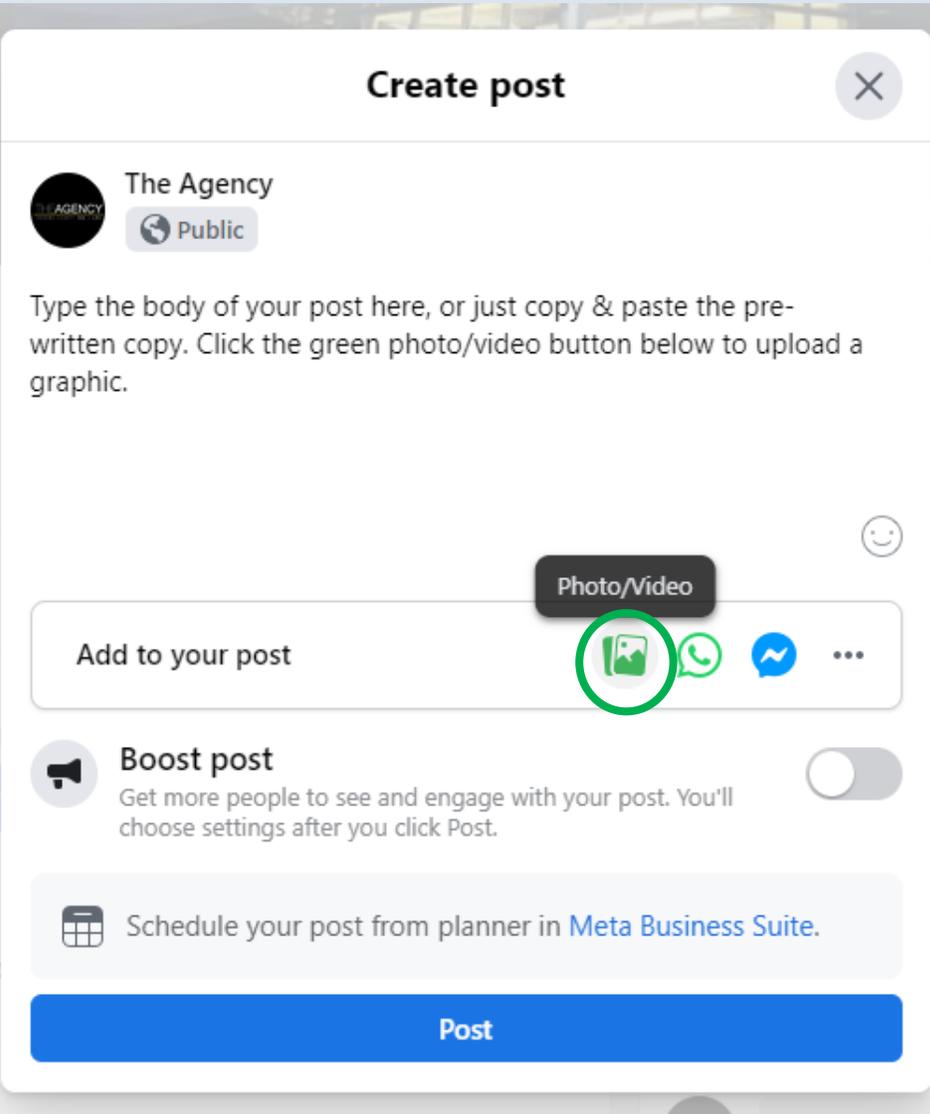
Making an Organic (Unpaid) Facebook Post (1 of 2)



The screenshot shows the Facebook interface for 'The Agency' business page. The page header includes the Facebook logo, search bar, navigation icons, and user profile 'Amy'. The main content area features a cover photo of a building entrance, the page name 'The Agency', and a 'Create post' button circled in red. Below the 'Create post' button are options for 'Photo/video', 'Get messages', and 'Feeling/activity'. A red circle highlights the 'Create post' icon in the bottom right corner of the page.

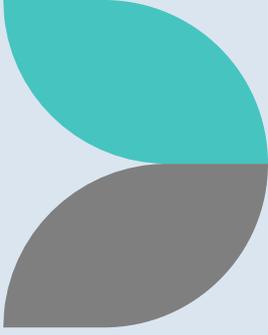
- Go to your business or organization's Facebook Page
- Click the "Create Post" button or the small writing icon in the lower right corner

Making an Organic (Unpaid) Facebook Post (2 of 2)



- Click post when you are all finished!
- Note: Facebook is in the process of switching their advertising over to their new platform, Meta. Do not click “Schedule your post from planner in Meta Business Suite” if you would like to schedule a future post; it will currently erase the post that you typed out. For instructions on how to best schedule a future post, please read the next page.

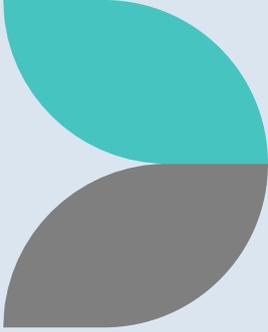
Scheduling a Future Facebook Post (1 of 4)



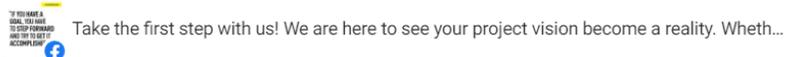
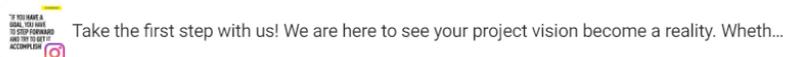
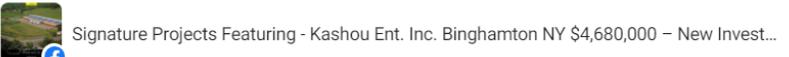
The screenshot shows the Facebook Business Suite interface for a page named "The Agency". The left-hand navigation pane contains several options: "Home", "News Feed", "Messenger tools", "Ad Center", "Events", "Resources & Tools", and "Notifications". The "Publishing tools" option is highlighted with a red circle. The main content area shows the page header with a cover photo, the page name "The Agency", and a "Create post" button. Below the header, there are promotional banners and a "Create post" section with options for "Photo/video", "Get messages", and "Feeling/activity".

- Go to your business or organization's Facebook Page
- Click the "Publishing Tools" button on the left side navigation pane

Scheduling a Future Facebook Post (2 of 4)

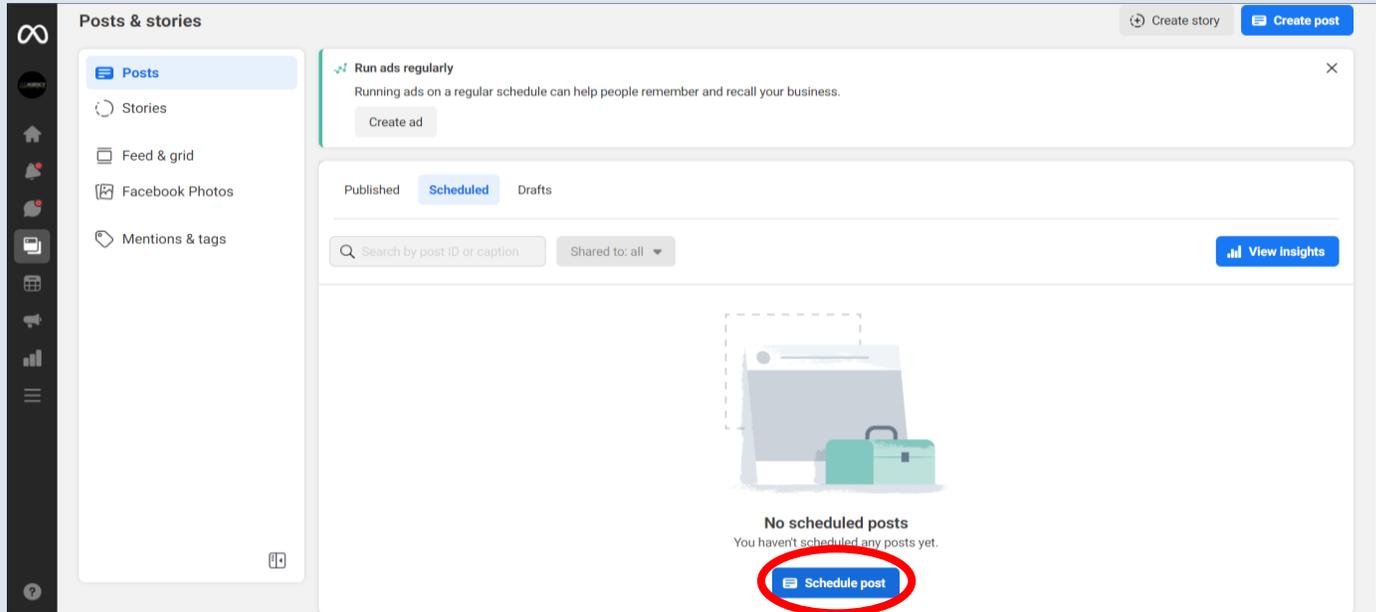


The screenshot displays the Facebook Business Suite interface. On the left is a navigation sidebar with icons for Home, Notifications, Facebook Photos, Mentions & tags, and a search icon. The main header shows 'Posts & stories' with 'Create story' and 'Create post' buttons. Below this is a 'Run ads regularly' banner. The main content area has tabs for 'Published', 'Scheduled' (which is circled in red), and 'Drafts'. Below the tabs are filters for 'Search by post ID or caption', 'Shared to: all', and 'Lifetime: Mar 31, 2019 - Apr 4, 2022', along with a 'View insights' button. A table of posts is shown below, with columns for 'Posts', 'Date published', and 'Boost post'. The table contains four rows of posts, each with a checkbox, a post preview, a 'Boost post' button, and a 'Date published' column.

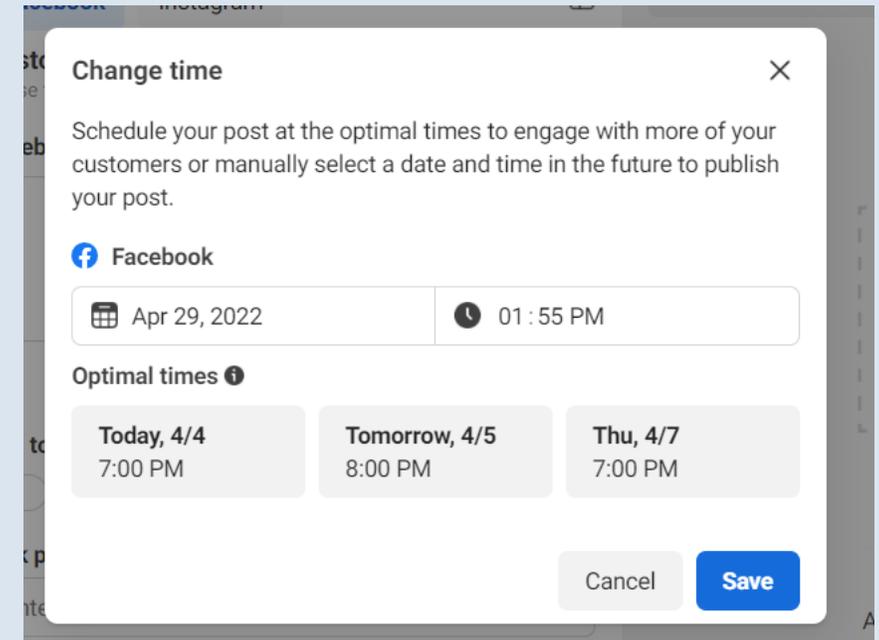
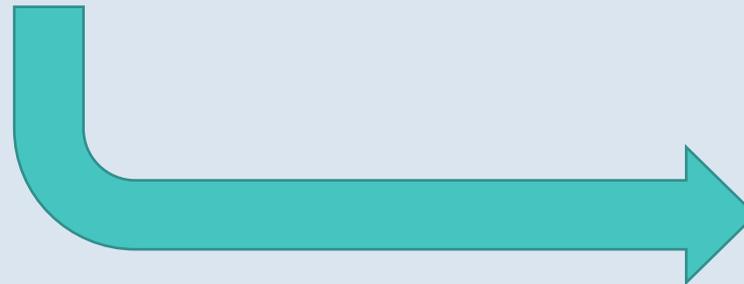
Posts	Date published
<input type="checkbox"/> 	Boost post March 31, 2022 at 9:05 AM
<input type="checkbox"/> 	Boost post March 31, 2022 at 9:04 AM
<input type="checkbox"/> 	Boost post March 30, 2022 at 4:42 PM
<input type="checkbox"/> 	Boost post March 30, 2022 at 4:42 PM

- This is Meta Business Suite, Facebook’s new page managing platform. You can view all the posts & stories you have made, schedule future posts, boost posts, and make new organic posts or ads.
- To schedule a post from this page, click on the “Scheduled” tab

Scheduling a Future Facebook Post (3 of 4)



- Here you will see the list of Scheduled Posts you have, if any.
- To schedule a future post, click the “Schedule Post” button



- Select the date & time you would like to set for your post to be published

Scheduling a Future Facebook Post (4 of 4)

Select different post preview options and customize by platform

Create post

Placements

- The Agency
- the_agency_ny

Select where the post will be. Facebook, Instagram or both.

Text

Type the body of your post or copy & paste pre-written copy here. Select above whether you would like this post to be on Facebook, Instagram or both. Be sure to tag partners with "@"

Preview your post to the right -----> for both Facebook & Instagram on all different devices.

Upload media on lower left side; make sure graphics are high quality and good size (recommend 1080x1080 px or 1200x1200 px)

Media

Share photos or a video. Instagram posts can't exceed 10 photos.



Add media here. Recommended graphic sizes 1080 px by 1080 px or 1200 px by 1200 px

Facebook Instagram

Customize your Facebook post

These features and text will only appear in your Facebook post.

Facebook text

Type the body of your post or copy & paste pre-written copy here. Select above whether you would like this post to be on Facebook, Instagram or both. Be sure to tag partners with "@"

Preview your post to the right -----> for both Facebook & Instagram on all different devices.

Upload media on lower left side; make sure graphics are high quality and good size (recommend 1080x1080 px or 1200x1200 px)



Call to action

Get messages

Link preview · Optional

Enter a link

Desktop News Feed

The Agency
1m · 🌐

Type the body of your post or copy & paste pre-written copy here. Select above whether you would like this post to be on Facebook, Instagram or both. Be sure to tag partners with "@"

Preview your post to the right -----> for both Facebook & Instagram on all different devices.

Upload media on lower left side; make sure graphics are high quality and good size (recommend 1080x1080 px or 1200x1200 px)



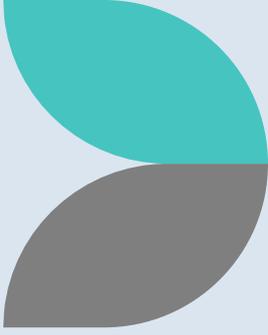
Boost

To be scheduled for: Apr 29, 2022, 1:55 PM

Schedule post

- Double check the date & time and click schedule post!

Making a Paid Facebook Ad (1 of 5)

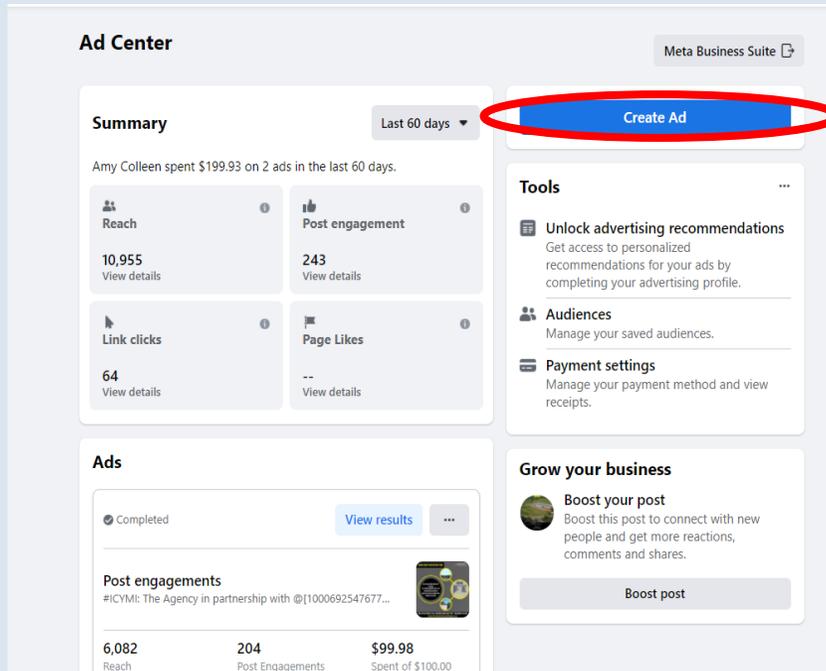


The screenshot shows the Facebook Business Suite interface for 'The Agency'. The left-hand navigation pane includes 'Manage Page', 'Meta Business Suite', and a bottom section with 'Home', 'News Feed', 'Messenger tools', 'Ad Center' (circled in red), 'Events', 'Resources & Tools', and 'Notifications'. The main content area features a cover photo, profile picture, name, and bio. Below this are navigation tabs, a 'Promote' button, and several promotional cards, including one for 'Promote website' and another for 'Meta Business Suite'. A 'Create post' section is visible at the bottom right.

- Go to your business or organization's Facebook Page
- Click the "Ad Center" button on the left side navigation pane

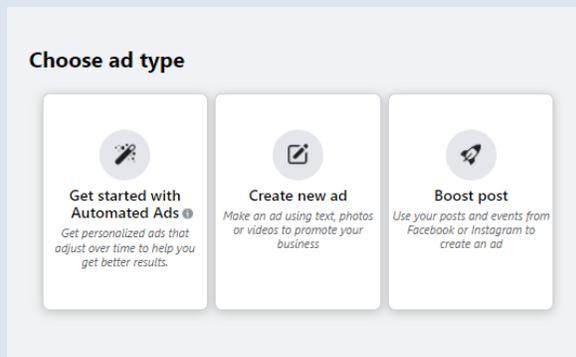
Making a Paid Facebook Ad (2 of 5)

- Welcome to Facebook Ad Center! You can also create ads in Meta Business Suite.
- Click on the Create Ad Button

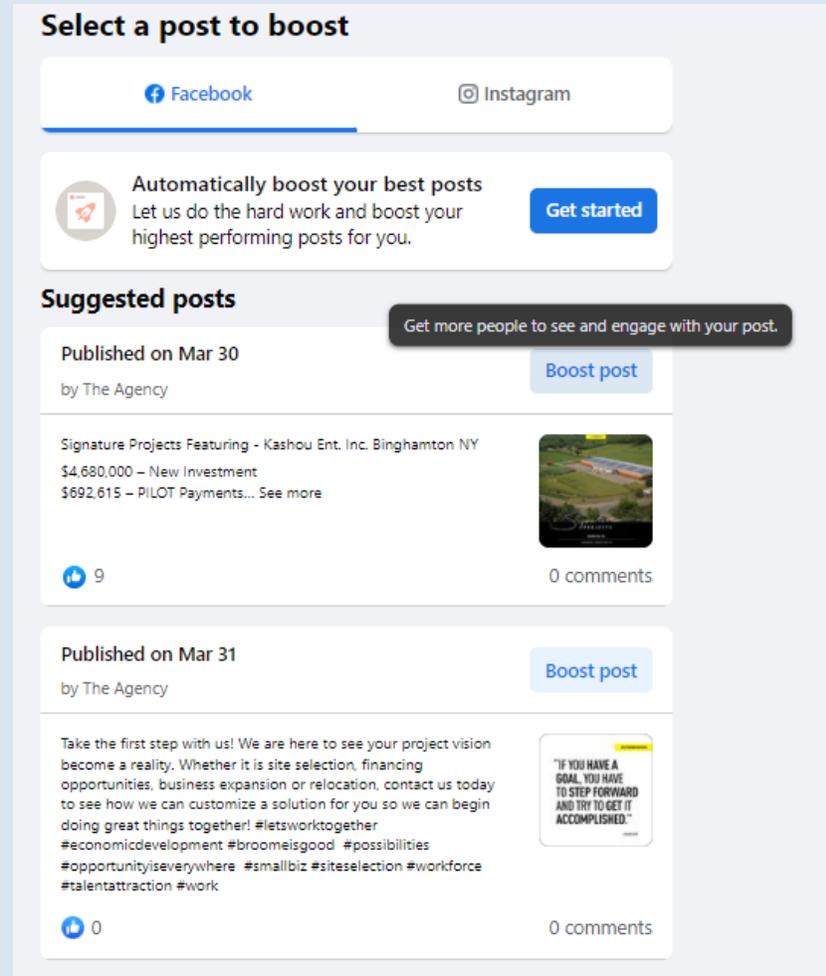


The screenshot shows the Facebook Ad Center interface. At the top right, there is a 'Meta Business Suite' link. Below it, a 'Summary' section displays performance metrics for the last 60 days: Reach (10,955), Post engagement (243), Link clicks (64), and Page Likes. A blue 'Create Ad' button is circled in red. To the right, there are sections for 'Tools' (Unlock advertising recommendations, Audiences, Payment settings) and 'Grow your business' (Boost your post). At the bottom, an 'Ads' section shows a completed ad with 6,082 reach and 204 post engagements, costing \$99.98.

- Select which type of ad you would like to create. You can create a new ad from scratch or you can put money behind a post you have already made to your Facebook page.
- Since the audience targeting & copy is provided by this guide, you do not need to worry about automated ads.
- If you choose a boosted post you will be given a list of suggested and recent posts to “boost” or increase engagement. Select the post and enter your audience targeting and budget data



The 'Choose ad type' screen offers three options: 'Get started with Automated Ads' (personalized ads that adjust over time), 'Create new ad' (using text, photos, or videos to promote business), and 'Boost post' (using existing posts and events to create an ad).



The 'Select a post to boost' interface shows options for Facebook and Instagram. A 'Get started' button is available for automatically boosting best posts. Under 'Suggested posts', two posts are listed: one from March 30 about 'Signature Projects' and another from March 31 about 'Take the first step with us!'. Each post has a 'Boost post' button.

Making a Paid Facebook Ad (3 of 5)

- Select your goal for the ad. Facebook's automatic setting is good at capturing what you may want, such as getting more messages on your page, more post engagements, or more website visitors. Feel free to either leave the goal as "Automatic" or set it to your preference. For this campaign "Get more website visitors" will likely be the most common goal.
- Under description – Type what you would like your post to say.
- Upload Media, or select from existing Facebook albums, by clicking "select media"

Create ad

Goal
What results would you like from this ad?

Automatic
Let Facebook select the most relevant goal based on your settings. Change

Shuffle creative
Let Facebook optimize your ad creative by testing a mix of headlines, images and buttons to show people the version they're most likely to respond to.

Ad creative Use a post
How do you want your ad to look?

Description
Type the body of your post or copy & paste pre written copy here. Tag partners with "@" and upload media below. Use ONE photo unless otherwise directed.

 Try to use a clear image with a single focal point.

Automatic enhancements

Media 1/5 · Select multiple images or videos to create a carousel. Select media



- Enter the Headline beneath the uploaded media. Think of the Headline as the Title of your Ad.
- Change button label to best suit ad. For the purpose of CREST, typically the "Learn More" button would work best.
- Include website URL (if applicable)
- Our ads **do not** fall under a special category. If Facebook rejects your ad for this reason, contact Amy at acw@theagency-ny.com
- Select your audience targeting details (see next page for more information)

Headline
Enter Headline Here
19 / 25 characters

Button label
Contact us

Website URL
<http://www.theagency-ny.com/>

Special Ad Category
Ads about credit, employment, housing, or social issues, elections or politics

Audience
Who should see your ad?

People you choose through targeting

Audience details
Location - living in: United States
Age: 18 - 65+

People who like your Page

People who like your Page and their friends

People in your local area

Broome County Audience

Southern Tier Business Audience

Create new

Making a Paid Facebook Ad (4 of 5)

- Select the Gender, Age, Location, and Interests of those you are targeting.
- Targeting Interests is where one can find the most success with Facebook advertising. For the purpose of CREST, under interests Facebook allows advertisers to target by industry, degree attainment, online behavior, hobbies, and more.
- Browse the Detailed Targeting section to see which interests Facebook will allow for targeting. More specific targeting options are available in Meta Business Suite Ad Manager, but are not needed for the purpose of this campaign.
- View the estimated audience size at the bottom of this window. Aim to keep your audience in the green “Fairly Broad” to “Specific” zone.

Edit audience [Close]

Select the location, age, gender and interests of **people** you want to reach with your ad.

Gender

All Men Women

Age

18 65+

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

Locations

Locations
Type to add more locations

United States

United States + 25 mi X

Detailed Targeting

Detailed Targeting [Browse](#) →

Suggested for you

Additions Counselor + Workforce Development Specialist +

College grad + Interested in Upcoming Events + Doctorate degree +

Audience definition

Your audience selection is fairly broad.

Specific Broad

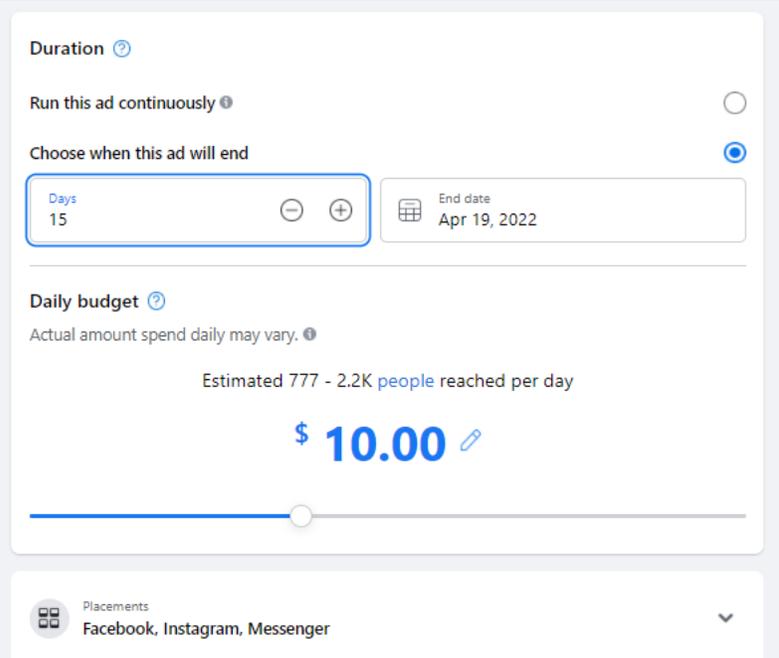
Estimated audience size: 231.4M - 272.3M

★ Potential Reach is now Estimated Audience Size

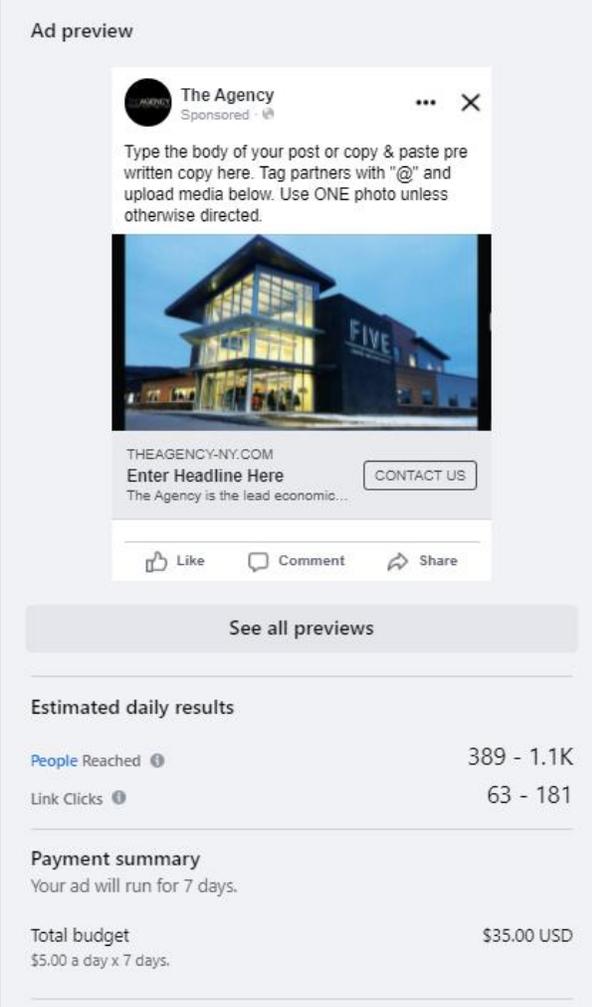
Cancel Save audience

Making a Paid Facebook Ad (5 of 5)

- Select the timeframe you would like the advertisement to run for. Note that ads will truly start typically 24-48 hours after they are submitted due to the review process.
- Select the budget you would like for your ad. Facebook will sometimes ask for a daily budget or sometimes as for an overall budget.
- Enter your payment information, select which platforms for the ad to run on (Facebook, Instagram, and/or Facebook Messenger), review the ad previews and all targeting information, and press post!



The screenshot shows the 'Duration' and 'Daily budget' sections of the Facebook Ad creation interface. The 'Duration' section has two radio buttons: 'Run this ad continuously' (unselected) and 'Choose when this ad will end' (selected). Under 'Choose when this ad will end', there is a 'Days' input field set to '15' and an 'End date' field set to 'Apr 19, 2022'. The 'Daily budget' section shows 'Estimated 777 - 2.2K people reached per day' and a budget slider set to '\$ 10.00'. At the bottom, the 'Placements' dropdown is set to 'Facebook, Instagram, Messenger'.



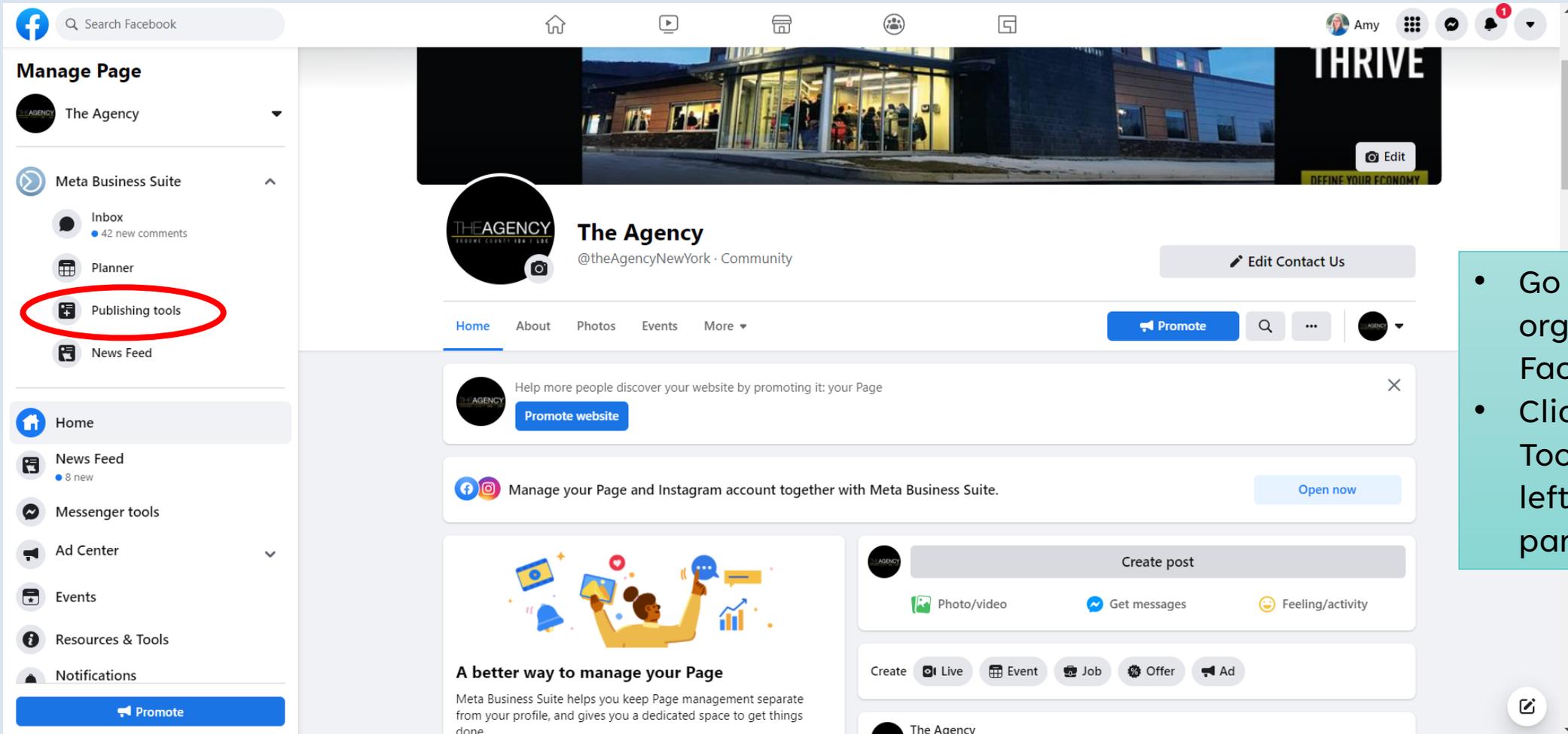
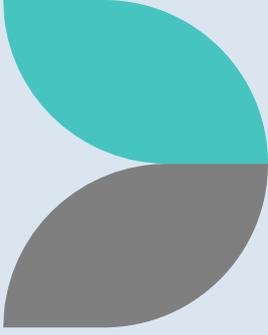
The screenshot shows the 'Ad preview' section. It features a post from 'The Agency' (Sponsored) with a placeholder image of a modern building at night. The text of the ad includes 'Type the body of your post or copy & paste pre written copy here. Tag partners with "@" and upload media below. Use ONE photo unless otherwise directed.' Below the image is a link to 'THEAGENCY-NY.COM', a placeholder for the headline 'Enter Headline Here', and a 'CONTACT US' button. The ad has 'Like', 'Comment', and 'Share' buttons. Below the preview is a 'See all previews' button. At the bottom, there is a table of 'Estimated daily results' and a 'Payment summary'.

Estimated daily results	
People Reached	389 - 1.1K
Link Clicks	63 - 181

Payment summary	
Your ad will run for 7 days.	
Total budget	\$35.00 USD
\$5.00 a day x 7 days.	

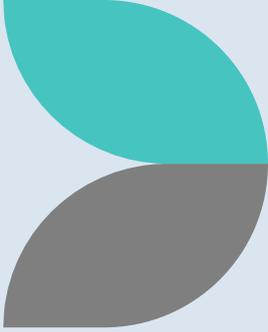
- An ad preview will be displayed on the right hand side of the Ad Creation page. The preview will show you estimated daily results for people reach and number of engagements. Try playing with audience targeting, budget, and the dates you are running your ad to increase/decrease these numbers.

Tracking Engagement on an Organic Facebook Post (1 of 4)



- Go to your business or organization's Facebook Page
- Click the "Publishing Tools" button on the left side navigation pane

Tracking Engagement on an Organic Facebook Post (2 of 4)



The screenshot displays the Facebook Ads Manager interface. On the left is a navigation sidebar with options like 'Posts & stories', 'Stories', 'Feed & grid', 'Facebook Photos', and 'Mentions & tags'. The main area shows a 'Run ads regularly' notification at the top. Below it are filters for 'Published', 'Scheduled', and 'Drafts'. A search bar and filters for 'Shared to: all' and 'Lifetime: Mar 31, 2019 - Apr 4, 2022' are visible. A table lists several posts, each with a 'Boost post' button and a 'Date published' column. The 'View insights' button for the first post is circled in red.

Posts	Date published
<input type="checkbox"/> Take the first step with us! We are here to see your project vision become a reality. Wheth...	Boost post March 31, 2022 at 9:05 AM
<input type="checkbox"/> Take the first step with us! We are here to see your project vision become a reality. Wheth...	Boost post March 31, 2022 at 9:04 AM
<input type="checkbox"/> Signature Projects Featuring - Kashou Ent. Inc. Binghamton NY \$4,680,000 - New Invest...	Boost post March 30, 2022 at 4:42 PM
<input type="checkbox"/> Signature Projects Featuring - Kashou Ent. Inc. Binghamton NY \$4,680,000 - New Invest...	Boost post March 30, 2022 at 4:42 PM

• Click the “View Insights” button

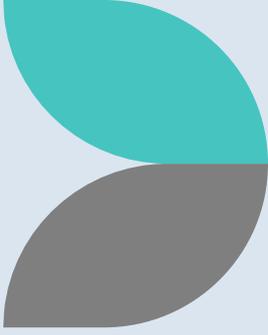
Tracking Engagement on an Organic Facebook Post (3 of 4)

The screenshot displays the Facebook Insights dashboard for 'The Agency'. The left sidebar contains navigation options: Overview, Results, Content (selected), and Audience. The main content area shows 'Top performers: Reach' with a featured post titled '#ICYMI: The Agency in partnership with Broome County Government launched the Broome County COVID Recovery Fund (CRF)'. This post has a reach of 6,524. Below this, a table titled 'Recent content' lists several posts with their respective reach, likes, and reactions.

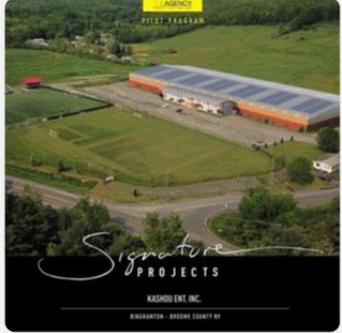
Recent content ↓	Type	Reach	Likes and reactions	Sticker taps
Take the first step with us! We are ... Thu Mar 31, 6:05am	Post	71	0	--
Take the first step with us! We are ... Thu Mar 31, 6:04am	Post	98	2	--
Signature Projects Featuring - Kash... Wed Mar 30, 1:42pm	Post	419	11	--
Signature Projects Featuring - Kash...	Post	169	6	--

- Select the timeframe for the post you are looking to review
- Scroll through the data presented in this dashboard for information on reach, clicks, likes, and more.
- Click on individual posts to review their results

Tracking Engagement on an Organic Facebook Post (4 of 4)



Back to content



Boost post

Signature Projects Featuring - Kashou Ent. Inc. Binghamton NY \$4,680,000 – New...
March 30, 2022 at 4:42 PM
ID: 4911331592235932

Interactions

11 reactions 0 comments 1 share

Performance

Metric	Total	Worst	Best
Reach	419		
Reactions, comments and shares	12		
Link clicks	7		

Reach
Total: 419
This post reached more people than **96%** of your 50 most recent Facebook posts and stories.

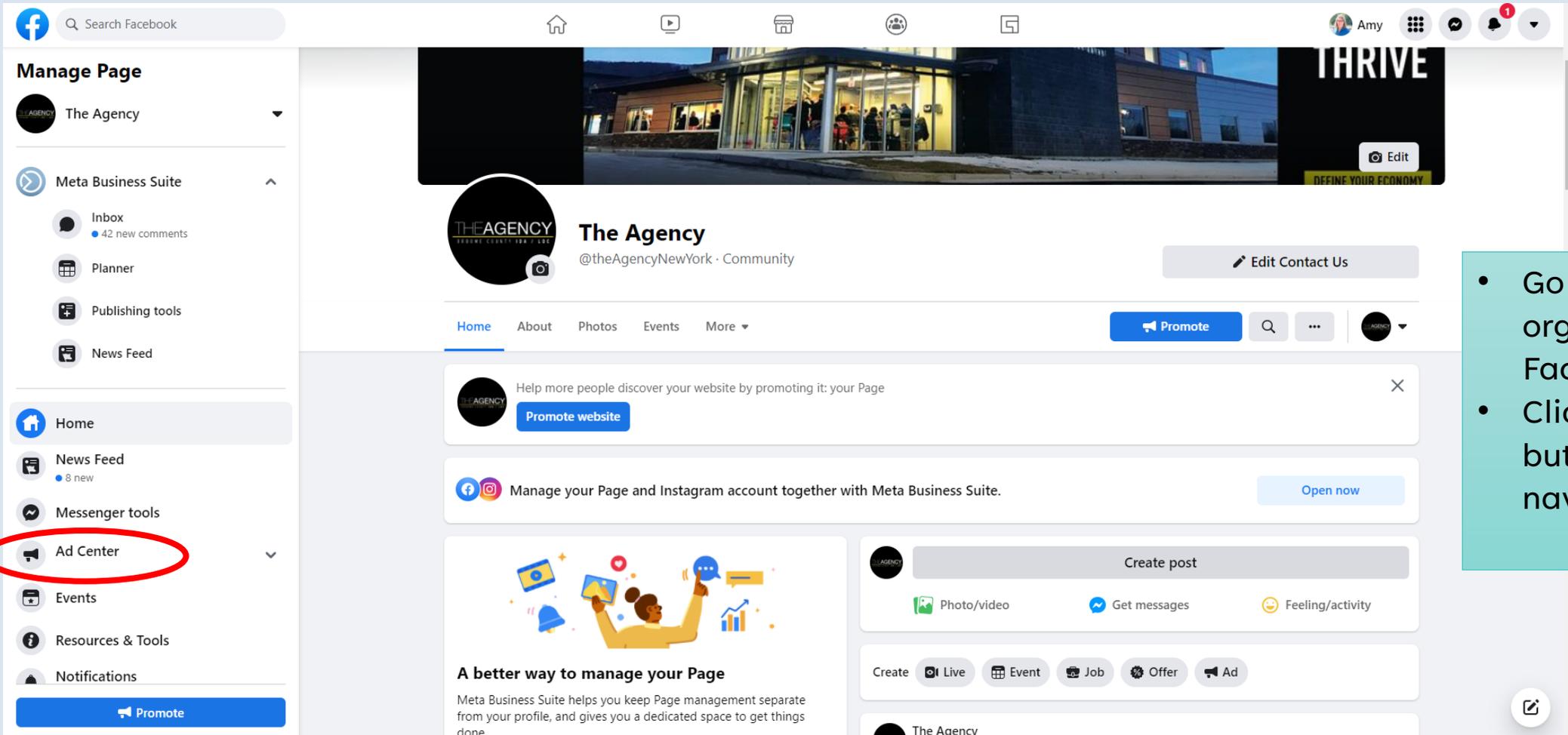
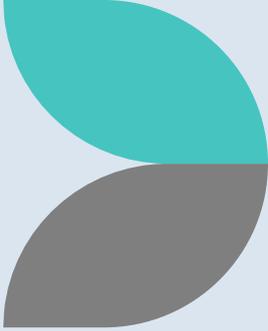
Reactions, comments and shares
Total: 12
This post received more reactions, comments and shares than **96%** of your 50 most recent Facebook posts and stories.

Results
Total: 7
This post received more link clicks than **73%** of your 50 most recent Facebook posts and stories.

Need help? Talk to us.

- Review post data and Facebook provided insights. Insights compare the performance of this post to other posts on your page.
- Screenshot data or record in writing for reporting purposes.

Tracking Engagement on a Paid Facebook Ad (1 of 3)



- Go to your business or organization's Facebook Page
- Click the "Ad Center" button on the left side navigation pane

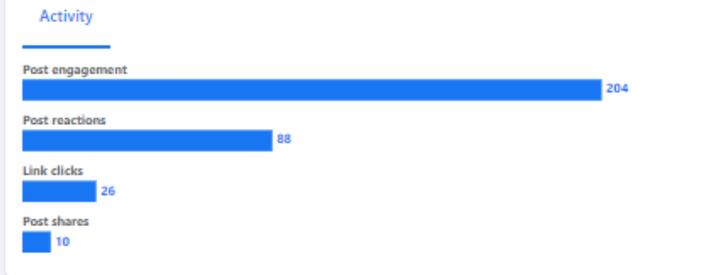
Tracking Engagement on a Paid Facebook Ad (2 of 3)

- Welcome back to Facebook Ad Center! You can also view your ad data in Meta Business Suite.
- Change the Summary Timeframe by clicking on the dropdown box in the top right corner to view the engagement summary over different periods of time.
- The summary box provides overarching information on how your ads perform. Scroll down to click on individual ad results by clicking “View Results”
- Key terms
 - Reach = Total number of individual people who saw the ad
 - Impressions = Number of times the ad was seen total, including repeats
 - Post engagement can include likes, clicks, and shares

The screenshot displays the Facebook Ad Center interface. At the top right, there is a 'Meta Business Suite' link. The main section is titled 'Ad Center' and features a 'Summary' card. In the top right corner of the Summary card, a dropdown menu is set to 'Last 60 days', which is circled in red. The summary text states: 'Amy Colleen spent \$199.93 on 2 ads in the last 60 days.' Below this, there are four performance metrics: Reach (10,955), Post engagement (243), Link clicks (64), and Page Likes (0). A teal bracket on the left side of the Summary card indicates that these metrics are part of the overview. To the right of the Summary card is a 'Create Ad' button. Below the Summary card is an 'Ads' section showing a list of individual ad results. The first ad is marked as 'Completed' and has a 'View results' button circled in red. The ad details show 6,082 Reach, 204 Post Engagements, and \$99.98 Spent of \$100.00. To the right of the Ads section are two 'Tools' cards: 'Unlock advertising recommendations' and 'Audiences'. Below these is a 'Grow your business' section with a 'Boost your post' card, which includes a 'Boost post' button.

Performance
\$99.98 spent over 7 days.

Post Engagements	Reach	6,082
204	Cost per Post Engagement	\$0.49



Get more results like this
Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

[Get started](#)



Audience details

Location - living in
United States: Binghamton (+25 mi), Conklin (+25 mi), Endicott (+25 mi), Harpursville (+25 mi), Johnson City (+25 mi), Kirkwood (+25 mi), Maine (+25 mi), Vestal (+25 mi), Whitney Point (+25 mi), Windsor (+25 mi) New York; Broome County New York

Age
18 - 65+

People who match
Interests: Small business, Restaurant management, Hospitality industry, Manufacturing or Restaurants and Behaviors: Small business owners, Travel & Tourism page admins, Retail page admins, Food & Restaurant page admins or Business page admins

[Edit Audience](#)

Ad rating
Are you satisfied with this ad?

No Yes

Details

Status: Completed

Goal: Get more engagement

Total budget: \$100.00

Duration: 7 days

[See all](#)

Preview

[View ad](#) [Edit ad](#)

Payment method

[Change](#)

Amount spent

Total Amount: \$99.98

Tracking Engagement on a Paid Facebook Ad (3 of 3)

- On the “View Results” page for each ad, discover the number of engagements, reach, impression, cost per engagement or cost per click, and the location, device, gender & age information of those reached. You can also review and edit your advertising budget, audience, and preview your ad.
- Please note, depending on the “Goal” of your ad, the results presented by Facebook may be a little different. For example, this post’s goal was to “get more engagement” – this was set during the ad making process and presents my data in numbers of engagements and cost per engagement. If the goal was to “get more website visitors” then the data would be presented in clicks and costs per clicks. All data can be viewed in the Meta Business Suite, however, for the purposes of our tracking this quick view results page should be enough.
- Either take note of this information in an email or screenshot the page and collect it for reporting purposes.

APPENDIX C: STATISTICS

Partners should utilize the following local statistics to strengthen their outreach efforts. Including statistics makes the issue closer to home and easier to relate to and want to engage with. For many, statistics are the final push to action when one recognizes the impact an issue may have on the community they care about or their own business directly. This is the WHY behind the CREST program.

The age-adjusted mortality rates related to drug overdose (2014 -2018):

- Across the region, the rate was 24.9%. (USA 19.3%).
- The region has two counties (Delaware 34% and Broome 33.2%) that exceeded the national and Appalachian Region rates.
- One exception to the data, Schoharie County, had such low recorded deaths due to drug overdose (12) that the crude number was used in the calculations.
- The region's age-adjusted mortality rate, excluding Schoharie County, is 26.8%.

Excessive Drinking

- While Appalachian New York's opioid overdose rates are not as high as Central Appalachia's, the rate for Broome County (representing 33% of the region's total population) is more than double the State rate.
- The Appalachian region of New York State has the highest rate of excessive drinking in the ARC region ("Creating a Culture of Health in Appalachia: Disparities and Bright Spots", ARC 2017) and our employment decline mirrors that of Appalachian Kentucky ("Industrial Make-Up of the Appalachian Region: Employment and Earnings, 2002-2017", ARC)
- Since 2008, Binghamton, our largest city, lost 7.5% of the private sector workforce (2019, New York Department of Labor).

Table 1	Appalachian New York	Appalachian Kentucky
Excessive Drinking: Percent of Residents	18.4%	11.1%
Percent Change: Total Employment, All Industries 2012-17	-1.1%	-1.1%

APPENDIX C: STATISTICS

Active Recovery Statistics

- In addition, making an assumption that people in recovery are prescribed Buprenorphine (a medication prescribed to treat SUD) the rate of prescriptions averaged across the region is 55.64 while New York State is reported at 35.1. This would indicate that we have a significant population of people who are in active recovery and may be ready to rejoin the workforce.

CREST

Strategic Marketing Planning Worksheet

<u>Strategic Marketing Goal 1A:</u> Educate local employers and the community on: (1A) Workplace wellness				Year: 2022
<u>Objective:</u> Utilize OWLs Survey and future presentations/workshops to increase awareness, assess needs, and educate about workplace wellness, benefits to hiring those in recovery, and the science of addiction.				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
<ul style="list-style-type: none"> • Launch social media campaign on Chamber pages utilizing “Workplace Wellness” language 				
<ul style="list-style-type: none"> • Direct Mail or E-Mail Campaign: Craft an email to business owners/employers/decision makers on workplace wellness <ul style="list-style-type: none"> ○ Are you prioritizing workplace wellness? ○ What does workplace wellness mean to you? ○ Do you understand the importance of workplace wellness? 				
<ul style="list-style-type: none"> • Organic Social Media Posts 				

Strategic Marketing Goal 1B: Educate local employers and the community on: (1B) Benefits to hiring those in recovery				Year: 2022
Objective: Utilize OWLs Survey and future presentations/workshops to increase awareness, assess needs, and educate about workplace wellness, benefits to hiring those in recovery, and the science of addiction.				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
<ul style="list-style-type: none"> Share video clips from 3-hour CREST Workshop on social media/via e-blast 				
<ul style="list-style-type: none"> Connect with businesses to gather additional business testimonials for hiring those in recovery 				
<ul style="list-style-type: none"> Promote OASAS information & tax credit benefits on social media as a “Did you Know” Campaign (Paid) 				
<ul style="list-style-type: none"> Organic Social Media Post 				

Strategic Marketing Goal 1C: Educate local employers and the community on: (1C) Science of Addiction				Year: 2022
Objective: Utilize OWLs Survey and future presentations/workshops to increase awareness, assess needs, and educate about workplace wellness, benefits to hiring those in recovery, and the science of addiction.				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
<ul style="list-style-type: none"> • Launch a joint social media campaign between LEAF and the Chamber of Commerce partners utilizing statistics & video recording of presentations <ul style="list-style-type: none"> ○ LEAF shares statistics/information in an easy to digest infographic on Facebook; partners share post; track engagement ○ Utilize video from CREST workshop of Julie presenting 				
<ul style="list-style-type: none"> • Host a joint Facebook Live discussing science of addiction with Chamber partners as a Lunch & Learn 				
<ul style="list-style-type: none"> • Organic Social Media Posts 				

Strategic Marketing Goal 1D: Educate local employers and the community on: (1D) Support services available				Year: 2022
Objective: Utilize OWLs Survey and future presentations/workshops to increase awareness, assess needs, and educate about workplace wellness, benefits to hiring those in recovery, and the science of addiction.				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
<ul style="list-style-type: none"> • Connect with businesses that have already participated in the CREST workshops and gauge interest in future participation <ul style="list-style-type: none"> ○ Connect Businesses with Broome Tioga Workforce and Service Providers as Needed 				
<ul style="list-style-type: none"> • Launch campaign on service provider social media about wrap-around services provided via CREST <ul style="list-style-type: none"> ○ Boost on Chamber/Partner pages 				
<ul style="list-style-type: none"> • Present project at community meetings (i.e. Rotary Clubs, Service Organizations, etc) 				
<ul style="list-style-type: none"> • Organic Social Media Post 				

Strategic Marketing Goal 1E: Educate local employers and the community on: (1E) Influence on NYS Substance Use Policy				Year: 2022
Objective: Utilize OWLs Survey and future presentations/workshops to increase awareness, assess needs, and educate about workplace wellness, benefits to hiring those in recovery, and the science of addiction.				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
<ul style="list-style-type: none"> • Highlight efforts of CREST Team partners in e-newsletter outreach to employers when conducting outreach about benefits to hiring those in recovery 				
<ul style="list-style-type: none"> • Organic Social Media Post 				

Strategic Marketing Goal 2A: Boost engagement with CREST Workshops				Year: 2021
Objective: Increase awareness and readiness in the market by contacting key business representatives to inform about the project & key project milestones/programs that require business participation				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
Email, call and conduct focus group(s) to begin increasing awareness of the project/survey effort, and begin marketing the survey				
Email select individuals to pilot test the survey and further increase awareness of the project and survey.				
Email survey/program information to organizations/businesses throughout the Southern Tier.				
Host press event or distribute media releases on milestones in the project and/or major workshops/webinars/surveys <ul style="list-style-type: none"> • Hosting the first of the Industry Summit Series we held a press conference (completed) • Launch of the whitepaper co-published with OWLs • New webinar on Compassionate Business • Promote Manager Stress Training or other program provided by OWLs based off survey data 				
Advertise on Facebook, LinkedIn, etc. marketing the survey/programs; target by location & key demographic info (i.e. job titles, education) <ul style="list-style-type: none"> • Wave 1 (Workshop Promotion) • Wave 2 (Survey Promotion) • Wave 3 (Whitepaper Promotion) • Wave 4 (Compassionate Business Webinar) • Wave 5 (Training Promotion) 				
<ul style="list-style-type: none"> • CREST partners forward social media links to their networks. 				

Strategic Marketing Goal 2B: Boost engagement with (2B) OWLs Survey				Year: 2022
Objective: Increase awareness and readiness in the market by contacting key business representatives to inform about the project & key project milestones/programs that require business participation				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
Email, call and conduct focus group(s) to begin increasing awareness of the project/survey effort, and begin marketing the survey				
Email select individuals to pilot test the survey and further increase awareness of the project and survey.				
Email survey/program information to organizations/businesses throughout the Southern Tier.				
Host press event or distribute media releases on milestones in the project and/or major workshops/webinars/surveys <ul style="list-style-type: none"> • Hosting the first of the Industry Summit Series we held a press conference (completed) • Launch of the whitepaper co-published with OWLs • New webinar on Compassionate Business • Promote Manager Stress Training or other program provided by OWLs based off survey data 				
Advertise on Facebook, LinkedIn, etc. marketing the survey/programs; target by location & key demographic info (i.e. job titles, education) <ul style="list-style-type: none"> • Wave 1 (Workshop Promotion) • Wave 2 (Survey Promotion) • Wave 3 (Whitepaper Promotion) • Wave 4 (Compassionate Business Webinar) • Wave 5 (Training Promotion) 				
<ul style="list-style-type: none"> • CREST partners forward social media links to their networks. 				

Strategic Marketing Goal 2C: Boost engagement with (2B) OWLs White Paper				Year: 2022
Objective: Increase awareness and readiness in the market by contacting key business representatives to inform about the project & key project milestones/programs that require business participation				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
Email, call and conduct focus group(s) to begin increasing awareness of the project/survey effort, and begin marketing the survey				
Email select individuals to pilot test the survey and further increase awareness of the project and survey.				
Email survey/program information to organizations/businesses throughout the Southern Tier.				
Host press event or distribute media releases on milestones in the project and/or major workshops/webinars/surveys <ul style="list-style-type: none"> • Hosting the first of the Industry Summit Series we held a press conference (completed) • Launch of the whitepaper co-published with OWLs • New webinar on Compassionate Business • Promote Manager Stress Training or other program provided by OWLs based off survey data 				
Advertise on Facebook, LinkedIn, etc. marketing the survey/programs; target by location & key demographic info (i.e. job titles, education) <ul style="list-style-type: none"> • Wave 1 (Workshop Promotion) • Wave 2 (Survey Promotion) • <u>Wave 3 (Whitepaper Promotion)</u> • Wave 4 (Compassionate Business Webinar) • Wave 5 (Training Promotion) 				
<ul style="list-style-type: none"> • CREST partners forward social media links to their networks. 				

Strategic Marketing Goal 2D: Boost engagement with (2D) OWLs Compassionate Business Presentation				Year: 2022
Objective: Increase awareness and readiness in the market by contacting key business representatives to inform about the project & key project milestones/programs that require business participation				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
Email, call and conduct focus group(s) to begin increasing awareness of the project/survey effort, and begin marketing the survey				
Email select individuals to pilot test the survey and further increase awareness of the project and survey.				
Email survey/program information to organizations/businesses throughout the Southern Tier.				
Host press event or distribute media releases on milestones in the project and/or major workshops/webinars/surveys <ul style="list-style-type: none"> • Hosting the first of the Industry Summit Series we held a press conference (completed) • Launch of the whitepaper co-published with OWLs • New webinar on Compassionate Business • Promote Manager Stress Training or other program provided by OWLs based off survey data 				
Advertise on Facebook, LinkedIn, etc. marketing the survey/programs; target by location & key demographic info (i.e. job titles, education) <ul style="list-style-type: none"> • Wave 1 (Workshop Promotion) • Wave 2 (Survey Promotion) • Wave 3 (Whitepaper Promotion) • Wave 4 (Compassionate Business Webinar) • Wave 5 (Training Promotion) 				
<ul style="list-style-type: none"> • CREST partners forward social media links to their networks. 				

Strategic Marketing Goal 2E: Boost engagement with (2E) OWLs Trainings for employers				Year: 2022
Objective: Increase awareness and readiness in the market by contacting key business representatives to inform about the project & key project milestones/programs that require business participation				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
Email, call and conduct focus group(s) to begin increasing awareness of the project/survey effort, and begin marketing the survey				
Email select individuals to pilot test the survey and further increase awareness of the project and survey.				
Email survey/program information to organizations/businesses throughout the Southern Tier.				
<p>Host press event or distribute media releases on milestones in the project and/or major workshops/webinars/surveys</p> <ul style="list-style-type: none"> • Hosting the first of the Industry Summit Series we held a press conference (completed) • Launch of the whitepaper co-published with OWLs • New webinar on Compassionate Business • Promote Manager Stress Training or other program provided by OWLs based off survey data 				
<p>Advertise on Facebook, LinkedIn, etc. marketing the survey/programs; target by location & key demographic info (i.e. job titles, education)</p> <ul style="list-style-type: none"> • Wave 1 (Workshop Promotion) • Wave 2 (Survey Promotion) • Wave 3 (Whitepaper Promotion) • Wave 4 (Compassionate Business Webinar) • Wave 5 (Training Promotion) 				
<ul style="list-style-type: none"> • CREST partners forward social media links to their networks. 				

Strategic Marketing Goal 3: Within Southern Tier, boost positive messaging about the value of living and working in a community focused on workplace wellness				Year: 2022
Objective: Build community culture around workplace wellness				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
Utilize Broome County...a good life program from The Agency and incorporate message of “workplace wellness” into ongoing theme of why Broome County is a good place to live and work.				
Utilize similar place-based marketing campaigns at other Chamber partnerships to promote the region as a community that values workplace wellness				
Connect with individuals in active recovery part of the workforce; create video testimonials of workers in recovery in the region, similar to the Recovery is Good business video				
Partner with other wellness initiatives in the area, such as Excellus Spine Care Initiative, to showcase wider commitment to wellness				

Strategic Marketing Goal 4: Promoting open positions under umbrella of “Workplace Wellness”				Year: 2022
Objective: Match candidates more effectively with job openings in key industries committed to compassionate business practices				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
Connect businesses interested in participating in the model of workplace wellness with Broome Tioga Workforce <ul style="list-style-type: none"> Gather list of open positions at these employers; add to spreadsheet for marketing information 				
BT Workforce/Workforce partner runs specially branded campaign, any positions at one of these companies that embrace workplace wellness will have certain branding within the post				
Develop Workplace Wellness Jobs campaign branding: special copy, new logo, etc.				
CREST Partners share open positions				

Strategic Marketing Goal 5: Develop a “Workplace Wellness” corridor in the Southern Tier to attract/retain talent, with a strong focus on those in active recovery				Year: 2022
Objective: Increase awareness and readiness in the market by contacting key business representatives to inform about the project & key project milestones/programs that require business participation				
Action Steps	Who is Responsible	Start Date	Completed Date	Check Point
Connect with community partners and present concept of “Workplace Wellness” corridor to solidify and strengthen community support				
Host press conference towards end of initiative celebrating creation of the corridor				