

# CASE STUDY

THE ASSOCIATION ON CENTRAL OKLAHOMA GOVERNMENTS (ACOG)

COMMUNITY OUTREACH  
TRADITIONAL MEDIA  
SOCIAL AND DIGITAL MARKETING

anglin PR

## 01 CENTRAL NEED

The Association on Central Oklahoma Governments (ACOG) needed an **efficient, comprehensive plan** to communicate the new Text to 911 service to the 49 cities in its four-county association. Anglin PR worked closely with ACOG to **develop a strategy and execute tactics** that consistently and frequently reached several audiences in the large area.

## 03 THE RESULTS

Media coverage reached **more than 1.2 million people** in the ACOG area.

Television stories aired on the largest and most watched channels - KWTU, KFOR, KOCO and KOKH - and garnered more than **\$11,000 in publicity value**.

The release ran in newspapers and on their websites, including The Oklahoma, the state's largest news outlet. The coverage was worth **more than \$43,000 in publicity value**.

**Organic social media posts** were created and shared by 13 ACOG member municipalities, and news stations and reporters also shared the stories on their personal social media platforms. Congresswoman Kendra Horn also posted on her official Facebook and Twitter accounts, and the posts received more than 30 comments and 15 shares.

## 02 OUR WORK

### DIGITAL TOOLKIT

We worked with ACOG to **create a comprehensive "toolkit"** for municipalities and nonprofit organizations in the network to use to spread the word to their constituents about the new service. We wanted the communication to come directly from the leaders since they are recognizable and respected in their communities.

### The Toolkit Contained:

**News Release** - We created a news release with a quote from the ACOG executive director and shared it with Oklahoma City news outlets. We also customized the news release for municipalities and organizations to share with their constituents.

**Coverage Map** - We created and shared a map of the Text to 911 coverage area. It was also easily shareable on social media.

**FAQ Sheet** - We wrote FAQs and answers for leaders to use when talking about the service. We also shared it with reporters to easily and quickly answer questions.

**Key Messages** - We also wrote key messages for leaders to use when speaking publicly or sharing written messages.

**Social Media Posts** - Posts included images and messages ready to quickly share on social media channels.

**Utility Bill Inserts** - We created several sizes for municipalities to use in a variety of envelope sizes.

We sent the toolkit to the appropriate contact at each municipality and organization. **We customized each digital toolkit** and sent a link to the leaders.

### MEDIA

We sent a **customized news release** to each municipality's newspaper as well as statewide (The Oklahoman, KWTU, KFOR, KOCO and KOKH) that covered the Text to 911 area. Since the larger media outlets' coverage areas exceed the boundaries of ACOG and the Text to 911 service, we made **clear in our communication** that the service was only for ACOG municipalities and the rest of the state would experience service soon later.

### SOCIAL MEDIA ADS

We **placed and monitored a \$13,000 ad campaign** on the social media platforms. We also wrote organic social media posts for Facebook, Instagram and Twitter.

