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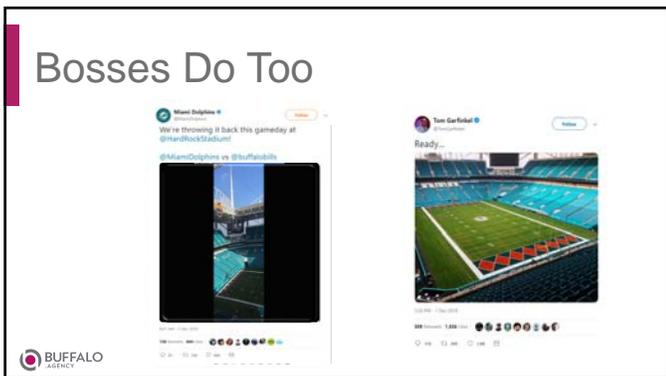
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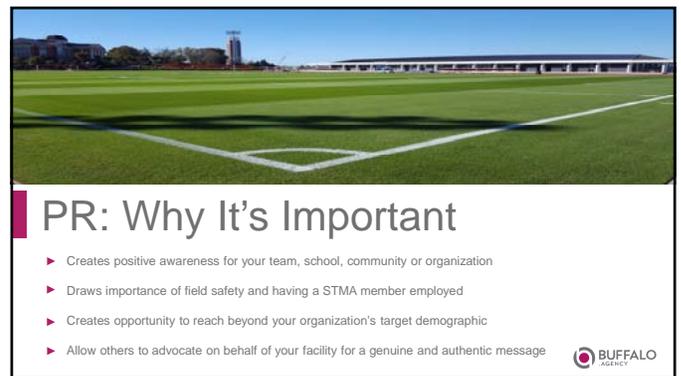
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PR: What Is Required

- ▶ Who handles media relations in your organization? Schedule a meeting to brainstorm story ideas
- ▶ Make yourself available for media training and interviews. Position yourself as a local/regional expert on turf and athletic field matters
- ▶ Connect with industry colleagues who have already spoken with the media to learn from their experiences
- ▶ Leverage recent media coverage. If there is a trending topic being covered, continue the momentum



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Buffalo PR Resources

- ▶ Ability to review media opportunity, gather sample questions and draft talking points
- ▶ Supply industry data, statistics and other thought leadership content
- ▶ Provide "Media Engagement Strategy" for enhanced professionalism and preparation
- ▶ Advocating on your behalf allows you to focus on maintaining your facility while ensuring your story is told




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PR SUCCESS STORY

Stars and Stripes Contest – July 17

Challenged STMA members to create patriotic masterpieces on their sports fields. The contest generated lots of PR and social media reach at the local, regional and national levels.

11 Media Placements
33 Social Media Posts
55 Million Reach




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Get Connected: @FieldExperts

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SOCIAL MEDIA





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Social: Why It's Important

- ▶ Expand your personal brand and become an influencer within the green industry
- ▶ Foster the connection with followers by providing behind-the-scenes and personalized content
- ▶ Stay current and relevant within the industry
- ▶ Influence a younger audience that is less apt to consume traditional media




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Social: What Is Required

- ▶ Willingness to try something new
- ▶ Set time aside each week to define and work on your brand
- ▶ Access to creative assets, such as photos, videos or infographics to drive higher engagement
- ▶ Development of a brand voice on channels to capture authenticity



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Buffalo Social Resources

- ▶ Explore editorial opportunities with STMA's social channels including Q&As, takeovers, etc. (*HINT: We community manage!*)
- ▶ Ability to retweet or repost user-generated content
- ▶ Supply campaign toolkits, infographics and other industry images or videos to share via personal networks
- ▶ Offer tutorials, trends and "best practices" to STMA members, as needed




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SOCIAL SUCCESS STORIES




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Questions?

Glenn Gray
Vice President
GGray@Buffalo.Agency
@glenngray

Tomas Silvani
Manager
TSilvani@Buffalo.Agency
@silvanitomas



#STMA2019

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