Best Practices

Scheduled Tweets and Facebook Posts for National Planning Conference

Description of the project, program or process, including the targeted audience

The STaR board curated sessions and events for our membership from the list of available sessions at the 2017 NPC. We picked any session that looked like it would be interesting to people with a passion for small town and rural planning. This included all of the sessions offered by STaR but also a number of other sessions from the general mix and offered by other divisions.

Using Hootsuite we scheduled tweets and Facebook posts for the entire conference. These tweets and posts were timed to inform our membership and everyone at the conference that a session or event that might be of interest to a STaR member or potential member. Tweets and posts were sent about 20 minutes before an event or session and included the #APA2016 hashtag so they would appear on the big screens around the hall between sessions. All of them included the name of the session and the room that the session was in. In addition to the scheduled tweets, both the Vice Chair of Communications and the Chair tweeted regularly from sessions they were attending.

These tweets and posts were designed to generate interest from our members that were at the conference and from those that were unable to attend.

Identify how the project, program or process:

Meets Award Criteria:

This event provided a direct service to STaR members at the conference by helping them identify sessions that they would find interesting or useful. It promoted all of the STaR sessions and STaR related events to our members that were able to attend the NPC and showcased NPC for those that were not able to attend. The NPC is the premier event for divisions to serve their membership. This program also gave STaR a wider audience as anyone searching for the #APA2016 hashtag would likely stumble onto our tweets and posts.

Can Measure Success:

The attached Hootsuite stats from the STaR twitter account show the level of increased activity during the conference compared to the activity level the week before the
conference. While we may not have been trending we were certainly trending up for STaR.

Is Transferrable to Other Divisions:

Any division with a Twitter or Facebook account could easily replicate the efforts of STaR and all divisions would benefit. The more APA and APA Divisions can be seen the better off all of us will be. Hootsuite offers a free version that allows users to schedule tweets and posts on up to three profiles. These were uploaded in bulk using an Excel form that is attached.
BEST PRACTICES

Description

1. This award can apply to any division program, initiative, service or activity that serves as an exemplary model for other divisions.
2. The entry should include how the project is:
   a. transferable and readily applicable to other divisions;
   b. innovative, creative, or demonstrably effective and practicable; and
   c. able to demonstrate results and outcomes in the awards submission (will receive a scoring premium).

Criteria

1. Innovative and creative content
2. Measurable impacts of the practice
3. Capacity for other Divisions to replicate the Best Practice

Nomination Process

For each nomination, the following information should be provided:

1. Division name
2. Division contact person and contact information
3. Award Category
4. Name of the Division project, program or process being nominated
5. Description of the project, program or process, including the targeted audience
6. Identify how the project, program or process:
   a. Meets the award criteria,
   b. Can measure success
   c. Is transferable to other Divisions

The total length of an awards nomination should not exceed two pages in length. A copy of the project, program or process is required to be submitted with the nomination form.