

Merchant's Guide HILLSBOROUGH STREET



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If you have any questions, concerns, or comments, we encourage you to reach out to us, either using the “Contact Us” form on our website (hillsboroughstreet.org/about/contact-us), or via email or phone during regular business hours.

Hillsborough Street Community Service Corporation

2416 Hillsborough Street, Raleigh, NC 27607

919.800.0135 | liveitup@hillsboroughstreet.org

Office Hours: Monday - Friday, 9:00 a.m. - 5:00 p.m.

Jeff Murison | Executive Director

Email: jeff@hillsboroughstreet.org

Phone: 919.800.0135 ext. 1

David Dean | Director of Programs

Email: david@hillsboroughstreet.org

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Email: will@hillsboroughstreet.org

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Our Mission

Our mission is to make the Hillsborough Street community a distinct location in Raleigh by providing services and programs that improve the economic sustainability of the territory's businesses and increase the market value of its properties.

HSCSC, aka Live It Up! Hillsborough Street, provides a range of services and programs that help to make the Hillsborough Street community a better place to live, work, play, shop, dine, and learn. Our services include: cleaning, security, beautification, marketing and communications, economic development, special events and tourism, planning and advocacy, parking and transportation, research, arts and community development.

Letter From the Executive Director



These are exciting times in Raleigh and on Hillsborough Street. We are fortunate to have a strong economy, a growing and well-managed city, and NC State University, a highly regarded public institution and an anchor economic driver. The past five years have seen significant private and public investment in Hillsborough Street and our community. The result is sustained development and redevelopment along the Hillsborough Street Corridor, an improved environment for business, increased pedestrian traffic, and additional value for the surrounding residential neighborhoods.

Hillsborough Street has been an integral part of Raleigh since 1792 when the city was designed by William Christmas. Hillsborough Street is one of the City's four main original corridors and the western gateway to downtown Raleigh. The street connects the State Capital to all points west, including Saint Mary's School, NC State University, Meredith College and further west the NC State Fairgrounds, stadiums, Research Triangle Park, and RDU International Airport.

In 2008 the City started Phase I construction of Hillsborough Street's new streetscape design. This design included buried utility lines, upgraded sewer and water lines, widened sidewalks and new roundabouts. Phase I construction was completed in 2010 and has resulted in a dramatic decrease in pedestrian injuries and vehicular accidents and a significant increase in foot traffic and food and beverage sales. The greater Hillsborough Street community has seen over a billion dollars of private and public investment in recent years, with more projects announced for the near future.

Phase II construction, between Gardner Street and Rosemary Street, started in June 2016 and is projected to be complete by June 2018. We anticipate another wave of development upon the completion of construction, as the private sector invests in the newly improved street.

The opening of the Gregg Museum in August 2017 will be a milestone in the Street's redevelopment, and we thank NC State for its investment in our community! It is not everyday that a new museum is added to a business corridor, and its addition to our community will further cement the area as a destination for arts, culture, and recreation. The City and NC State University have worked closely to seamlessly integrate the Gregg Museum and the renovated Pullen Arts Center with the existing assets of Theatre in the Park and Pullen Park to create a first class destination. Once complete, these arts institutions will draw visitors from the city, state, and country to Hillsborough Street.

The Hillsborough Street Community Service Corporation, aka Live It Up! Hillsborough Street, will continue to advocate for improved parking options and a diverse mix of complimentary businesses that will attract a strong, diverse, year-round base of customers to the corridor. We will also promote investment in new commercial and market-rate residential construction within the corridor to help create an economically sustainable environment.

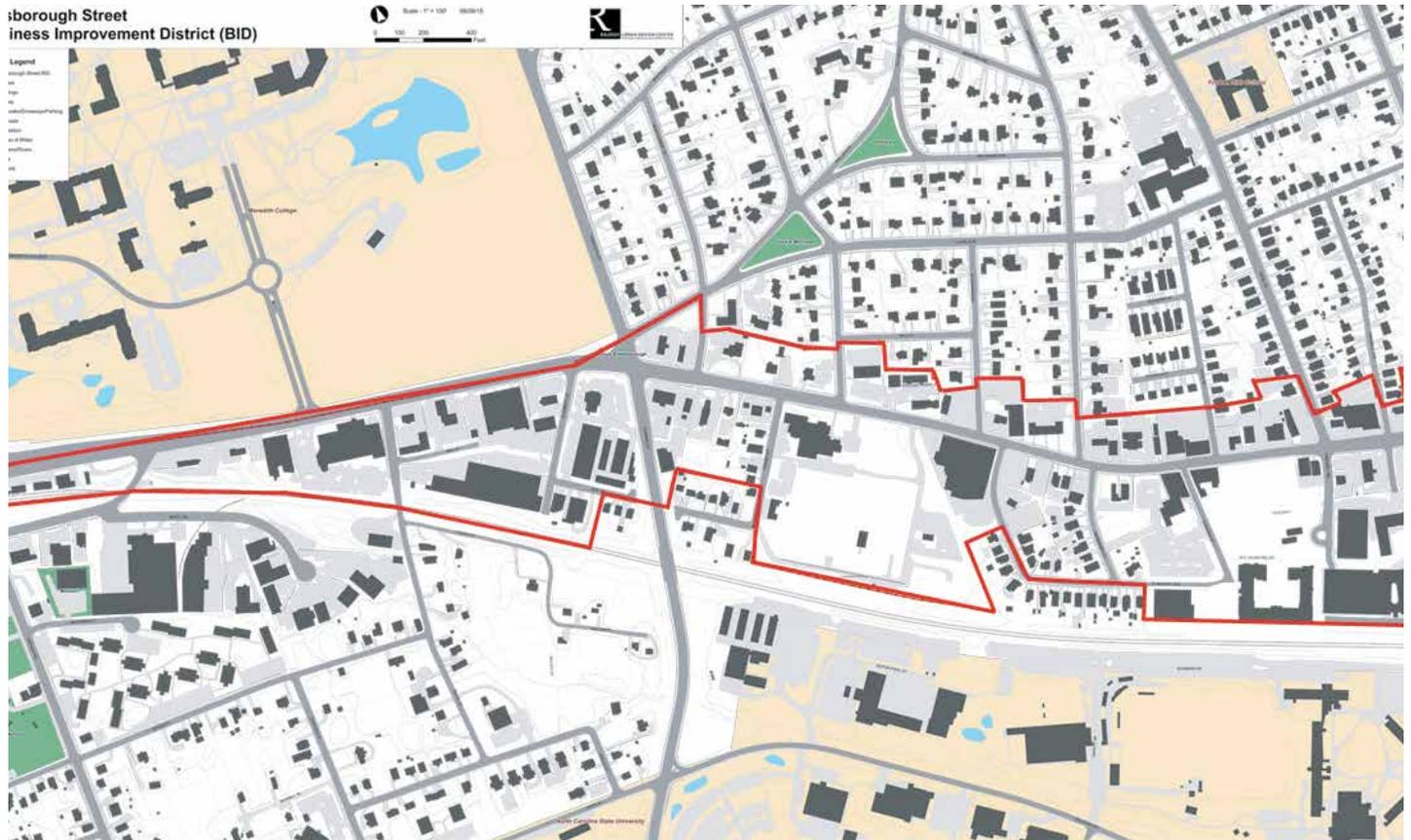
Together with all our partners: the City of Raleigh, NC State and Meredith College, our property owners and merchants and the residents who live in and around our corridor; we are committed to helping build a dynamic, vibrant community that is a true destination in Raleigh.

Sincerely,
Jeff S. Murison

Jeff Murison
Executive Director



Map of Hillsborough Street



The City of Raleigh has contracted with the Hillsborough Street Community Service Corporation (HSCSC), an independent non-profit organization, to manage the Hillsborough Street Municipal Service District (MSD).

The MSD was created in the fall of 2009 by the City of Raleigh in partnership with N.C. State University and the property owners, merchants, and residents on and around Hillsborough Street. The corridor is roughly 3 miles long and runs on both sides of Hillsborough Street from Saint Mary's School to I-440, including W. Morgan Street and a few side streets. The territory connects to, but does not include, Cameron Village.

HSCSC has developed the Live It Up! Hillsborough Street brand to be the public face of the business district. Live It Up! Hillsborough Street helps to position the district as a place to Live, Work, Play, and Learn.



If you'd like to get a hold of us, please contact:

Hillsborough Street Community Service Corporation

2416 Hillsborough St.
Raleigh, NC 27607
(919) 800-0135

 liveitup@hillsboroughstreet.org

 www.hillsboroughstreet.org

 app.hillsboroughstreet.org

 facebook.com/hillsboroughstreet

 instagram.com/liveitupraleigh

 twitter.com/liveitupraleigh

 twitter.com/livelocalral

Staff

Jeff Murison | Executive Director

David Dean | Director of Programs

Adam Zimmerman | Clean & Safe Program Manager

Will Gaskins | Economic Development Specialist

Clay Rightmyer | Operations and Communications Assistant

2017-2018 Board of Directors

The Board of Directors meets the third Thursday of each month in the Live It Up! offices. The meetings are open to the public and public input is welcome. If you would like to address the Board please send an email to liveitup@hillsboroughstreet.org at least 24 hours prior to the meeting.



Joe Whitehouse, Board President

Board of Directors

Joe Whitehouse, *President, Property Management*

Greg Brown, *Vice President, Merchant*

Tyler Craft, *Treasurer, Property Owner*

Kristie Nystedt, *Secretary, Merchant*

Dan Adams, *NC State*

Marchell Adams-David, *City of Raleigh*

Jeff Bandini, *NC State*

Todd Chriscoe, *Merchant*

Kay Crowder, *City Council*

Arthur Gordon, *Property Owner*

Logan Graham, *NC State Student*

Megan Munson, *Meredith College Student (alternate)*

Adriane Karlinski, *Property Owner*

Matt Lilley, *Other Institution*

Robert Mosher, *Resident*

Eric Scholz, *Resident*

Ted Van Dyk, *Property Owner*

Craig Barfield, *Meredith College, Ex-Officio*

Dan Howe, *Former Board member, Ex-Officio*

David Leake, *Residential Property Owner, Ex-Officio*

Mike Mullen, *NC State, Ex-Officio*

Cailin Williams, *Resident, Ex-Officio*

Jason Barron, *Board Legal Counsel*

Michael Birch, *Board Legal Counsel*

Committees

The Board of the Hillsborough Street Community Service Corporation has established six public committees to help address specific topic areas for the district. All committee meetings are open to the public and as merchants you are encouraged to engage with your board representatives, Kristie Nystedt (Raleigh Brewing Company) and Greg Brown (Sam and Bill's Hair Salon).

Committee	Chair	Meetings	Role
Arts, Culture, and Recreation	TBD	2nd Thursday of every month at 4:00 P.M. at 2416 Hillsborough Street	Encourages the continued development of the greater Hillsborough Street community as a distinctive destination for arts, culture, and recreational activities within Raleigh.
Economic Development	Joe Whitehouse	4th Wednesday of every month, at 5:15 P.M. in the WXYZ Lounge, or as needed.	Encourages the continued economic development of the MSD and helps establish Live It Up! as the most knowledgeable source of information on market conditions within the district.
Merchants	Kristie Nystedt	3rd Monday of every odd month at 3:00 P.M. at Raleigh Brewing Company, or as needed.	Supports the needs of merchants within the district by making it a sustainable economic environment.
Parking and Transportation	TBD	2nd Tuesday of every even month at 5PM at HSCSC or as needed.	Encourages improved parking and transportation options within the Hillsborough Street corridor that support its continued redevelopment and economic sustainability.
Residential	Bob Mosher	1st Tuesday of February, May, August, and November at 6:00 P.M. at HSCSC, or as needed	Engages the residential neighborhoods within and around the district in an effort to provide direct, two-way, dialogue between the committee, neighbors, and Live It Up! Additionally, the committee engages community members with the programs and activities of Live It Up! and the district as a whole. The committee will also engage residents to address issues and opportunities with a focus on creating a sustainable community.
Student	NC State and Meredith College Student Representatives	3rd Tuesday of each month during the academic year at 6:00 P.M. at the HSCSC office	Supports the needs of the students at both NC State and Meredith College in an effort to provide a direct, two-way dialogue between the student population and Live It Up!, and to engage them fully in the programs and activities of the organization.

Clean and Safe

The primary mission of the Clean and Safe Program is to ensure Hillsborough Street remains a safe, clean, welcoming, and attractive environment for everyone who visits our community.

The Hillsborough Street Ambassadors walk the street seven days a week and during special events to engage and assist visitors, keep the street clean, and keep an eye out for safety issues. In addition, they assist visitors with directions, parking and mass transit information, and are a welcoming greeters to all visitors. With their black pants and bright red shirts reading “AMBASSADOR” across the back they are easy to recognize.

The Ambassadors remove graffiti and pick up trash throughout the district. In 2016, the Ambassadors removed close to 12,000 pounds of trash and 271 instances of graffiti.

Feel free to approach the Ambassadors with questions and they will be happy to assist you and your customers.

4 Ways You Can Help

1 The Ambassadors cannot do it all themselves. When needed, we call in professionals to get the job done right. Similarly, you can contact the Ambassadors (or our office) with anything you see on the street that needs maintenance by calling in or going to: <http://seeclickfix.com/raleigh> or www.hillsboroughstreet.org/forms/maintenance

2 You can also help by putting your trash in the trash cans, not putting stickers and flyers on the light poles, and using your recycling containers.

3 Complete this short survey to help us evaluate and improve the Clean and Safe program. It should take no more than 8 minutes to complete and your feedback will be addressed immediately. Take the Clean & Safe Survey by going here: www.hillsboroughstreet.org/forms

4 We welcome volunteers, including individuals and groups needing to fulfill community service. We are happy to provide you with documentation of your contribution to the community. If interested, contact:

Adam Zimmermann

Clean and Safe Program Manager

P: 919.800.0135 ext. 3

E: adam@hillsboroughstreet.org

Panhandling

Panhandling is illegal in the City of Raleigh, except with a permit, and then only between 8:00 A.M. and 8:00 P.M.

Panhandling is also prohibited within 20 feet of:

- A bus stop, train station, or taxi zone
- A commercial establishment or outdoor dining area
- Entrances to any residential building, and
- Within 100 feet of any machine that dispenses money to the general public and any financial institution.

Panhandlers may not act in the following manner:

- While under the influence of alcohol, illegal drugs, or prescription medication.
- By coming within 3 feet of the person being approached
- By blocking the path of any person on the sidewalk
- By following the person who has been asked for a donation
- By using profane or abusive language during the request
- In a group of three or more
- By insinuating any type of threat
- By using false information
- By falsely portraying any physical or mental disability.

For violations, please contact the police using the 911 emergency number.



Hillsborough Street Phase II



“Phase II” refers to the City’s revitalization project between Gardner and Rosemary streets. The project is scheduled to conclude in mid-2018. This will modify Hillsborough Street from a multi-lane street into a two-lane street with new features, including:

- **Raised Medians**
- **Marked Bike Lanes**
- **On-Street Parking**
- **Roundabouts at Brooks Avenue, Dixie Trail, and Rosemary/ Shepherd Streets**
- **Pedestrian Safety**

Stay Updated!

- **Subscribe to the monthly Phase II newsletter on the website:** hillsboroughst.raleighnc.gov
- **View weekly construction updates on the Hillsborough Street App** app.hillsboroughstreet.org
- **Direct Phase II questions to** hillsborough.st@raleighnc.gov
- **Follow Raleigh’s Design and Construction Office on Twitter** [@RaleighESDC](https://twitter.com/RaleighESDC)
- **Phase II Facebook page:** facebook.com/HillsboroughStreet2/
- **City Project Manager**
Richard Dickie
hillsborough.st@raleighnc.gov
(919) 996-3966

Hillsborough Street Phase II



Coffee Talks

Every 2nd Tuesday, the City of Raleigh hosts a Coffee Talk for merchants and property owners to ask questions and get answers directly from the project manager. All merchants in Phase II are encouraged to attend.

Email communications@hillsboroughstreet.org to be added to the invite list and follow us on social media to stay up-to-date on construction.

We have launched a digital marketing campaign called “Yes, We’re Open” to support merchants during construction.

Follow, like, and share the images to help the community know businesses are operating as normal.

To request your “Yes, We’re Open” sign, email us at: communications@hillsboroughstreet.org.





Yearly Event Calendar

HSCSC Annual Meeting
February 2018

Rock n' Roll Marathon
April 8, 2018

Live & Local: Spring Fest
April 14, 2018

Ironman
1st Sunday in June

Movies in the Garden
July 20 - August 10

Packapalooza
3rd Saturday in August

Live & Local: Roots Fest
Last Saturday in September

Art It Up!
2nd Saturday of October

City of Oaks Marathon
1st weekend in November

NC State Homecoming

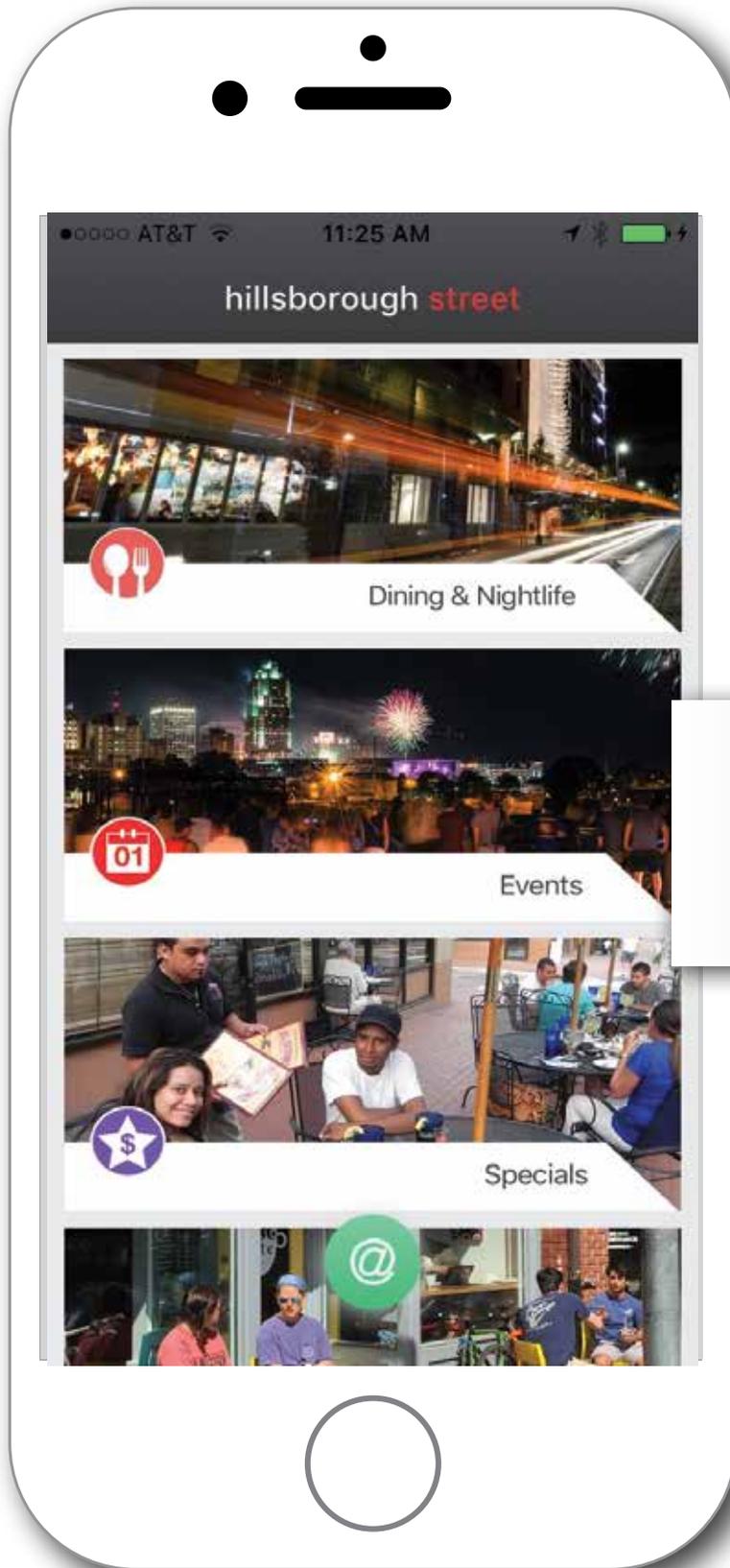
Every year NC State celebrates Homecoming in late October or early November. The date is dictated by the football schedule, which is released in February. The week is filled with events which culminate on Friday evening with the Homecoming Parade.

Monday	Paint the Town Red
Thursday	Community Service Day
Friday	Homecoming Parade
Saturday	Football Game

Street Closures

Hillsborough Street is one of Raleigh's most iconic streets and is the frequent scene of celebrations, festivals and races. Check out our app or search "street closures" on our website for upcoming closure notifications.

The Hillsborough Street App



We have developed the Hillsborough Street app for all merchants in the district to use and engage with their employees and customers. The app is free in the Google Play and Apple Store. Users get updates on construction schedules, events, merchant specials, and can track their parking meter.

Every merchant has a free profile in the app, which has the ability to display a brief description, phone number, hours, events, a link to your website, social media links, and your specials.

Please download the app and encourage your employees to do the same.

Review your listing and send all corrections to: communications@hillsboroughstreet.org

Coming Soon!

- Pay for parking
- Engage with merchants on social media



**DOWNLOAD
THE APP FOR
FREE!**

app.hillsboroughstreet.org

The app is available in the
Apple App Store and Google
Play Store



Small Business Tips

1 Make sure all of your social media links are on your business cards!

2 Start a monthly e-newsletter with a simple sign-up form on your website.

3 Keep messages short and to the point! Who, What, When, Where

4 Sandwich boards and sidewalk chalk: have an artistic employee design an eye-catching sandwich board and / or go out and chalk the community. All signs must be permitted by the City of Raleigh. Contact the Development Services Customer Service Center for details at (919) 996-2495.

5 Facebook Events: Create a Facebook event for your next sale or party and have all your employees spend 10 minutes inviting their local friends. Tag Live It Up! and invite us to your event so we can help you promote.

6 Try sending fliers and coupons via direct mail. Print marketing is used less these days so if you select the right market it will stand out.

7 Collaborate with other businesses for deals that benefit both companies.

8 Sponsor local events, either with cash or in-kind donations, that target your core audience and align your brand with positive community events.

9 Reach older decision makers through ads in newspapers and magazines.

10 Stress value and urgency in ads! For example: "\$25 off this week only!"

11 Capture your customers in 5 seconds or less with colorful and creative ads.

12 Test different ads on different platforms. What works in a digital space might not work in print.

13 Avoid volatile marketing like fliers on car windows. The more pushy you are, the less likely a customer is to engage with you.

14 Promote specific products or services on social media, not just the business itself. Prospective customers want to see exactly what it is you offer.

15 Make sure your business is equipped to accept online payments via smartphones or apps.

16 Target your mobile ads to specific zip codes and communities to reach your core audience.

17 Don't get overwhelmed! Consider an intern from NC State or Meredith College to help you if you can't afford an agency or a marketing position.

Shop Local Raleigh

Live It Up! has entered into a partnership with Shop Local Raleigh that grants locally-owned businesses a free annual membership. All you have to do to take advantage of this offer is email info@shoplocalraleigh.org

Locally-owned franchises in the district can join the Greater Raleigh Merchants Association at no charge. Email info@grma.org to sign up.

Shop Local Raleigh now offers health and dental insurance for owners and their employees. Contact info@shoplocalraleigh.org for details.

Holiday Preparations

Contact us at liveitup@hillsboroughstreet.org if you would like our Ambassadors to bring you an artificial wreath for your front door. We will return to collect it in early January.

Think of your customers

Post your holiday hours in your store and online. Let them know when you'll be closed or when you're not going to offer things like delivery.

Don't forget about January

Offer future promotions and incentivize customers for following you on social media.

Greater Raleigh Convention and Visitor's Bureau



Greater Raleigh Convention and Visitor's Bureau (GRCVB) is the official and accredited destination marketing organization for all of Wake County. They offer free and paid opportunities to promote your business to travelers and convention goers looking to explore Raleigh.

We recommend signing up for their weekly "Tourism Talk" e-newsletter to get updates on upcoming conventions and partnership opportunities. Request a subscription by sending an email to: database@VisitRaleigh.com.

View an online orientation guide to learn more about the GRCVB here:

www.visitraleigh.com/orientation

Facade Rehabilitation Grant

The City of Raleigh offers an underutilized grant program of up to \$10,000 or 50% of exterior rehabilitation costs (whichever is less). Multiple Hillsborough Street merchants have taken advantage of the grant including The Green Monkey who installed a new awning using the funds.

Facade Grant funds are available for facade, art, and mural improvements, including:

- Removal of false fronts (such as aluminum panels)
- Repair or replacement of windows, doors, and cornices
- Repair or replacement of facade materials
- New signage
- New awnings
- Exterior lighting
- Exterior painting (when associated with a larger rehabilitation effort)
- Design and construction costs
- Artist fees
- Labor costs and equipment rental
- Construction and material costs (associated with art and mural items)
- Exterior painting and lighting costs (associated with art and mural projects)

Interested in more info? Contact:

Beth Nooe
Raleigh Urban Design Center
Department of City Planning
220 Fayetteville St., Ste. 200
Raleigh, NC 27601
(919) 996-4635

Routine maintenance is NOT eligible for funding.

Get Free Exposure!

There are two simple things you can do to get free exposure on our website, the Hillsborough Street app, and our social media channels:

1 Add your business details via our Submit Business Listing Form on our website to get added to our website and app.

2 Use our Submit Event Form to tell us about an upcoming performance or special. Please submit your activity at least three weeks in advance.

3 Have a property for sale or lease? Use the Property for Sale/Lease form and we will help you spread the word.

Replace your business' photo in our directory by sending us a high resolution PNG that is no larger than 1MB to: communications@hillsboroughstreet.org

Please note that this will be the same photo that shows up on our app!

Hillsborough Tip

Merchants should double check their phone number, hours, and other vital info on our website and app!

<http://www.hillsboroughstreet.org/directory>

Nara Lounge

SAMPLE

2500 Hillsborough Street, Raleigh, NC
OPEN Wed 12:00pm - 2:00am

ABOUT

Sit back and relax. Enjoy meeting new people and spending time with friends over Raleigh's best ice hookah, Lavazza espresso, light fare, teas and more. Nara Lounge always has free wifi and your favorite music, televised sports and gaming. Check out the [Nara Lounge Menu!](#)

Map showing location on Hillsborough St near Shanghai Express.

Drive 2 minutes
Walk 1 minutes

HOURS

Mon - Thurs	12:00 pm - 2:00 am
Fri - Sat	12:00 pm - 3:00 am
Sun	12:00 pm - 2:00 am

CONTACTS

919.664.8244
naraofraleigh.com

Live It Up! Hillsborough Street supports all of the district's merchants in getting the word out about their specials and events. Below you will find some tips to boost your web and social media.



Social Media Platforms:

Not every social media site is right for your business. It is important to research to figure out what sites will help your business the most, considering the features of each platform. Don't spread yourself thin or overload multiple platforms with the same content. What works on Instagram won't necessarily work on Facebook.

Facebook

- Largest social media presence (over 1 billion users)
- Older target demographic, but there's still a large presence of college-aged users.
- Facebook's bread and butter is photos. Use Facebook to send out event invitations, build photo albums of your events/products, and to relay lots of information to users.

Twitter

- Younger target demographic (18-29 years old)
- Use Twitter to send quick information to users (140 characters)
- Twitter can also be used to update others on events as they're happening (live tweeting)

Instagram

- Younger target demographic (18-29 years old)
- Instagram is only for photos and videos
- Great for photo/video contests
- As of Nov. 2015 advertising on Instagram is available

Snapchat

- Extremely young demographic
- Use to send quick videos and pictures that only last for 24hrs
- Great for sharing photos and videos of events as they're happening

v

Yelp

- Upload your menu and keep it current
- Add photos of dishes/retail space
- Control the conversation with Yelp's business tools
- Good Reviews = Good Press/Word of Mouth

YouTube

- Video posting website, with a wide variety of demographics and content
- Can create your own channel and upload edited videos to show off merchandise
- Used via mobile and desktop

Pinterest

- Has a slightly older demographic, usually focuses on crafters or artists due to its visual nature and structure
- People can collect and organize posts or "pins" to various "boards" that they create. It's great for sharing photos and videos of merchandise and events.
- Used via mobile and desktop.

Social Media Contest Ideas

Photo and/or Video Contests

Ask your customers to tag themselves in pictures inside your business and/or with your products. Giveaway a gift certificate or some merchandise branded with your logo to a random winner.

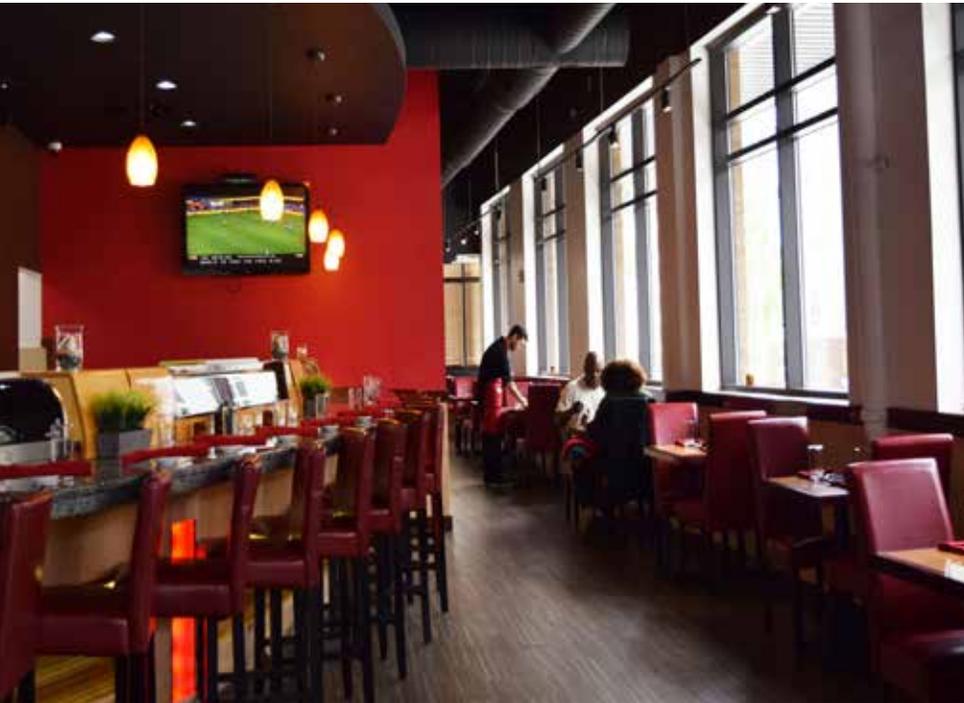
Submit Your Vote Contest

Create a short (3-5 questions) market research survey for your customers to complete and offer an incentive for completion.

Sweepstakes

Consumers love sweepstakes, and a sweepstakes is an easy way to receive customer emails.

Live It Up! Digital and Social Media



We utilize our strong digital presence to promote businesses and events happening in and around the district. However, we need to know about you and your campaigns, so make sure to use the “Submit Event” form on our website! (hillsboroughstreet.org/forms/event)

Website

www.hillsboroughstreet.org

- The business directory is the most viewed section of our website. Keep your profile up-to-date by using our “Submit Business Listing” form (hillsboroughstreet.org/forms/listing)
- Send your customers to our website for the most up-to-date info on street closures, construction, directions, parking, and our community calendar.

Facebook

facebook.com/hillsboroughstreet

- Roughly 20,000 followers
- Tag “Live It Up! Hillsborough Street” in your posts and we will like and/or share your posts with our audience.
- Make sure you have your Facebook link in our directory so we can easily tag you in our posts!

Twitter

[@LiveItUpRaleigh](https://twitter.com/LiveItUpRaleigh) and [@LiveLocalRal](https://twitter.com/LiveLocalRal)

- We have roughly 3,300 followers
- [@LiveItUpRaleigh](https://twitter.com/LiveItUpRaleigh) is any and all news information related

to the district. If there is an emergency, it will go out via this channel first.

- [@LiveLocalRal](https://twitter.com/LiveLocalRal) delivers only information about events happening in and around the district. Ticket sale dates, ticket giveaways, upcoming events, etc.
- Tag [@LiveItUpRaleigh](https://twitter.com/LiveItUpRaleigh) and / or [@LiveLocalRal](https://twitter.com/LiveLocalRal) if you want us to retweet you!

Instagram

instagram.com/liveitupraleigh/

- Roughly 2,600 followers
- Our fastest-growing social media platform
- Send us your photos or let us know when you have something happening that you think is worthy of a photo, and we’ll post a photo on our feed!

Hillsborough Street App

app.hillsboroughstreet.org

- The mobile resource for all merchants, construction, parking, and events in the district.
- Encourage your staff and customers to download the app for information about your sales, live events, street closures, and parking!
- Make sure your profile is up-to-date and use our “Submit a Business Listing” form (hillsboroughstreet.org/forms/listing) if it isn’t.

Social Media 101:

What is a “Hashtag”?

A “hashtag” is a word or a phrase that is used on social media to identify messages on a specific topic. Users can also search for specific hashtags. You can create a hashtag that is unique to your brand and use it in traditional and digital advertising and posts.

Schedule Posts

Scheduling posts allows you to post content when you're busy and helps you be more consistent throughout the week. Some sites allow you to do this via their site, and other sites need a third-party app. For instance, you can use Hootsuite to schedule multiple tweets on Twitter for future dates, but Facebook has a built-in scheduler. However, some sites don't have free apps to schedule posts, or built-in systems for doing so, like Instagram.

Monitor your Feed

Many sites allow you to track your posts and the activity that goes on with them! Use this data to tailor your content to your audience.

Avoid Overload!

Don't over-post! Spread your posts throughout the day/week. Pay attention to what times your posts get the most attention through likes and views and use that information to post at peak hours!

Socialize!

Avoid a one-way conversation! Interact with your followers! Even just a simple “Hello” or “thanks for sharing!” can go a long way to creating a more welcoming environment and engaging with your biggest advocates.

Follow nearby local businesses on social media

Watch what your neighbors are doing and take notes on how you might be able to enhance your content. Network with your neighbors, comment and share their content to build a stronger Hillsborough Street community and your own professional network!

Tag partners!

When you tag partners or vendors in your posts, then your content is seen by more people! For instance, if you tag Live It Up!, we'll share your content with our followers!

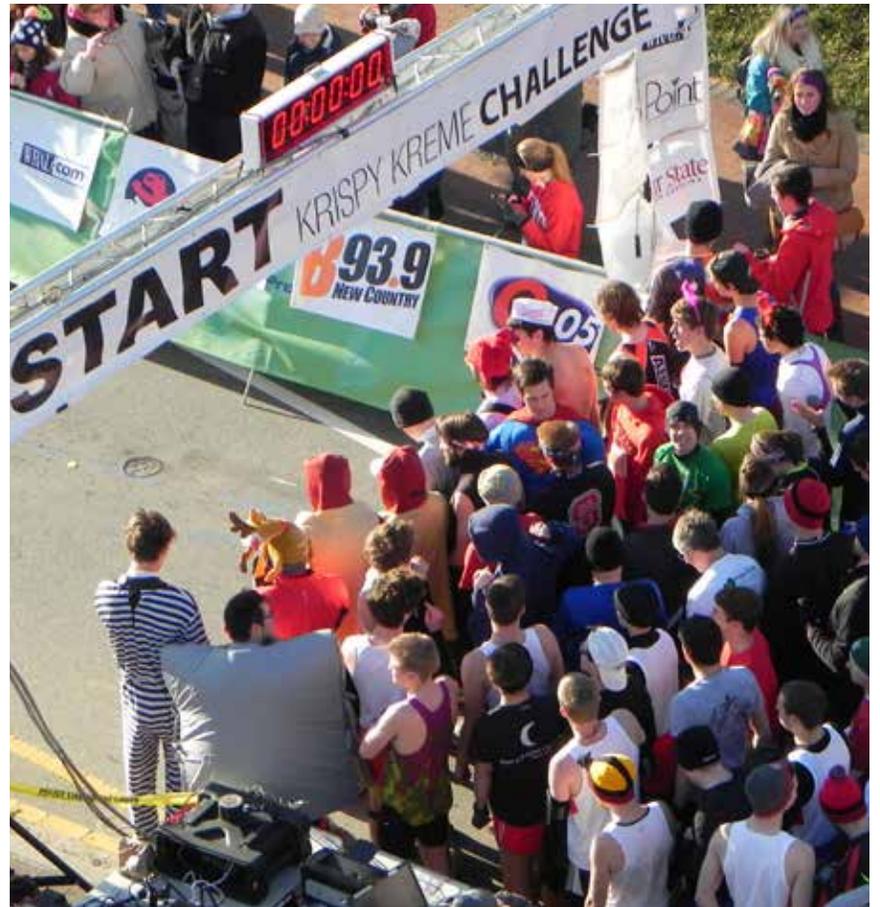


Follow and re-tweet
[@LiveLocalRal](#) for all the events
happening in the district!



Top 10 Digital Media Tips

- 1** Create a website for your business and make sure it can be easily accessed via mobile devices, so you reach more customers!
- 2** Decide what social media platform(s) you want to use and commit to updating on a regular basis!
- 3** Customize your social media pages to create an inviting presence! Use clear photos, concise text, and make sure all of your branding is visually consistent so customers know they're all part of your company.
- 4** Connect your website/blog to your social media pages to reach more people on all your platforms.
- 5** Share interesting content related to your business via social media! Customers will connect with you more if you're not just constantly posting advertising all the time.
- 6** Launch a digital advertising campaign! Digital campaigns are easier to track than most traditional advertising campaigns.
- 7** Avoid a one-way conversation! Engage with your fans/customers! Encourage them to tag you and show your appreciation by sharing and liking their posts.
- 8** Post upcoming deals and events, and use that to lead customers to your website for more information!
- 9** Avoid grammar and spelling mistakes! It's easiest to do this with a second pair of eyes to help you edit your posts.
- 10** Be patient and persistent! Building an online presence takes time!





Special thanks to Brantley Atkinson and Brian Magee Photography for the use of their images. Follow Brantley on Instagram @ebatkinson7 and Brian on Flickr at www.flickr.com/photos/brianmageephography



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Service Corporation

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