

## **MRPC – Relay of Voices: The Great River Run Content Plan 2019**

### **Web/ newsletters**

Throughout the Relay of Voices campaign, information about the campaign will appear on the Mississippi River Parkway Commission's website, [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com).

The MRPC will create a link on the homepage that will send users to a landing page that contains information about Relay of Voices (an overview of the project, links to the travel schedule, an Instagram feed of Relay of Voices' posts from The Great River Run).

Throughout the campaign, MRPC will share Relay of Voices blog posts that will appear on [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com).

The MRPC will include information about Relay of Voices in the summer and fall newsletters.

### **ACTION ITEMS**

#### **MRPC**

- Create button/link on Experience Mississippi River homepage (this can also be shared with the other state-run GRR sites)
- Create landing page for Relay of Voices content
  - Project overview
  - Links to more information on Relay of Voices site (travel schedule, etc.)
  - Blog entries
  - Instagram feed
- E-newsletter Articles
  - June/July: Introduction to Relay of Voices
  - August: Update on Relay of Voices/links to blogs, other content
  - November: Wrap-up of Relay of Voices

#### **Relay of Voices**

- Blog posts (3+) to appear on [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com)
- June/July: Introduction to Relay of Voices
- August/September: Update on Relay of Voices
- November: Wrap-up of Relay of Voices

### **Social media**

Relay of Voices will be posting about their trip throughout the campaign on their Facebook ([www.facebook.com/relayofvoices](http://www.facebook.com/relayofvoices)), Twitter (<https://twitter.com/relayofvoices>) and Instagram ([www.instagram.com/relayofvoices](http://www.instagram.com/relayofvoices)) accounts.

The MRPC will share content from Relay of Voices on its Facebook ([www.facebook.com/greatriverroad](http://www.facebook.com/greatriverroad)) and Instagram ([www.instagram.com/greatriverroad](http://www.instagram.com/greatriverroad)) accounts, including blog entries as mentioned above.

### **ACTION ITEMS**

## **MRPC**

- Create social media calendar of posts for Great River Road Facebook and Instagram posts
- Reshare at least 2 posts/month from Relay of Voices account on Facebook
- Reshare at least 2 posts/month from Relay of Voices account on Instagram

## **Relay of Voices**

- Include the hashtag #greatriverroad in all Instagram and Twitter posts
- Tag the Great River Road account on Facebook and Instagram when possible
- Tag any Interpretive Centers visited (full list [here](#)) in social media posts when possible

## **PR**

The Relay of Voices is a great way to raise awareness of the Great River Road, so the MRPC and Relay of Voices will be working together to help promote the campaign and the Great River Road overall via an integrated PR campaign.

## **ACTION ITEMS**

### **Relay of Voices**

- Include general information about the MRPC/Great River Road in any press releases/media pitches with links to website and social media channels (sample text to come from MRPC National Office).

### **Full style guide will be forwarded**

Great River Road notations

Please refer to the Great River Road (GRR) generally instead of the Mississippi River Parkway Commission (MRPC).

We ask that you do not include MRPC or GRR in your promotions or mentions of running between communities.