



Golden Urban Renewal Authority

Memorandum

To: Mark Heller, Executive Director
From: Lynn Acton and John Hageman, Interns
Date: June 14, 2010
RE: Golden Gem Cinema Social Media Marketing and Communication

Facebook, MySpace, and Twitter accounts, as well as website addresses, have been reserved for Golden Gem Cinema marketing and communication. The following provides several recommendations in utilizing such social and virtual media to market the Golden Gem Cinema.

- Film on the Rocks has a great and relevant Facebook account to follow. It provides frequent status updates alerting fans to upcoming events and ticket information.
<http://www.facebook.com/pages/Morrison-CO/Film-on-the-Rocks/17715253123?ref=ts>
- The current Golden Gem Myspace account links to an old survey on SurveyMonkey. This link should be replicated and accessible via the Facebook account and website. Does the survey need to be revised? Consider placing survey or revised survey on polleveryone.com so that respondents may use cell phones to post.
- Focus marketing and communication to Facebook and website because MySpace is not as commonly or frequently used social media outlet.
- Some Facebook accounts acknowledge sponsors / donors / new members as they join and support the organization. Updating the organization's status keeps Golden Gem Cinema in the status cache, informing and reminding users of the organization. Use email addresses to recruit existing group of volunteers and expand base through notifying this group.
- Make Facebook posts that people want to engage and discuss. Make them fun!
- Information sections or discussion areas on Facebook and updates to the website may be used to communicate with coordinate volunteers.
- The website and Facebook account can cross-market events by placing decals or links to related organizations, sponsors, and events. Alternatively, GURA, the City of Golden, the Golden Chamber of Commerce, and other groups may link to Golden Gem Cinema accounts and / or website.