

PropertyCheck™ for RECORDhub™

## Publicity Kit & Idea Guide

Attention County/Town/Parish PR departments and/or Recorders/Clerks

IMPORTANT: When creating any link to or reference to PropertyCheck from your office (website or other public facing materials), you must use the correct and current PropertyCheck powered by Cott logo. If formatting does not allow for use of the logo you must indicate a TM adjacent to initial mention of Cott's PropertyCheck program. (PropertyCheck™)



Purpose of this kit:

- Provide brand use guidelines.
- Provide ideas of how to insert and distribute assets, make partnerships, create publicity pathways.
- Provide customizable templates for a press release to announce program launch in your community.
- Provide customizable digital assets and camera-ready artwork to use in publicity.

*\*The templated resources provided are for PropertyCheck™ through RECORDhub™ only. If your municipality has PropertyCheck on Cott's eSearch platform, the URL and QR codes featured will not work and need to be customized. Contact your Cott Systems' Account Executive and they will work with Cott's marketing department to assist you.*

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Congratulations! Your County is now enrolled in and able to offer PropertyCheck™ – a vital resource that can be used by your citizens to help safeguard the cyber security of their property and personal records.

What is PropertyCheck™? PropertyCheck™ is a value-added service provided by Cott Systems at a minimal cost to you, and no cost to your constituents. Upon implementation, use the resources provided to promote PropertyCheck™ and encourage residents to opt-in to this free service.

## (Download all file resources at

<https://cottsystems.com/propertycheck-pr-kit/>)

### Downloads available to you are:

(1) Press Release language template: Insert your own quote and information.

(2) Camera-ready artwork for optional printed pieces with drop-in space for county/office seal/logo for:

11" x 17" POSTERS – full bleed, CMYK color space – can be professionally printed

4" x 6" POSTCARDS – full bleed, CMYK color space - can be professionally printed

8 ½" x 11" FLYER – full bleed, CMYK color space – can be professionally printed

8 ½" x 11" FLYER (simple) – MS Word doc formatted, non-bleed 4 sided margins, CMYK color space – editable with your specific information, can be printed in office or professionally produced (press or digital)

(3) Digital-ready artwork for web-based advertising. No county logo drop-in required, but be sure to use the signup URL as the click-thru link to all web-based appearances (<https://recordhub.cottsystems.com>)

High resolution and vector LOGO files

This kit contains the following standard WEB ad sizes:

320p x 50p – half banner horizontal

728p x 90p – full banner horizontal

250p x 250 – square tile

300p x 250p – standard web tile horizontal

140p x 600p – skyscraper vertical

300p x 600p – half page vertical

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## IDEA GUIDE

### **How can you utilize these assets to create a countywide campaign to publicize citizen opt-in to the PropertyCheck™ program?**

Here's what we suggest.

#### **Start in your own backyard**

Post a link using one of the digital ads supplied, on your official Recorder (or Clerk) webpage. The graphic ad will call attention much more than just a line of text on your page.

Identify other county offices' webpages or websites that will agree to host one of the digital ads. If you have a central county website webmaster, check with them first and find out if there is way for you to have one of the predesigned ads for PropertyCheck™ placed on the County website homepage (preferred) and/or other department offshoot pages.

Often, there will be other county departments that will maintain their own separate websites/URLs. These sites are often civilian designed and maintained and already have ad supported space to utilize. Navigate to each department page and see who has what and make a list of those with separate pages and plan to contact them. The website where local citizens pay for or look up property taxes is a great place to start. Commonly, Parks & Rec will host their own pages and get good traffic to these sites because of citizens and parents consistently looking for child activities, sports leagues and summer sessions. Many of these citizens will also be homeowners so this is also a good target to utilize. In one example county we researched, we were quickly able to identify 34 departments maintaining their own individual websites that generally get more traffic than other county pages. Veterans Affairs, County Auditor, Sheriff's Department - all of these are good target sites. Because of your common interests, these other departments will usually accommodate your request without incident or charge. You can always offer a reciprocal link on your website/page if possible. Those links are good for everyone (and Google loves them too!) We have provided several common digital ad sizes for you in this kit that can accommodate any space that is available to you.

Make a resource list of all county supported and county-friendly local websites that get mid to moderate traffic. Like Arts Councils, local theatre groups, farmers markets, Chamber of Commerce bureaus, etc. Often the key to getting an ad on these sites is by making a request and perhaps providing them with some interesting content – like a story about a famous county record, or other historical notable.

Once you have identified some good targets, reach out to them in your official capacity, let them know how important to you it is that you get the word out to county property owners about this free service. Let them know you have professionally designed digital-ready ads in common formats and sizes to accommodate most any space they can give you.

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### **Order Professionally Printed Items**

Have professional prints done of posters, and ask to display these posters around town. In merchant windows, at all municipal office entrances and lobbies, etc.

Have professional prints done of flyers (or print the simplified version yourself) and hand out at local farmer's markets, county fair, holiday public gatherings, food truck festivals, etc.

Print postcards and do a direct mail campaign to all property owners in your records (use the template layout provided). Utilize bulk mail rate to keep postage to a minimum. You will need to utilize your municipalities' bulk rate indicia and follow bulk mail preparation, but it will reduce the cost of first-class postage by half or more. Well worth it! This is also a good investment of your advertising dollars because it will reach only your constituent property owners – your specific target audience!

### **Utilize Social Media**

You can use the square digital ad for social media posts. Create a catchy tagline and insert the graphic. Don't forget to include the URL sign up link (<https://recordhub.cottsystems.com>)

If you don't have a department social media presence – and even if you do - ask other County/Town/Parish departments that have their own social media pages to do this for you as well. This will help you maximize the reach to your public. Find out who manages the page and send them the digital file along with a short sentence and URL to accompany the post.

### **Try Radio or TV Media**

Local radio stations will run PSA's (Public Service Announcements) for you free of charge. They'll even create the voice spot for you if you supply them with a short script, usually a 30 seconds read. Don't forget to include the URL sign up link (<https://recordhub.cottsystems.com>) or point them to your website if you have a link setup on there.

If you have a local TV station, they may do a story if you ask them. Be sure to send them a copy of the press release (download) and follow it up with a phone call to the production staff.

### **This is not a short-term project – THINK LONG TERM!!**

It will take multiple exposures of your messaging to your constituents to get them to act. Plan the publicity for at least a year and beyond. Keep posters displayed in your offices and communities for the long term. Periodically check in on the condition of those posters to be sure they do not appear torn or worn.

Do a blitz approach at first, and then plan on following up with additional exposures throughout the next year or so. Make a list of every community festival or holiday gathering event and plan on being there to hand out flyers or postcards. Contact all the event planners in your community. If an event has publicity bags being handed out, ask to have your flyer inserted in them.

Plan on scheduling social media posts monthly. Change up the short caption each time. Announce an event that you will be at to hand out flyers – your event planners will appreciate the cross-publicity!

Check in on the number of new signups after you do a particular publicity outreach. If you see that a certain method had good results in getting signups, plan on doing that again!

### **Set a goal for yourself!**

If you have, for example, 10,000 residential properties in your jurisdiction, set a goal to get to say 500 signups. After you achieve that goal, set another one. Keep building toward getting more of your constituents to opt-in to PropertyCheck so they can realize the value of it.

### **It's just good Publicity!**

Whether your constituents actually sign up or not (and we do want them to!) getting this programming out from your office to the public is good PR! It shows your voting public that you are progressive, have adopted technology to their benefit, and that your office is committed to serving your public. Good things to have them remember in the next election cycle.

### **Let us know what is working for you in your community!**

We would love to have your feedback on how PropertyCheck adoption is going in your community. Have you come up with some ideas that we haven't included in this kit? Let us know so we can update and include your ideas for the benefit of others. Your success is our success!

Contact Cott Systems Marketing department at [information@cottsystems.com](mailto:information@cottsystems.com) directly, or talk to your Account Executive and have them pass some of those great ideas onto us.

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