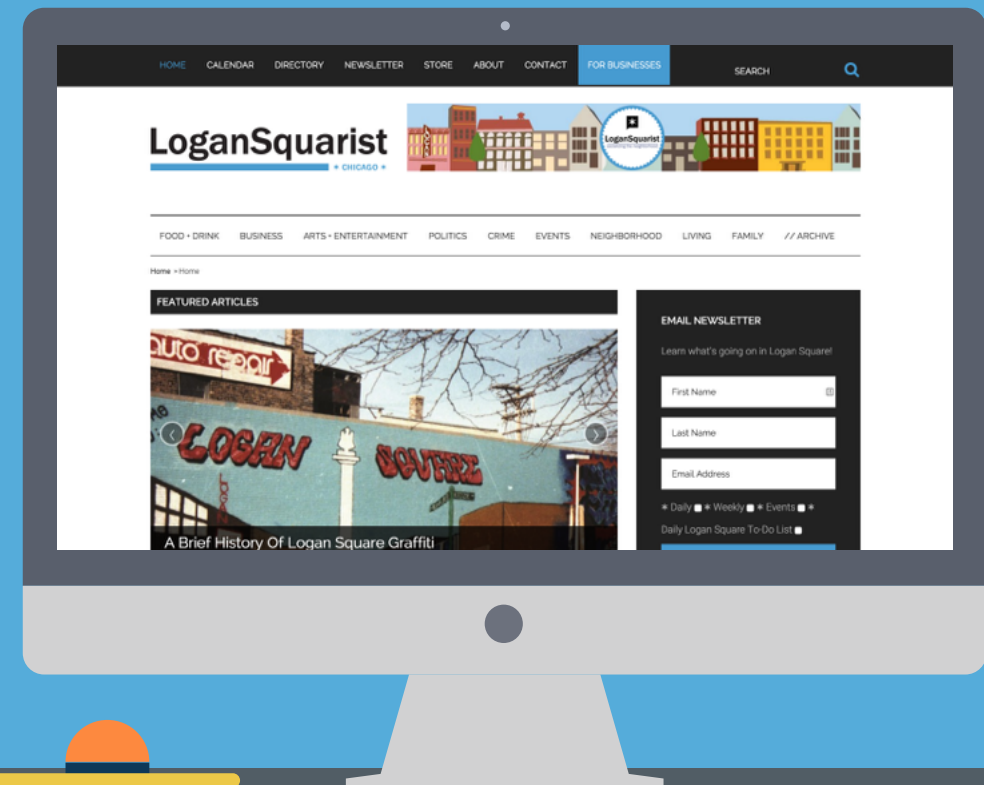


ENGAGING ON A HYPERLOCAL SCALE

USING CONTENT, SOCIAL, EMAIL AND EVENT MARKETING TO BUILD A COMMUNITY



THE VISION





LOCAL LOGAN SQUARE COVERAGE SPARSE

In early 2011, no established local or mainstream media resource consistently covered the quickly growing **Logan Square neighborhood**, other than criminal activity.



SOCIAL DISCUSSION IDENTIFIED INTEREST

Increased conversation on Twitter, and curiosity among local neighbors, established a need for a curated content source to disseminate hyperlocal information and area updates.



BUSINESSES CAME, ACTIVITY INCREASED

More than 20 **new businesses opened** between 2011 and 2012, along with a number of events, organizations and groups coming to the area.

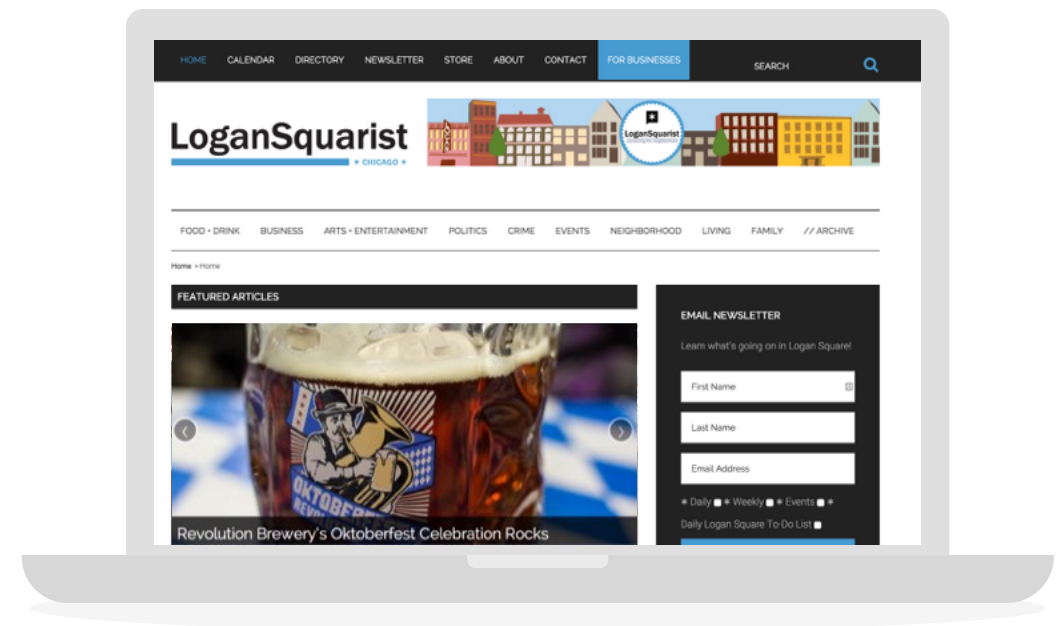


Share unique content in the form of curated news, information + posts, including staff-written articles.

Serve as a neighborhood resource by providing information on events, businesses, organizations + neighbors.

Socialize by coordinating + hosting events that bring different community members together.

Leverage neighbors to support organization needs through writing, event planning + promotion.





LoganSquarist.com is a hyperlocal neighborhood website that covers: neighborhood news, food + drink, business, arts + entertainment, politics, crime, living + lifestyle topics, family + youth, historical information and events throughout the Logan Square, Chicago neighborhood.



THE PLAN





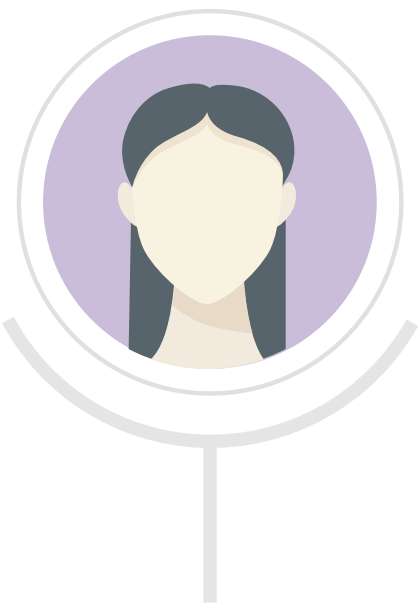


Neighbors
+ Fans

seeking information
news, + events
about Logan Square
area

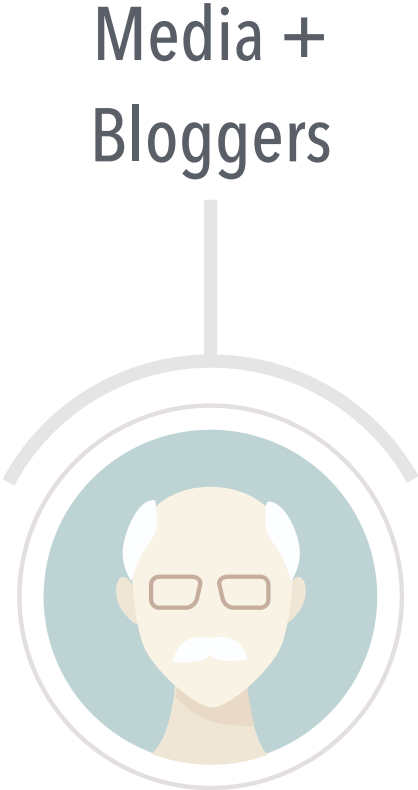


looking to inform +
reach neighbors
about services, sales
+ offerings



Orgs/
Govs

interested in
communicating
local community
actions + laws



desiring to
complement
existing coverage
with local insights



Staff +
Interns

wanting to cultivate
creative skills
outside of
profession





NEWS, EVENTS + ALERTS

COMMUNITY INFO

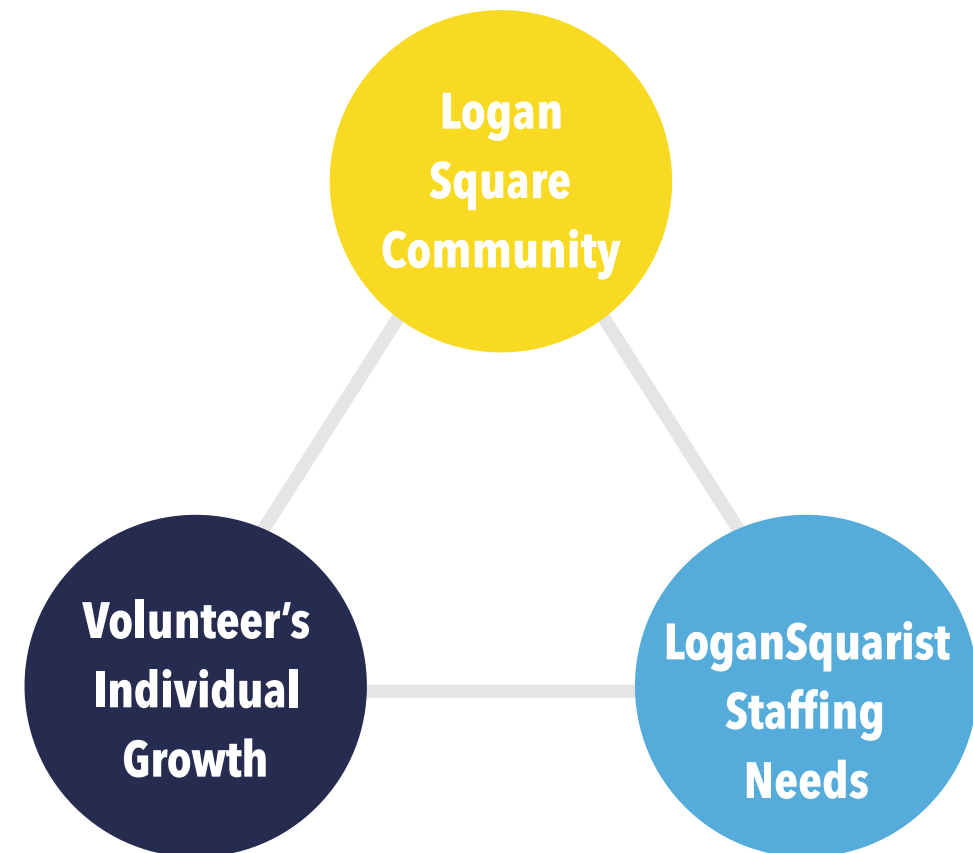
DISCOVER NEW THINGS

KNOW NEIGHBORS

ABILITY TO CONNECT



COMMUNITY-
BUILT,
COMMUNITY-
DRIVEN,
COMMUNITY-
FOCUSED



★ VOLUNTEER-RUN ★

LoganSquarist has been fueled by the commitment and energy of passionate neighbors providing writing, photography, events planning, marketing, digital technology and skills.

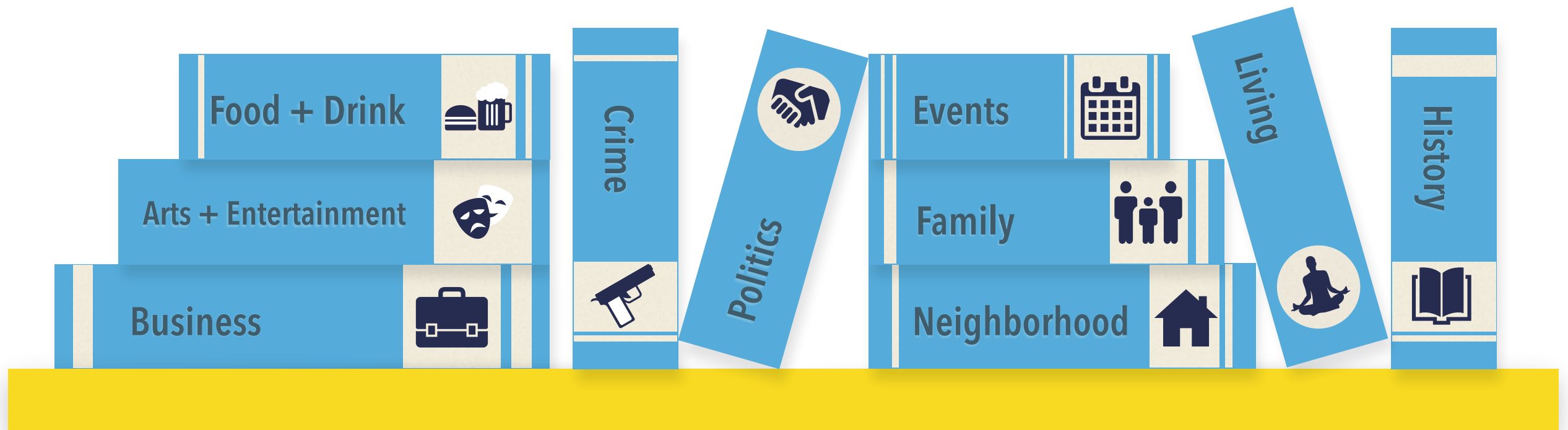


THE TACTICS



FOCUSED CONTENT

Identifying key areas of coverage that serve audience

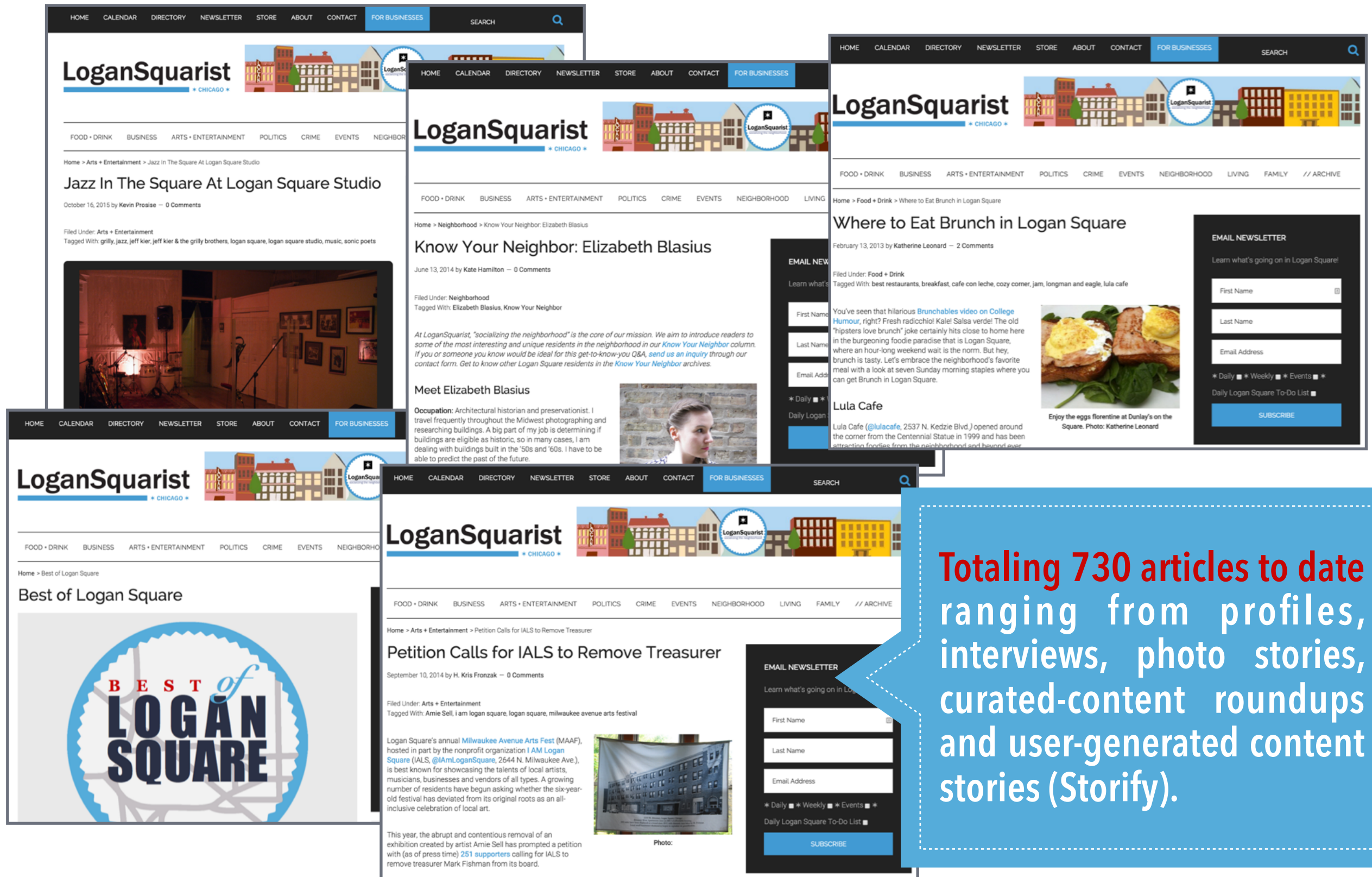


 most popular topics include Neighborhood, Food + Drink, Arts + Entertainment, and Business



CONTENT VARIETY

Varying types of article coverage to provide depth + interest



Totaling 730 articles to date ranging from profiles, interviews, photo stories, curated-content roundups and user-generated content stories (Storify).

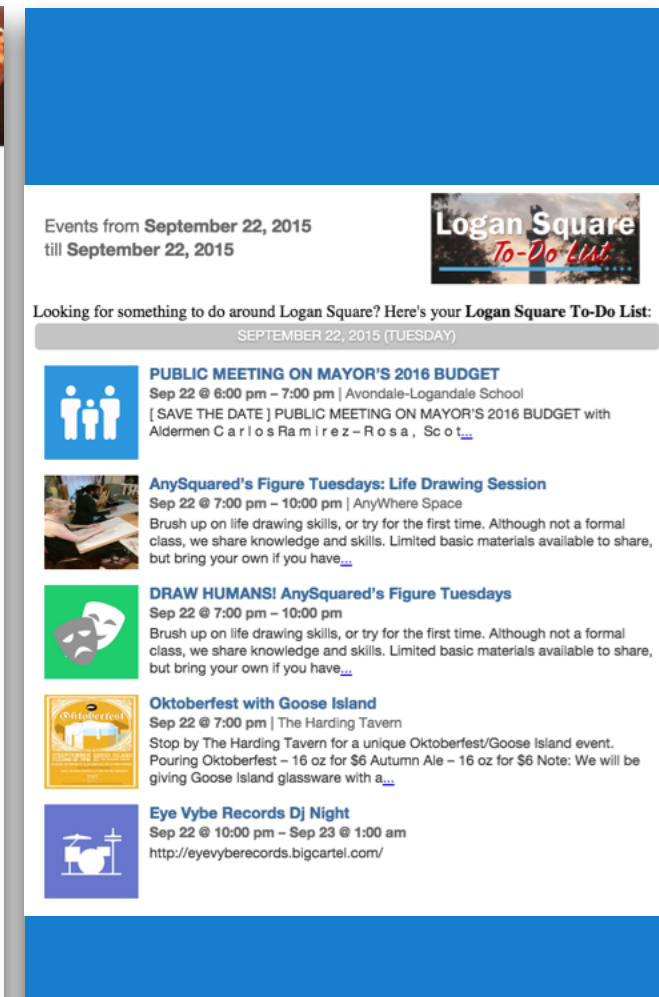
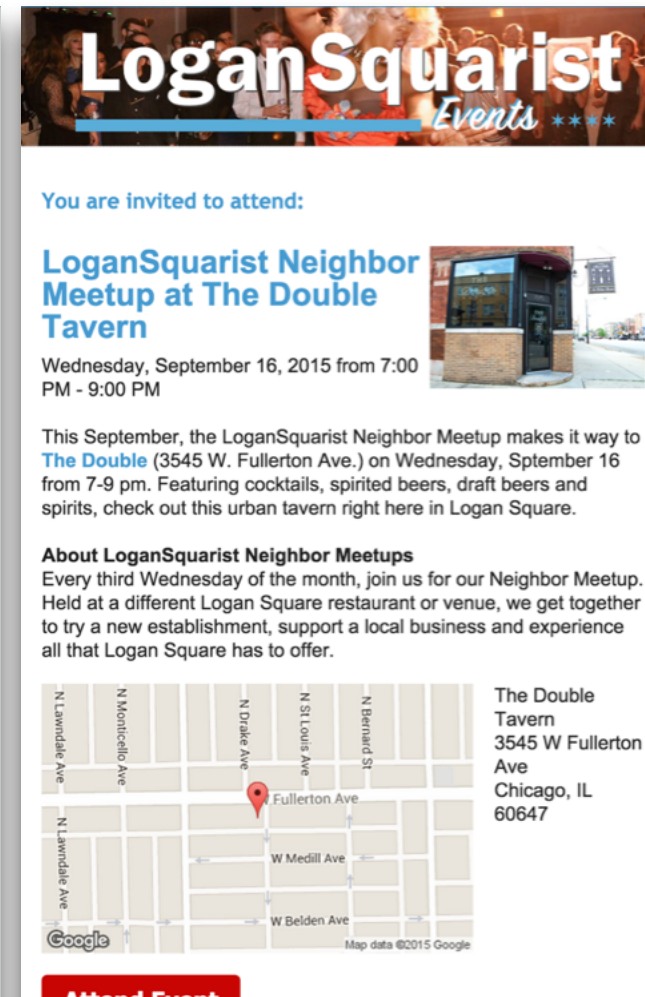
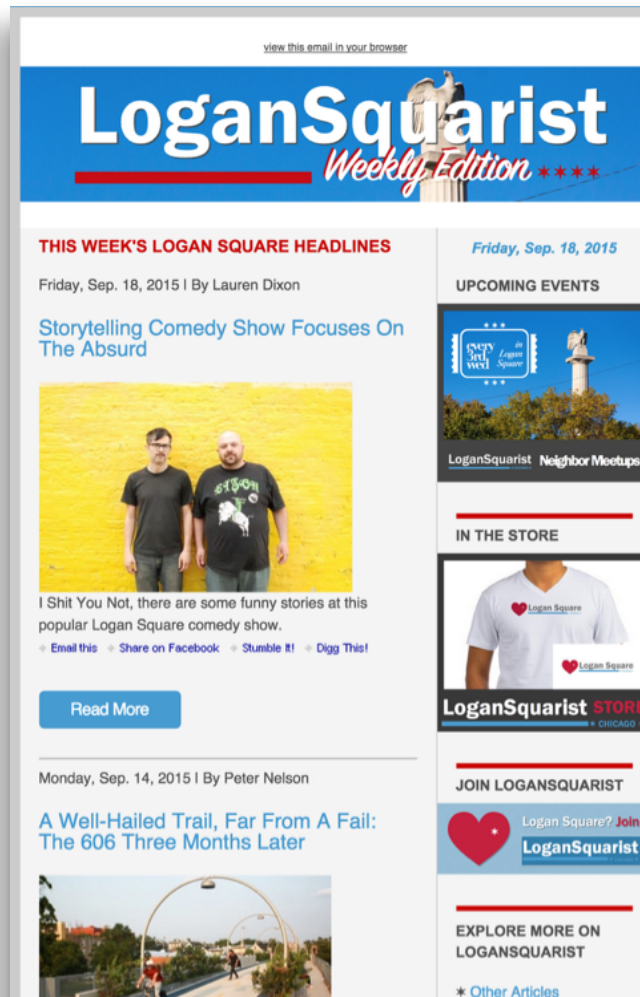
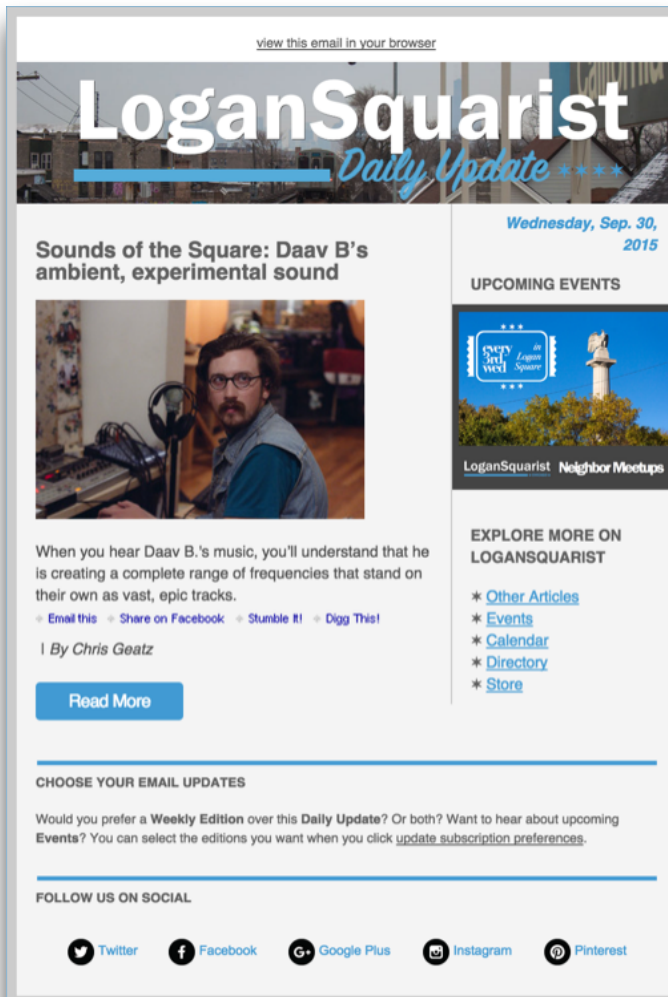


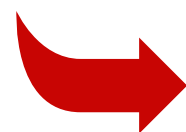
Daily Update

Weekly Edition

Events

Daily To-Do List



 +31% open rate and +10% CTR resulting in 9% total traffic for hyperlocal community organization



Automation: using tools such as Twitterfeed, Paper.li + IFTTT, automatically promote articles + relevant content



Promotion: support promotion of content with staff members, + dedicated community manager

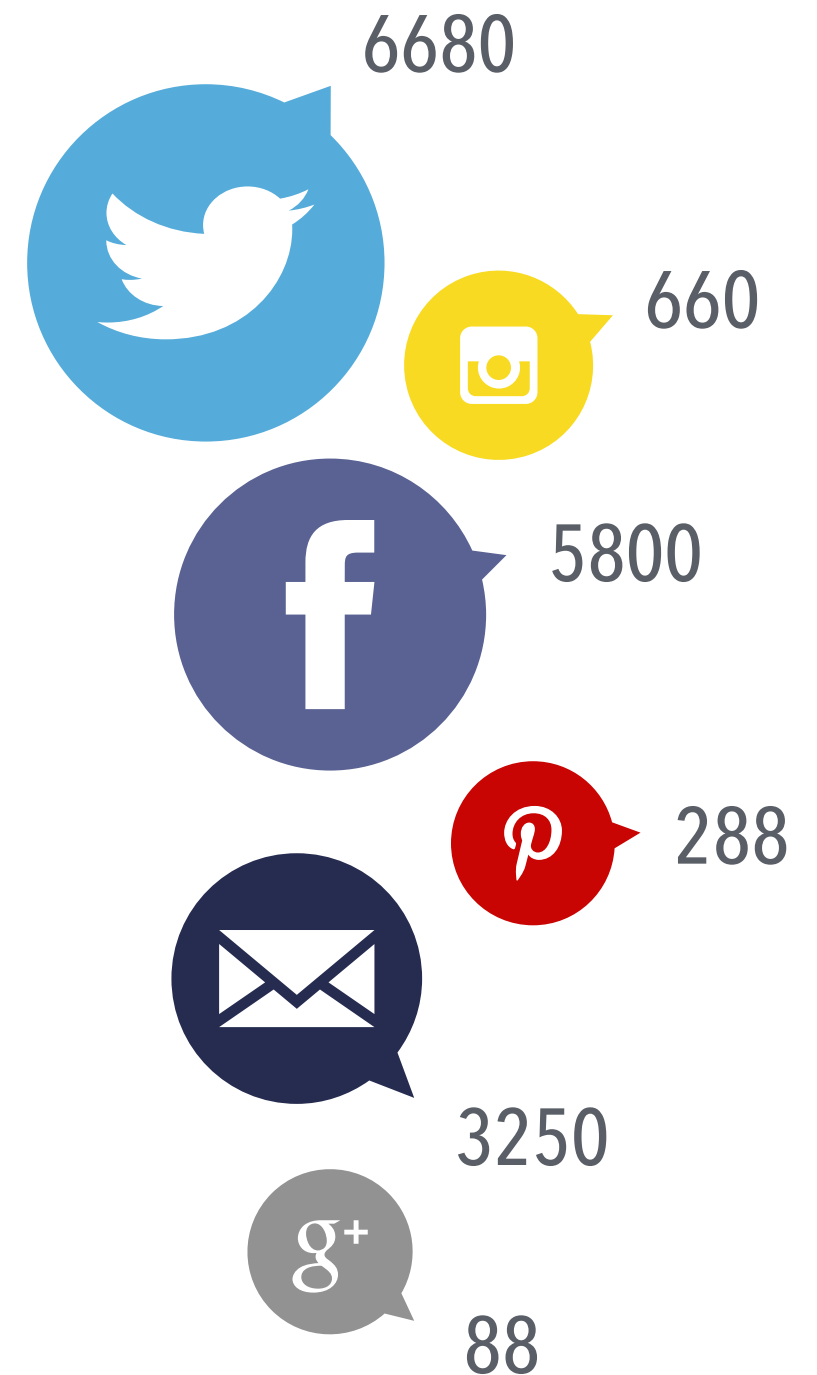
Conversation: spur conversation by responding to comments + messages, + asking questions whenever possible



Curation: supplement content with reshaped content from respected sources, businesses + influencers

 totaling 25% referral traffic to website

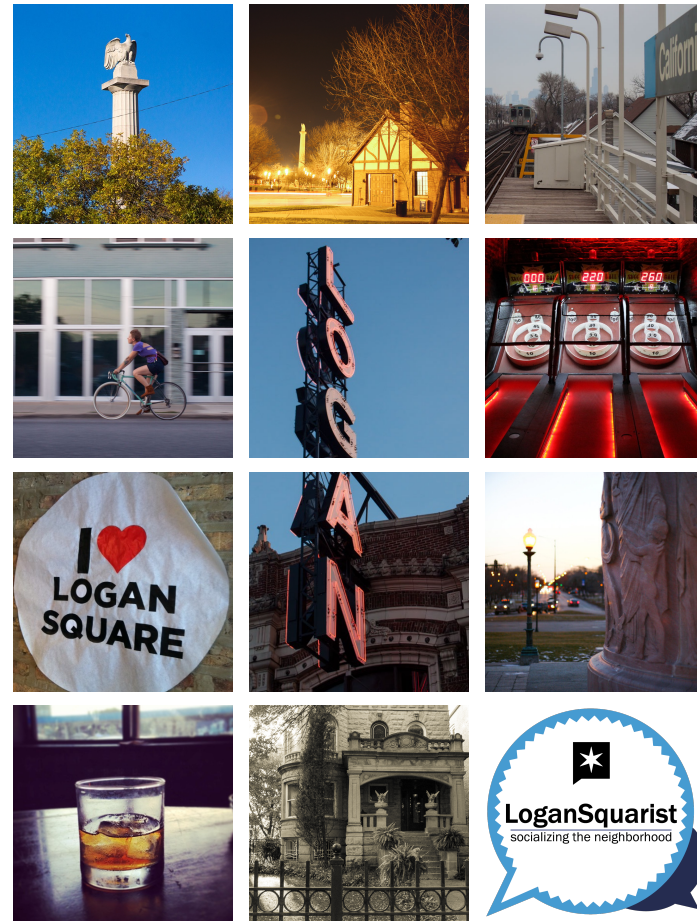
Audience Size by Channel



From monthly gatherings to special unique, one-off events, **LoganSquarist Events** help neighbors come together and experience Logan Square.

With its **LoganSquarist Presents** series, LoganSquarist partners with unique local businesses to create one-of-a-kind, authentic events.

Every third Wednesday of the month, **LoganSquarist Neighbor Meetups** are held at a different Logan Square restaurant or venue.



LOGANSQUARIST | socializing the neighborhood

45

meetups + events
hosted around the Logan
Square area

2k

neighbor attendees
participated in monthly
event since 2013

50

average attendees and
volunteers attending
every month



Established, Clear Structure

Defined job descriptions + responsibilities create accountability + expectations, + maximize limited resources

Tapped Innate Capabilities

Allowed staffers to choose their area of focus, rather than assign roles, to maximize commitment + interest

Documented Processes

Captured procedures allow for redundancies + ability to transition roles, as well as leveraging tools



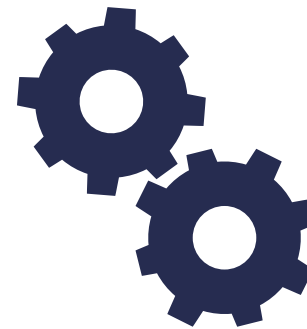
100%

of staff volunteers commit their spare time to the project



growth

made possible by ideas generated by staff members



wiki

housed instructions provides comprehensive resource



THE RESULTS



ORGANIZATION GROWS BEYOND INITIAL VISION

2011

Twitter handle launches to share local info + connecting with active community members. First neighbor meetup hosted.

2012

Website launches featuring an events calendar + directory. Call for volunteers garners staff. Second neighbor meetup occurs.

2013

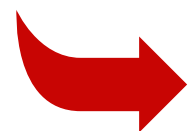
LoganSquarist incorporates thanks to neighbors + businesses. Neighbor meetups occur each month. Sessions surpass 10k monthly.

2014

LoganSquarist.com launches redesign to meet growing needs, including comprehensive neighborhood directory + store.

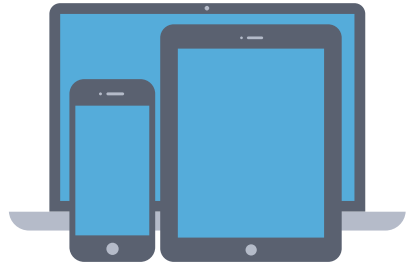
2015

Unique events are introduced drawing new audiences + revenue. Advertising sales support ongoing expenses.



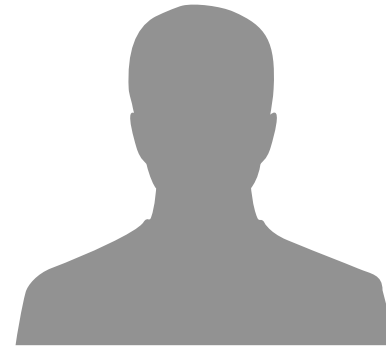
plans for 2016 include increasing article coverage, expanding event offerings, introducing new revenue streams to businesses (enhanced calendar + directory listings) + giving campaign, and relaunching the store.





10 digital tools + networks

Leveraging web, social (seven main networks), Eventbrite + Mailchimp to reach + engage community.



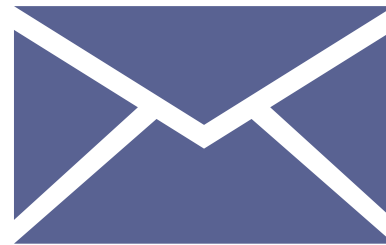
17k engaged social fans

For Chicago's largest neighborhood, LoganSquarist engages 19% of Logan Square's 89.5k population.



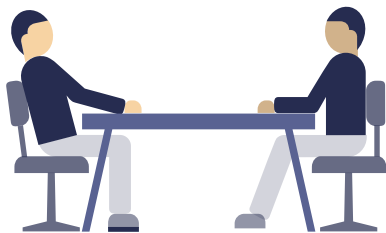
18k page views

Website yields an average of 12.6k unique users—56% returning—per month.



3k newsletter recipients

Receiving weekly update emails + upcoming event notifications every month.



2k meetup attendees

Attending 26 events during the past two years, all managed through EventBrite.



13k comments + shares

Average engagement interactions with 235k impressions every month across social networks.



[HOME](#)[CALENDAR](#)[DIRECTORY](#)[NEWSLETTER](#)[STORE](#)[ABOUT](#)[CONTACT](#)[FOR BUSINESSES](#)[SEARCH](#)

LoganSquarist

* CHICAGO *

[FOOD + DRINK](#)[BUSINESS](#)[ARTS + ENTERTAINMENT](#)[POLITICS](#)[CRIME](#)[EVENTS](#)[NEIGHBORHOOD](#)[LIVING](#)[FAMILY](#)[// ARCHIVE](#)[Home](#) > [Home](#)

FEATURED ARTICLES



Your Logan Square To-Do List: Cruelty Prevention, Meetup And Wine Tasting

This week, Logan Square residents can drink for a cause, drink with friends and drink for free.

EMAIL NEWSLETTER

Learn what's going on in Logan Square!



* Daily ☐ * Weekly ☐ * Events ☐ *

Daily Logan Square To-Do List ☐

