



#SustainSilverLake

Prepared for:
Silver Lake Park Communications Team

Media Campaigns Team:
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EXECUTIVE SUMMARY

Background

- Natural resources located in Highland, IL providing recreational activities for families and travelers.
- Primary resources for drinking water, surrounding farming area, and recreation.
- Lake was built from 1960 to 1962.
- The lake provides water for the community, creates wetlands, & flood zones.
- Illinois Environmental Protection Agency lists Silver Lake as an impaired waterway.

SWOT Analysis

- Silver Lake Park has the natural resources especially for outdoor recreation.
- Visitors often litter around the park leaving trash and polluting the park.
- The development of areas around the park made some changes that ultimately damaged the natural resources.
- A new campaign can engage the community to be aware of the problems and unite them to keep the park clean.

Campaign Goals

- Increase awareness of Silver Lake Park and its environmental efforts.
- Increase awareness of how individuals can join the environmental efforts.
- Increase enthusiasm and eagerness to sustain the beauty of Silver Lake Park.

Target Audience

- Primary: Residence of Highland, IL ages 18-65.
- Secondary: Farmers living in the Highland community around the Silver Lake.

Campaign Plan

- Use the already existing social media connections on Facebook to enhance communication between the park and the community.
- Create interactive a promotional video to be posted on social media to help visualize the park to target audience.
- Campaign #SustainSilverLake will use print media such as posters and infographic to inform park go-ers and people in areas around the park of our campaign message.
- Design a uniform theme to improve the campaign visuals including a logo and matching social media graphics.

INTRODUCTION

BACKGROUND

The Highland Silver Lake Park is one of the most important natural assets in Highland, Illinois. The lake itself was built from 1960 to 1962 to provide a reliable water source to the city of Highland (HDR Cochran & Wilken, 2008). Located at 3035 Highland Park Road, Silver Lake Park becomes the center of natural landscape and resources for the community. The park provides recreational activities for families and travelers such as fishing, 4.5+ miles of hiking trails, climbing walls, archery range, playgrounds, and many more (City of Highland, 2020). Not only it provides a beautiful view for the visitors, but the natural elements within the park provide cleaner water, air, and fertile soil for this primarily agricultural city.



One of the most important functions of Silver Lake is its part in providing drinking water for the community. For this reason, the quality of water is monitored consistently (Southwestern Illinois Resource Conservation & Development [SIRCD], 2009). Combined with the surrounding lakes, it has about 786 acres of water surface on top of 20 miles of major streams going throughout the city (SIRCD, 2009). The lake also creates wetlands and flood zones for the city as it helps manages rain events, purify water, creating habitat for wildlife and recreational spots for people (SIRCD, 2009).

Unfortunately, the Illinois Environmental Protection Agency lists Highland Silver Lake as an Impaired Waterway on its 2008 303d list (partially approved) (SIRCD, 2009). Research shows that the problem is mainly caused by the developments around the area affecting some watersheds. Some areas that used to be undeveloped and become rainwater absorption spots are now being built and developed, leaving less surface soil area to prevent flooding (SIRCD, 2009).

Other than becoming the source of water, the lake also has a diverse range of soil types from prime farmland to the highly susceptible to erosion (SIRCD, 2009). Many of the agriculture industry is built around the streams and lakes surrounding Silver Lake Park. The park also built a few hiking trails as the natural landscape surrounding the lake have quite steep slopes. Because of these landscapes, most of the soils around the lake are more erodible than the rest of the city. However, studies find that the more susceptible to erosion spots are part of the damage from developing areas around the lake. It causes the erodible soils to infiltrate the water stream, creating sedimentation, and ultimately affecting the quality of water (SIRCD, 2009).

Silver Lake has a lot of potentials to keep providing a recreational place for the community as well as natural resources for its surrounding environment. There are a few efforts the community can be a part of to maintain these resources in Silver Lake. In this project, we want to remind visitors to maintain cleanliness and be more mindful of activities that might impact the lake.

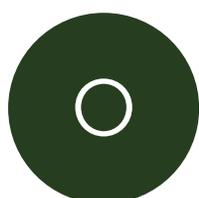
SWOT ANALYSIS



- Multiple outdoor activities and amenities for the community.
- 90 acres of land and about 786 acres of water surface.
- Provides natural resources for the Highland, IL community.
- Well established Facebook presence.



- Lack of communication between the park and the visitors.
- Inconsistent marketing efforts.
- Broad current target audience.
- Visitors do not know about all the activities available at the park.



- Reinforce marketing efforts through social media.
- Increase communication efforts to visitors and surrounding community.
- A new campaign can engage the community to be aware of the problems and unite them to keep the park clean.
- Use the social responsibility campaign to raise



- Littering issues and property damages caused by visitors.
- Development of surrounding areas have been affecting the park's resources.
- Local farmers are hesitant to change a few of their farming technique to avoid more soil and water damage for the lake.

CURRENT MEDIA EFFORTS

Silver Lake Park currently has a website under the Highland, Illinois. On this website, they have information about the amenities, activities, and history of the lake itself. They can also find forms and contact information to get permits. Through this website, we can also find information about other parks that are connecting or close to Highland, Illinois.

Silver Lake also own a Facebook account that has 1,308 like and 4.3/5 score from 54 reviews. In 2020, there are 20 posts with comments from visitors replied by the park's manager as well. There are little to no complaints about the park in the social media area.

Other than Facebook, Silver Lake also has pages on online forums such as TripAdvisor, Alltrails.com, GORCtrails (Gateway Off-Road Cyclists), and Yelp. On these websites, visitors can write about their visit to Silver Lake Park and their experience. The specific forum website also provides a map of the park's trails for hikers, cyclists, and fishing stats. This also shows positive reviews from visitors.

In the past, Silver Lake Park has done very limited educational components regarding the issues of sediment being added to the lake besides some effort through social media and local newspapers. There are no current means of informing the public of the concerns Silver Lake Park has for the lake. Therefore, we want to create a campaign that focuses on addressing the issues surrounding the park and enhance the communication between the park and visitors.

SIMILAR CAMPAIGN EFFORTS

There is a common problem affecting most U.S cities that are dealing a constant battle to stop, reduce and prevent litter and educate people to change their undesired behavior. This issue is not only affecting our streets, parks, and other public areas but it is indeed affecting the world's natural resources and future wellbeing. Taking a look at other successful media campaigns pursuing behavioral changes involving litter issues throughout their target audience is fundamental to our campaign efforts.

We looked into a few campaigns that have been done in the past in effort to deliver similar messages for park visitors.

"Show your park some love, New York" Campaign

The Department of Parks & Recreation of New York City has decided to implement a behavioral campaign to address the large increment of littering throughout the city. The Parks and Recreation leader board developed a message that encompasses the public as a whole, instead of dividing it by multiple audiences, this with the main goal of creating a sense of community effort by encouraging each other and generate a continuous change in the New Yorkers behavior.

The message, "Show your park some love, New York. Put trash in a bag or can-or take it with you" This anti-littering campaign includes ads on city buses, bus and train stations, social media, grocery stores, park entrances, and high traffic areas across the city. The city is also building over 100 visible trash corrals in high-traffic parks. The campaign's efforts of changing the public's behavior to reduce and stop littering are taking an extra step by providing park visitors with trash bags to encourage them to dispose of their trash smartly and civilly. Furthermore, the New York Parks and Recreation Department is unifying forces with

community leaders and local elected officials to promote a volunteering massive cleanup movement.

This campaign heavily used media platforms to create a significant community presence. They developed integrated marketing campaign which covers all of the consumer touching points. Using their public relation efforts they applied the campaign slogan into their media products, resulting in a unified communication campaign.

“Stop the Drop” Campaign

The campaign “Stop the Drop” launched by Jersey City, N.J in 2014 was created with the main goal of developing a long-lasting effect on the community by providing summer jobs and educating young citizens (16-21 years old). The city wanted to empower these citizens to become strong active members of the community and be the change for the next generation.

Stop the Drop, consisted of 180 young adults working in a 2 months summer cleanup program. Their schedules we from Monday-Saturday from 9 am-2 pm. In the five-hour working day, the young adults were to collect trash from the city’s streets. The campaign is a collaboration of multiple city agencies as well as the Department of Parks and Recreation. The most important outcome of the campaign was the collective work done by community members and the positive impact it had on others, inspiring them to act against littering.

This campaign focused their efforts in engaging and developing a social campaign through

From these examples, we gained a few inspiration on building an effective integrated marketing campaign to engage the local community around Silver Lake Park.



The Campaign

GOALS

1. Increase awareness of Silver Lake Park and its environmental efforts.
2. Increase awareness of how individuals can join the environmental efforts.
3. Increase enthusiasm and eagerness to sustain the beauty of Silver Lake Park.

OBJECTIVES

- Launch an engaging and informative media campaign that encourages Highland residents to engage in environmental efforts to sustain Silver Lake Park.
- Create awareness of Silver Lake Park's environmental efforts among at least 300 Highland residents.
- Promote positive environmental actions among at least 300 Highland residents.

TARGET AUDIENCE



Primary Target Audience

The primary target audience for the campaign is males and females ages 18-65 that reside in the community of Highland, are avid park goers, and are primarily White/Non-Hispanic. There are around 10,000 people that reside in Highland and about 91% of the residents identify as White/Non-Hispanic. This campaign is targeting 300 residents, which is only 3% of the total population of Highland with hope that with the success of this campaign, future marketing efforts can be implemented to reach a greater percentage of Highland's population.



Secondary Target Audience

The secondary audience for this campaign are farmers that live in the Highland community. As this group is not our main focus, a portion of the campaign's efforts will address how farmers around the Silver Lake area can implement environmentally friendly farming practices to help the sedimentation issue of Silver Lake.

CAMPAIGN MESSAGE

The #SustainSilverLake campaign will be launched to help engage and create awareness of park goers in the Highland area about the importance of keeping Silver Lake Park clean and environmentally friendly for the whole community to enjoy. Many residents may not know the important role that Silver Lake plays in the Highland community, and how important it is to sustain and strengthen up the integrity of the lake. Encouraging Highland residents to engage in sustaining efforts of preserving the cleanliness and beauty of Silver Lake Park, will allow future generations to enjoy Silver Lake Park in all of its excellence.

The campaign slogan: "Do Your Part & Help Silver Lake Park" will serve as a call to action to the Highland residents to join efforts to positively impact the environment of Silver Lake. Through various means of media and creative strategies, the campaigns goals and objectives will be informed to the target audience.

#SustainSilverLake Do Your Part & Help Silver Lake Park

CREATIVE STRATEGY

Branding

Currently, Silver Lake does not have a dedicated logo for the park. We decided to add a logo for the park in this campaign to add a visual representation of the park. A huge part about what people remembers about a brand is what they see. We believe that having a vibrant logo will allow the organization to be easily identified by the public especially on social networks. The logo could be used as the profile pictures on social media platforms, in videos related to the park, on press releases and other advertising mechanisms that Silver Lake uses. It will help to create some brand consistency which we believe can be very beneficial.

Social Media Contents

The campaign's main focus is to inform and encourage action. We want to inform the Highland residents of what they can do to make a positive environmental impact on Silver Lake Park. By creating awareness of the harm that poor park practices can result in, is extremely essential in trying to encourage a change of behavior of the Highland residents. Through social media posts, we created a post that informs residents "5 Ways to Keep Silver Lake Park Clean & Safe" and another post that focuses on the "3 Ways to Help Silver Lake & the Environment". These posts are a simple way to help encourage proper park practices and environmental behavior of Highland residents.

Similar messages are portrayed through flyers and a video as well, encouraging the surrounding resident park goers to do their part in keeping Silver Lake Park in its best condition. Providing our audience with information of simple, effective ways to do their part for their environment will help meet the goals and objectives that this campaign has set.

Promotion Video Contents

The purpose of the video is to create a medium that the public can visually relate to. Videos can be used on the website as well as the social media platforms to provide record of the state of Silver Lake Park. Similarly, to the sample video we showed, videos are good tools for public announcements which can be used to promote cleanliness, events and other important information that the public needs to be aware of. They can also be used as advertising tools that shows how beautiful Silver Lake is. This can help the cause of keeping the lake clean and safe.

Flyers

Our campaign will also use print advertisement, especially flyers, posted around the park and public places in the Highland community to promote the park amenities. Silver Lake has a ton of amenities and activities to be done. Hence, we want the visitors to be aware that they have Silver Lake that can facilitate almost all outdoor activities they can think of in their backyard. It is also important to post these flyers in the community, so they are reminded of the park and visit the park more often. The more we can get them to visit regularly, the more significant the park means to them. These regular visitors would also tend to care more about the park and promote the park to other people.

Using these flyers, we also want to remind them of issues around the park and how they can contribute to support the park. These flyers will show the issues the park has and how visitors can avoid damaging the park further. These flyers will be posted around the park specifically where people tend to gather, such as the picnic tables, gazebos, or the parking area. We also want to create individual flyers for issues in specific areas. For example, the issues with trash around the picnic table we will have a visual comparison of how a clean park looks like.

MEDIA STRATEGY

With our target audience being a wide range of residents from 18-65, we are choosing to utilize Facebook to help spread the information regarding this campaign. We will try to increase their current Facebook following, as well as attract residents to the campaign messages by utilizing paid advertising as well as joining within a local Facebook group. Part of the budget for this campaign, would be to spend some of the budget on Facebook advertisements that would be targeting specifically to our focused demographic in the Highland community.

This would be beneficial in many ways. First, it would attract residents to the Silver Lake Park Facebook page. Also, the advertisements would spread the message of "Do

Your Part & Help Silver Lake Park". In addition, we would suggest the park's profile on Facebook joins and engages with the Highland Illinois Community Facebook page. There are 5,900 members in the Facebook group. Joining the group and engaging the members, will help engage directly with the Highland residents. By utilizing Facebook advertising and the Highland Illinois Community Facebook group, we can target the campaign's audience specifically and pass along the message.

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One of the main benefits of using print advertisement is how precise it can reach the target audience. Posting flyers around the park would send campaign messages straight to the park visitors. Using these flyers, we also strengthen the online effort to promote this campaign as it increases the legitimacy of the campaign and shows the management's commitment to resolving the problems.

Another advantage of using print ads for our campaign is that people tend to go to the park to "unplug" - a term to be away from the online media and gadgets. Using our flyers, we can still engage the visitors and have them be aware of the campaign. We can also take advantage of the flexibility of print ads and refresh the campaign after a certain period to avoid repetition. Even though posting flyers around the park may not be the most visually pleasing, the park management can designate certain spots that would be noticeable yet not disturbing the scenery.

CREATIVE EXECUTION

Logo

We want to promote Silver Lake Park as a recreational space that offers a fun and serene landscape of nature. To portray this in the logo, we use light green and light blue. We contrast these colors with a darker moss green for its association with wild nature. Using these colors, we then begin designing the logos.

In this logo, we want to emphasize the element of nature and especially the lake. The logo needs to draw the eye directly to the lake and an icon of the park. Many of the photos online show the gazebos around the park. Hence, the first logo uses the gazebo in the park as people would be familiar with the logo with a familiar icon on it. The park also has animals in it other than plants. Additionally, the park also has steep slopes to explore. Hence we came up with two final logos (Logo 1 & 2).

The first logo has its two-dimensional quality and portrays a rigid line drawing of the gazebo in the park. The second logo focuses more on the lake and the geese as the center of the logo. The perspective in this logo made its two-dimensional style more dynamic. Therefore, we prefer this logo to be applied to our proposed campaign. We also created a mono-color logo as shown in logo 2a as the simplified version of the logo.

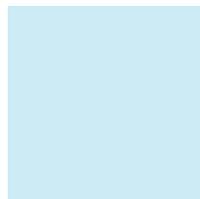
1.



2.



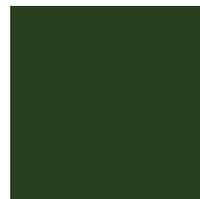
2a.



Light Blue
#cceb6



Light Green
#98cc6b



Moss Green
#283f1f

Social Media Posts



SILVER LAKE

5 WAYS TO KEEP SILVER LAKE PARK CLEAN & SAFE



SILVER LAKE

1. **Do not litter**
2. **No idling cars**
3. **Stay on the trails**
4. **Do no throw rip-rap in the lake**
5. **Boaters, fix leaks in fuel lines**



SILVER LAKE

3 WAYS TO HELP SILVER LAKE & THE ENVIRONMENT



SILVER LAKE

1. **Landowners & property owners:**
 - a. Contact the Highland's Natural Resources Manager before clearing invasive vegetation
2. **Farmers:**
 - a. Learn about the benefits of incorporating grass water ways, WASCB's, applying gypsum, and practicing no-till
3. **Silver Lake Park Community:**
 - a. Respect the Silver Lake and it's rules. Do not add fish to the pond or trample on a native planting area.



Silver Lake Park

[Call Now](#) [Like](#) [Message](#) [Search](#) [More](#)

About [See All](#)

3099 Highland Park Rd
Highland, IL 62249



Highland's largest park and provides endless opportunities for guests.

Silver Lake Park is approximately 100 acres of natural park land. It has 5 pavilions, and 18 hole disc-golf course, climbing wall, boat ramp, archery... [See More](#)

1,309 people like this

1,338 people follow this

2,914 people checked in here

<http://www.highlandil.gov/>

(618) 651-1386

[Send Message](#)

Price Range - \$

[Park · Lake](#)

OTHER POSTS

Silver Lake Park
November 29, 2020 · 🌐

Help keep Silver lake clean by #DoYourPart and remember these 5 simple things. #SustainSilverLake

SILVER LAKE

5 WAYS TO KEEP SILVER LAKE PARK CLEAN & SAFE



SILVER LAKE

1. **Do not litter**
2. **No idling cars**
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60 likes 8 Comments 2 Shares

Silver Lake Park
November 29, 2020 · 🌐

SILVER LAKE

3 WAYS TO HELP SILVER LAKE & THE ENVIRONMENT



SILVER LAKE

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Flyers

What to do in
SILVER LAKE PARK

Explore Outdoors

Hiking Cycling Disc Golf

Archery Sand Volleyball

700 ACRES OF WATER SURFACE

Enjoy the Water

Fishing Boating

NO Swimming Hunting

4.5+ MILES OF TRAIL

Stay Safe!

6 ft Keep your distance

Home workouts*

Park Scavenger Hunt*

*visit: highlandil.gov

Daily Hours: 5 am - 10 pm (618) 651-1386 parks@highlandil.gov

Scan park map here




#SustainSilverLake

HELP KEEP SILVER LAKE CLEAN

Stay on the trails
avoid trampling undisturbed grounds and native planting areas.

Don't park on the grass
its hurting the plants.

Don't add more fish to the lake
we are maintaining a balance ecosystem for the fish.

Pick up your trash
they don't go in the lake or anywhere other than the trash cans.

Silver Lake Park highlandil.gov




We don't trash your yard,
don't trash ours.
#SustainSilverLake



Before you leave the park
make sure you...

- Leave no trash
- Have all your belongings
- Follow park's rules
- Had fun at the park!
- Stay in-touch through our social media

#SustainSilverLake

Facebook: Silver Lake Park
highlandil.gov



Video Content



#SustainSilverLake | <https://www.youtube.com/watch?v=fqDSW-c6bKw>



Silver Lake Beauty | <https://www.youtube.com/watch?v=fqDSW-c6bKw>

Evaluation

CAMPAIGN EVALUATION

In order to evaluate the campaign, the engagements on Facebook as well as website visits will be tracked. Facebook engagement will be analyzed through the number of likes, comments, shares, and followers. Number of visits to Silver Lake Park's website will also be tracked as part of the assessment of the campaign.

In addition, the campaign will be evaluated by examining and tracking the behavior of people at Silver Lake Park. Tracking the cleanliness of the lake and park, the sediment issue, as well as other aspects will help assess whether or not this campaign was successful in accomplishing the objectives.

Lastly, we would suggest to survey the park goers and surrounding community on whether or not they are aware of the concerns and issues of keeping the lake in good condition through these campaign efforts. Evaluating the awareness of the surrounding community of the lake will help show how many people have learned about the campaign's objectives, and how likely they are to monitor their own effort of keeping Silver Lake in good, clean condition.

FURTHER SUGGESTIONS

- For Hold competitions at the park (fishing, disc- golf, etc) to bring in residents of the community and speak about the message of the campaign.
- Partner with a well-known figure or business in the community to help spread the awareness and issues regarding the wellness of Silver Lake.
- Increase signage around the park to inform park goers what to do and not to do.



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