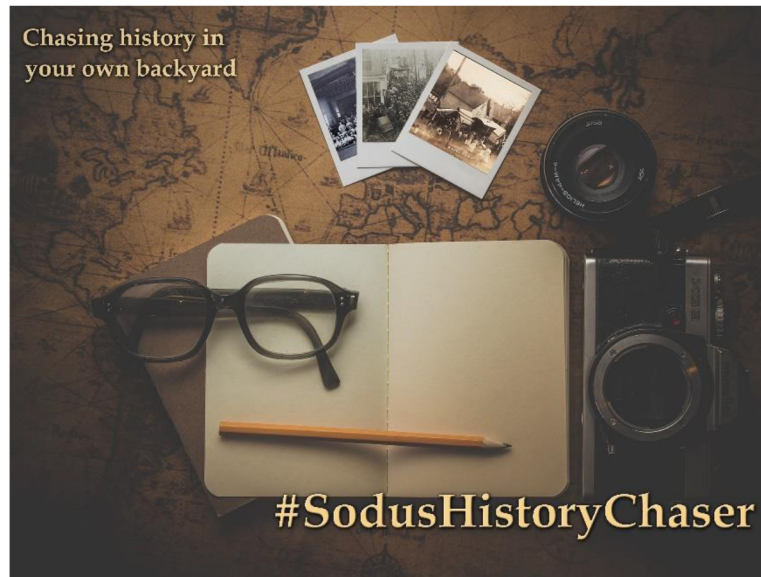


Campaign Summary




To supplement the relaunch of your new web site, I propose a social media campaign accompanied by an augmented reality app. I plan on launching the new web site during the Harvest Fest in September. The campaign will be branded with [#SodusHistoryChaser](#). During the festival, people walking around Main Street will be able to use the app around town. On the Monday before the festival we will do a staggered post on social media (Facebook, LinkedIn, and Twitter). In the middle of the week we will announce the app. In the buildup for the release of the app we will post some pictures on Instagram and retweet responses to the web site. The weekend of the festival, we will post people experiencing the app across all platforms. The week of the relaunch of the web site we will place ads for the upcoming app release, one at bus stops and in local shops. The augmented reality app is a scavenger hunt for historical sites around the Town of Sodus. Every time the user finds a site, they gain points that can be redeemed for discounts at local businesses. In addition to the points the users get the option to view a video about the location. This plan will drive traffic to your site and could drive up membership to the society.

f Sodus Historical Society
SHS Home

#SodusHistoryChaser

Chasing history in your own backyard



Sodus Historical Society
History Museum · Historical Society

Liked · Following · Message

PEOPLE

★★★★★
102 likes
2 visits

Clover Lewis, Neil Gardiner and 2 others like this.

Invite your friends to like Every Interaction

-  Jack Black Invite
-  Kevin Costner Invite
-  Liam Neeson Invite
-  Tony Chiu Wai Leung Invite

See All Friends

Timeline About Photos Email Signup More

Write something on this Page...

Sodus Historical Society shared a link. 10 October

We are proud to announce the relaunch of our website <https://bit.ly/2P2L0T9>



Sodus Historical Society - relaunches their website with companion AR App
<https://www.sunandrecordwaynecounty.com/>

Sodus (NY) - The SHS has given there web site a facelift they have made is more user friend and added photo gallery. The biggest update is the launch of a new augmented reality app that takes users on a historical scavenger hunt.

Like · Comment · Share

Write a comment...

 John Doe Interesting
Like · Reply · 1 · 10 October at 22:18

Sodus Historical Society shared a link. 10 October

Buffalo Soldiers: A presentation on those who are little known
<https://bit.ly/35LK63y>



Buffalo Soldiers Presentation
www.youtube.com
Buffalo Soldiers Presentation done for the Town of Sodus Historical Society in April 2019.

Like · Comment · Share

Create Page

Recent
2014
2013
Founded

Sponsored

It's not it and enduring beauty in terms of simplicity
It's not it and enduring beauty in terms of simplicity
It's not it and enduring beauty in terms of simplicity. True simplicity; in order to cover up

Like Page

ABOUT

- The Town of Sodus Historical Society preserves the past for the future.
<http://http://townofsodushistoricalociety.org/>
- <http://http://townofsodushistoricalociety.org/>

Suggest Edits

APPS

Email Signup

Welcome

PHOTOS



Jack Black commented on Kevin Costner's status

Dexter Fletcher likes Dustin Hoffman's photo

Ethan Hawke commented on Jean Reno's status

Lee Van Cleef is going to CINERARIUM OCTOBER

Timothy Hutton commented on Tommy Lee Jones's status

Vincent Price likes Julia Robert's photo

Aaron Eckhart

Al Pacino

Andy Garcia

Ben Affleck

Charlie Sheen

Colin Farrell

Don Cheadle

Edward Norton

Search





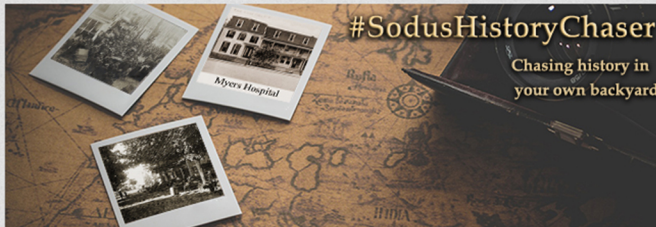
Town of Sodus Historical Society

Historical Society
1-10 employees

36 followers

Follow

Home



Historical Society maintaining the town of Sodus' history

We Gather and Curate artifacts significant to the town of Sodus, New York, its tow villages, and its five Hamlets. Membership is open to anyone.

Our monthly meetings are held on the second Thursday of each month. Meetings are held at the Sodus Presbyterian Church. The Presbyterian Church is located at 31 Main St W. Meetings are held [see more](#)

Specialties

Historical Society, Historical Museum

Website

<http://townofsodushistoricalsociety.org>

Industry

Non-profit Organization Management

Type

Nonprofit

Headquarters

17 Maple Ave
Sodus, New York 14551

Company Size
1-10 employees

Founded

2015

Recent Updates

Sodus Historical Society We proud to announce that we have upatade our web site <https://bit.ly/2P2LOT9>. We are celebrating with new app.



New Website and augmentate reality app

<http://townofsodushistoricalsociety.org> · A new site and a new app. The Town of Sodus Historical Society get a facelift and an augmented reality app. With the launch of the new web site design the historical society has created a augmented reality scavenger hunt...

Like · Comment · Share · 19 hours ago

Sodus Historical Society Buffalo Soldiers: A presentation <https://bit.ly/35LK63y>



Who were the Buffalo Soldiers? | <https://bit.ly/2ptmdgl>

townofsodushistoricalsociety.org · The Sodus Historical Society is proud to present the Buffalo Soldiers. A presentation about the all-black regiments in the civil war.

Like · Comment · Share · 20 hours ago

How You're Connected

4 Employees on LinkedIn

[See how you're connected](#)

Ads You May Be Interested In



Fancy a coffee?

Grab a lovely cup of coffee nearby anytime, check out the places here.



Raspberries

Raspberries are really delicious, especially in a spongey cake.



Flower power

Get flowers delivered near you for your loved one!

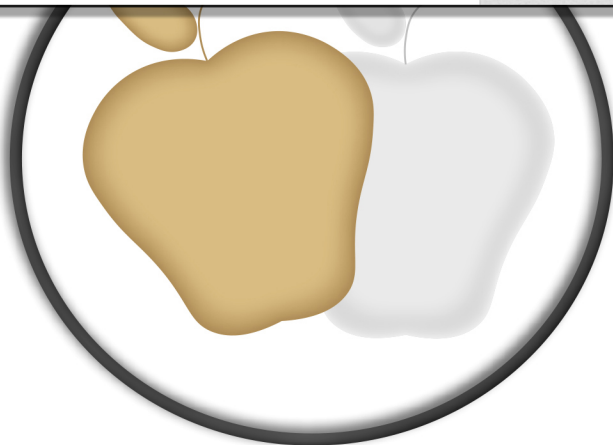
People Also Viewed



Connect with co-workers

Learn more about who they are.

Add your position





TWEETS **34.7K** FOLLOWING **685** FOLLOWERS **889** FAVORITES **247** LISTS **2**

[Follow](#)

Sodus Historical Society

The Town of Sodus Historical Society is the Custodians of the historical artifacts that shape the town, culture and it's people.

📍 Main St, Sodus, NY
<http://townofsodushistoricalsociety.org>
🕒 Joined September 2015

[Tweet to Every Interaction](#)

12 Followers you know



87 Photos and videos

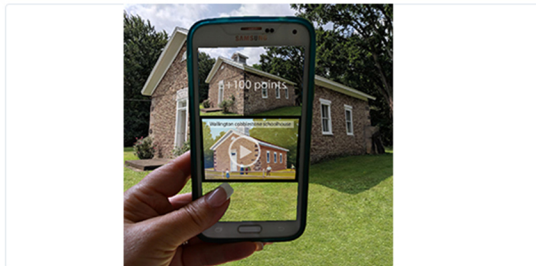


Tweets [Tweets & replies](#) [Photos & videos](#)

Pinned Tweet

Sodus Historical Society @SodusHistorical · 2h

We just launched our new app!
<http://bit.ly/1how2uD> The hunt begins!
[@TownofSodus](#)



[View more photos and videos](#)

Sodus Historical Society @SodusHistorical · 2h

The new website is LIVE please check it out
<https://bit.ly/2P2L0T9>



Sodus Historical Society @SodusHistorical · Apr 17

Check this out <https://bit.ly/2ptmdgl> A presentation of the little known regiments Buffalo Soldiers

Who to follow · [Refresh](#) · [View all](#)

Applesider @appleinsider
[Follow](#)

Creode @Creode
[Follow](#)

Epiphany Search @Epiphany...
Followed by winter365 and
[Follow](#)

[Popular accounts](#) · [Find friends](#)

Trends · [Change](#)

- #WorldMentalHealthDay
- #NobelPeacePrize
- #MalalaYousafzai
- #CheeseSongs
- #watch_SURETETVideo_byOMOAKIN
- Kallash Satyarthi
- Kevin Bridges
- UKIP
- Utopia
- London



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Sodus Historical Society

Subscribe 3,562,368

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Historical Scavenger Hunt with Augmented Reality

0:02 / 3:40

Historical Scavenger Hunt with Augmented Reality
 25,023 views 2 weeks ago
 The Town of Sodus Historical Society has launched a new app to coincide with its new web site. The companion app is an augmented reality scavenger hunt. The app has users visit historical spots around the town earning points.





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- Channel Name Subscribe





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Featured Videos

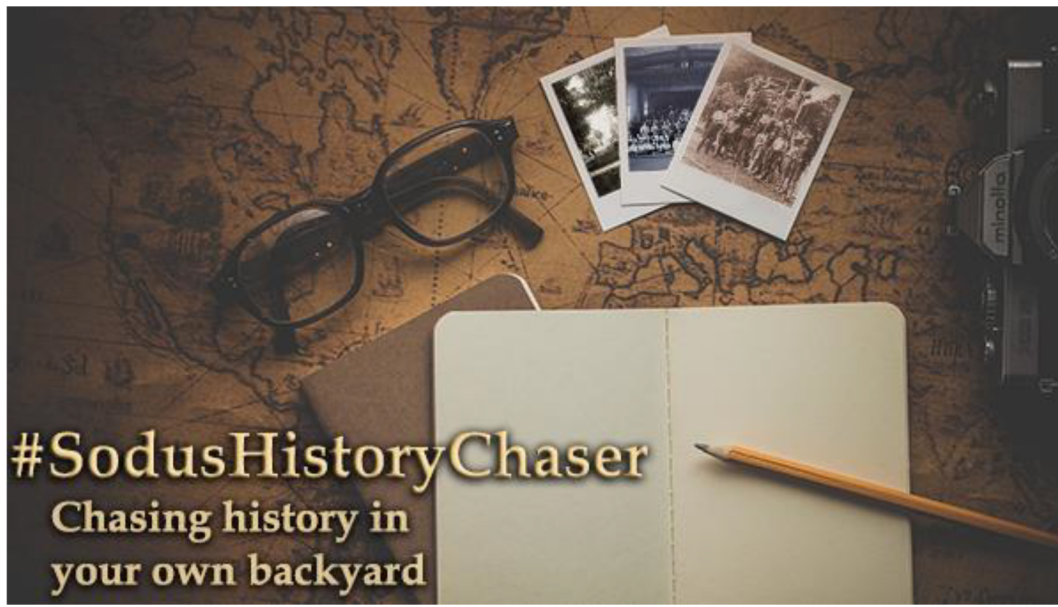
 Wallington Cobblestone School House by Sodus Historical Society 22,506 views 2 weeks ago	 Basket Factor in Sodus circa 1910 by Sodus Historical Society 22,506 views 2 weeks ago	 Collier Cobblestone House (1840) by Sodus Historical Society 22,506 views 2 weeks ago	 Joy Schoolhouse (1833-1950) by Sodus Historical Society 22,506 views 2 weeks ago
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Video Set 1

 Sodus Center Mills (1860s) by Sodus Historical Society 22,506 views 2 weeks ago	 Thornton Lime Kiln (mid 1800s) by Sodus Historical Society 22,506 views 2 weeks ago	 Sodus Opera House History (1878 - 1924) by Sodus Historical Society 22,506 views 2 weeks ago	 Buffalo Soldiers - Who were the Buffalo Soldiers? by Sodus Historical Society 22,506 views 2 weeks ago
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Video Set 2

 The Travelling Cat by Sodus Historical Society 22,506 views 2 weeks ago	 The Farmer, The Shotgun and Bobby Kennedy by Sodus Historical Society 22,506 views 2 weeks ago	 The Haunted Clock by Sodus Historical Society 22,506 views 2 weeks ago	 murals of the Town of Sodus by Sodus Historical Society 22,506 views 2 weeks ago
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Greetings faculty and staff,

The Town of Sodus Historical Society has revamped our web site. Along with the new web site, we have created an augmented reality app. The app is programmed with various historical locations around the town. When a user finds the site, they receive points and can play a video about that place. When they get enough points, they earn a discount coupon from one of our local businesses. We are reaching out to you today to get your help. We hope that the faculty and staff can help promote our new web site and app among the students and the community. It is our goal to drive traffic to the new site and get people active in the community and its history. We feel that if people get a deeper connection to the town and their roots, they will live happier lives, which will make the community stronger as a whole. Please visit our social media sites to help us promote the site. Any incentives you can give to your students to get involved in the web site and app would be much appreciated.

Thank you for your time,

Town of Sodus Historical Society

<http://www.linkedin.com/in/SHS>

<https://www.youtube.com/SHS>

<https://twitter.com/SHS>

<https://www.facebook.com/SHS>

<https://www.instagram.com/SHS>

Chasing history in
your own backyard



#SodusHistoryChaser

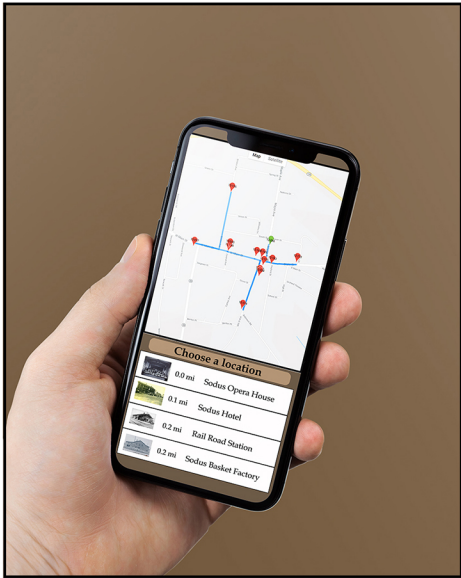
Town of Sodus Historical Society



<https://bit.ly/2P2L0T9>

Introducing the Sodus History Chaser. This augmented reality app is your companion as you discover the history that is in your own back yard. Earn points and win discounts at local restaurants. the chase is on how many sites can you visit.



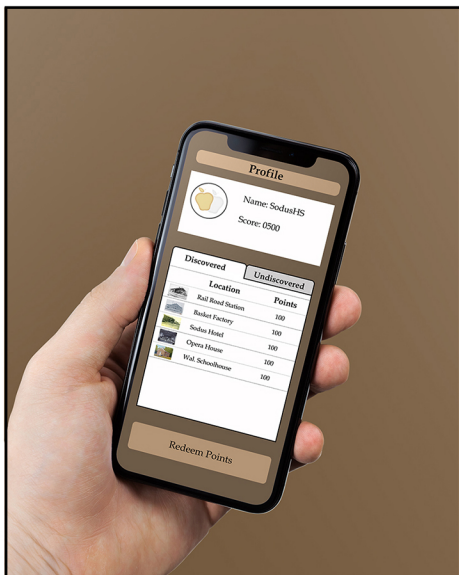
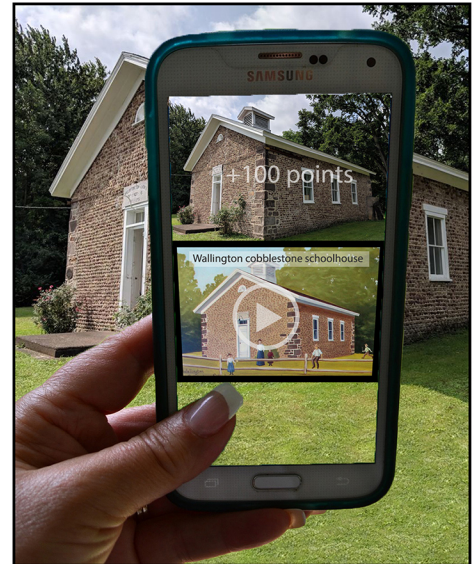


Map View

- Use the map to see what historical locations are near you.
- Pick the one you would like to visit.
- Make your way to that location.

Location View

- When you reach the general location use your phone to look around to find the specific spot.
- When you find the exact spot you will gain 100 points.
- In addition a video is loaded so the user can learn more about the location.



Profile Page

- From the profile page you can see how many points you have.
- You can see what locations you have discovered and which ones remain undiscovered.
- Redeem your points for coupons to local restaurants.



WEEKLY SOCIAL MEDIA SCHEDULE

	WEEK OF 9/21/2020					
SOCIAL MEDIA	MON	TUE	WED	THU	FRI	SAT/SUN
Facebook	10:00 am - Announce the relaunch of the web site.			10:00 am - Announce the launch of the Augmented reality app.		Sat/Sun 10:00 am - Share experiences of people using the app.
Instagram		4:00 PM - Post images of the some of the historical spots.			7:00 pm - Post images of people using the app.	Sat/Sun 4:00 pm - Share experiences of people using the app.
LinkedIn	8:00 am - Announce the relaunch of the web site.			8:00 am - Announce the launch of the Augmented reality app.		
Twitter	12:00 pm - Announce the relaunch of the web site.		4:00 pm - retweet responses to the web site.	12:00 pm - Announce the relaunch of the web site.		Sat/Sun 4:00 pm - retweet responses to the app.
Youtube	12:00 am - Make all the app video content live.					Sun 2:00pm - Release video of people using the app.

