**NEI Social**

NEI exists as a pillar of our region with the sole goal of selling and supporting the 11 counties within it.

**NEI Social Brand Voice**: professional, but approachable; friendly and neighborly; strong and authoritative; nurturing and trustworthy

**NEI Company Values:** Integrity, Respect, Accountability and Excellence

**Social Platforms:**

* Facebook: <https://www.facebook.com/neindiana>
* Instagram: <https://www.instagram.com/northeast_in/>
* Twitter: <https://twitter.com/NortheastIN/>
* YouTube: <https://www.youtube.com/@NEIndiana>
* LinkedIn: <https://www.linkedin.com/company/neindiana>

**NEI Social Posts / Content:**

* On average, we will post to our social platforms three times per week.
  + One third of our content will focus on sharing posts from industry partners, investors, local organizations, universities, etc.
    - Updates and successes
    - Company anniversaries and milestones
    - Local events
    - Post shares of those using new hashtag \
  + One third of our content will focus on NEI
    - News and media related to the region
    - Current trends
    - News articles related to NEI as an organization
  + The last third of content will focus on NEI, internally
    - Updates about NEI
    - Blogs and updates from our website and newsletter
    - Applicable holiday, national days / weeks content
    - Pioneer Starts Here content and videos

**Hashtag Strategy:**

* #MyNEI
  + Allows people to tell the story and talk about NE IN and why it is important to them personally. Poses questions and conversations:
    - How would you describe YOUR NEI?
    - What do you take pride in when it comes to the region and where you live, work, play?
    - Different things can all be done here – in NEI
  + This new hashtag works in place of #NEIpride as it employs each person to tell their story and their version of NEI. This will interplay with the Pioneer platform (everyone is a Pioneer and everyone has a different version of their NEI)
* #PioneerStartsHere
  + Hashtag used when posting content related to the Pioneer Starts Here platform.
    - Pioneer Starts Here Video Series, the NEI Pioneer Podcast, Pioneer Starts Here Event, etc.

**Partner Recommendations:**

* Use our new hashtags, #MyNEI and #PioneerStartsHere, when posting on your own pages. These can largely be used interchangeably, but in general #MyNEI is used for most NEI-related business and #PioneerStartsHere is used for anything related to social stories.
* Share our posts and content to your own pages
* Tagging us wherever possible, as we will do the same