



FREQUENTLY ASKED QUESTIONS

WHAT IS EASTSIDE TOGETHER?

In the early days of the pandemic, the Bellevue Chamber hired Nyhus Communications to develop a messaging campaign for the Eastside. Economic development, chamber of commerce, tourism, and business association leaders collaborated to create a shared strategy for elevating Eastside communities and showcasing our businesses, events, and quality of life.

WHO ARE WE REACHING?

For Phase I of our campaign, we are focused on Eastside residents. Phase II will expand our audience to the broader Puget Sound region. We are targeting consumers, community navigators and influencers, and earned media to highlight specific events, businesses, or community initiatives.

WHAT ARE THE KEY THEMES & MESSAGES EASTSIDE TOGETHER PROMOTES?



POWERFUL PARTNERSHIPS

City and business leaders on the Eastside continue to work together to improve our economic climate and quality of life. Partnerships like the East King Chambers Coalition, StartUp 425, Eastside Recovery Hub, and many others have a proven track record of public-private sector collaboration that distinguish the Eastside from other parts of our region.



WE LOVE OUR BUSINESSES

Residents, businesses and Eastside leaders fully support one another and the growth of the local economy. With the influx of jobs from Amazon and Facebook, the continued growth of Microsoft, and the success of other Eastside giants like T-Mobile and Costco - the Eastside is welcoming businesses of all sizes.



OWNING OUR FUTURE

The Eastside is home to the entrepreneurship and innovation that powers our State's economy. We encourage the startup ecosystem and aren't afraid to enlist private sector ingenuity in solving societal issues. We are problem solvers who embrace racial, economic, and intellectual diversity to take personal and collective responsibility to make our region stronger for all who call the Eastside home.



HEALTHY & SAFE RECOVERY

Businesses on the Eastside have been taking all health and safety precautions recommended by the State in order to open safely and quickly. During the summer, Eastside chambers and cities partnered with King County to distribute masks and hand sanitizers to businesses and residents on the Eastside.



WIDE OPEN SPACES

Eastside businesses and restaurants have quickly expanded their outdoor retail and dining. Our wide sidewalks, ample parking, and world-class parks and trail system provide residents, employees, and consumers a safe and diverse array of recreation options.



HOW CAN MY ORGANIZATION PARTICIPATE?

Your organization can:

- Use #EastsideTogether in social media posts
- Add your events to our Community Calendar
- Participate in bi-weekly planning calls



WHAT IS THE INVESTMENT NEEDED?

The campaign thrives on your content, messaging and connection to your local community. We do need funding to support the operation as well as paid advertising to promote the platform and we welcome your contributions or connections in this area.



WHO SHOULD I CONTACT TO GET INVOLVED?

To get started, email our staff at team@eastsidetogether.com. We will be sending out weekly communications so you can get your content out on our social platforms.



WHAT PLATFORMS WILL YOU USE TO CIRCULATE CONTENT?

We use Facebook, Twitter and Instagram to circulate our shared content. Eastside Together uses Hootsuite to schedule, manage and track content. We will also provide a unified Eastside Events calendar section of the Eastside Together website to advertise your local events.



HOW FREQUENTLY WILL YOU POST CONTENT?

We will post daily to all of our platforms with content that our partner communities have generated.



WHEN WILL YOU START POSTING CONTENT?

The campaign's soft launch is set for September 1. After collecting sufficient content, we will move to a hard launch with paid ads and an earned media strategy.

WHO IS INVOLVED SO FAR?



FOR MORE INFORMATION, VISIT EASTSIDETOGETHER.COM