

## Kesley Holdgrafer

### Social Media Posts:

#### Schools (Facebook and X)

- 1st Post → A statement directed at the parents whose children attend Game Time. We will make it clear this is a sincere apology and we are making measures to improve security and safety of all at Game Time. While also clearly showcasing that Sam Jones will not be allowed at Game Time again.
  - “Game Time is committed to providing a secure and enjoyable environment for all. We understand your concerns, and in response to recent events, we will be introducing enhanced security measures and conducting comprehensive staff training to guarantee the safety of all at Game Time. Your trust means the world to us and our top priority is our customer's security and well-being.
- 2nd Post → Sexual assault awareness post. Also, promoting the open house/fundraising event that Game Time is hosting.
  - "At Game Time, we value our community and making a difference within it. With that in mind, we are excited to announce our upcoming Open House and Fundraising Event dedicated to raising awareness about sexual assault. Join us on October 28 at 6:00 p.m. You can help be a part of this change by entering our raffle to earn a free night of bowling and a pizza party for your selected school. Every penny we raise will be going directly to the Rape, Abuse & Incest National Network (RAINN). Let's have some fun and make a difference together!"

#### Adult Bowling Leagues (Facebook and X)

- 1st Post → A statement directed at the bowling league at Game Time. We will make it clear this is a sincere apology and we are taking measures to improve the security and safety of all at Game Time. While also clearly showcasing that Sam Jones will not be allowed at Game Time again.
  - " Hey Bowling League crew, we're truly sorry for recent events. Your safety is non-negotiable for us, and we are introducing more security measures to ensure that at Game Time. We're committed to making a safe and fun environment with strikes all around at Game Time. Thank you for your valued trust in us!
- 2nd Post → Promoting the open house/fundraising event that Game Time is hosting.
  - "Game Time will be hosting an open house and fundraising event on October 25th at 6 p.m. We will be raffling off a free game of bowling. All of the proceeds will be donated to Rape, Abuse & Incest National Network (RAINN). We are honored to partner with an organization that aligns with our values of customer safety and

security. We invite all bowling league members to come out and show your support for RAINN and Game Time.”

- “Get ready to roll into a night of fun and support! Join us on October 25th at 6:00 pm for our Open House and Fundraising Event dedicated to supporting sexual assault awareness. Every strike, every slice of pizza, and every raffle ticket sold will directly go to benefit the Rape, Abuse & Incest National Network (RAINN), an organization committed to helping survivors and preventing sexual violence. The winner of the raffle will win a free night of bowling and a pizza party for your selected school in the area. Let's unite for this important cause and make a lasting impact together!”

### **Strategy Statement:**

Our social media post will be posted on Facebook. We are utilizing this platform because it targets a lot of parents because it is their main form of social media. Through these posts, we will sincerely apologize to the parents and explain the situation to clear up any questions. We will emphasize that changes are being made! Most importantly we will showcase through the next post that we are hosting an event that is a fundraiser to help raise money for an amazing organization dedicated to helping survivors and preventing sexual violence. Also, the winner of the raffle in our fundraiser gets a free bowling session and a pizza party will go to a chosen school. This will continue to show our dedication to rebuilding trust with schools.

For the bowling league once again our post will be made on Facebook and twitter because that is where this audience's main social media platforms are located. We will be able to reach a larger audience. Within the first post, we will have a nice apology stating that we are taking serious measures to improve and ensure the safety of all bowlers or really anyone who enters Game Time. We will use our second post to announce our open house and invite them to it. We will tell them everything about the event, so they know the details. This event will showcase our commitment and dedication to making a positive change not only at Game Time but also in our community. We will have a fundraiser within this event and all proceeds made will go to the Rape, Abuse & Incest National Network (RAINN). We will also inform them within the caption that if they sign up for a raffle they could win a free game of bowling and a pizza party for any selected school in the area. This could be a school their kid or grandkid attends. It shows how we are committed to building relationships with all and are not just interested in restoring our trust with our bowling league, but everybody.

**Next Steps:** In the aftermath of the recent incident, hosting an open house and fundraising event at Game Time is a critical PR move. First, it provides an opportunity to publicly demonstrate Game Time's commitment to creating a safer and more inclusive environment. By dedicating this

event to supporting sexual assault awareness and donating proceeds to RAINN, Game Time can show it is taking concrete steps to address the issue and prevent future incidents. Second, the open house allows Game Time to engage with the community, including the Bowling League, in a positive and supportive setting. It fosters a sense of unity and shared values, reinforcing the commitment to creating a place where everyone feels safe and respected. With the raffle winner also being able to select a school to receive a pizza party it starts to build trust back with the school building a relationship with them. This event showcases Game Time's dedication to making a positive change and can be a pivotal step towards rebuilding trust, engaging customers, and sending a powerful message that Game Time stands firmly against any form of misconduct within the establishment.