

Marketing the Morris Canal Greenway



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Morris Canal Working Group

Mission Statement

To preserve and enhance the historic Morris Canal route, a national engineering and transportation treasure, and the cultural landscape through which it passes in a manner that interconnects communities and links heritage tourism points of interest by serving as a near continuous greenway of open space across the northern New Jersey region; preserve the canal's scenic, recreational, and historic resources, recognizing the role it plays in sustaining and improving the quality of life for New Jersey residents and attracting economic growth; tell the story of life along the canal, its influence on past events and its relevance to today's society to support education and foster community pride and preservation; highlight its distinctive mountain climbing characteristics and the ingenious use of inclined planes; and provide convenient urban, suburban and rural access to a trail for non-motorized transportation.

Marketing Goals

- **Raise public awareness about the greenway**
- **Promote existing trails and parks**
- **Build partnerships to complete the missing segments**

Analysis & Best Practices



Social Media Analysis

- The Morris Canal Working Group maintains a Facebook page and Instagram account
- Both social media profiles were active during the Morris Canal Greenway Corridor Study, but fell dormant
- Only 518 Facebook followers and 168 Instagram followers

Social Media Analysis (cont.)

- The accounts mostly share content from others, including the Canal Society of New Jersey and Metro Trails
- Facebook and Instagram users often check in to the Morris Canal
- Some social media users include the hashtag #morriscanal in posts

Branding

Logos

Full Color



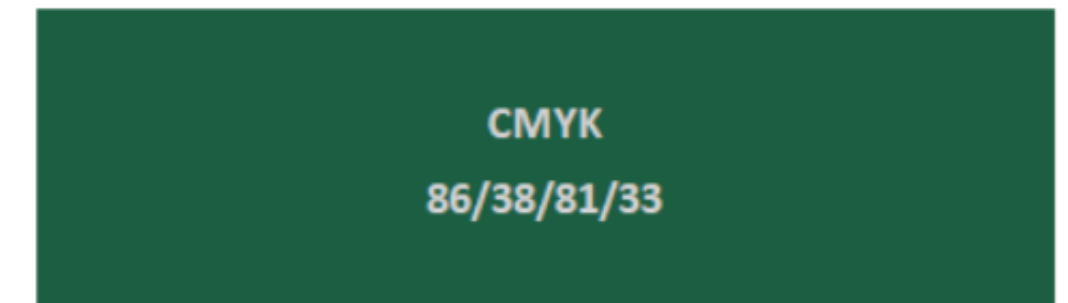
Single Color



Colors

UPDATED STANDARD

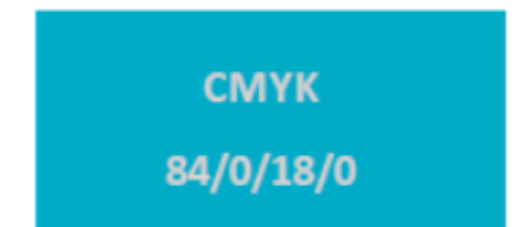
Dark Green As Main Color



White



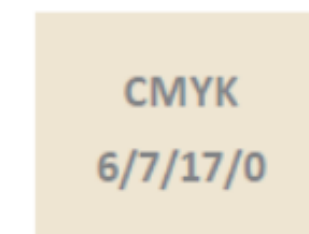
Blue



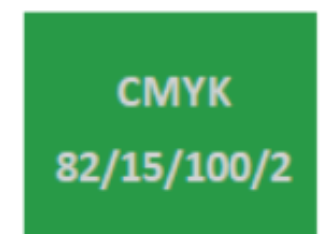
Dark Red



Tan



Green



Best Practices

- Tag partners to encourage them to share posts
- Promote partners' posts
- Use the #MorrisCanal hashtag
- E-mail partners to develop coordinated posts about upcoming projects, events, volunteer opportunities or milestone dates
 - Posts can be created to celebrate the day construction of the canal was completed and to celebrate National Trails Day, for example

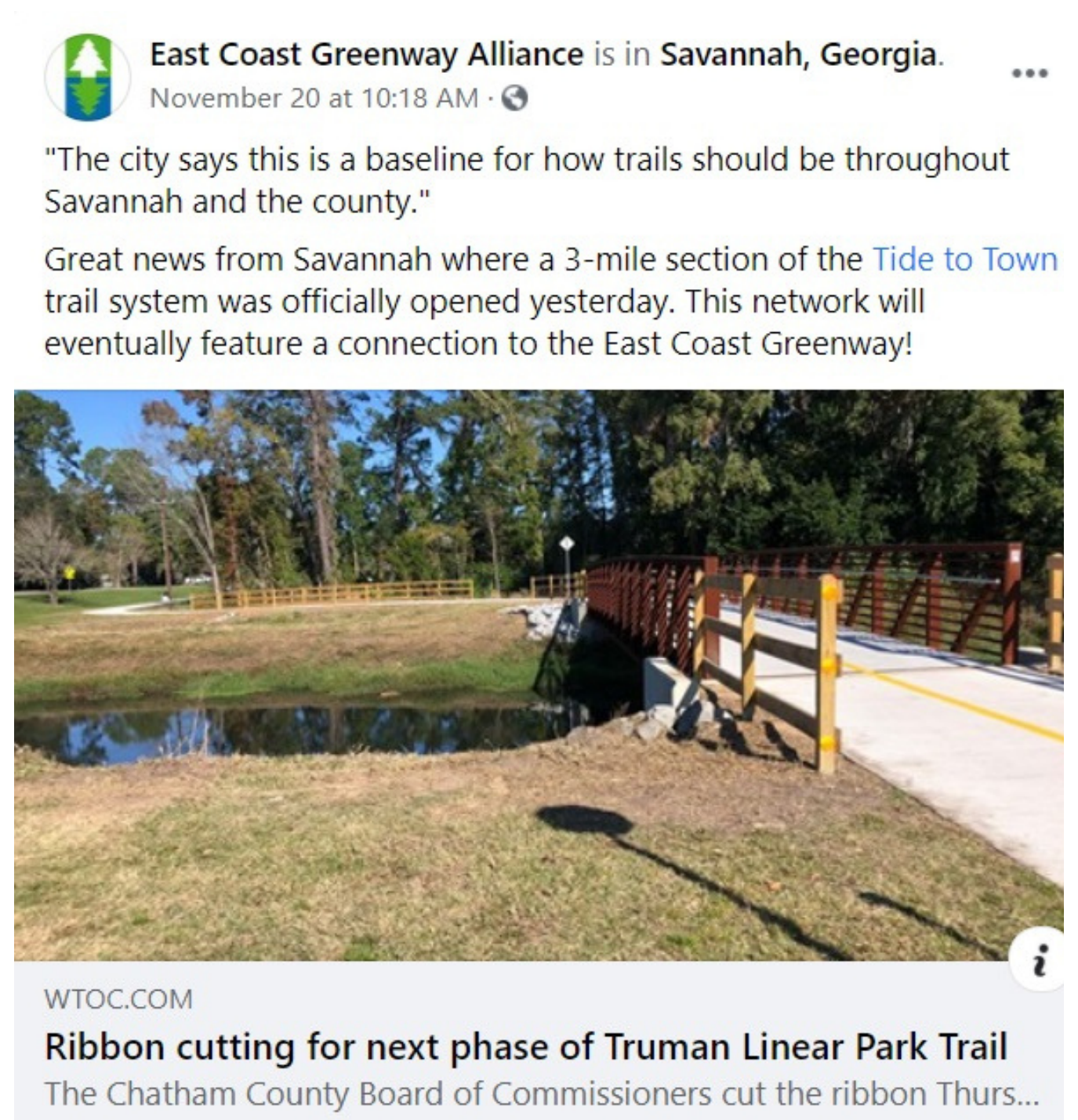
Best Practices: Great Rivers Greenway

- Consistent branding
- Regular social media posts
- Greenway map and regular project updates on website
- Social media feature:
People of the Greenways



Best Practices: East Coast Greenway

- Consistent branding
- Posts at least once a day during the week
- Hosting virtual events
- Promotes new trails
- Website features interactive map of the trail in all 15 states



Social Media Plan

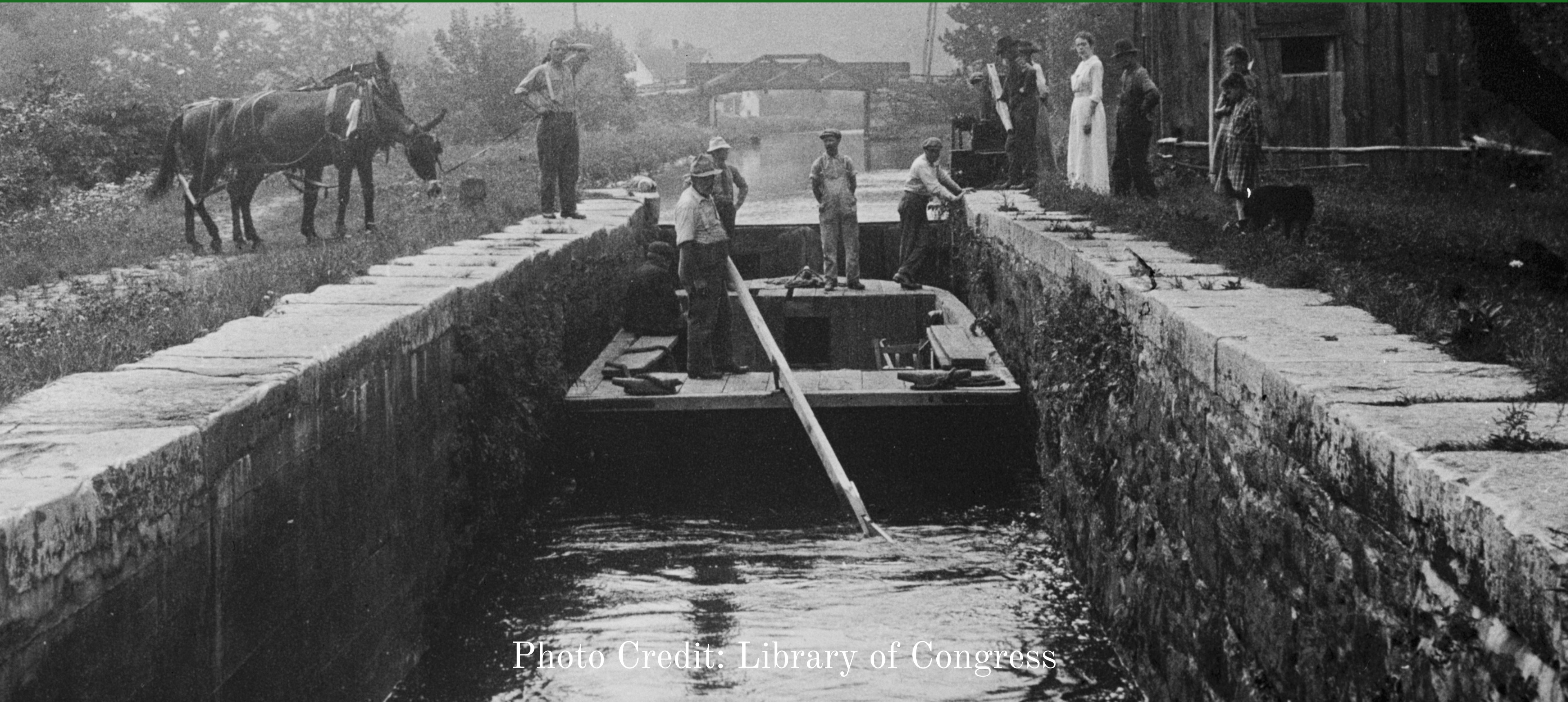


Photo Credit: Library of Congress

Revive Facebook & Instagram

- Schedule content to post at least three times a week.
- Posts can be used to:
 - Encourage people to explore existing trails/sites
 - Share information about events/volunteer opportunities/trail projects
 - Provide information about canal history
 - Could be facts or interesting stories

Share Popular Account Posts

- **Canal Society of New Jersey**
 - More than 1,200 Facebook followers
 - Shares posts about trail projects
 - Provides walking tour brochures
 - Organizes Morris Canal events
- **MetroTrails**
 - More than 18,500 Facebook followers
 - Frequently features the Morris Canal in its popular Then and Now photo posts

Share Popular Account Posts (cont.)

- **Morris Canal Greenway in Bloomfield**
 - More than 750 Facebook followers
 - Provides information about trails in Bloomfield
 - Organizes Morris Canal events
- **Morris Canal Greenway—Passaic County**
 - More than 700 Facebook followers
- **Morris Canal Greenway—Warren County**
 - More than 1,200 Facebook followers
 - Share information about volunteer projects

Sample Posts: Explore the Greenway



Facebook Text: Ever wonder how big a canal boat was? You can now explore a life size replica at Waterloo Village (tag <https://www.facebook.com/waterloo.village.historic.site>) #MorrisCanal



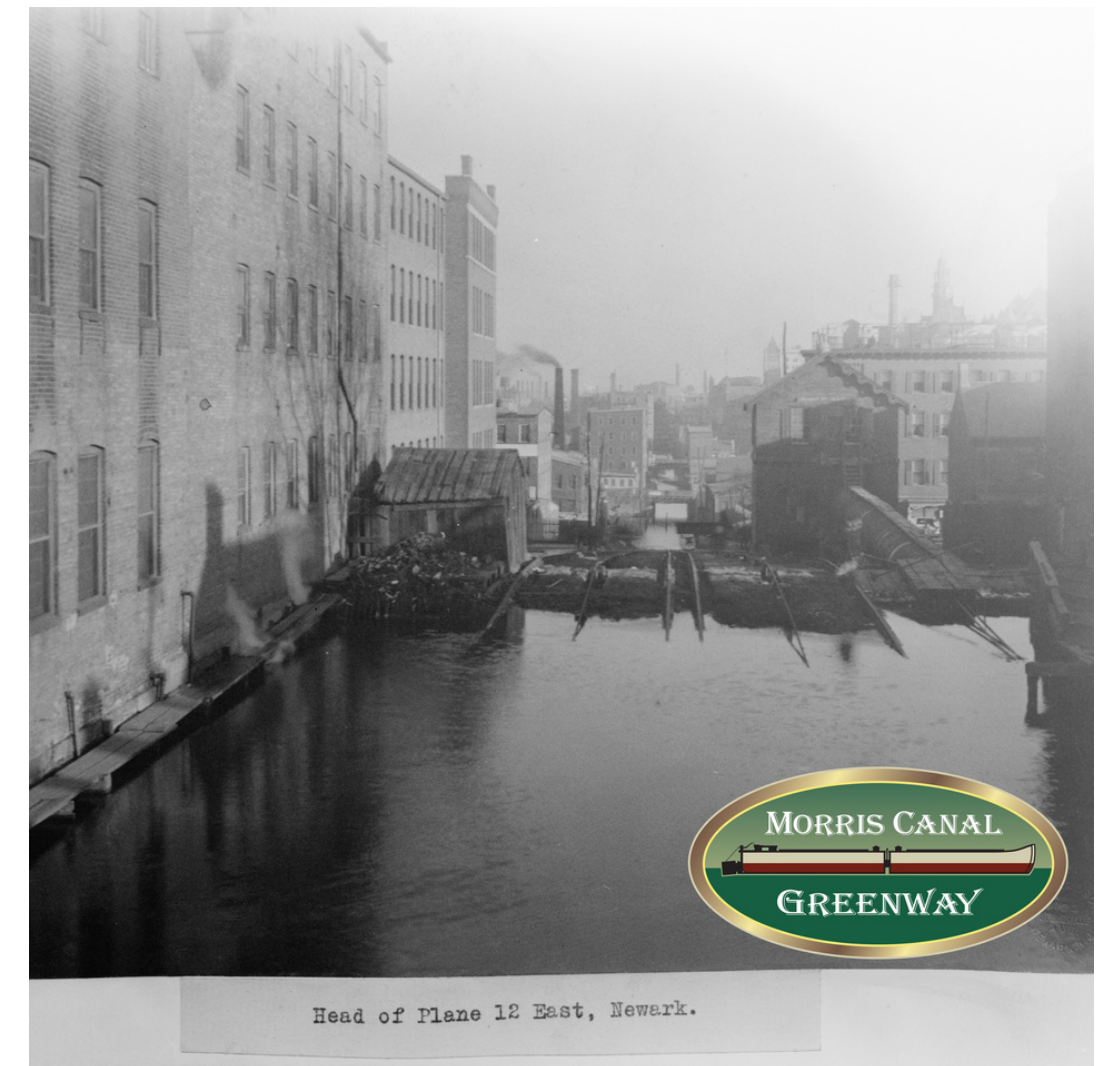
Instagram Text: Ever wonder how big a canal boat was? You can now explore a life size replica at Waterloo Village #MorrisCanal (include link to Waterloo Facebook page in bio)

Sample Posts: Informational



Did you know that there is a free Bloomfield Morris Canal Greenway app to guide you along trails like this one through the township? You can download it in the Google Play and Apple stores! #MorrisCanal

Sample Posts: Friday Facts



Head of Plane 12 East, Newark.

#FridayFact: Did you know that there were three double-tracked inclined planes along the #MorrisCanal? Inclined Plane 12 East in Newark was one of them. Raymond Boulevard now occupies the land that was formerly Plane 12 East.

Engage Partners



Convene the Working Group

- The Morris Canal Working Group brings together partners from all levels of government, non-profits and trail enthusiasts to advance greenway development.
- The group has not met since the Morris Canal Greenway Corridor Study was completed in 2018.

Develop a Monthly Newsletter

- Showcase the work of Morris Canal Working Group members
- Share information about upcoming events and ongoing projects
- Solicit volunteers
- Encourage partners to share social media post

Conclusion



Photo Credit: Library of Congress

Make the Vision a Reality

While public and partner engagement is only one component of completing the Morris Canal Greenway, it's an important step in moving the project forward.

Social media posts, working group meetings and monthly emails can help re-engage stakeholders and garner public interest in the greenway.