



Kentucky's Bluegrass Region

RESOURCE HUB



How to Engage with the Greater LEX Talent Campaign

Engaging with the Greater LEX campaign is all about working together to amplify our region's story. Your involvement is the key to showcasing everything that makes Greater LEX the ideal place to live, work and thrive. Here are a few ways you can help people Look at Greater LEX...

01 Share the website www.lookatlex.com

In addition to the website resources linked on the following page, the online Resource Hub includes a quick video run through of the site that you can send to your personal and professional networks via text or email. For example:

Recruiting a friend, family member or prospective co-worker to move here?

Share the Cost of Living Calculator, Job Search Board or a resource for housing info.

Chatting with a visitor who would be a great addition to Greater LEX?

Send them the Guide to Greater LEX so they can learn more about our awesome region.

Hanging out with a Greater LEX alumni visiting for homecoming?

Share the website, point out the Cost of Living Calculator and Job Search Board, as well as the other resources that prove they should come home to live, work, and play in Greater LEX.

02 Link Greater LEX on your organization's website

The online Resource Hub includes Greater LEX logo files and a brand style guide for easy cross-site linking.

03 Follow Greater LEX on Social Media



Instagram
[@greaterlexky](https://www.instagram.com/greaterlexky)



Facebook
[@greaterlexky](https://www.facebook.com/greaterlexky)



LinkedIn
Greater LEX

04 Connect & Share

- Like and comment on posts.
- Share Greater LEX posts on your social.
- Tag Greater LEX in your related posts.

www.lookatlex.com

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Resource Links

The website was designed to be the hub of all things Greater LEX. When you share the website, start by mentioning the following on-site tools and resources:



Cost of Living Calculator

Enter your current location and salary to compare expenses and see how much you can save living in Greater LEX.



Job Search Board

Organized into the six highest-need industries, explore numerous job opportunities with the ability to apply now.



Things To Do

Links to outdoor activities, restaurants, sporting events and many other lifestyle-centric resources in Greater LEX.



Local Necessities

No need to Google; everything from hospitals, schools, housing and transportation info are linked right on-site.

Creative Assets

In addition to engaging with the Greater LEX website and social media, the Stakeholder Resource Hub also gives you access to the Greater LEX logo library, Brand Style Guide, Website Hype Reel video and all phase 1 digital ads/videos. While each of the ads were designed for digital placement and on-screen viewing (RGB/72ppi), we have also included a selection of high-resolution versions suitable for printing (CMYK/300ppi). As a Greater LEX stakeholder, we

encourage you to use the ad creative in your own marketing efforts – including, but not limited to, print publications, event programs, social media, websites, email newsletters, etc..

Should you wish to utilize Greater LEX creative in your organization/local publications, we suggest you pay close attention to the size specifications. The provided artwork/creative assets should not be altered in any way.



Keep up with the latest Greater LEX news!



www.lookatlex.com

BOURBON | CLARK | FAYETTE | FRANKLIN | JESSAMINE | MADISON | MONTGOMERY | SCOTT | WOODFORD