



The Brookshire Media Group Production

MY TOWN S2 E4 PARTNER AMPLIFICATION TOOLKIT
Cory Gets Healthy in This Small College Town

Proudly sponsored by  CentraCare®



[@MyTownSeries](#)



Greater St. Cloud (GSC) partnered with *My Town* because economic development isn't just about metrics and incentives. It's about perception, confidence, and connection. Before businesses invest or talent relocates, they need to understand the place and the people behind it.

By engaging *My Town*, we were able to coordinate a clear, authentic story that reflects our values and showcases the individuals, organizations, and businesses moving our region forward. This kind of storytelling builds pride locally, credibility externally, and a stronger case for why the Greater St. Cloud community is a place to invest, work, and build a future.

[Learn more about GSC](#)

Thanks for championing the Greater St. Cloud story—your support is what keeps this momentum moving.

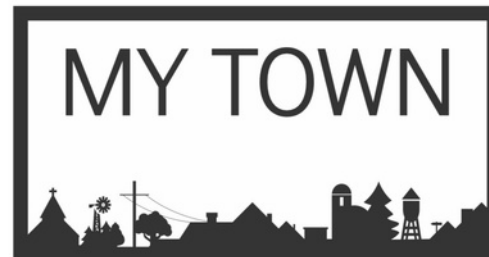
With gratitude!

Neta Bauman

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Questions? Contact
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GSC Communications Specialist
tcampion@greaterstcloud.com
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This *My Town* S2 E4 Amplification Toolkit is designed to be quick and easy and offers the following industry-specific amplification ideas and sample social posts:

- Cities & Counties
 - Chambers of Commerce
 - Human Resources and Marketing Leaders
 - Nonprofits and Service Organizations
 - Higher Education
 - Major Employers
- **Step 1: Download the assets** - Download the graphics, captions, and links included in this toolkit.
 - **Step 2: Choose 1–2 messages** - From Pages 4-9, select one or two industry-specific messages that best align with your audience.
 - **Step 3: Post and share** - Share on your social channels, website, or internal communications.

Estimated time commitment: 10 minutes or less.

PURPOSE OF THIS TOOLKIT

My Town highlighted St. Joseph and the Greater St. Cloud community, and this toolkit helps us carry that story further and keeps the momentum moving.

By using these assets, you help:

- **Amplify views of the *My Town* S2 E4 episode**
- **Build pride St. Joseph and the Greater St. Cloud region**
- **Support talent attraction and community awareness**

Every share reinforces a simple truth: St. Joseph and the Greater St. Cloud community are strong places to live, work, invest, and raise a family. The story is already told—this toolkit helps make sure it's seen.



OVERVIEW

My Town is a television series created by The Brookshire Company and written and directed by three-time Emmy Award-winning documentarian Cory Hepola. The series challenges common misconceptions about rural life by highlighting why talented people choose to live, work, and raise families in small towns.

Inspired by Hepola's own upbringing in western Minnesota, *My Town* celebrates the people, values, and stories that define rural communities. Over two seasons, the series has featured 15 communities across six states and has reached more than 2.1 million views worldwide within its first 10 months of streaming.

[Stream *My Town* Series on YouTube for FREE.](#)

SEASON TWO: EPISODE FOUR - ST. JOSEPH & GREATER ST. CLOUD, MINNESOTA

[Stream S2 E4 - *Cory Gets Healthy in This Small College Town*](#)

Growing up just a couple of hours from small town St. Joseph, Minnesota, Cory never really thought much about it. Forced to train for a Triathlon, Cory swims in a popular lake, bikes through the woods, and runs on an iconic college campus where he learns this region has a new rural-focused Medical School. Surprised, Cory immerses himself in the community by peeling shrimp at an Award-Winning Restaurant, forming baguettes at a Nationally Renowned Bakery, and picking apples at a popular Farmhouse Cidery. Turns out, this central Minnesota region has something for everyone.

[Download Official *My Town* S2 Logos](#)

[Download Official *My Town* S2 E4 Photos](#)



[Download St. Joseph Thumbnail](#)



Cory Gets Healthy in This Small College Town
on GSC's YouTube Channel



AMPLIFICATION IDEAS

Cities & Counties

- Add video to city home page and economic development pages
- Feature in council workshops & mayor newsletters
- Play at State of the City events
- Share on all social channels



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[Download St. Joseph Thumbnail](#)



Cory Gets Healthy in This Small College Town
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SUGGESTED LINKEDIN AND FACEBOOK SOCIAL MEDIA POSTS - Please tag @MyTownSeries and @CoryHepola for best results.

OPTION 1

We're excited to share @My Town S2 E4 featuring St. Joseph and the Greater St. Cloud community. This episode shows the ripple effect of collaboration, regional pride, and the people who make our community thrive. Watch now: <https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO>

#GreaterStCloud #RegionalCurrents #MyTownSeries #Talent #StCloudShines

OPTION 2

Proud moment for our region! @My Town S2 E4 highlights the incredible people, places, and energy that makes St. Joseph and the Greater St. Cloud community a place to build a life and career. Watch the episode at <https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO> Please share to help spread the story!

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OPTION 3

St. Joseph and the Greater St. Cloud community are featured in Season 2 of the @My Town docuseries, highlighting the people, places, and partnerships moving our region forward. The episode shows why students, families, businesses, and talent choose to build their futures here.

#GreaterStCloud #MyTownSeries #RegionalCurrents #StCloudShines



SUGGESTED NEWSLETTER BLURBS

Short Version (75 words)

St. Joseph and the Greater St. Cloud community are featured in Season 2 of the My Town docuseries, highlighting the people, places, and momentum driving our region forward. The episode captures our collaborative spirit and showcases why students, families, businesses, and talent choose to build their futures here. Watch & share: <https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO>

Long Version (150–170 words)

St. Joseph and the Greater St. Cloud community are proud to be featured in Season 2 of the My Town docuseries, a national platform focused on storytelling and narrative change across rural America. This episode highlights our region's pride of place, collaborative spirit, entrepreneurial energy, and the people who make Central Minnesota a place to belong, build, and thrive. Cities, counties, chambers, employers, and community partners are encouraged to share the episode widely. When we collectively amplify our story, we strengthen our region's ability to attract talent, investment, business growth, and new residents. Watch & share the episode at <https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO>



AMPLIFICATION IDEAS

Chambers of Commerce

- *Showcase at chamber breakfasts*
- *Add QR codes to visitor guides and relocation packets*
- *Share on all social channels*
- *Add to welcome packets for new members*



[Download My Town S2 Logos](#)

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SUGGESTED LINKEDIN AND FACEBOOK SOCIAL MEDIA POSTS - Please tag @MyTownSeries and @CoryHepola for best results.

OPTION 1

@My Town S2 E4 captures the heart of Greater St. Cloud, thriving businesses, strong community, and incredible people. We're grateful to be part of this regional momentum. Watch & share: <https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO>

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OPTION 2

We are excited to see St. Joseph and the Greater St. Cloud Community featured in @My Town Season 2! Tune in to <https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO> to see what makes our community special. Let's celebrate our local stories together!

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AMPLIFICATION IDEAS

Human Resources & Marketing Leaders

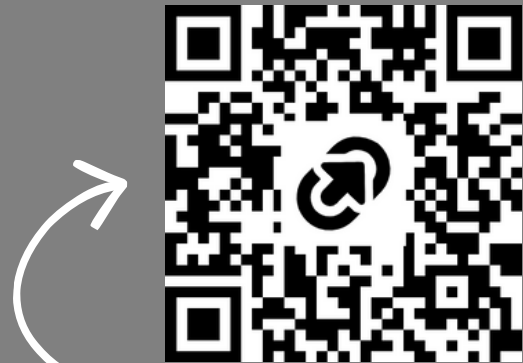
- Use My Town as a recruiting toolkit
- Embed video into job postings, onboarding emails, and hiring packets
- Add to HR welcome emails ("Why Greater St. Cloud")
- Contest? for "Most Creative Use of the My Town Video in Recruitment"
- Add the video to their LinkedIn company and personal pages
- Share on all social channels



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OPTION 1

St. Joseph and the Greater St. Cloud community is featured in Season 2 of the My Town docuseries and it captures exactly why people choose to live, work, and plant roots here. It tells the story of a region built by builders, doers, and big thinkers. Watch & share:

<https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO> Proud to be part of a region moving with purpose, momentum, and collaboration.

#GreaterStCloud #RegionalCurrents #MyTownSeries #Talent #StCloudShines

OPTION 2

Proud moment for our region! @My Town S2 E4 highlights the incredible people, places, and energy that makes St. Joseph and the Greater St. Cloud community a place to build a life and career. Watch the episode here: <https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO> Please share to help spread the story!

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AMPLIFICATION IDEAS

Nonprofits & Service Organizations

- Share in your newsletters
- Play at Rotary, Kiwanis meetings, etc.
- Feature in fundraising/volunteer campaigns
- Add to welcome packets for new members
- Share on all social channels



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AMPLIFICATION IDEAS

Higher Education (SCSU, SCTCC, CSB/SJU, University of Minnesota)

- *Integrate into admissions marketing*
- *Show during campus tours*
- *Add to campus recruiting presentations*
- *Share via alumni channels*
- *Provide faculty with classroom discussion prompts*
- *Share on all social channels*



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Proud to call St. Joseph and the Greater St. Cloud community home. @My Town S2 E4 highlights why students, alumni, and professionals choose this community. Watch: <https://youtu.be/AdLt90CqGHM?si=N3XhzqHdbBN4LKvO>

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OPTION 2

St. Joseph and the Greater St. Cloud community are featured in Season 2 of the My Town docuseries, highlighting the people, places, and partnerships moving our region forward. The episode showcases strong post-secondary pathways and collaboration between education and industry—showing why students, families, businesses, and talent choose to build their futures here.

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AMPLIFICATION IDEAS

Major Employers

- Use My Town as a recruiting toolkit
- Embed video into job postings, onboarding emails, and hiring packets
- Add to HR welcome emails (“Why Greater St. Cloud”)
- Add the video to their LinkedIn company and personal pages
- Share on all social channels
- Use during business visits and prospect pitches



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