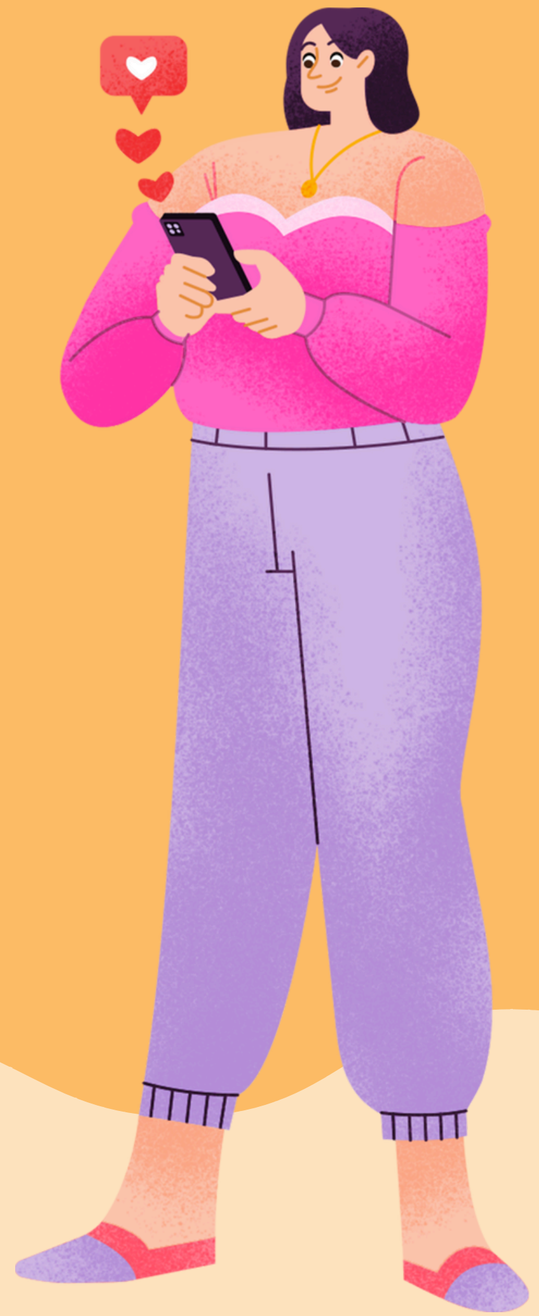
Social Marketing in a breeze

Agenda

1. Why? Accountability
2. Why? Relationships
3. Digital Channels
4. Content Creation
5. Example
6. Conclusion



Accountability

- City
- Funder
- Donor
- Gardener

Build Relationships

- Neighbor
- Volunteer
- Supporter
- Donor
- Collaborator

Channels & Tools

1.

FACEBOOK

- Facebook individual account
- Facebook page
- Facebook group

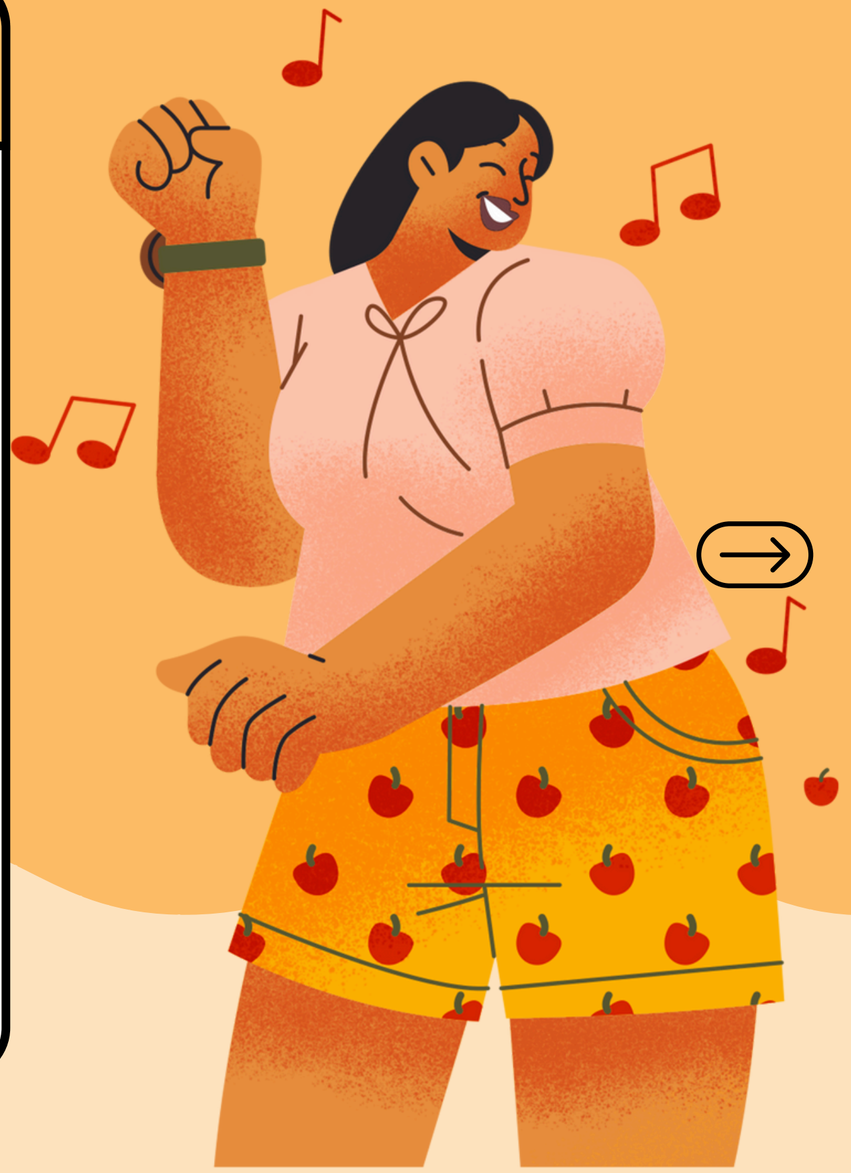
2.

EMAIL

- Google Form: collect email
- Gmail: filter, label
- Mailchimp

Content Creation

- Goal and Year plan
- Achievement
- Rainbow
- Silver lining
- Management routine
- Gathering
- Use of AI (eg. ChatGPT)
- Annual report



Facebook

- Reach out to new users through Facebook Group
- Invite users to like your page
- Device a content plan and post regularly
- A group of editors vs Guest editor

From Facebook to Email

- Facebook limitation: no direct contact
- Goal: collect user's email addresses for targeted communication
- Post a Google Form for activity registration

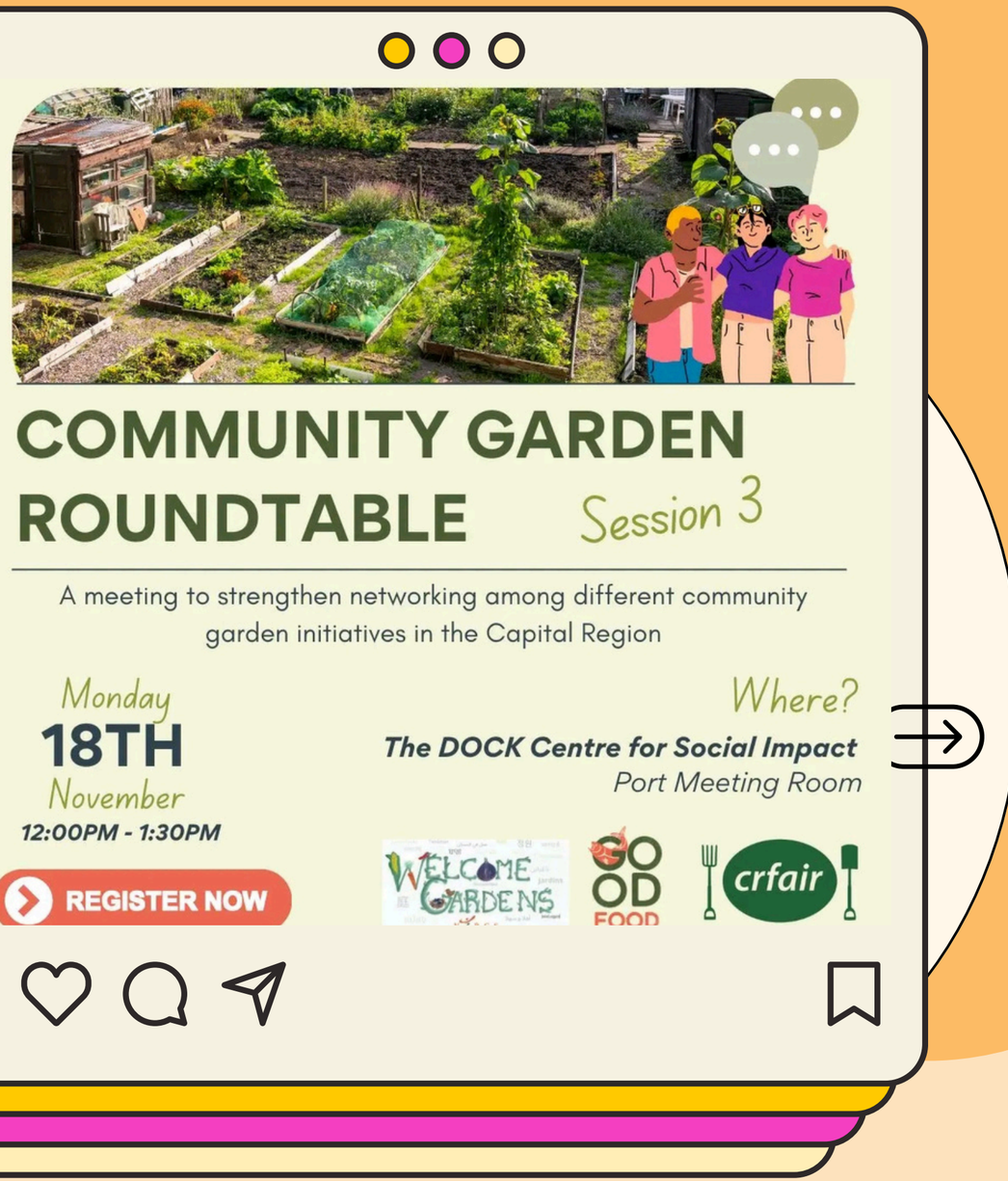
Email Marketing

What's inside?

- Email list management
- Send Facebook post to user's by email
- Use free email tools to track effectiveness, eg Mailchimp

Example 1

- Reach out to over 50 people from 7 municipalities interested in organizing community gardens.
- The Facebook post was shared to 27 Facebook groups, reaching out to thousands of people



Example 2

- Accountability and Transparency
- I used a blog website to record my activity as an elected student representative in the Academic Council of a post-secondary institution
- I compiled a 20-page report to the Council and my constituency at the end of my term.

About Me

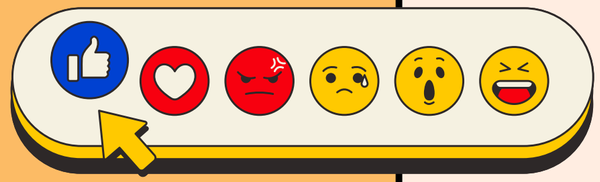
Contact Me

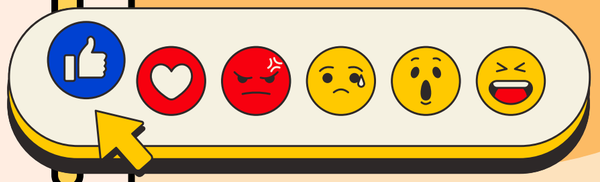
Work Report (2022-2023) (Aug 27)

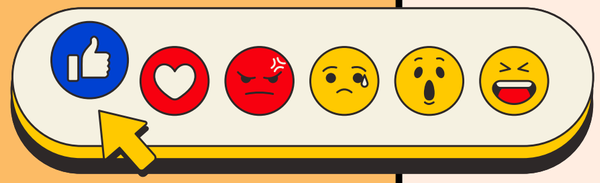
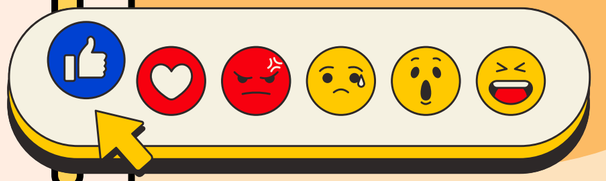
Progress Update (up to Jan 28)

Conclusion

- Be accountable and transparent
- Build relationships with community members
- Facebook for reaching out
- Email for targeted communications







Thank You