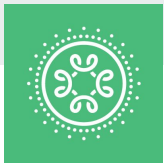




# Communications Social Media & Website Audit

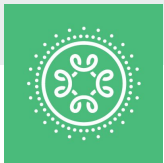
Talia Sanchez



# Social Media Overview

Many industries have tapped into the value of creating entertaining, informative content on their socials.

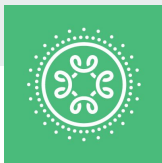
Short-form video's rise in popularity fostering the perfect conditions for fun facts, tutorials and explainers. The key is to create save worthy content for your audience. Making your social media pages user friendly and interactive to keep your audience engaged, in the know, and able to easily take action in living more circular.



# SOCIAL MEDIA STRATEGY & TRENDS

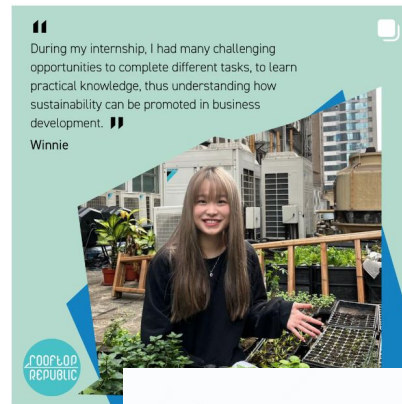
## Creating a User Friendly Informative Save Worthy Space

- 01 | Standardize promotional marketing and highlights, ie integrating color or colors with texts making it more user friendly for audience to interact on your page and get information they need. I LOVE the content on your page keeping the authentic feel without getting too formal and corporate feeling.
- 02 | Create more video, reel, and post content that is informative and save worthy
- 03 | Become more interactive with audience
- 04 | Curate, seek, promote collaborations: small businesses, large business, creators, activists, community members doing work in the space, media, employee and team as advocates micro influencers



# Strategy Points for Content Creation

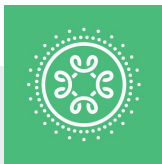
- o **EDUCATIONAL:** Some of the things I see we can dive into more are how to guides, infographics, post series/episodes, blog highlights (see example), research highlights, event recaps, closed loop lab topics - *save worthy content*
- o **INFORMATIVE:** Global scale & Chicago based issues, facts & statistics, news, your impact - numbers/achievements, CELN impact or processes (very interesting!) - I love reading and understanding the issues at hand
- o **PROMOTIONAL:** events, food boxes etc. - love the idea of full calendar posts (monthly)
- o **INTERACTIVE STORIES & POSTS:** Fun facts, games, team introductions, giveaways, inspirational quotes, quotes from community, businesses, team (love the guess what pictures - more like this)
- o **MORE IN ACTION VIDEOS/REELS:** Events, workshops, classes, farmers markets
- o **COLLABORATIONS:** Large/small scale businesses, community, other content creators & activists, PC team micro influencers



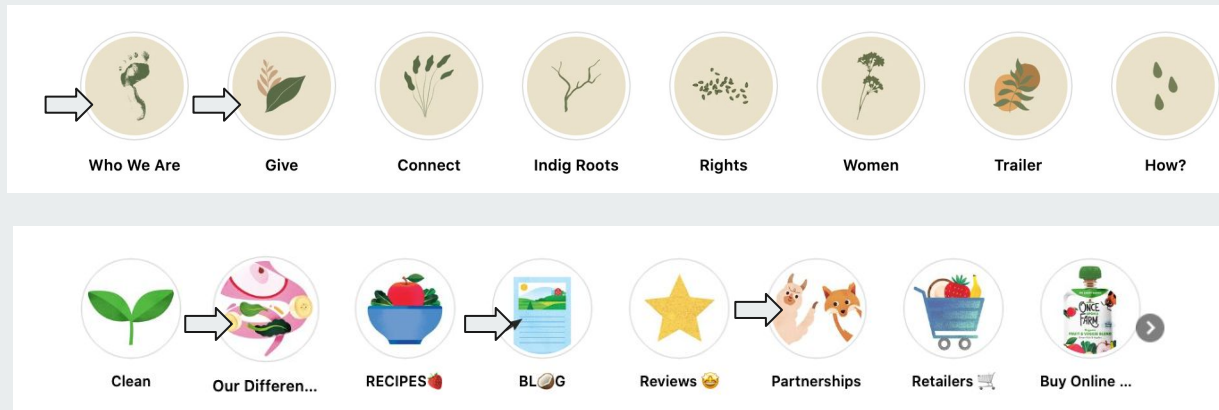
Ex. Event Rundown



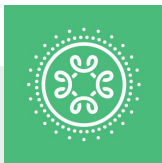
Ex. Infographic



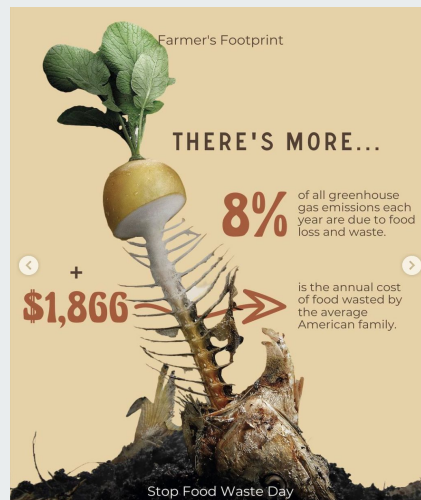
## EXAMPLE: HIGHLIGHTS

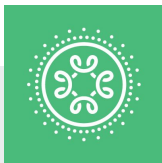


**NOTE:** I think it would be worth the time to create the following highlights: who we are, how to donate, and how to support, accepting donations, CELN partners, our impact, compost info, circular living to name a few. You can tie them in with a promotional video/reel or post where suited. LOVE the color tagging idea we discussed last week.

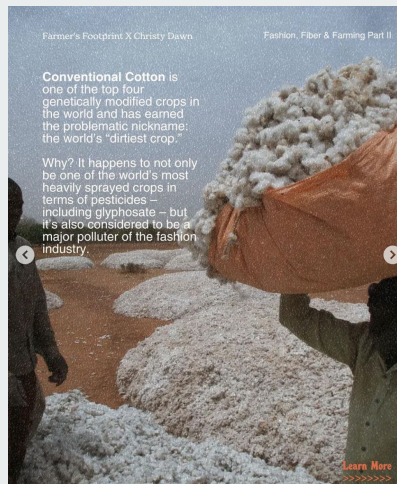


## EXAMPLE: INFORMATIVE POST - STATISTICS

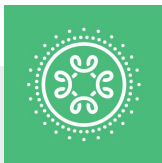




## EXAMPLE: INFORMATIVE POST MINI BLOG HIGHLIGHT

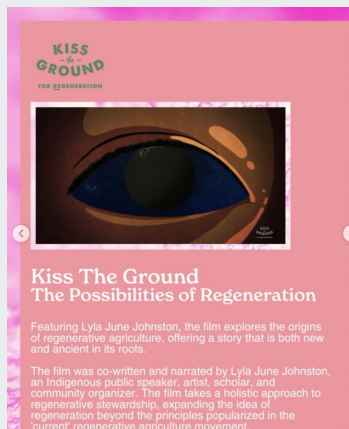
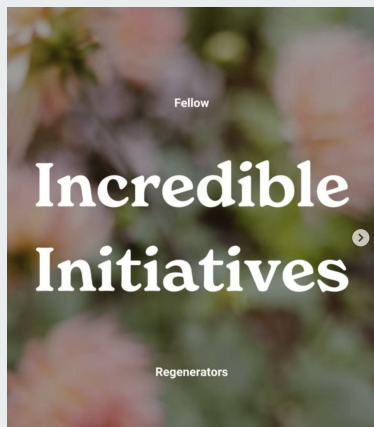






## COLLABORATIVE: BUSINESS HIGHLIGHTS

(SMALL BUSINESSES IN SHOP OR CELN PARTNERS OR FARMERS MARKET VENDORS?)



## Top content formats marketers plan to partner with creators on

1

- Story posts
- Story posts
- Link in bio
- Brand shout-out in video
- Branded Tweet

2

- Feed posts
- Story post with link tag
- Feed post
- Dedicated channel video
- Branded Retweet

3

- Reels
- Feed post
- Duet or Stitch
- Unique link in video description
- Branded curated Quote Tweet

sproutsocial

Creator Economy Report • sproutsocial.com

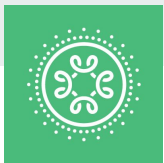
**COLLABORATIONS:** Large/small scale businesses, community, other content creators & activists





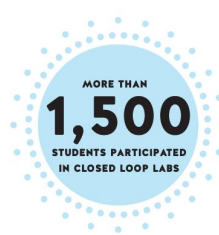
# Website Overview

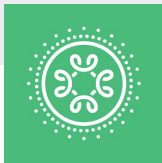
The website is super user friendly and informative, take it up a notch and not only highlight your achievements, but make it the Chicago go to for all things circular on individual level as well as a business level.



# Website Notes

- o **PAST EVENTS:** Highlight past events – perhaps with sliding pictures – Keep them all on website so people can see what Plant Chicago is doing
- o **LEARN TAB - INFOGRAPHICS/HOW TO GUIDES:** Keep them accessible so people can download or view
- o **STORE TAB:** Add a store tab sell online? Or highlight who is at the firehouse – I really want to know and buy
- o **CELN PARTNERS** - Slide show or feature
- o **HOME PAGE EDITS:** Show off impact add awards and achievements





**EXAMPLE: LEARN TAB - INFOGRAPHICS/HOW TO GUIDES:** Keep them accessible so people can download or view  
View more at [Farmers Footprint](#)

## HOW TO START MY OWN HOME GARDEN

The best thing you can do for your health is to grow your own food. No matter how big or small your garden is, the experience alone will do wonders for your microbiome. Trust us, you will taste the difference.

- ▶ **Beginning Farmer**
- ▶ **Ron Finley's Master Class on Gardening**
- ▶ **Citizen Farmer Podcast**
- ▶ **Everything You Need to Know for Home Gardening**
- ▶ **Composting at Home**
- ▶ **Bokashi Home Compost**
- ▶ **Farm + Garden Supplies, Equipment, Seeds**
- ▶ **Plan Your Garden with Google Maps**
- ▶ **Starting Veggies From Seed- DIY**



**EXAMPLE:** CELN PARTNERS - Slide show or feature  
View more at [thesra.org](https://thesra.org)

F&B PROJECTS

# HOW WE'RE SUPPORTING RESTAURANTS ON THEIR SUSTAINABILITY JOURNEY



The Restaurant Group



The PIG



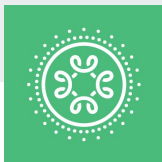
Eurostar



Amber, The Landmark Mandarin Oriental, Hong Kong

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## HOMEPAGE EXAMPLES: OUR IMPACT & AWARDS/RECOGNITION

## Awards & Recognition

2021 HKMA Quality Award - Special Award for Small Enterprises and Start-ups

### Our Impact

Here's what we've achieved so far:



**80**

Urban farms built



**88,000**

sq. ft. of installed  
green space



**80%**

participants experienced  
improved wellbeing



**2,000**

kg vegetables per  
annum for communities



**31,000**

event participants





Example of post calendar that I used to use:

[https://docs.google.com/spreadsheets/d/1NAwJ\\_zDhMDO1yausLGUGxRzHLINJO0mgZy7zFY8A\\_8M/edit#gid=1740124109](https://docs.google.com/spreadsheets/d/1NAwJ_zDhMDO1yausLGUGxRzHLINJO0mgZy7zFY8A_8M/edit#gid=1740124109)

Example of apps to use for graphics:

