



# Salt City Harvest Farm

Amber Agency





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## THE AMBER AGENCY: TEAM MEMBERS



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## **EXECUTIVE SUMMARY**

Salt City Harvest Farm is looking to grow its family with additional new board members. Salt City Harvest Farm will implement a weekly podcast into its social media editorial calendar schedule to reach potential board members and grow its community. The podcast will mainly focus on Salt City Harvest Farm's story, values and need for additional board members. Podcast episodes will include topics of the farm through the director's lens, different farmers telling their stories, other opportunities available at the farm and a collaboration with Newhouse students discussing what the farm needs to continue growing. By promoting this podcast on various social media platforms, the farm will not only be able to increase its social media activity but also its engagement allowing them to connect with knowledgeable members of the community who could potentially make great board members.





## CLIENT BACKGROUND

Salt City Harvest Farm is home to a community farm, incubator farm, apple orchard and vineyard. Community members can volunteer to help with the land as they gain mutual support, market connections and program integration. With refugees coming from around the world, six different languages are spoken at the farm, furthering the need for a place where immigrants have access to land, education and economic opportunities. Farming helps the New Americans feel connected, empowered, safe and at home as it helps them uphold their traditions and history in their own space. Additionally, they provide educational and economic opportunities for the deaf community. Salt City Harvest Farm is looking to expand its committee of board members to reach larger communities and audiences. They are looking to recruit and hire professionals with experience and background knowledge in fields such as finance, accounting, philanthropic education, marketing and social media. A general public communications issue that they currently need to improve includes the consistency of their social media platforms. To grow their audience, they need to develop a more robust and consistent social media presence with updated and informative information surrounding Salt City Harvest Farm.



## SITUATION STATEMENT

Salt City Harvest Farm is looking for additional board members to help grow its community, economic opportunities and social media presence. The farm exists now as a small location, prominently for New Americans and the deaf community, providing them with economic and educational opportunities. The current strengths that Salt City Harvest Farm endures include a good location, charitable opportunities and a unique selling point because they sell distinct produce, unlike the ordinary farm. Some of the farm's main weaknesses include an inconsistent lack of a social media presence and engagement, limited selling opportunities and not being well-known or branded. The farm's opportunities include expanding to new markets and areas, selling produce to grocery stores and increasing social media presence and engagement. Lastly, some of the threats Salt City Harvest Farm faces include but are not limited to an unpredictable, harsh season for Syracuse weather, natural disasters destroying property, competition from other farms, negative press or reviews and not enough volunteers and farmers.



## TARGET PUBLICS

Salt City Harvest Farm is looking for potential board members in their early twenties to late thirties. They are looking for individuals with prior involvement in finance, a passion for philanthropy and volunteer experience with local charities. Salt City Harvest Farm wants professionals who genuinely care not only about the environment but also are passionate about sustainable living and decreasing the carbon footprint on this planet. One very important aspect of Salt City Harvest Farm members and community is their undivided love for the New Americans. The farm's target audience for potential new board members is professionals who appreciate the diversity of the farm community, want to continue their legacy of helping New Americans and have experience in finance and communications. In order to understand the media use of Salt City Harvest Farm's target audience, social listening will be used by analyzing the engagement they receive through their social media accounts. Using the poll feature on social media platforms like Facebook, Instagram and LinkedIn can be greatly beneficial to receiving additional feedback regarding the organization.



## OBJECTIVES

The overarching goal of this podcasting plan is to reach and inform experienced local audiences to recruit a knowledgeable team of board members for Salt City Harvest Farm. The targeted objectives to achieve this goal rely on increasing social media activity and engagement. Specifically, we would like to see an increase in activity and post frequency on Salt City Harvest Farm’s LinkedIn and Facebook profiles by 10% before December 1, 2023. Additionally, we would like to increase connections on Salt City Harvest Farm’s LinkedIn and Facebook profiles by 25% before February 31, 2024. Lastly, we would like to see a rise in click rates on Salt City Harvest Farm’s website and email newsletter by 8% before November 15, 2023.



## STRATEGIES

In order to properly implement actionable strategies that will be used to reach and inform experienced local audiences, increasing post frequency and social media engagement is a necessary requirement. In hopes of adding these audiences to the current team of Salt City Harvest Farm's board members, they should immediately begin revamping their social media presence. One strategy that will greatly benefit and boost their social media presence is to create and maintain a weekly posting schedule that is synonymous across Salt City Harvest Farm's social media platforms. This weekly post should be an informative newsletter layout that is regularly uploaded to the Salt City Harvest Farm website. Then, a link to this article, along with an image and a short synopsis of Salt City Harvest Farm LinkedIn and Facebook profiles, should be uploaded. In order to reel in our desired audiences, we need to ensure we are uploading informative and updated content across all platforms and are geared toward finding new working opportunities.

Additionally, the links to the weekly podcast should be uploaded in the same format but on separate days of the week. This will help increase their post frequency to two informative posts per week. Salt City Harvest Farm should also consider using the paid advertisement features offered on platforms such as Facebook and LinkedIn, adding numerous of these posts in the beginning to reach new audiences. Then they



should share these posts throughout their social media accounts to increase engagement on multiple platforms and increase audience engagement. This not only drives user engagement but also helps build a social media presence in a more efficient and timely manner. The earned media strategy used can be achieved by pitching stories to local news outlets to drive the attention of members of the community. This will spread awareness about the farm and drive potential board members to learn more about Salt City Harvest Farm. The shared media strategy can be fulfilled by having other users share Salt City Harvest Farm's owned media. By creating attractive videos, graphics and posts, users will be more inclined to share these posts either to their stories or other social media platforms. Salt City Harvest Farm can also share its own content on its other social media platforms to ensure there is consistency across all platforms.





## TACTICS

Salt City Harvest Farm will produce a weekly podcast to reach potential new board members and grow their committee. Additionally, the farm wants to expand and increase its presence on social media to reach new audiences. This podcast will focus on the unique stories that come from working with Salt City Harvest Farm and sharing its values with the public. We will post on various platforms following the podcast to promote it and reach potential new audiences. We will post the podcast at 5 a.m. every Wednesday. Two days after releasing the latest episode, Salt City Harvest Farm will post on either Instagram or Facebook at 9 a.m. to further promote the podcast. They will also post on LinkedIn at noon after five days of releasing the newest episode. Posting at specific times will help keep content organized and consistent in order to reach as many audiences as possible.

The main goal is to increase their social media presence and engagement; therefore, posting on multiple platforms will help boost their chances of reaching more consumers. The first podcast episode will focus on the executive director, Jacob Gigler-Caro. In this pilot episode, Jacob will explain how he got involved with the farm in the first place and the impact it has had on him since. A few days after the podcast is released, we will post on both Instagram and LinkedIn, promoting our new episode and Jacob's story by learning more about him and the farm. The second episode will explain



the different work opportunities available at Salt City Harvest Farm and what each entails. The main goal of this episode is to emphasize the need for new board members and why they are such a crucial part of a business. After promoting this podcast, Salt City Harvest Farm will create a Facebook post displaying a positive message and review of working at the farm. They will also create a LinkedIn post with the job description and explain how to apply. The third episode focuses on the story of the farmer, Jay Regmi, and explains how he is connected to the farm. The Instagram post will include a snip-it from the podcast episode to preview what the story will be about. This not only gives the audience an inside look but also helps drive the user to listen to the podcast themselves. The LinkedIn post following episode three will be a flier explaining some of the opportunities farming can bring to the table.

The final episode will provide insight into how local Syracuse University Newhouse students are helping Salt City Harvest Farm create a social media presence and implement graphic design elements. The main goal of this episode is to shine a light on the amazing work that students have done for the farm by bringing in students to tell their stories. The Facebook post will explain how students can help you with your business. The LinkedIn post will present their collaboration with the Newhouse students and promote some of the work they have done. Overall, Amber Agency has created a well-thought-out and organized podcast strategy plan for Salt City Harvest Farm.



## IMPLEMENTATION

This podcast will be accomplished by using a comprehensive plan executed through our editorial calendar to ensure all posts are planned and thought out to maximize our impact. The specific responsibilities that the social media publisher will need to complete include writing a script, editing a script, producing the script, editing the podcast, launching the podcast and promoting all of it through social media as well. These responsibilities should be carried out by someone with experience in media relations and production.

The budget for equipment will be roughly \$213.99. You would need two podcast mics which are \$25 on Amazon. We recommend using the Kickteck Full HD 1080p camera for \$65.99. They will need two pairs of Audio-Technica ATH-M20X Professional Studio Monitor Headphones, which are \$49 each. Additionally, they will need software to edit the podcast; however, free programs such as iMovie are available. Posting the podcast on Spotify and YouTube is also free, as well as tracking the account viewership through these platforms. Next, you will need to pay your social media publisher to write the podcast script, edit and post the podcast and promotions. This would cost around \$143.70 for each podcast with three social media promotion posts. For the month, four podcast episodes with three promotional posts for each would cost roughly \$645.09 in addition to the \$213.99 for equipment.



## EVALUATION

The identifying tools that will be used to measure the effectiveness of this plan will come from numerous sources. On LinkedIn, Salt City Harvest Farm should immediately activate a business profile. This will enable the ability to track post impressions through LinkedIn and analyze what posts are bringing in more users and why. Similarly, Salt City Harvest Farm should also activate the business profile on Facebook and Instagram, allowing the ability to track post impressions there as well. Additionally, Salt City Harvest Farm should create a Facebook Business Suite profile to gain further insights regarding content engagement and user interaction. To track the podcast's progress through YouTube, Salt City Harvest Farm should take advantage of YouTube Analytics in the YouTube Creator Studio. This allows the farm to track viewership and trends. To track the podcast's progress through Spotify, you can track your monthly listeners through your artist profile. This allows Salt City Harvest Farm to analyze its podcast viewership. By monitoring the viewership on both YouTube and Spotify, Salt City Harvest Farm can understand what content draws in more engagement vs. what does not. Additionally, through tracking social analytics on their social profiles like; Instagram, Facebook and LinkedIn, Salt City Harvest Farm will be able to understand what content is more engaging and specific to each profile.



# JAMES ROBERTS

THE AMBER AGENCY

## AUDIENCE PERSONA



**Age:** 29

**Gender:** Male

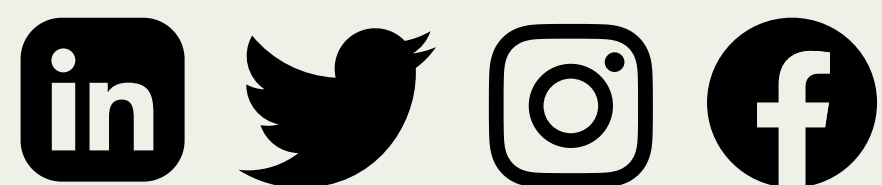
**Salary:** 70-90k

**Location:** Syracuse, NY

**Education:** Finance BA

**Family:** Married

**Social Media Types:**



### Bio:

James Roberts is a 29-year-old white man who graduated from Syracuse University studying Finance, who now lives in Syracuse, New York happily married to his wife. He currently works as a financial consultant for Tops Friendly Market but is looking for a more fulfilling career, as he has a passion for giving back to the community. James stays up to date with Central New York News, as he starts each day by watching local news stations. His goal in the finance industry is to find a treasurer position to work on overseeing the financial administration and strategies of an organization he holds admirable.

### Goals:

To gain more executive experience

To work for an organization in the local community

### Career Goals:

To oversee the financial administration of the organization

Review procedures and financial reporting

Advise the board on financial strategy

Advise on fundraising for the community

### Challenges:

Overseeing financial administrations during the current recession at hand can be very stressful and difficult at the moment.



# MEGAN JONES

THE AMBER AGENCY

## AUDIENCE PERSONA



**Age:** 27

**Gender:** Female

**Salary:** 60-80k

**Location:** Syracuse, NY

**Education:** PR MA

**Family:** Single

**Social Media Types:**



### Bio:

Megan Jones is a 27-year-old black woman who recently graduated from Fordham University with her Master's in Public Relations. She currently resides in Syracuse, NY, and is looking for a stable working position while she pays off her student loans. Megan is a very personable person who likes to stay busy, and up to date on the latest news. She is very active within the social media community and tends to post about her working endeavors. Megan is looking for a secretary position to grow her resume. In the past, Megan was the head of philanthropy for her sorority in college. Her grandparents were refugees, and she feels a strong connection to working with Salt City Harvest Farm.

### Goals:

Paying off student loans

Trying to build her resume for the future

Trying to find work opportunities that give back to the community

### Career Goals:

Handling customer relations such as;

answering calls and messages, taking care of correspondence, arranging appointments and meetings, and preparing and collating reports.

### Challenges:

Balancing money while paying off student loans and maintaining a life outside of her career.



Content Calendar: Salt City Harvest Farm Podcast										
Platform	Publish Date	Due Date	Author	Posting Time	Post Image (Thumbnail or Image Link)	Post Topic or Title	Post Content or Caption	Keyword(s)	Hashtags	Offer/CTA
Podcast Episode #1										
	02/01/23	01/29/23	Social Media Publisher	5 AM		Who is Jacob Gigler-Caro at Salt City Harvest Farm?	Explaining Jacob's story and his connection to the farm.	Salt City Harvest Farm, Farm, Connections, Jacob	#SaltCityHarvestFarm #Family #OurStory #SmallBusiness	A link to sign up for the newsletter as well as links to Salt City Harvest Farm's social platforms will be included at the bottom too.
Instagram										
MP	02/03/23	02/01/23	Social Media Publisher	9 AM		Meet Salt City Harvest Farm's Executive Director, Jacob Gigler-Caro	Explain Jacob's role as executive director.	Salt City Harvest Farm, Farm, Executive Director, Connections	#SaltCityHarvestFarm #Family #OurStory #ExecutiveDirector #Syracuse	Link to podcast will be uploaded to click
LinkedIn										
	02/06/23	02/03/23	Social Media Publisher	12 PM		Learn More About Salt City Harvest Farm's story and values!	Explain the main values and story of Salt City Harvest farm	Salt City Harvest Farm, Farm, Values, Story	#SaltCityHarvestFarm #Family #OurStory #Values	Link to website sharing values and mission statement.
Podcast Episode #2										
	02/08/23	02/05/23	Social Media Publisher	5 AM		Join the Team at Salt City Harvest Farm!	Explaining the different opportunities available on the board, what they entail, and why they are important to the farm	Salt City Harvest Farm, Farm, Opportunities, Work, Connections	#SaltCityHarvestFarm #Family #OurStory #SmallBusiness #workopportunities	Link to website explaining what a board member is.
Facebook										
	02/10/22	02/07/22	Social Media Publisher	9 AM		Working at Salt City Harvest Farm is Amazing!	Display a positive review of one of the farmer's work experience at the farm and explain what they have gained from working there.	Salt City Harvest Farm, Farm, Family, Connections, Work	#SaltCityHarvestFarm #Family #Farm #FarmerStory #LocalBusiness	Link to website that includes the benefits of working at a farm.
LinkedIn										
	02/13/23	02/10/23	Social Media Publisher	12 PM		Salt City Harvest Farm is Looking for NEW Board Members	Create a flyer explaining the job opportunities at Salt City Harvest Farm.	Salt City Harvest Farm, Farm, Board Members, Work	#SaltCityHarvestFarm #Family #OurStory #SmallBusiness	Link to Farm's LinkedIn job list.
Podcast Episode #3										
	02/15/23	02/12/23	Social Media Publisher	5 AM		Who is Jay Regmi at Salt City Harvest Farm?	Explaining Jay's story and connection to the farm.	Salt City Harvest Farm, Farm, Family, Connections	#SaltCityHarvestFarm #Family #OurStory #JayRegmi #LocalBusiness	A link to sign up for the newsletter as well as links to Salt City Harvest Farm's social platforms will be included at the bottom too.
Instagram										
	02/17/23	02/14/23	Social Media Publisher	9 AM		New American Farmer Shares Heartrenching Story.	A New American farmer shares their story working at the farm and how they have changed since.	Salt City Harvest Farm, Farm, Family, New Americans	#SaltCityHarvestFarm #Family #OurStory #NewAmericans #LocalBusiness	Link to how farming brings economic and educational opportunities.
LinkedIn										
	02/20/22	02/17/22	Social Media Publisher	12 PM		Why Farming Brings Opportunities!	Explaining the various ways farming can bring economic and educational opportunities to the table.	Salt City Harvest Farm, Farm, Fun, Opportunities	#SaltCityHarvestFarm #Family #Farming #Syracuse #LocalBusiness	Link to a list of the benefits of farming.
Podcast Episode #4										
	02/22/23	02/19/23	Social Media Publisher	5 AM		Salt City Harvest Farm is Teaming up with Local University Students!	Collaboration with Newhouse students who talk about the potential the farm has and how more board members will take them in the right direction.	Salt City Harvest Farm, Farm, Student, Board Members, Newhouse	#SaltCityHarvestFarm #Family #OurStory #Syracuse #Newhouse	A link to sign up for the newsletter as well as links to Salt City Harvest Farm's social platforms will be included at the bottom too.
Facebook										
	02/24/23	02/21/23	Social Media Publisher	9 AM		How Students Can Help Your Business!	Explain how students can help your business and increase social media presence.	Salt City Harvest Farm, Farm, Student, Newhouse	#SaltCityHarvestFarm #Family #OurStory #Students #Newhouse	Link to website explaining how students are beneficial to a business.
LinkedIn										
	02/27/23	02/24/23	Social Media Publisher	12 PM		Salt City Harvest Farm X Newhouse	Newhouse students are helping Salt City Harvest Farm create a social media presence and increase engagement. Emphasize how more board members will take them in the right direction.	Salt City Harvest Farm, Farm, Family, Students, Newhouse	#SaltCityHarvestFarm #Family #OurStory #SmallBusiness	Link to Newhouse website.



**saltcityharvestfarm**  
Salt City Harvest Farm



20 likes

**saltcityharvestfarm** Meet Salt City Harvest Farm's executive director, Jacob Gigler-Caro! As the executive director of the farm, Jacob oversees the operations and ensures the goals are met.

To learn more about Jacob, click the link in our bio!

[#SaltCityHarvestFarm](#) [#Family](#) [#OurStory](#) [#ExecutiveDirector](#)  
[#Syracuse](#)

February 02, 2023



Salt City Harvest Farm is at Salt City Harvest Farm.



Feb 10 · Kirkville · 🌐

Working at Salt City Harvest Farm is amazing!  
Read *\*insert farmers name\** experience of working at the farm and what they have gained from working here.

*\*Farmer's story\**

Click the link in our bio to learn more about the benefits of working at a farm.

[#SaltCityHarvestFarm](#) [#Family](#) [#Farm](#) [#FarmerStory](#) [#LocalBusiness](#)



1 comment 4 shares



## Salt City Harvest Farm

🌐 Anyone ▼

Learn more about Salt City Harvest Farm's story and values! Salt City Harvest Farm is a project linking Northside community members with land to aid in sustaining them and their families. The mission evolved once members of the Syracuse community began volunteering. Now, Salt City Harvest Farm operates as a community and incubator farm, as well as an apple orchard and vineyard. Understand more about Salt City Harvest Farm and the community around it here. <https://saltcityharvest.farm> **#SaltCityHarvestFarm**  
**#Family #OurStory #Values**

