

**2022/2023**

**STRATEGIC INTEGRATED  
SOCIAL MEDIA PLAN FOR**

# **SALT CITY HARVEST FARM**

**Prepared For :  
Jacob Gigler-Caro**

**Amber Agency  
Section M004  
December 8, 2022**





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# TEAM MEMBERS



## JACKIE SCIBETTA

Jackie Scibetta is a junior at Syracuse University S.I. Newhouse School of Public Communications from Scottsdale, AZ. She is pursuing a degree in public relations and a minor in fashion design, but has prior experience in the PR field through internships.

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## TESSA MEEHAN

Tessa Meehan is a senior studying public relations at the S.I. Newhouse of Public Communications, and has a variety of experience in marketing research, developing in-depth social audits and marketing campaigns through former internship work.

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## BRENNA FELS

Brenna Fels is a 20-year-old Syracuse University student from Allentown, PA. She is majoring in public relations and minoring in psychology. On campus, she is involved in the Public Relations Student Society of America club and the Women in Communications club. Outside of school, she loves traveling, working out, and spending time with her dog.

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# **PART 1: ORGANIZATION BACKGROUND & AUDIENCE**



## FARM BACKGROUND

Salt City Harvest Farm was initially a space where food was grown for the food pantry of the Franciscan Church. Families would help nurture the land and grow the produce in exchange for having some harvest to take home. Refugees residing in the Northside of Syracuse began seeking land to grow produce from their homelands and started volunteering at Salt City Harvest Farm. As they struggled to find their own land, a new project blossomed at the farm, supporting refugees with land that grows food, culture and community. Salt City Harvest Farm is now 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 refugees feel connected, empowered, safe and at home as it helps them uphold their traditions and history in their own space.



# MISSION & VISION STATEMENT

Salt City Harvest Farm expresses its mission statement on its website as the desire to assist the New American Community by providing farmland, education and economic opportunities to promote the growth of cross-cultural food traditions, culture and community. They envision the farm as a place where New Americans can find comfort and preserve their cultural identity and heritage by growing foods unique to their homeland. The farm serves as a bridge to connect people from around the world to showcase their beautiful traditions and culture for everyone in Central New York to enjoy.



## PRODUCTS & SERVICES

Salt City Harvest Farm offers a variety of products and services. Most products include different types of fresh produce (i.e., fruits and vegetables). Some but not all include strawberries, raspberries, blackberries, peaches, apples, red grapes, nectarines, karela, potatoes, tomatoes, garlic, daikon radishes, mustard greens, lamb's quarters, turnips, cilantro, lettuce, cabbage, cauliflower, etc. Salt City Harvest Farm offers services such as public volunteers every third Saturday of the month, partnerships, selling fresh produce, community support, jobs for New Americans and education. Culturing culturally-appropriate foods helps New Americans maintain their cultural identity and heritage in an unfamiliar environment. The farm supports RISE (Refugee & Immigrant Self-Empowerment) to start the SyRAP program, which provides education for New Americans to learn agricultural skills on their own plots and in the Deaf New American Community.



## **CORPORATE HEADQUARTERS**

Salt City Harvest Farm corporate headquarters are located at 449 Fyler Rd. Kirkville, NY 13082, about twenty minutes outside of Syracuse.

## **BRAND PARTNERS**

Salt City Harvest Farm partners with resettlement organizations, educational groups, community groups, food system groups, restaurants and wholesalers to help increase opportunities for the New American Community. When the farm was first established, ESF assisted the farm in determining what foods immigrants were accustomed to could be grown in Upstate New York. More recently, a Syracuse University student from Falk began completing her practicum for the Food Studies program at Salt City Harvest Farm.





## BRAND PARTNERS

She volunteers and does research at the farm that provides a deeper understanding of farmers' desires that will help future funding for the farm as the value of farming is clearer. RISE, Refugee and Immigrant Self-Empowerment, and CCE, Cornell Cooperative Extension, partner with Salt City Harvest Farm to assist New Americans in learning how to grow produce in their new environment. They learn how to record keep and use farm equipment; through the incubator program, they learn general crop maintenance. Farm To Fork 101 and Brady Farm have assisted Salt City Harvest Farm in offering crops and connecting farmers to the consumer by providing a sustainable experience with the crops the farmers grow. Immaculate Conception Parish students and Interfaith Works have organized fundraising and service trips to assist the farm.



## BOARD MEMBERS

The Executive Director of Salt City Harvest Farm, Jacob Gigler-Caro, has over 16 years of experience growing food and managing farms in Chicago, California, Wisconsin and North Carolina. In his current role, he aspires to continue educating others with the knowledge he has acquired while building a community that breaks down stereotypes and strengthens their relationship with nature. Jay Regmi is a refugee from Nepal and is the farm manager. Jay shared on Salt City Harvest Farm's website that as a member of the deaf community, he volunteered with deaf children and those with disabilities in Nepal. He assisted families in finding traditional farming opportunities and is a cycling enthusiast and social worker. The board of directors consists of President Matt Pottieger, Vice President Duane Groesbeck, Secretary Fred Mahan, Treasurer Dennis Brady, Theresa Letcher, Daryl Files, Michael Marrero, and Grace Carlic. The board members are responsible for the organization as they chair committees and oversee the organizational vision for the future.



## TARGET AUDIENCE

Salt City Harvest Farm is looking for potential board members in their early twenties to late thirties. They want someone with experience in finance, a passion for philanthropy and a frequent volunteer at local charities. Salt City Harvest Farm wants people who greatly care for the environment and are passionate about sustainable living. One important aspect of Salt City Harvest Farm members is their undivided love for the New Americans. Their target audience for board members is someone who appreciates the diversity of the farm community and wants to continue their legacy of helping New Americans.



# **PART 2: SOCIAL MEDIA AUDIT & ANALYTICS REPORT**



# SOCIAL MEDIA ANALYTICS REPORT

When searching Salt City Harvest Farm on Google, the first search result is their personal website. This is an example of a well-done search engine optimization because this leads potential board members, donors, volunteers and consumers directly to their website. Their website is well-organized, visually pleasing and user-friendly. In contrast, only some links on their website are properly functioning. When a user scrolls down to the bottom of the home page and clicks the “Get Involved” icon, it leads to a page that does not seem to exist. This is due to the fact that they do not have an actual “Get Involved” page and only have sectors on the upper menu instead. The second result is a link to their Facebook home page with the link to their Facebook posts directly underneath it. Facebook is their primary form of social media, so it is great that this is the second search result on Google. While it is their main form of social media, their Facebook page could use some work.



# SOCIAL MEDIA ANALYTICS REPORT

In addition to increasing the number of weekly posts, they could also consider adding more visuals, including photos, videos and graphics. While Salt City Harvest Farm's Facebook has a very friendly and community-oriented appearance, adding more professional posts could help boost their amount of followers, donors, volunteers and board members.

Following Salt City Harvest Farm's Facebook page, the next result is a direct link to their Instagram account. The profile picture on their Instagram showcases a differently colored logo on their website and Facebook page. This shows that Salt City Harvest Farm is not consistently branding across all platforms. They should use the same color logo background for every platform to stay on brand and avoid confusion for consumers. In addition to their inconsistent branding, their lack of posts makes them appear inactive without a strong social media strategy and presence.



# SOCIAL MEDIA ANALYTICS REPORT

Not only have they not posted in over four weeks, but they are also not regulating the content posted on each social media platform. Their Instagram and Facebook should look almost identical, with similar timing of posts and similar content.

Next, the fourth search outcome is their blog spot website, which also doubles as a monthly newsletter. First, this blog is not found on their website, making it hard to locate. Additionally, it has been inactive since 2017, yet it is still one of the first search results. Instead, they should take their inactive blog down and implement their email campaign archive into a website format. The email campaign archive list associated with “Mailchimp,” contains monthly newsletters and updates that should replace their non-existent blog from 2017. After analyzing Salt City Harvest Farm’s inactive blog, the following search result is their LinkedIn page.



# SOCIAL MEDIA ANALYTICS REPORT

This LinkedIn page appears unprofessional, inactive and inaccurate. This page only contains an “About” paragraph and does not have a single post. Furthermore, the page only consists of nineteen followers and shows two working employees with very few connections. This directly contradicts what was said in their “About” paragraph, which states there are 2-10 employees. This is an example of their inconsistent branding and social media strategy.

Following Salt City Harvest Farm’s LinkedIn page consists of a local news article that features the farm. This is a recent news article from July 2022 that is titled “RISE program helps CNY refugees and immigrants produce their own culturally specific foods.” This article highlights the philanthropic initiatives that the farm takes on and how they are helping the New Americans and the deaf community. This is an excellent form of press coverage and should be displayed on other Salt City Harvest Farm platforms to reach a broader audience.





# SOCIAL MEDIA ANALYTICS REPORT

Salt City Harvest Farm's lack of branding leads the search results to an unnecessary and unprofessional website, Sustainable Finger Lakes. This website contains only a map showing Salt City Harvest Farm's location and a brief description. This is irrelevant to potential consumers because it does not imply any new information and only promotes the farm's location, which is already provided within the initial google search. This is not a good example of successful search engine optimization because it is not a professional site and does not implement new audience members. The user must then click on the second page to see more relevant information, such as YouTube videos and a syracuse.com article. Lastly, their Charity Navigator profile is at the bottom of the first Google search page. This should not be the last search result because it leads users to a direct donation site, and the farm would greatly benefit from donations.



# SOCIAL MEDIA ANALYTICS REPORT

If the farm wants more donors, its Charity Navigator profile should be one of the first search results because this tells users that this is not just an ordinary farm but also a philanthropic community that needs more support.

With the information gathered after analyzing the Google search results for Salt City Harvest Farm, it is clear that they need a better and more developed branding strategy. This information can be used to develop a stronger and more professional social media plan that will boost the farm's business opportunities and clients. With the results shown, Salt City Harvest Farm's brand is not well represented. The different websites were not consistently branded or even currently active.

With the amount of disorganization, there does not appear to be any branding, social media plan and strategy.



# SOCIAL MEDIA ANALYTICS REPORT

When Jacob presented the organizational pitch to the class, he made it sound as if there was a strong branding deck and guidelines, but after analyzing their socials, it did not translate to their social accounts. The lack of graphic posts creates an undeveloped and somewhat less professional demeanor compared to the larger, more evolved organizations. Users start to see this divide between professionalism and lack thereof when there are only posts consisting of images taken off a mobile device. While the posts are informative about the farm and reflect the mission statement and purpose of the organization, there needs to be more foundational knowledge across all platforms.

The sentiment that can be inferred from Salt City Harvest Farm's online platforms is neutral. Although they are a small and inexperienced organization, Jacob presented a very well-planned branding guidelines deck that has been established yet, it's not being incorporated into their online platforms.



# SOCIAL MEDIA ANALYTICS REPORT

The initial impression of their social media presence and strategies that Jacob implied was professional and organized. However, with the lack of branding implemented within their platforms, it is apparent that this initial pitch is not being properly integrated. That said, audience engagement across the organization's social media platforms is very poor, bordering non-existent. There is not a single comment on any of their posts and minimal likes, indicating the audience is not being properly reached. The brand's social media presence is flawed and seems underdeveloped. This is most likely a result of the lack of information behind each post and the dated tone of the feed in comparison to further developed corporate brands.

With minimal user engagement, the only audience currently being reached is people who are already aware of the organization, such as current volunteers, donors, board members and employees.



# SOCIAL MEDIA ANALYTICS REPORT

No new audiences interact with the brand because of their lack of engagement. To reach more audiences, Salt City Harvest Farm should consider creating a social media presence on platforms such as Twitter, YouTube, and TikTok. Creating a Twitter account would greatly benefit the farm because it is a popular platform amongst its target audiences and the most reliant platform to go viral. Salt City Harvest Farm should also consider creating a YouTube channel to share the stories of the farmers and give the public insight into the ins and outs of the farm. Providing links to the YouTube videos at the end of their newsletters and social media accounts would help boost the organization's reputation and clientele. This would also help the farm hop into the viral video scene to look for new potential donors, board members and volunteers.

Another critique Salt City Harvest Farm should consider is implementing its email campaign archive list into the main website.



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Another critique Salt City Harvest Farm should consider is implementing its email campaign archive list into the main website.



# SOCIAL MEDIA ANALYTICS REPORT

They should also remove their blog, which has been inactive for the past five years. Although TikTok is generally a platform used to reach younger audiences, incorporating videos of farmers sharing their stories would help gain a lot of engagement and reach a new audience. This would also make it easier for the farm to post their TikToks directly onto their Instagram Reels. Ultimately, establishing a Linktree with every online platform linked into the bio of every account, not just Instagram, will help guide users to more informative platforms, which helps drive these users to donate to the farm.

The current state of Salt City Harvest Farm's social presence is not meeting their needs, even though the content is relevant. An essential improvement could be to sync their Facebook and Instagram posts. Facebook Business Suite is an easy and accessible way to simultaneously schedule Instagram and Facebook posts in advance. This would help keep both platforms consistent and sync easily.



# SOCIAL MEDIA ANALYTICS REPORT

Another improvement to consider is incorporating more graphics in Facebook and Instagram posts. This would help incorporate Salt City Harvest Farm's branding into people's feeds and bring them more attention. This could help Salt City Harvest Farm have a more defined media presence as a reputable organization. Adding video content and highlights of the farmer's personal stories through Instagram Reels and TikTok would also help increase the amount of engagement. Younger audiences tend to bring a lot of awareness to inspiring stories on the internet. Growing a much larger audience and gaining donors through viral videos is very plausible. Salt City Harvest Farm should also consider including the blog on its main website. They should consider posting a monthly newsletter here and a monthly farmer highlight. The link to the newsletter should be shared through Facebook, LinkedIn and Twitter with a slight intro to engage audience members.





# **SOCIAL MEDIA ANALYTICS REPORT**

Overall, Salt City Harvest Farm has room for a lot of potential and would greatly benefit from implementing a more organized, professional and strategic social media plan.



# SOCIAL MEDIA ANALYTICS REPORT

A social media audit is a metric used to understand where the business currently stands. This allows the company to review growth areas, opportunities and where improvement is needed.

Social Media Audit for: Salt City Harvest Farm										
SEPT. 26, 2022 Prepared by: The Amber Agency										
Platform	Page or Group	Brand Guidelines	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-6), Engaging (7-10)	Strategy / Purpose		Post Frequency		Content Shared		Measurement
				Observed	Recommended	Current	Recommended	Current	Recommended	
Facebook	<a href="https://www.facebook.com/saltcityharvestfarm/">https://www.facebook.com/saltcityharvestfarm/</a>	Posts are all outside, however not many graphics to claim a strict guideline. Mostly big, bolded, white font on darker backgrounds with earthy tones.	6, posts are great and informative	Observed	Recommended	Current	Recommended	Current	Recommended	Facebook Analytics
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
Instagram	<a href="https://www.instagram.com/saltcityharvestfarm/">https://www.instagram.com/saltcityharvestfarm/</a>	Posts are all outside, however not many graphics to claim a strict guideline. Primarily big, bolded, white font on darker backgrounds with earthy tones.	7, very informative and engaging posts	Observed	Recommended	Current	Recommended	Current	Recommended	Facebook Analytics
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
Blog	<a href="http://saltcityharvestfarm.blogspot.com">http://saltcityharvestfarm.blogspot.com</a>	All text is in plain, black font. Pictures all follow the same earthy theme.	7, very informative and engaging	Observed	Recommended	Current	Recommended	Current	Recommended	Google Analytics
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
LinkedIn	<a href="https://www.linkedin.com/company/salt-city-harvest-farm/posts/?feedView=all">https://www.linkedin.com/company/salt-city-harvest-farm/posts/?feedView=all</a>	No guidelines are to be found with the lack of posts.	There are no posts on their LinkedIn Profile.	Observed	Recommended	Current	Recommended	Current	Recommended	LinkedIn Data Analytics
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
YouTube	No active account yet	No current posts	No current posts	Observed	Recommended	Current	Recommended	Current	Recommended	Facebook Analytics
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
Twitter	No active account yet	No current posts	No current posts	Observed	Recommended	Current	Recommended	Current	Recommended	Facebook Analytics
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
TikTok	No active account yet	No current posts	No current posts	Observed	Recommended	Current	Recommended	Current	Recommended	YouTube Analytics
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement
				Observed	Recommended	Current	Recommended	Current	Recommended	Measurement



# **PART 3: GOAL SETTING & OBJECTIVES**



# STRATEGY

## GOAL #1

To reach and inform experienced local audiences in order to recruit a knowledgeable team of board members for Salt City Harvest Farm.

## OBJECTIVE #1

Increase activity and post frequency on Salt City Harvest Farm's LinkedIn profile by 10% by December 1, 2023.

## OBJECTIVE #2

Increase Salt City Harvest Farm's LinkedIn network and following to 25% by February 31, 2024.

## OBJECTIVE #3

Grow engagement on Salt City Harvest Farm's Facebook to 25% by January 1, 2024.



# STRATEGY

## **OBJECTIVE #4**

Increase activity and post frequency on Salt City Harvest Farm's Facebook profile to 10% by September 15, 2023.

## **OBJECTIVE #5**

Raise the click rate of Salt City Harvest Farm's website assets by 8% by November 15, 2023.

## **OBJECTIVE #6**

Double Salt City Harvest Farm's newsletter viewership by October 1, 2024.



# **PART 4: KEYWORDS & CONTENT OPTIMIZATION**



# KEYWORDS

1-13

A keyword simply means a word or short phrase that people use to search for something.

1. Community Farm
2. New Americans
3. Salt City
4. Board Members
5. Harvest Farm
6. Salt City Harvest Farm
7. Volunteer Opportunities
8. SCHF
9. Food Traditions
10. Central New York
11. Fresh Produce
12. Agriculture
13. Non-Profit

# KEY MESSAGES

1-10

Key messages are the main points of information you want your audience to hear, understand, and remember.

- Salt City Harvest Farm is an expanding community with a growing team of educated board members to preserve the farm's mission.



## KEY MESSAGES

- Salt City Harvest Farm is a community of New American/International farmers looking for economic opportunities.
- A cross-cultural experience integrated into a welcoming farming community that brings a well-rounded education to the refugees.
- This farm supports many different underprivileged communities, including the deaf community.
- Salt City Harvest Farm is supported by and searching for more, local donors in Central New York.
- Salt City Harvest Farm is proud to be a working community farm, incubator farm, apple orchard, and vineyard.
- The main idea is that families would be able to help work the land, grow vegetables and other produce.
- All community members assist with the farm's operations providing a wide range of agricultural skills specific to Central New York.
- Salt City Harvest Farm is in the process of building a more engaging social presence in the media.
- This farm connects the Central New York community to the New Americans traditions and cultures as they grow foods specific to their homeland, bringing together cultural aspects from around the world to benefit all CNY.





# **PART 5: TACTICS & CONTENT DEVELOPMENT**



# TACTICS & CONTENT DEVELOPMENT

A content calendar is important because it keeps your social media posts organized and on brand. Planning content in advance ensures that you will consistently produce good quality content.

Content Calendar: Salt City Harvest Farm											
Platform	Publsh 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	
Website											
Instagram	4/1/23	3/28/23	social media writer	12pm		Monthly Newsletter	Find out what happened this month at Salt City Harvest Farm!	Farm, Harvest, Crops, Salt City	#SCHF #SaltCityHarvestFarm #SaltCity	Click here to subscribe to our email list for farm updates.	
Facebook	4/3/23	4/1/23	social media writer	11am		Farmer Spotlight Highlighting Rose	Farmer Spotlight of the Week: Rose. Rose has been with Salt City Harvest Farm for over three years and dedicates her time to growing, caring for and harvesting our delicious crops! Learn more about Rose and how she has impacted the farm!	Farmer, Rose, Harvest, Crops, Salt City	#SCHF #SaltCityHarvestFarm #SaltCity #FarmerRose	Comment down below which farmer you want to learn more about next.	
Instagram	4/5/23	4/3/23	social media writer	1pm		Meet One of Our Farmers!	Get to know our farmers by clicking the link in our bio!	Farmers, Salt City, Crops, Community	#SCHF #SaltCityHarvestFarm #SaltCity #Farmers	Click here to learn more about the farmers from Salt City Harvest Farm.	
Facebook	4/6/23	4/4/23	social media writer	11am		3 Ways You Can Give Back to Your Community	Here are just 3 EASY ways you can give back to the community! Giving back to local farmers and communities is important, so post with these three easy ways! Learn more information about giving back to your community through our website!	Give Back, Community, Salt City, Farm, Philanthropy	#SCHF #SaltCityHarvestFarm #SaltCity #GiveBack #Community	Watch this video for more information on how you can give back to your community.	
LinkedIn	4/7/23	4/5/23	social media writer	1pm		How can You Help Your Community?	There are so many ways in which you can HELP your community! Get involved and give back to local charities or philanthropic organizations! Learn more at SaltCityHarvestFarm!	Help, Community, Give Back, Farm, Salt City	#SCHF #SaltCityHarvestFarm #SaltCity #Community #HelptheFarm	Click here to learn about volunteer opportunities in your community.	
LinkedIn	4/8/23	4/6/23	social media writer	3pm		How Students Can Get Involved at the Farm	Salt City Harvest Farm is opening opportunities for local students to get involved with the farm and start volunteering to join our board! With the help of fresh young students, the sky's the limit at Salt City Harvest Farm. Learn more on our website!	Salt City, Farm, Opportunity, Students, Give Back	#SCHF #SaltCityHarvestFarm #SaltCity #Students #GiveBack	Sign up to be a student volunteer by filling out this form.	
Instagram	4/9/23	4/7/23	social media writer	3pm		What are Ways You Can Get Involved With Your Local Community?	Need some tips on how to get involved in your local community? Here at Salt City Harvest Farm, we get you covered. Here are some of the ways you can get involved with your community!	Community, Involved, Farm, Salt City	#SCHF #SaltCityHarvestFarm #SaltCity #LearnMore #Community	Visit our website to sign up as a volunteer!	
Instagram	4/10/23	4/8/23	social media writer	11am		What's Growing at the Farm Right Now?	Want to learn about what is currently being grown at Salt City Harvest Farm? Here are just some of the products currently being produced at the farm! Head over to our website for more information.	Fresh Produce, Salt City, Farm, Grow, Harvest	#SCHF #SaltCityHarvestFarm #SaltCity #Produce #Farm #Growing	Read this article to learn more about growing food at a community farm.	
Platform	Publsh 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	
Facebook											
Instagram	4/12/23	4/10/23	social media writer	1pm		Explain the unique food grown at Salt City Harvest Farm and where it originates.	So you may be wondering, where does the unique produce grown at Salt City Harvest Farm come from? Here at Salt City Harvest Farm, our fresh produce comes straight up from the fresh soil at our farm here in Syracuse. Our most important crop, the dalikon radish, is grown for the Nepali community and comes straight from North China! Learn more about our unique products and where they come from on our website!	Dalikon Radish, Unique Produce, China, Nepali, Syracuse	#SCHF #SaltCityHarvestFarm #SaltCity #Syracuse #Produce #DalikonRadish	Click here to learn more about the background of these cultural foods.	
Facebook	4/13/23	4/11/23	social media writer	11am		What Opportunities are Available at Salt City Harvest Farm?	Are you wondering what opportunities are available for you here at Salt City Harvest Farm? Learn more about volunteering, donating and getting involved on our website and through our job descriptions located on LinkedIn!	Local, Opportunities, Farm, Salt City, Volunteer	#SCHF #SaltCityHarvestFarm #SaltCity #GetInvolved #Local	Visit our website to see when our volunteer days are.	
LinkedIn	4/14/23	4/12/23	social media writer	1pm		Come Volunteer at Salt City Harvest Farm!	Need fun plans for your upcoming Saturday morning? Salt City Harvest Farm has got you covered. Come volunteer this Saturday at our local Syracuse Farm! Learn more about volunteer opportunities on our website at SaltCityHarvestFarm!	Volunteer, Farm, Saturday, Syracuse, Salt City, Harvest	#SCHF #SaltCityHarvestFarm #SaltCity #Volunteer #Syracuse	Sign up to be a volunteer today!	
LinkedIn	4/15/23	4/13/23	social media writer	3pm		How You can get Involved at Salt City Harvest Farm?	Want to learn more about how to get involved with Salt City Harvest Farm? Check our job listings for inquiries, and head to our website for more information!	Involve, Farm, Job, Salt City, Syracuse	#SCHF #SaltCityHarvestFarm #SaltCity #Involvement #JobListings	Click here for a description of each type of volunteer service you can sign up for.	
Instagram	4/16/23	4/14/23	social media writer	3pm		Connect With Farmer Jason and Read His Story	Read one of our dearest farmers, Jason's story, to learn how he became involved with Salt City Harvest Farm and why he has chosen to stay over the years!	Farmer, Jason, Salt City, Story, Harvest, Farm, Read	#SCHF #SaltCityHarvestFarm #SaltCity #FarmerJason #Farming	Watch this video to learn more about where Jason came from.	
Facebook	4/17/23	4/15/23	social media writer	11am		Meet Jacob Ogler-Caro the executive director at Salt City Harvest Farm	Meet our executive director at Salt City Harvest Farm, Jacob Ogler-Caro! Jacob has been with the farm since April 2020 and has brought nothing but hard work and new opportunities to the table! Learn more about Jacob and his story at SaltCityHarvestFarm.	Executive Director, Jacob Ogler-Caro, Salt City, Farm	#SCHF #SaltCityHarvestFarm #SaltCity #JacobOgler-Caro #ExecutiveDirector	Click here to learn more about Jacob and his role as executive director at Salt City Harvest Farm.	
Instagram	4/19/23	4/17/23	social media writer	1pm		Jacob Ogler-Caro's Vision for Salt City Harvest Farm	Our executive director at Salt City Harvest Farm, Jacob Ogler-Caro, envisions a world of new opportunities and ways to get involved here at the farm. He wants to create a safe space for New Americans while providing education and economic possibilities!	Jacob, New Opportunities, Educate, New Americans, Farm	#SCHF #SaltCityHarvestFarm #SaltCity #NewAmericans #Educate	Share your thoughts in the comments about what you would like to see Salt City Harvest Farm start doing.	



# TACTICS & CONTENT DEVELOPMENT

Platform	Publsh 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
Instagram						What You Can do With the Fresh Produce From Salt City Harvest Farm	So you may be wondering, what can you do with the fresh produce provided at Salt City Harvest Farm? Besides cooking and eating the farm's products, you can also use certain products to create beauty supplies, such as face masks and lotion.	Produce, Fresh, Beauty, Eat, Vegetables, Farm, Salt City	#SCHF #SaltCityHarvestFarm #SaltCity #FreshProduce #Beauty	Post on your Instagram story showing us the creative ways you use the produce from the farm!
Facebook	4/20/23	4/18/23	writer	11am						
						Best Recipes Using Produce From Salt City Harvest Farm	Have you bought produce from Salt City Harvest Farm but don't know what to cook? We got you covered. Listed below are just some of the many recipes you can follow while using our fresh produce!	Recipes, Fresh Produce, Farm, Cooking, Salt City	#SCHF #SaltCityHarvestFarm #SaltCity #Recipes #FreshProduce #Cooking	Comment below what your favorite recipes are for Salt City Harvest Farm produce.
LinkedIn	4/21/23	4/19/23	writer	1pm						
						What Skills are We Looking for in Potential Board Members?	Are you looking to boost your resume or get involved in your local community? Salt City Harvest Farm has the perfect opportunity for you! The farm is looking to increase and grow its committee of board members in size and capacity! Some of the skills we are looking for in potential board members include marketing, law, finance and someone with an established career! If you are interested in joining Salt City Harvest Farm's committee of board members, look at the job description below!	New Board Members, Salt City, Involvement, Marketing, Finance	#SCHF #SaltCityHarvestFarm #SaltCity #BoardMembers #Committee	Please read this article for more information on what we are looking for in potential board members.
LinkedIn	4/22/23	4/20/23	writer	3pm						
						Job Opportunities at Salt City Harvest Farm	Below are some of our job opportunities and listings currently available here at Salt City Harvest Farm! To learn more about a specific role or position, read the job description under the listing. Reach out to us with any questions or concerns you may have!	Salt City, Job Opportunities, Position, Listings, Available	#SCHF #SaltCityHarvestFarm #SaltCity #JobListings #LearnMore	Email your resumes to info@saltcityharvestfarm to apply for a job.
Instagram	4/23/23	4/21/23	writer	3pm						
						Where You Can Find Salt City Harvest Farm Produce	If you are as big of a fan as we are of our fresh crops and produce, below is more information regarding where you can find and buy Salt City Harvest Farm's produce locally!	Fresh Produce, Buy Now, Local, Salt City, Harvest, Crops	#SCHF #SaltCityHarvestFarm #SaltCity #Produce #Local #WhereToFind	Click here to find stores that sell Salt City Harvest Farm produce.
Facebook	4/24/23	4/22/23	writer	11am						
						Local Restaurants That Cook With Salt City Harvest Farm Produce	Are you looking to support Salt City Harvest Farm and eat some fresh and delicious produce? Look no further! Salt City Harvest Farm now provides fresh produce for local restaurants and companies such as A Mano and Salt City Market. Learn more about where to find our produce on our website at SaltCityHarvestFarm!	Fresh Produce, Local, Restaurants, Salt City Market, A Mano	#SCHF #SaltCityHarvestFarm #SaltCity #SaltCityMarket #AMano #LocalProduce #Fresh #Restaurant	Comment below your favorite meal with Salt City Harvest Farm produce!
Platform	Publsh 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
Instagram						Recap of the Products Sold This Month	Over the past month, Salt City Harvest Farm has produced and sold a whopping \$6,000 in fresh crops for local restaurants, food banks and more! Help Salt City Harvest Farm beat this month's revenue by donating or signing up to volunteer through our website!	Salt City, Fresh Produce, Farm, Monthly Produce, Revenue, Volunteer, Donate	#SCHF #SaltCityHarvestFarm #SaltCity #MonthlyProgress #VolunteerOrDonate	Please share your favorite Salt City Harvest Farm produce from this month on your Instagram and tag us!
Facebook	4/27/23	4/25/23	writer	11am						
						The Success Salt City Harvest Farm Had With Selling Produce This Month	Salt City Harvest Farm had a successful month of produce being sold and distributed! With over \$6,000 of produce sold for the month of April, Salt City Harvest Farm is moving up in the world! While the farm has made great progress in harvesting and selling crops from where they started, with your help, the farm can grow even larger! To help increase the farm's revenue and opportunities, donate or volunteer on our website today!	Donate, Monthly Progress, Salt City, Farm, Produce	#SCHF #SaltCityHarvestFarm #SaltCity #Produce #SupportLocal	Click here to read more about Salt City Harvest Farm's success this month.
LinkedIn	4/28/23	4/26/23	writer	1pm						
						Apply to Be a Board Member Today!	Are you looking for an easy way to get involved with your local community? Salt City Harvest Farm can help you out! We are currently looking to increase our board committee with potential new members! Apply now to become a board member at Salt City Harvest Farm through the job listing linked below!	Board Members, Committee, Job, Salt City, Farm, Help	#SCHF #SaltCityHarvestFarm #SaltCity #BoardMembers #Committee #JobListing	Click here to apply to be a board member.
LinkedIn	4/29/23	4/27/23	writer	3pm						
						Upcoming Community Events With Salt City Harvest Farm	Salt City Harvest Farm is hosting some upcoming community events! Join us on May 10th, 2023, for fresh crops and delicious food at Salt City Market from 5 P.M. to 8 P.M. We are also hosting a food drive at the farm on May 22nd, 2023, from 12 P.M. to 3 P.M. with all proceeds going to helping underprivileged who can not afford proper nutrients. Additionally, we will host volunteer days on the third Saturday of the month! Head over to our website to learn more about our upcoming community events!	Community Event, Salt City, Food Drive, Volunteers, Farm	#SCHF #SaltCityHarvestFarm #SaltCity #VolunteerSaturday #FoodDrive #EventLink	Add our upcoming community events to your calendar by clicking here.
	4/30/23	4/28/23	writer	3pm						



# **PART 6: IMPLEMENTATION & EVALUATION PLAN**



# IMPLEMENTATION

The budget for Salt City Harvest Farm’s strategic social media plan over the course of a month will consist of paying social media writers, photographers, camera equipment, paid social media ads and Google search optimization tools. The social media writer will be paid \$23.95 an hour. They will be working 3.5 hours a week in order to produce six short social media posts in addition to the singular monthly newsletter, costing roughly \$83.83 weekly and \$335.30 monthly. The photographer/videographer will be paid \$30 an hour and will be working three days a week to capture content on the farm for four hours. This will cost roughly \$360.00 weekly and \$1,440.00 monthly. In addition, camera equipment should be bought, and we recommend purchasing the Kickteck Full HD 1080p camera for \$65.99. Paid ads through LinkedIn cost roughly \$2.00 a click, similar to Instagram. Through LinkedIn specifically, Salt City Harvest Farm should spend about \$6.59 weekly to equate for about 1000 post impressions, costing \$26.36 monthly. Through Instagram, Salt City Harvest Farm should pay about \$6.70 weekly to equate for about 1000 post impressions, costing \$26.80 monthly. Facebook allows profiles to gain roughly 1000 post impressions from an average of \$9.77. We recommend Salt City Harvest Farm uses this to its advantage weekly, costing \$39.08 monthly.



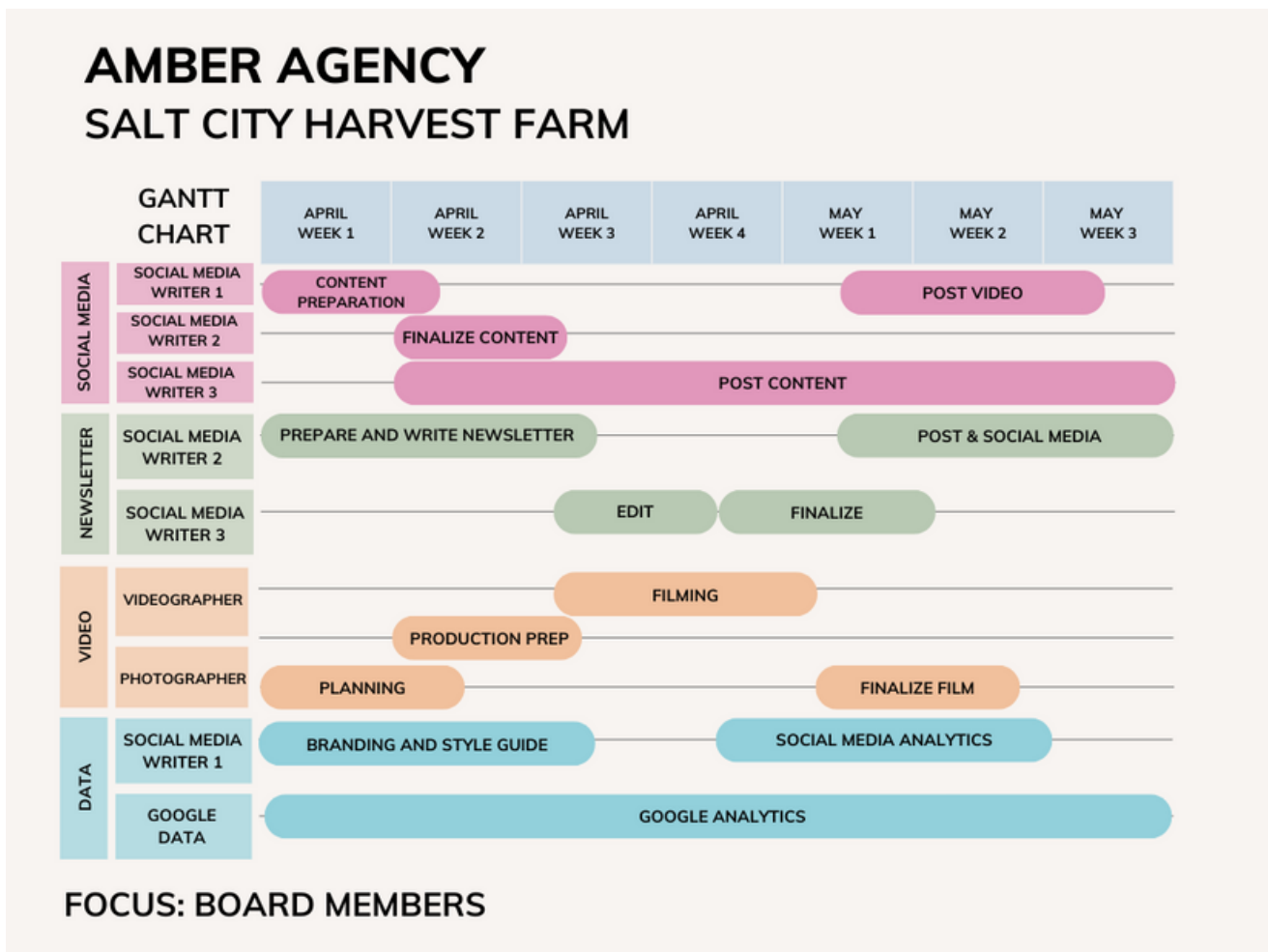
# IMPLEMENTATION

Additionally, Salt City Harvest Farm should use Google Analytics in order to track the click rate and gain search engine optimization of the website, a free function for any Google user. Salt City Harvest Farm will be spending \$2,202.54 for the month regarding the strategic social media plan created around building a larger team of board members.



# IMPLEMENTATION

A Gantt chart is a management tool that displays the project’s planned schedule. Within the chart, the tasks, dates and team members are charted to help keep the project organized and on track.





# EVALUATION

After evaluating the strategic social media plan created by The Amber Agency for Salt City Harvest Farm to find and build a larger team of board members, we need to analyze the metrics used. Analyzing the audience engagement through their social media profiles over the course of the month will help us to understand what content resonates with their public vs. what is interrupting content. Using a multitude of social media platforms will work to Salt City Harvest Farm's advantage when it comes to engaging with larger audiences. However, LinkedIn is Salt City Harvest Farm's biggest asset when it comes to building a team of board members. Through LinkedIn, Salt City Harvest Farm will be able to track audience engagement through their posts for free through their profile. Both Facebook and Instagram's metrics alike are able to be tracked through Facebook Business Suite, another free function available through search engines.

Salt City Harvest Farm should also turn on its business profiles to continue tracking its audience engagement through the app itself. Engagement for Salt City Harvest Farm's monthly newsletter can be tracked through Mailchimp, a function the organization already uses for its email campaigns. Sending the monthly newsletter through an email campaign in Mailchimp will allow Salt City Harvest Farm to track the click rate of their articles.





# EVALUATION

Salt City Harvest Farm should also use Google Analytics to track its site's click rate. This will aid in gaining search engine optimization of the website and is a free function for any Google user. Regularly tracking engagement through social accounts is crucial for Salt City Harvest Farm during this strategic social media plan's active month to understand what content works best for their audiences. The success behind Salt City Harvest Farm's social media tactics will be measurable through tracking account engagement. The analytical trackers for these social media sites measure the account impressions for your profile and individual posts, allowing users to physically see the trends concerning their content. Salt City Harvest Farm should be looking for a percentage for the growth in account viewership across all social media platforms for the month when actively completing this strategic social media plan. As Salt City Harvest Farm's social media accounts raise the number of followers and likes, in addition to analyzing the account engagement metrics through data analysis sites, we will be able to see the success behind the strategic plan built for growing audiences. Understanding which posts generate more engagement than others will allow Salt City Harvest Farm to understand better what content resonates with their audiences, ultimately allowing those audiences to grow.



# APPENDIX

Having an audience persona allows the company to define the average target audience. This can provide more insight into providing better services to cater to the audience's needs.

## MEGAN JONES 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.



# APPENDIX



## THE AMBER AGENCY **A** JAMES ROBERTS 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 Markets 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.



# APPENDIX

## Social Media Mock-Ups

Mock-Ups allow the company to see a visual draft of what a post would look like and offer suggestions. It will enable the designer to bring the vision to life and test how the different components work together.



## For Instagram



# APPENDIX

## Social Media Mock-Ups

 **Salt City Harvest Farm** April 7

How can you help your community?  
There are so many ways in which you can HELP your community! Get involved and give back to local charities or philanthropic organizations! Learn more at SaltCityHarvest.Farm!  
[#SCHF](#) [#SaltCityHarvestFarm](#) [#SaltCity](#) [#Community](#) [#HelptheFarm](#)



 2

 Like     Comment     Share

**For Facebook**



# APPENDIX

## Social Media Mock-Ups



**Salt City Harvest Farm**



April 22

Are you looking to boost your resume or get involved in your local community? Salt City Harvest Farm has the perfect opportunity for you! The farm is looking to increase and grow its committee of board members in size and capacity! Some of the skills we are looking for in potential board members include marketing, law, finance and someone with an established career! If you are interested in joining Salt City Harvest Farm's committee of board members, look at the job description below!  
[#SCHF](#) [#SaltCityHarvestFarm](#) [#SaltCity](#) [#BoardMembers](#)  
[#Committee](#)



Carly Webster and 25 others

3 comments · 1 repost



Like



Comment



Repost



Send

1,930 impressions

[View analytics](#)

## For LinkedIn



# APPENDIX

## Social Media Mock-Ups

[Trouble viewing this email? View this email in your browser.](#)



GROWING FOOD, CULTURE, AND COMMUNITY



**The season is just beginning, yet the farm has never been more alive.**

After a long and cold winter, farming season is back, and the farmers are beyond excited to begin planting and harvesting their crops again for the upcoming season. We expect this to be one of our most successful seasons as we are projecting to sell more than 20,000 pounds of produce, surpassing last year's numbers. We are excited to welcome back both new and familiar faces to the farm to grow, feast, sing, harvest and volunteer.

The farm is very much alive and thriving as just this past week alone, 25 volunteers came out to help pick apples resulting in the distribution of 400 pounds of food donated to local food pantries! We would like to thank everyone who has visited and volunteered thus far! Every third Saturday of the month is volunteer day, so mark your calendars for this upcoming month!



We are thrilled to announce a new partnership with Syracuse Food Drive and Food Bank of Central New York, as we look forward to working with such fantastic organizations. With these new opportunities, we'll be able to increase our capacity, distribute more food throughout the community and provide more profound education to farmers at Salt City Harvest Farm and beyond. Stay tuned for more details about these partnerships.

In the meantime, we're seeking to increase our board members overseeing the farm. For more information regarding the position available, read the job description below.

### Employment Opportunity

Salt City Harvest Farm is looking to grow its committee of board members. This position will ideally start in early June entailing skills such as finance, law and marketing. You can find the full position description at the following link: [board member position](#). The application deadline is May 15th, though the position will remain open until filled.

We are grateful for everyone who has provided us with a donation in the past. Please consider clicking the donate button below if you can contribute some funds to support our work. Your contribution will help us strengthen our impact moving forward!

Help us Grow!



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Our mailing address is:  
4897 Ledyard Drive,  
Manlius, NY, 13104

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

## Monthly Newsletter



# APPENDIX

## Social Media Mock-Ups

# 7 REASONS YOU SHOULD BECOME A BOARD MEMBER

- 1** Expand Your Professional Network With Influential People.  

- 2** Grow Your Personal Brand With a Fabulous Resume Builder.  

- 3** Support Initiatives That Resonate with You.  

- 4** Gain Strategizing Knowledge  

- 5** Rewarding Intellectual Challenge.  

- 6** Gain a Skill Set of New Expertise and Knowledge.  

- 7** Makes You Better at Your Current Job.  


Join Salt City Harvest Farm's Committee of Board Members Today at:  
**SALTCITYHARVEST.FARM**



**Infographic Example**





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