

Sample Facebook Marketing Plan

Facebook Marketing Plan

The Facebook page *Adirondack Community Story Project* was released on May 9, 2020 and is administered by Jery Huntley.

Objective:

- Create awareness of *Adirondack Community* within the Town of Keene and beyond, bringing viewers to the website to increase usage
- Create awareness of the unique history and present day in the Town of Keene
- Show appreciation to sponsors, storytellers, and volunteers
- Recruit storytellers
- Recruit event attendees
- Highlight stories and podcasts with specific purposes, e.g. giving comfort during COVID-19
- Encourage other communities to create their story projects through *OurStoryBridge*

Targets

- Town of Keene year round and summer residents
- Potential *OurStoryBridge* community members
- Adirondack historians and history buffs
- Donors and potential donors
- Adirondack residents, organizations, and media

What to Post

- Intro video from website (<https://youtu.be/6pxQnPBDNj8>)
- Podcasts (use Facebook Share code from Memria)
- Specific stories , often relevant to current events (use Facebook Share code from Memria)
- Events
- Press release highlights
- Project milestones
- Shares from other posts

How to Recruit Followers

- Ask to Like from Jery Y. Huntley personal page, including pubs and historical interests
- Post on relevant Adirondack pages
- Emails to press contacts
- Emails to *Storyteller Worksheet* names and other local contacts
- Emails to donors
- Buy ads

Posting Frequency

- At least 2x/week