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Link to website: <https://roxannekhafer.com/capstone-online-media-room/campaign-snapshot/>

Link to YouTube: <https://youtu.be/NUNjhIKhgj4>

FARM SHARE, INC. – SNAPSHOT TRANSCRIPT

SLIDE 1:

Hello, my name is Roxanne Hafer and welcome to my Campaign Snapshot for Farm Share, Inc.

SLIDE 2:

Farm Share, Inc. is a 501 (c) (3), nonprofit organization that was founded in 1991 in Homestead, Florida. This food distributor provides individuals throughout the state of Florida fresh food free of charge because this is a nonprofit organization that believes “no person goes hungry, no food goes to waste” (Farm Share, 2020).

SLIDE 3:

For Farm Share, Inc., a social media initiative has been formulated, focusing on Facebook, Instagram, and Twitter with the end result of an increase of followers within the target market of 29-39-year-olds by 15% by June 2021. The reason behind this is research and current events show that the year 2020 has proven to be a difficult one for families with children and/or single parents living in multigenerational homes.

SLIDE 4:

The global COVID-19 pandemic known as Coronavirus has caused many families to struggle financially, mentally, and physically. Unemployment rates have skyrocketed, and government aid is scarce and very slow moving. The Rox Star Report’s social media initiative has assisted Farm Share, Inc. by enhancing and educating the state of Florida about the importance of this nonprofit food distributor through their website and social media pages.

SLIDE 5:

These enhancements would include real life photos with consumers, staff, and volunteers from current distributions throughout the state of Florida. Posts would be made available on their social media pages.

SLIDE 6:

It is said that relevant pictures, images and videos get 94% more views according to Digital Marketing Strategist, Julia Campbell. The sharing of video content “can lead to increased reach, engagement, and exposure for your nonprofit.” (Campbell, 2020). Make sure to turn those alerts on and watch for Farm Share, Inc. to go live from distributions throughout the state of Florida.

SLIDE 7:

Also included on our social media pages and website would be video testimonials from present day volunteers such as Z Farnum, pictured on the left and consumers like Isabella Perez and her son Mario pictured on the right.

SLIDE 8:

The Rox Star Report’s social media initiative will continue to help Farm Share’s target market of 29-39-year old’s via Facebook, Instagram, and Twitter. Networking and building stronger partnerships are two essential keys to any business and will only prove to be beneficial. During uncertain times in 2020, Farm Share, Inc. helped alleviate stresses to those who were struggling financially, mentally, and physically. Educating our consumers on where to find a distribution in their area, or how to help out with volunteering will all be available on our social media pages and our website: www.FarmShare.org.

SLIDE 9:

Farm Share, Inc. has a primary target market of 29-39-year old’s (also known as the millennials). These individuals are primarily up and coming families and less than 5% have college degrees. This tapestry is known as “Barrios Urbano’s” or “Hispanic families living with children or single parents living in multigenerational households in the urban outskirts of major Southern and Western cities” (ESRI, 2020). The median income for this demographic location (zip code 33033, Homestead, Florida) is \$45,000.

SLIDE 10:

The Rox Star Report and Farm Share, Inc. will work together to create a social media campaign to create brand awareness for their social media pages on Facebook, Instagram, and Twitter. This campaign will be a \$5 raffle ticket that will be sold at the Publix Grocery Store in Homestead, Florida. Proceeds are a tax deductible and go to Farm Share, Inc. The winning ticket will win a \$100 shopping spree to the Publix Grocery Store.

SLIDE 11:

For the next month, The Rox Star Report will pull a name from each of the social media pages on Facebook, Instagram, and Twitter, where the consumer has liked, followed and shared the Farm

Share, Inc. campaign: #FarmShareRox once a week. A total of 9 tickets will be granted for the grand prize of the \$100 shopping spree.

SLIDE 12:

In the state of Florida, no person goes hungry and no food goes to waste. Please remember to follow Farm Share, Inc. on Facebook, Instagram, and Twitter for updates on food distributions throughout the state of Florida. Together we can make a difference.

SLIDE 13:

References