Engagement Tools & Marketing Guidelines

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International Permaculture Collaborative Laboratory

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CoLab
**PERMACULTURE
COLLABORATIVE
LABORATORY**

Why this document exists and how to use it.

This document is for **CoLab project members** to manage their own marketing efforts.

This is because there may come a time where the communications function of the CoLab is no longer funded and therefore communications will largely be handed back to the projects for self-management.

If this is your first time here we suggest you go through the whole document at least once.

You will see that each section covers in detail access and optimal use of the tools available to you and your team.

If you want to look for specific instructions you can use the search function using a keyword for example "mailing list" to go to parts of the document that deal with that topic.

Control + F on your keyboard

Credits

Why

The aim is to:

- create long term social & financial sustainability of the Internatonal Permaculture CoLab
- bridge the gap between the day to day work and the larger story of the CoLab
- make visible how the CoLab "enhances the coherence and effectiveness of local to global permaculture networks both formal and informal"
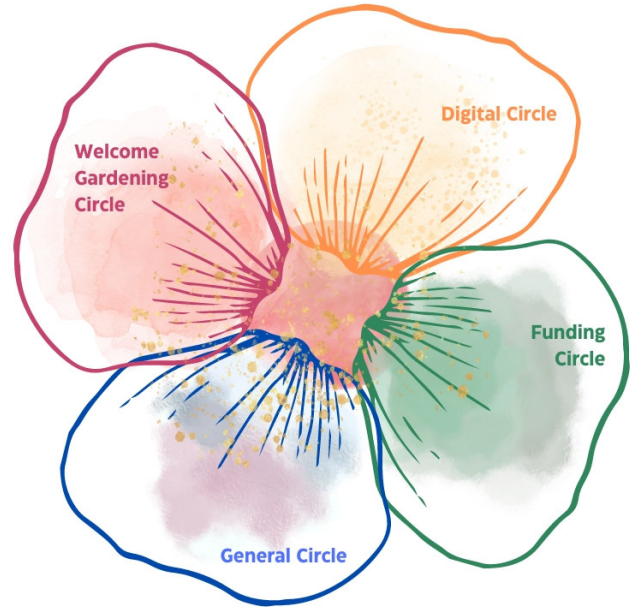
How

We want to:

- Grow Our Brand Recognition
- Promote Our Services & Resources
- Attract Higher Engagement from Current Members
- Attract New Members to the CoLab

Where?
On social media!

On LinkedIN

108 followers
40+ organic reactions
per new post

International Permaculture
CoLab Company Page
https://www.linkedin.com/com
pany/pccolab/

On Youtube

23 subscribers
964 views per month

International Permaculture CoLab
Adhoc Video Channel
https://www.youtube.com/channel/UC
MzGMATF_W3R5Uv9kWVKZPA

Where?
on Traditional media!

Via our website & mailing list

600 + newsletter subscribers
20 to 70 website visitors per day

In external aligned newsletters, magaizines, podcasts events and your social media!

The difference between Social and Non-Social Media

Traditional media, like magazines, newletters etc targets a specific pre-existing audience: Your subscribers etc.

Social media allows you to reach entirely new audiences. Social media links billions of users with new content every day through their algorithms. Thus optimizing your content for the algorithms makes all the difference.

As such posting to social media and traditional media usually requires different workflow, scheduling etc. There are automated tools for scheduling posts etc. for social media that can help.

Algorithms vary depending on the specific platform, but some things applies to social media content generally:

Don't confuse the algorithm!

Generally keep posts similar in topic and keep a regular posting schedule. Follow up and link to previous posts, and use all the media features. If you're posting text, also post an image and use emoticons and hashtags for instance.

Avoid posting too much material at once and try to tie the material together, and also use the social features! Ask for comments, and reply to them! (even if it's just a short positive reaction)

Scheduled vs Ad-hoc

Social Media engagement needs to have a scheduled element this is because consistency drives up the overall visibility of posts.

For the CoLab, ad-hoc posting is important because a lot of activity is not necessarily happening on a set schedule, especially across the ecosystem.

Social media channels for the CoLab

International Permaculture
CoLab Company Page
https://www.linkedin.com/com
pany/pccolab/

International Permaculture CoLab
Adhoc Video Channel
https://www.youtube.com/channel/
UCMzGMATF_W3R5Uv9kWVKZPA

On LinkedIN

A Professional Network with a **Targeted Audience:** LinkedIn's user base consists primarily of professionals seeking to expand their knowledge and networks.

Credibility and Trust within a **Professional Setting:** The platform's professional context lends credibility to the content shared, making users more receptive to educational resources, services, and opportunities related to permaculture and permaculture aligned services, espcially for professional contexts.

Page posts

and...

Content Variety with **Rich Content Formats:** With support for articles, posts, videos, and professional presentations, LinkedIn allows for diverse and engaging ways to share knowledge, showcase projects, and highlight the benefits of permaculture practices. Use them all!

Measurable Impact using **Analytics and Insights:** LinkedIn provides detailed analytics on the reach and engagement of our content, enabling us to refine our marketing strategy.

International Permaculture Collaboration Laboratory (CoL...
108 followers
3d · 🌐

using technology as a force for good, well done **Agroecology Coalition** gor this great initiative

Agroecology Coalition
6,619 followers
3d · 🌐

🎥 Videos can be a powerful tool to scaling **#agroecology** among youth.

Find out more in this great new booklet by **Access Agriculture**, with ...see more

Young changemakers

The How! on LinkedIn
Grow Our Brand Recognition

Increasing traffic towards our linkedIN profile using the following actions
- Share third party aligned content with our own input in the post
- This includes
  - thoughtful writing to go with the orginal post
  - tagging the original poster individual or organisastion
  - including appropriate hashtags

The How! on LinkedIn
Promote our Services and Resources

- Use LinkedIn to actively promote CoLab services.
- Share posts with relevant content.
- writing engaging content, making it clear
    - what services are being offered
    - Make use of hashtags and tagging.
    - Create graphics and
    - link to a webpage

The How! on LinkedIn

Attract Higher Engagement from Current Members

- Promote the CoLab LinkedIn page on other CoLab channels, such as the Slack, the newsletter etc.
- Invite CoLab members to make posts on the CoLab LinkedIn.
- Presenting the benefits of LinkedIn to CoLab members.

The How! on LinkedIn

Attract new members to the CoLab.

- Make general posts about the CoLab and what it offers, linking to the onboarding page.
- Promote the CoLab newsletter - this is a funnel to join the CoLab.

Scheduled - LinkedIN

LinkedIN has a scheduling tool, approved members of the CoLab can schedule posts for their team for months in advance for example: The permacultureconvergence.org team has scheduled weekly posts on Wednesdays.

Whilst scheduling one can also see what else is scheduled to avoid conflicts.
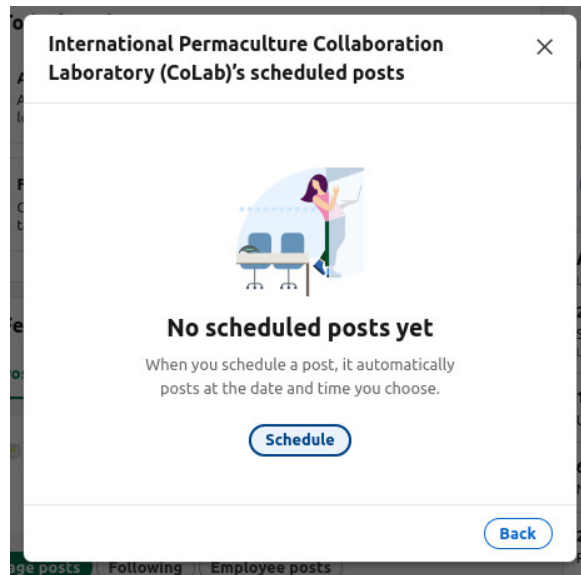
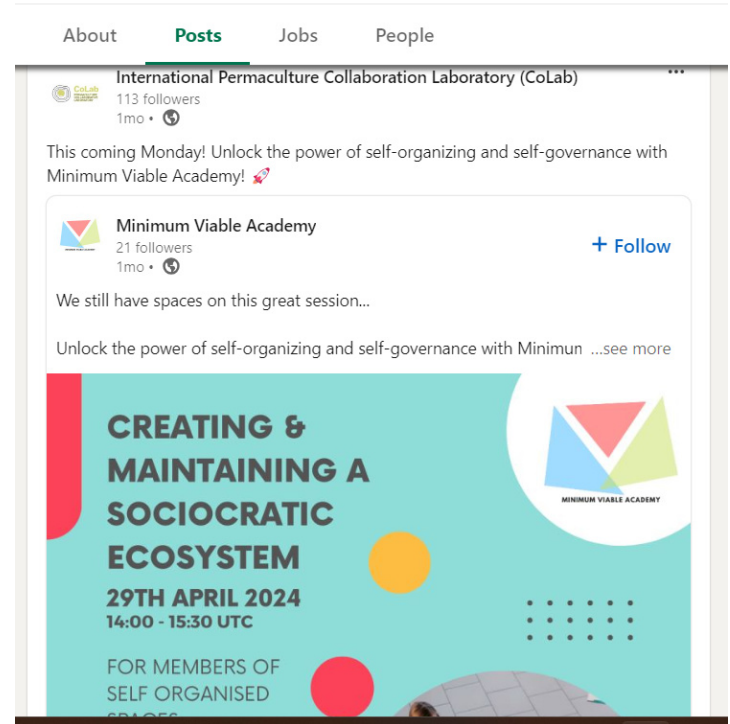**Desired frequency at least once per day!**

Scheduled - LinkedIN

Posts can be scheduled in advance for special events or days, such as International Woman's day. It's possible that certain days of the week can be allocated to certain kinds of posts, ie. Mondays could be the day for promoting grassroots permaculture projects, Tuesdays could be the day for promoting activities happening within the CoLab, etc.

Ad-hoc - LinkedIN

If there are events that are being run by the MVA (CoLab training and events), these would be promoted on an ad-hoc basis, as they are not linked to a regular schedule. The same goes for other events and workshops that align with the CoLab and that can be promoted via LinkedIn.

Access to post on the CoLab LinkedIN page

Now that you've made it this far you will want to get started with your posts.

1. Go on LinkedIN and sign up for an account / if you have one already make sure to update your profile
2. Add to your profile your current position in the CoLab and add the CoLab as the company you are a part of
3. Ask a LinkedIN admin to give your editor permissions on the page you can do this by messaging @webcontent in the #**colab-communications-engagement**

on YouTube

Visual Storytelling using **Engaging Content:** Videos allow us to visually showcase the impact of permaculture practices, from thriving gardens to community projects, making the benefits tangible and inspiring for viewers.
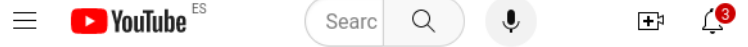
International Permaculture CoLab

@permacolab · 16 subscribers · 15 videos

More about this channel ›

linkedin.com/company/88409379 **and 1 more link**

Subscribe

Home   Videos   Playlists   Community   🔍
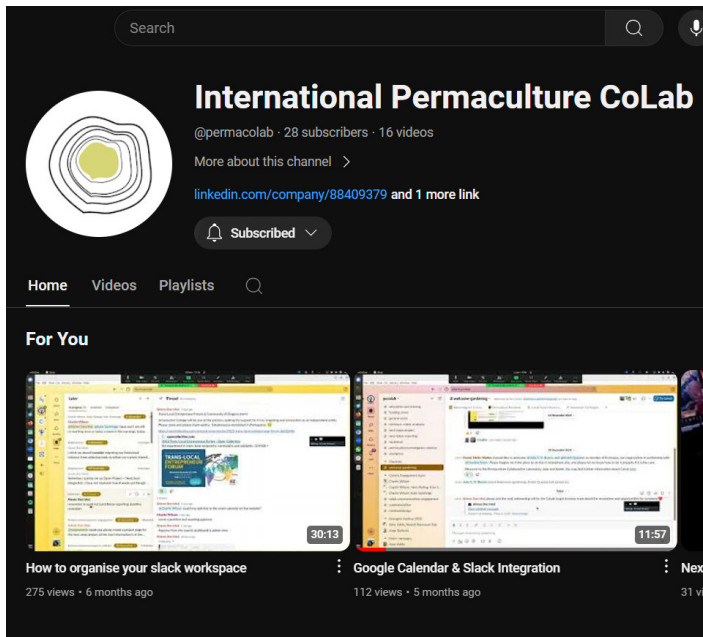
For you

1:05:32

Convergence Conversations: A Chat with Padma & Sneha Kuppola

10 views · 3 weeks ago

Stories to Decolonize Permaculture and an invite

24 views · 3 months ago
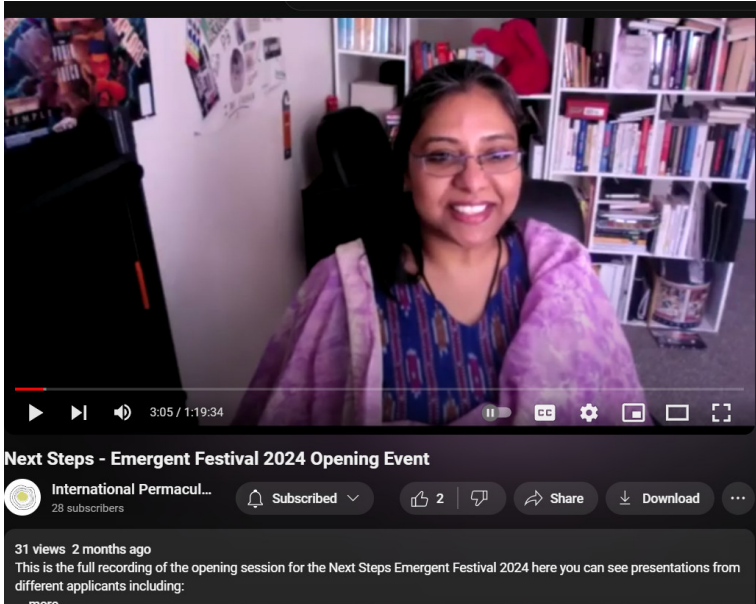
The How! on YouTube

Grow Our Brand Recognition

Increasing traffic towards YouTube using the following actions.

- Making more regular posts.
- Including short form, medium form, and long form content.
- Making YouTube shorts.
- Inviting CoLab members to participate.
- Having something like - monthly updates - or something with regular "episodes".
- Post the podcast episodes.
- Share videos on Slack, newsletter.

The How! on YouTube
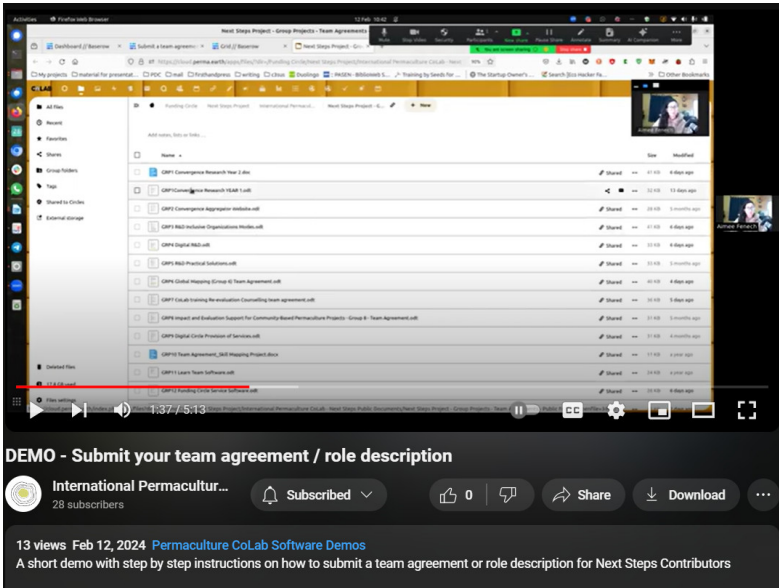### Promote our Services and Resources

- CoLab podcasts linking to the Learn website.
- Short videos promoting MVA trainings.
- Invite CoLab members to make short videos promoting their services.
- Share any Youtube videos on other CoLab platforms - Slack, newsletter etc.

The How! on YouTube

Attract Higher Engagement from Current Members

- Actively promote the Youtube channel - ask peoeple to like and subscribe.
- Invite CoLab members to share videos.
- Present the benefits of using CoLab channels for marketing purposes.

The How! on YouTube

Attract new members to the CoLab.

- Make a short "promo" piece that gets added to the end of all videos.
- Add some standardized text to all posts - with links to the CoLab homepage, the onboarding page etc.
- Tell people to like and subscribe.
- Add CoLab logo etc. at the beginning of videos.

Scheduled - YouTube

Scheduled content for YouTube could include a regular podcast or something with regular "episodes". Short general update videos on the CoLab could be scheduled, once a month for example.

Recordings of regular meetings within the CoLab could be posted as scheduled content on YouTube, should they be particularly engaging. Edited, condensed, versions of the ad hoc content could also be posted here
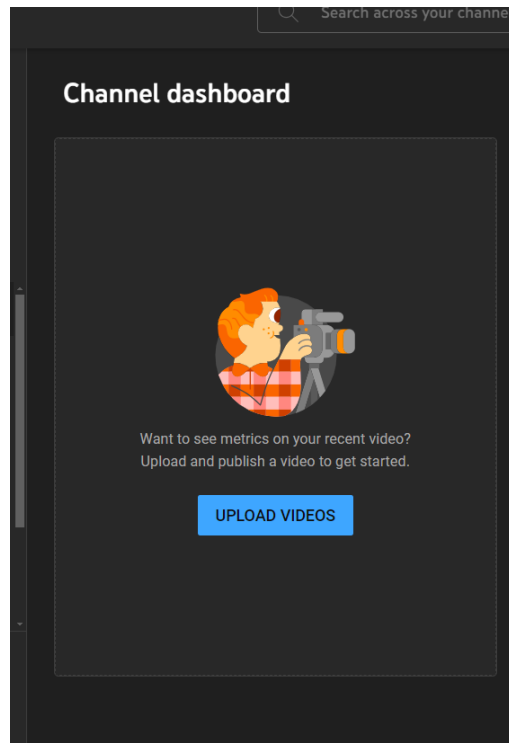
Scheduled - YouTube

Scheduled content has it's own YouTube channel, and is more closely edited and planned out to fit with a specific plan for the content, for instance keeping to specific visual style, topics or video lengths, keeping consistency between videos, and how they are related to each other.

The scheduled content can also be further condensed into YouTube shorts: Short snippets summarizing or catching particularly engaging parts of longer videos.
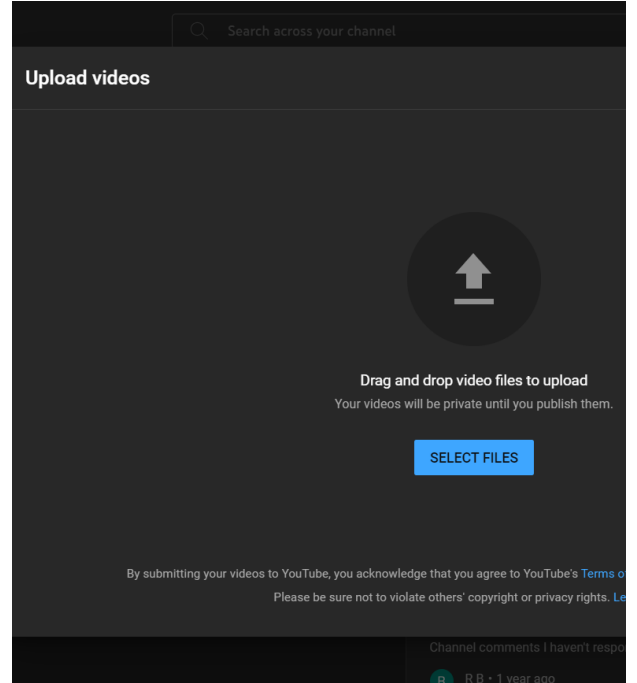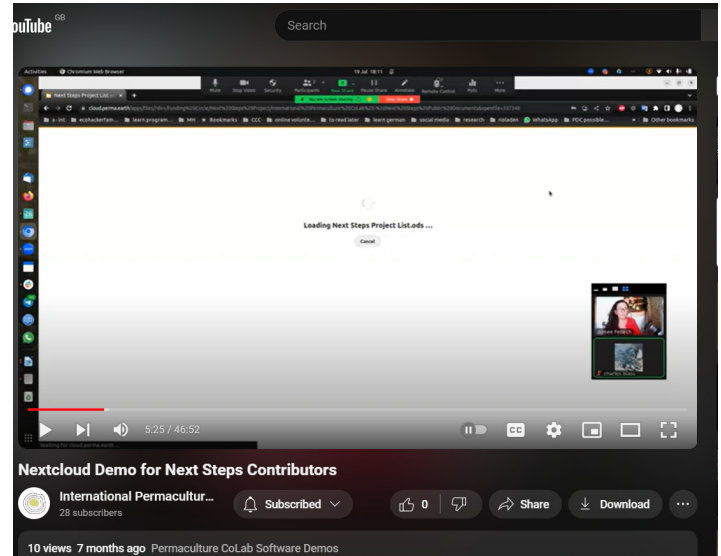
Ad Hoc - YouTube

If there are events or workshops happening within the CoLab, short videos could be created to promote them.

Other promo videos could be posted on an ad hoc basis, asking CoLab members to make videos to promote their own permaculture projects for example.

Video testimonials and demo videos would be ad hoc.

Ad Hoc - YouTube

Ad hoc content has it's own youtube channel and can be posted much more freely, with more variation in topics, video length etc. without adhereing to a specific style or schedule
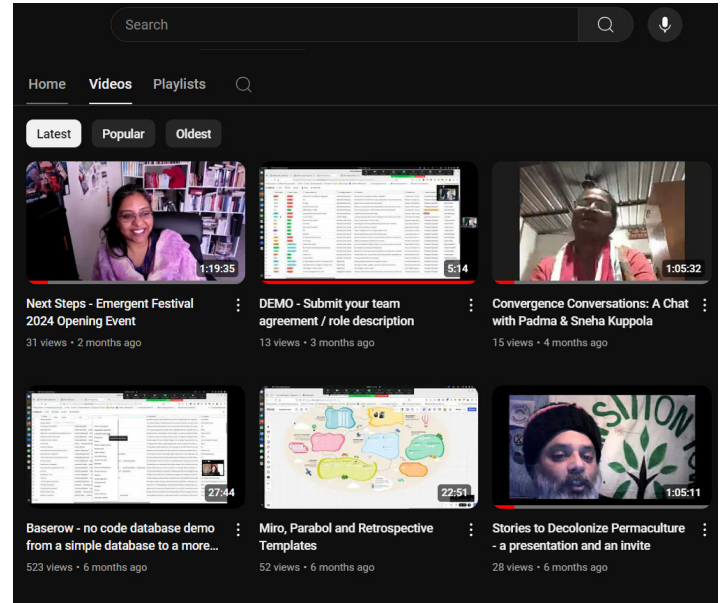
Access to post on the CoLab YouTube page

Now that you've made it this far you will want to get started with your videos.

1. Start by messaging @webcontent in the #**colab-communications-engagement**
2. Let the team know what kind of content you intend to post whether it is adhoc or a regular series over an extended period of time
3. Receive login information - please do not share these credentials with others.

Traditional media!

Via our website & mailing list

In external aligned newsletters, magaizines, podcasts events and your social media!

...and via our website mailing list

Promoting Events to a Broader Audience including upcoming events, workshops, and seminars relevant not only to our members but also to a wider audience via ad-hoc emails and monthly newsletters.

Showcasing Services and Member Projects Each email is an opportunity to showcase services offered within the community and highlight projects run by our members

Keeping Our Community Informed & Attracting New Members

The How! through our mailing list
Grow Our Brand Recognition

- Including logos.
- Keep mailing lists up to date
- Promote the newsletter on other channels.
- Make sure important events etc. always get sent out via email.

The How! through our mailing list
Promote our Services and Resources

- Make sure that CoLab members know that they can use the newsletter for promotion.
- Make sure all events etc. are sent out via email.
- Include pieces in the newsletter about the Learn team, MVA, digital circle services etc.
- Possibly craft separate emails for these services.

Colab Slack Members

EMAIL ADMIN TEST GROUP
Edit • Duplicate • View Subscribers • Move to trash

Emergent Festival Ravers 2024

Emergent Festival Rockstars

Funding Circle Newsletter mailing list   This list is automatically created when you install MailPoet.

General Newsletter mailing list   This list is automatically created when you install MailPoet.

Grassroots Permaculture Projects

Next Steps Contributors

The How! through our mailing list

Attract Higher Engagement from Current Members

- Make sure emails have a call to action - a button that can be clicked.
- Make the newsletter clearly available to CoLab members to promote their own events, services etc.

The How! through our mailing list
Attract new members to the CoLab.

- Adding a link to the CoLab onboarding page to the newsletter.
- Tell people to "invite a friend".

Scheduled - Mailing List

Currently the CoLab newsletter is scheduled to go out once a month, at the end of each month. Submissions for the newsletter are collected from CoLab members on Slack via the "colabnewsletter" channel. The newsletter currently contains information about grassroots permaculture projects, events happening within the CoLab and in the wider permaculture world, obituaries of well known figures in permaculture, pieces on diversity and decolonization work, job opportunities, surveys being done within the CoLab, and more.

Scheduled - Mailing List

There is also currently a funding newsletter which is being sent out on a regular basis, detaling funding opportunities, and work that the CoLab is doing to secure funding.
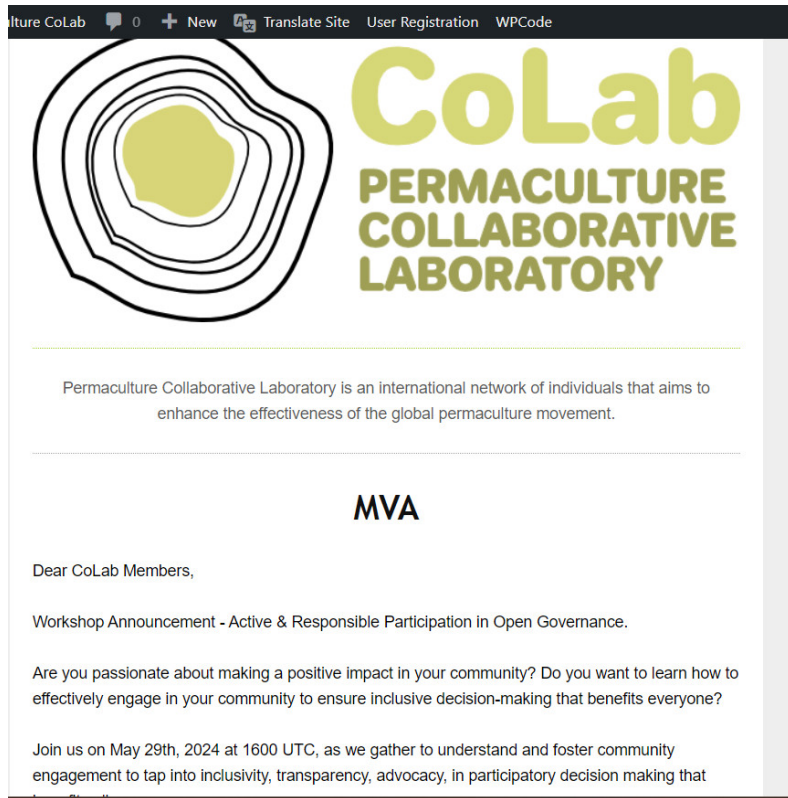
Quarterly emails to remind people to invoice and submit reports, as well as quarterly CoLab updates, are regular.

Ad Hoc - Mailing List

Ad Hoc emails include promotion of events happening within the CoLab, requests from CoLab projects to survey CoLab members or to promote an opportunity.

CoLab
PERMACULTURE COLLABORATIVE LABORATORY

Permaculture Collaborative Laboratory is an international network of individuals that aims to enhance the effectiveness of the global permaculture movement.

MVA

Dear CoLab Members,

Workshop Announcement - Active & Responsible Participation in Open Governance.

Are you passionate about making a positive impact in your community? Do you want to learn how to effectively engage in your community to ensure inclusive decision-making that benefits everyone?

Join us on May 29th, 2024 at 1600 UTC, as we gather to understand and foster community engagement to tap into inclusivity, transparency, advocacy, in participatory decision making that

Access to post on the CoLab Mailing Lists

There are 2 ways in which you can utilize the CoLab mailing list, first of all you want to identify which mailing list is most appropriate to your use case > eg. CoLab members only or General newsletter readership, or a specific subset of users which you have identified.

Once you've decided you will need to contact the communications team for direct access (logins to the back-end our the website - only for long term trusted collaborators) or share the content with the team and they will send it for you.

In external aligned newsletters, magazines, podcasts events and your social media!

In external aligned newsletters, magazines, podcasts events and your social media!

During the NextSteps project, among others, there was a wealth of materials created about the CoLab, including video material and magazine articles that can be adapted and shared wider across the community in aligned magazine, newsletters etc. , introducing new people within permaculture and aligned movements to the CoLab.

Likewise, using tools such as Thunderclap announcements and information about CoLab can be shared widely through CoLab members private or professional social media, reaching a wider audience beyond CoLabs more official channels.

Access to external media and events

To start sharing Social Media posts from the CoLab account to your account you can simply go ahead - we encourage this! Like and share at will.

If you would like to publish some article you've written and brand it from the CoLab as per the userguide linked from the CoLab website: https://www.perma.earth/ you will need to send this to the #general-circle and tag the @general-circle before publishing - this gives all CoLab members an opportunity to feedback and review the content before it is published.

If you would like to speak at an event as a representative of the CoLab you need to make clear that your personal views are your own.

Make sure you are well informed if you are sharing information about the CoLab.

Who!

We want CoLab members to maintain and contribute to the implementation of this marketing strategy - specifically the members who benefit from the continued existence and the value brought to them by the CoLab.

You!

How we can support you!

In general the Communications Circle is here to help in any way we can. Please let us know what you need help with and we will try our best to get back to you as soon as possible.

#colab-communications-engagement
- on the CoLab Slack Workspace