

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

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The creation of this document was made possible through funding received from International Permaculture CoLab through Next Steps Project by the Communications, Engagement and Outreach team.

International Permaculture CoLab: <https://www.perma.earth/>

Next Steps Project: <https://www.perma.earth/project/next-steps-project/>

Communications, Engagement and Outreach Project:
<https://www.perma.earth/project/communications-and-engagement-activities/>

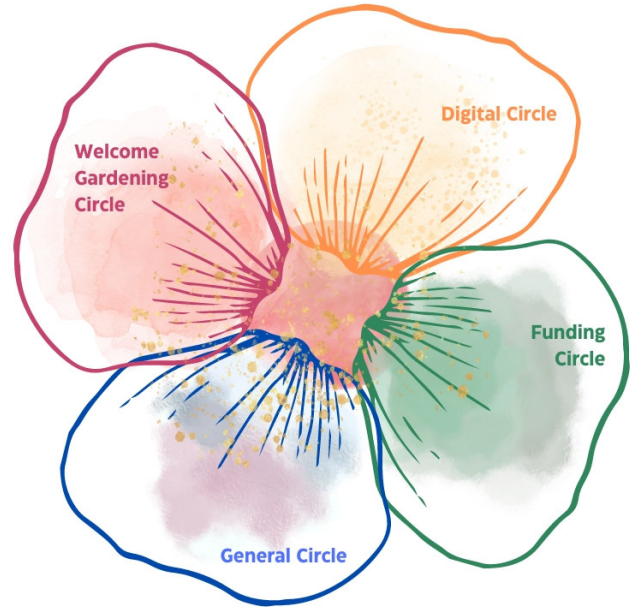
Feedback and questions: contact @webcontent on the #colab-communications-engagement slack channel or send an email to contact@perma.earth



Why

The aim is to:

- create long term social & financial sustainability of the International 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





On LinkedIn

108 followers

40+ organic reactions
per new post

International Permaculture
CoLab Company Page

<https://www.linkedin.com/company/pccolab/>



On Youtube

23 subscribers

964 views per month

International Permaculture CoLab
Adhoc Video Channel

https://www.youtube.com/channel/UCMzGMATF_W3R5Uv9kWVKZPA

Where?

On social media!



Via our website & mailing list

600 + newsletter subscribers
20 to 70 website visitors per day



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

Where? on Traditional media!

The difference between Social and Non-Social Media

Traditional media, like magazines, newsletters 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/company/pccolab/>



International Permaculture CoLab
Adhoc Video Channel
https://www.youtube.com/channel/UCMzGMATF_W3R5Uv9kVVKZPA



**PERMACULTURE
COLLABORATIVE
LABORATORY**

International Permaculture Collaboration Laboratory (CoLab)

An international network that enhances the effectiveness of the global permaculture movement.

Community Services · 109 Followers · 51-200 employees

 Charlie & 33 other connections follow this page

 Message

 Following






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, especially for professional contexts.





Page posts

 **International Permaculture C...** 98 Followers
5d • 

 History shapes our future, and we believe in celebrating the rich histories of permaculture convergences worldwide. These storie! ...see more



 2

 Like  Comment  Repost  Send

 **International Per** 98 Followers
1w • 

 The Permaculture Comi mission to empower comi Together, we provide the



Homepage | Permacultu
permacultureconvergence.org

 4

 Like  Comment

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.



using technology as a force for good, well done [Agroecology Coalition](#) gor this great initiative



📺 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 original post
 - tagging the original poster individual or organisation
 - including appropriate hashtags



International Permaculture Collaboration Laboratory (C...

108 Followers

3d •

This coming Monday! Unlock the power of self-organizing and self-governance with Minimum Viable Academy! 🚀



Minimum Viable Academy

19 Followers

3d •

We still have spaces on this great session...

Unlock the power of self-organizing and self-governance with Mini ...see more

CREATING & MAINTAINING A SOCIOCRATIC ECOSYSTEM

29TH APRIL 2024
14:00 - 15:30 UTC

FOR MEMBERS OF
SELF ORGANISED
SPACES
an exploration into
sociocratic principles
& practices for success



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

digitalcircle

19 Oct 2023 at 14:13 **Aimee (her/she)**

[@dc-members](#) especially service providers you could add Digital Circle to your portfolio as a freelance post to give the linkedin page a bit more visibility

<https://www.> ... Show more

 [linkedin?.com](#)

The Digital Circle | LinkedIn



Posted by **Cândida Shinn** • 3/19/2024



International Permaculture Collaboration Laboratory (C...

108 followers

1mo • 

♥ The Permaculture Convergence Project is all about fostering positive change. By inspiring individuals to lead regenerative lives and embrace ethical values, we're contributing to a world where sustainability becomes a way of ...see more



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

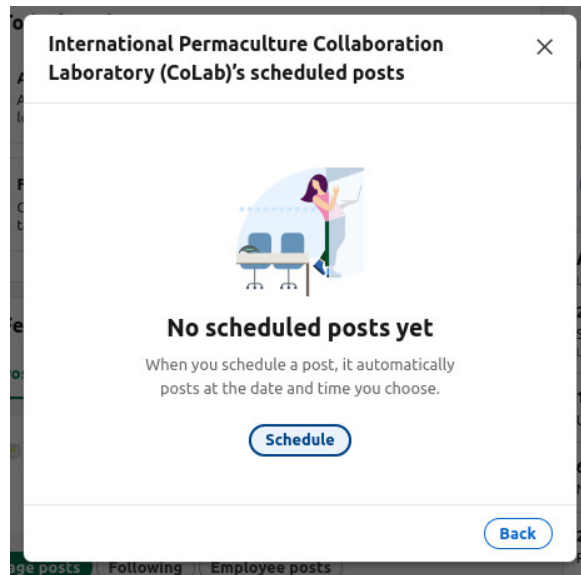
Attract new members to the CoLab.

- 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!

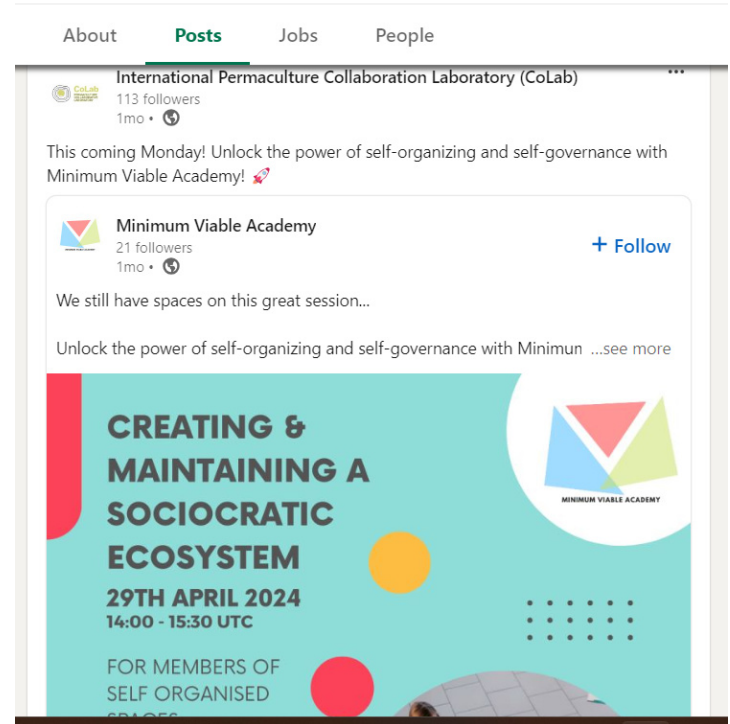
Scheduled - LinkedIn

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.



The image shows a screenshot of a LinkedIn post. At the top, there are navigation tabs for 'About', 'Posts', 'Jobs', and 'People'. The post is from the 'International Permaculture Collaboration Laboratory (CoLab)', which has 113 followers and posted it one month ago. The text of the post says: 'This coming Monday! Unlock the power of self-organizing and self-governance with Minimum Viable Academy!'. Below the text is a promotional graphic for the 'Minimum Viable Academy' event. The graphic has a teal background with a red vertical bar on the left and a white circle on the right containing the MVA logo. The text on the graphic reads: 'CREATING & MAINTAINING A SOCIOCRATIC ECOSYSTEM', '29TH APRIL 2024', '14:00 - 15:30 UTC', and 'FOR MEMBERS OF SELF ORGANISED'. There are also decorative elements like a yellow circle and a red circle.

International Permaculture Collaboration Laboratory (CoLab)
113 followers
1mo •

This coming Monday! Unlock the power of self-organizing and self-governance with Minimum Viable Academy!

Minimum Viable Academy
21 followers
1mo • [+ Follow](#)

We still have spaces on this great session...

Unlock the power of self-organizing and self-governance with Minimum ...see more

CREATING & MAINTAINING A SOCIOCRATIC ECOSYSTEM
29TH APRIL 2024
14:00 - 15:30 UTC

FOR MEMBERS OF SELF ORGANISED

Access to post on the CoLab LinkedIN page

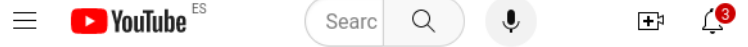


Now that you've made it this far you will want to get started with your posts.

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](https://www.linkedin.com/company/88409379) and 1 more link

Subscribe

Home Videos Playlists Community 🔍

For you



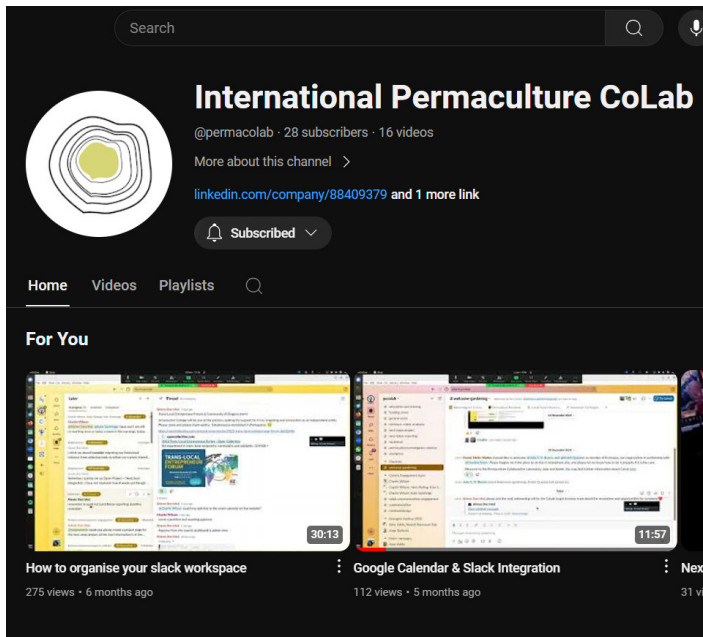
Convergence Conversations: A Chat with Padma & Sneha Kuppola

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

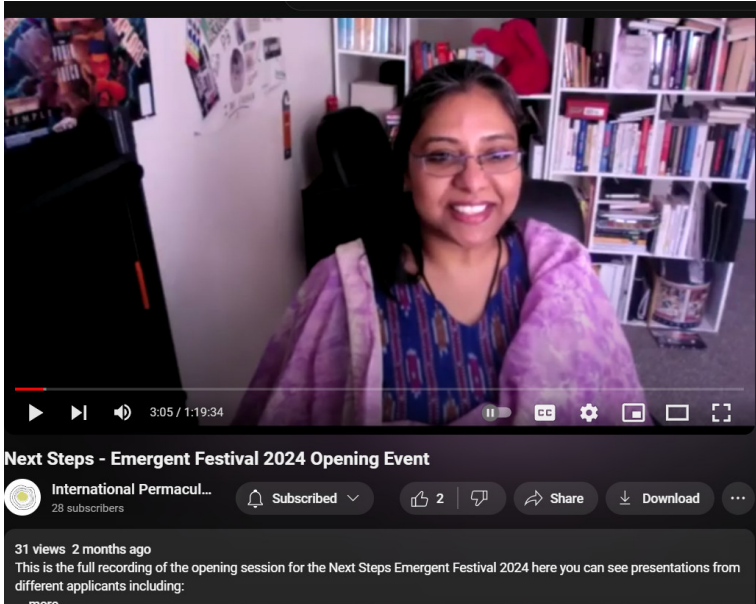
Increasing traffic towards YouTube using the following actions.

- 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

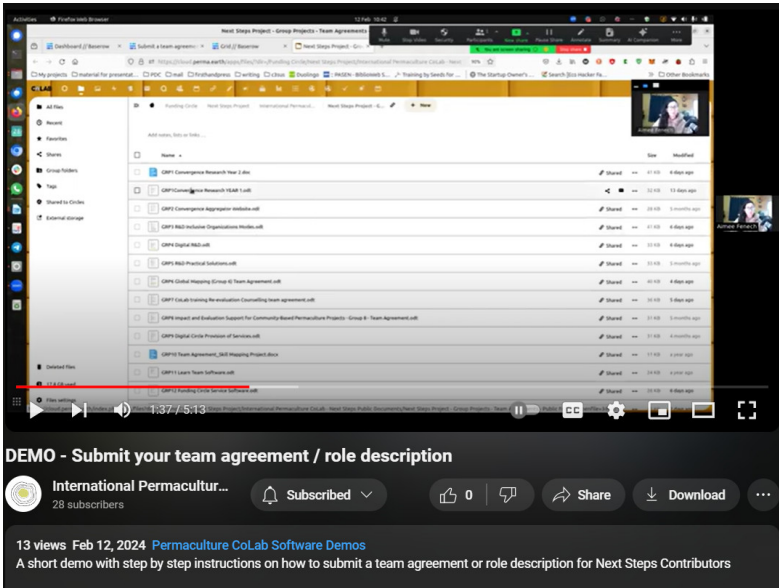
- CoLab podcasts linking to the Learn website.
- Short videos promoting MVA trainings.
- Invite CoLab members to make short videos promoting their services.
- Share any Youtube videos on other CoLab platforms - Slack, newsletter etc.



The How! on YouTube

Attract Higher Engagement from Current Members

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



DEMO - Submit your team agreement / role description

International Permacultur...
28 subscribers

13 views Feb 12, 2024 [Permaculture CoLab Software Demos](#)
A short demo with step by step instructions on how to submit a team agreement or role description for Next Steps Contributors

Name	Size	Modified
CoLab Convergence Research Year 2.xlsx	87.1 KB	6 days ago
CoLab Convergence Research YEAR 1.xlsx	32.1 KB	13 days ago
CoLab Convergence Aggregator Embeds.xlsx	28.0 KB	3 months ago
CoLab R&D Individual Organizations Models.xlsx	87.1 KB	6 days ago
CoLab Digital Hub.xlsx	33.0 KB	6 days ago
CoLab R&D Physical Solutions.xlsx	33.1 KB	6 days ago
CoLab Global Mapping Email @ Team Agreement.xlsx	40.1 KB	6 days ago
CoLab CoLab Training for evaluation (Controlling team agreement.xlsx)	33.1 KB	6 days ago
CoLab Impact and Evaluation Support for Community Based Permaculture Projects - Group B - Team Agreement.xlsx	21.0 KB	3 months ago
CoLab Digital Circle Proposition of Services.xlsx	87.1 KB	6 months ago
CoLab Team Agreement_R&D Mapping Project.docx	17.1 KB	2 years ago
CoLab Learn Team Software.xlsx	28.1 KB	2 years ago
CoLab Learning Circle Services.xlsx	70.1 KB	6 days ago



The How! on YouTube

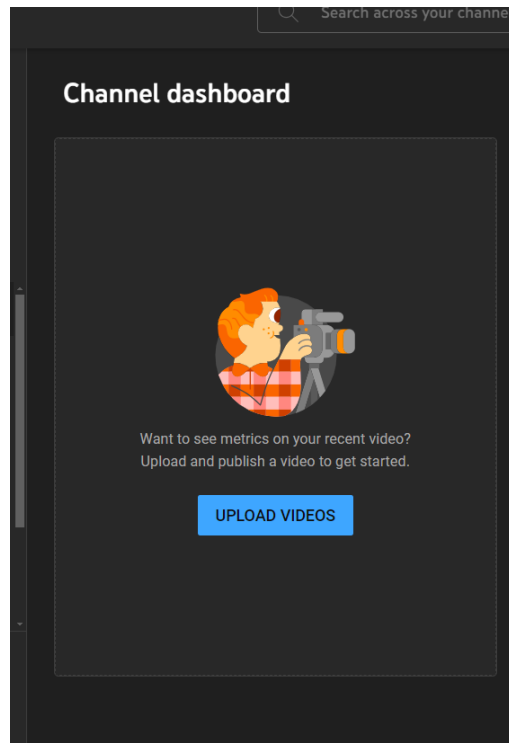
Attract new members to the CoLab.

- 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.

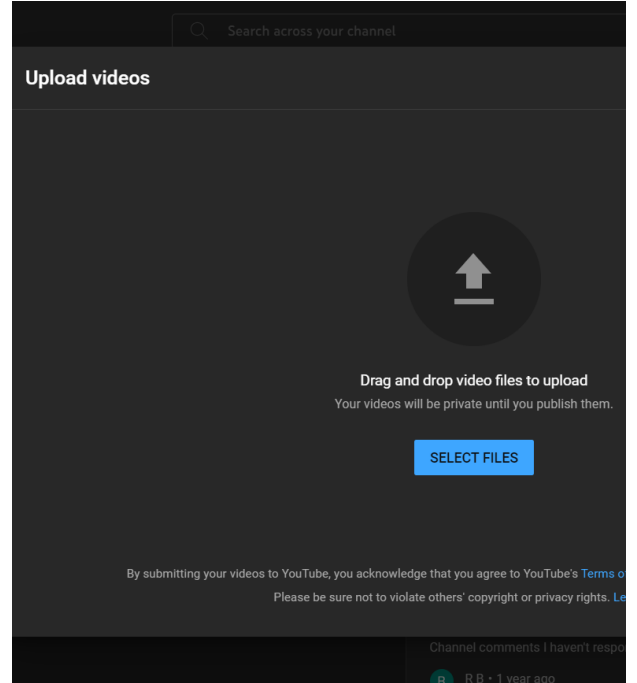
Recordings of regular meetings within the CoLab could be posted as scheduled content on YouTube, should they be particularly engaging. Edited, condensed, versions of the ad hoc content could also be posted here



Scheduled - YouTube

Scheduled content has its 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.

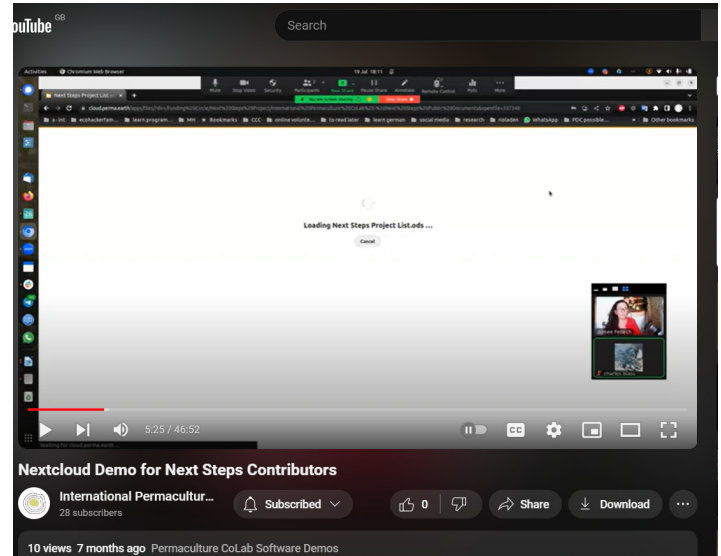


Ad Hoc - YouTube

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

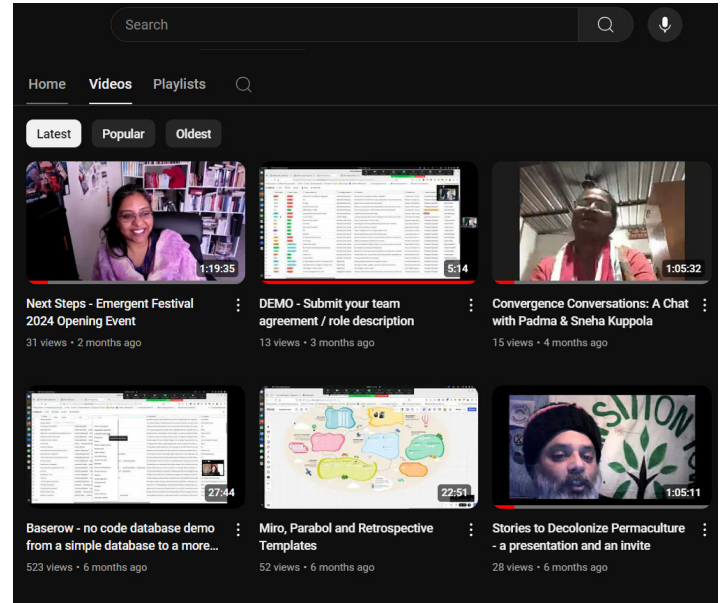
Other promo videos could be posted on an ad hoc basis, asking CoLab members to make videos to promote their own permaculture projects for example.

Video testimonials and demo videos would be ad hoc.



Ad Hoc - YouTube

Ad hoc content has its own youtube channel and can be posted much more freely, with more variation in topics, video length etc. without adhering 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,
magaazines,
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



<input type="checkbox"/>		
<input type="checkbox"/>	International Permaculture CoLab Newsletter - June	○ Not sent yet!
<input type="checkbox"/>	Next Steps Mid Year Reports	○ 22 / 22
<input type="checkbox"/>	International Permaculture CoLab Newsletter - May	○ 596 / 596
<input type="checkbox"/>	CoLab - MVA - Workshop Announcement	○ 225 / 225
<input type="checkbox"/>	CoLab - IOT Team - Work Opportunities <small>Statistics • Preview • Edit • Duplicate • Move to trash</small>	○ 225 / 225
<input type="checkbox"/>	Q2 Next Steps Project Forum	○ 22 / 22
<input type="checkbox"/>	CoLab - Skills and Languages Database	○ 225 / 225

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

What's going on

Learn

"Learn" is an eLearning platform hosted by CoLab members. It has been built with the need and ethics of permaculture teachers in mind. You can create your own course and host it on Learn. You can add written content, pictures, audio, videos, quizzes, assignments, and more.

You can receive help from the Learn team to create your course. By hosting your course on the Learn platform, you get web hosting, onboarding and tech support, course maintenance, financial admin, and promotion of your course on a variety of networks.

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.

My Sites International Permaculture CoLab 0 + New Translate Site User Registration WPCode

- 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.

[Find Out More](#)

Are you a member?

CoLab members are individuals who have an active account in the CoLab Slack workspace.

If you're interested in becoming a member you can check out what that entails here.

[CoLab Membership](#)

Share your events

The CoLab website has an events page where you can easily share you own events.

You can add text, graphics, and links for registration.

[Add Your Event](#)

Share this newsletter with a friend!

Simply forward this email to your friend as you would any other email or encourage them to sign up to our newsletter via the footer on our website.

[Perma Earth Website](#)

We have removed the images of this newsletter in order to reduce our digital footprint.

[Unsubscribe](#) | [Manage your subscription](#)
<https://www.perma.earth/>

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.

colabnewsletter 34

1 reply 3 d

Thursday, June 6th

CoLab newsletter post WORKFLOW 10:44 AM

New Item Submitted for Next Newsletter

Urgency:

- less than a month away
- time dependent but not urgent
- not urgent

Happening within the next month

Request:

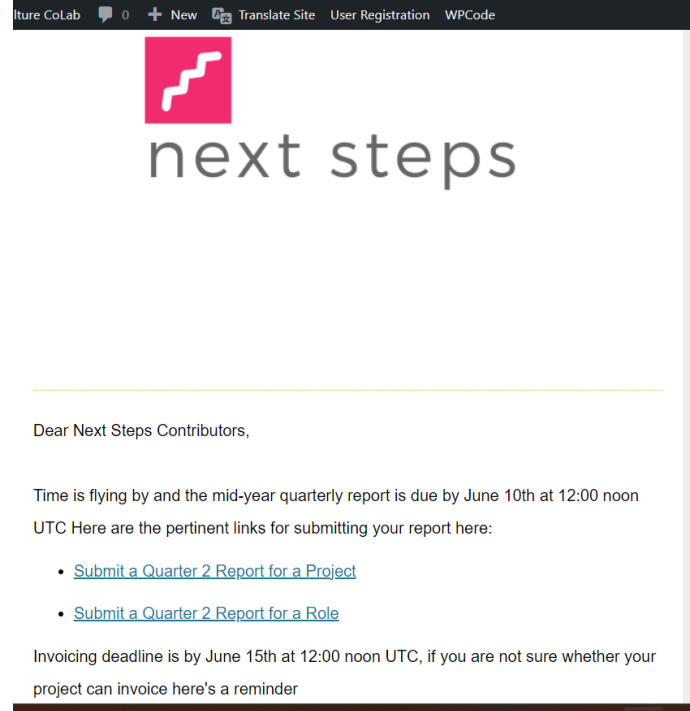
16 schools in rural Malawi want to hold Permaculture Open Days for their local communities. Can you help them?

MSPC works with these schools year-round helping schoolteachers to run weekly permaculture clubs for kids. We have a tried-and-tested formula and several engaging and informative exhibits for the Open Days. We are fundraising to cover the costs of running open days at schools in 16 villages during July and August. This is a crucial part of our outreach work, and also allows other local schools to see the benefits of permaculture clubs and sign up to start their own.

Scheduled - Mailing List

There is also currently a funding newsletter which is being sent out on a regular basis, detailing funding opportunities, and work that the CoLab is doing to secure funding.

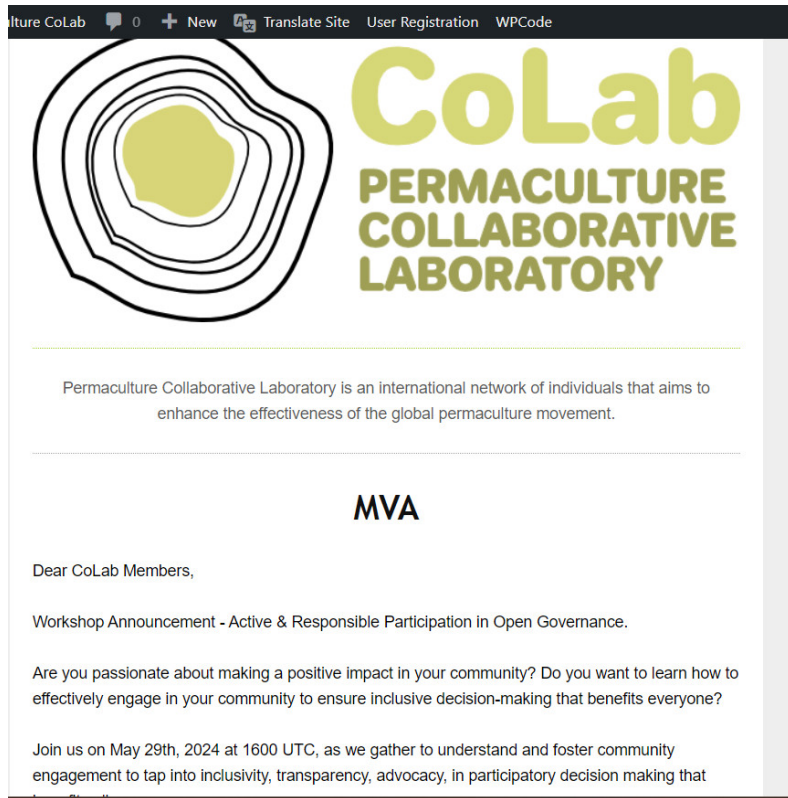
Quarterly emails to remind people to invoice and submit reports, as well as quarterly CoLab updates, are regular.



The image shows a screenshot of an email interface. At the top, there is a dark navigation bar with the text "ulture CoLab" on the left and "0 + New Translate Site User Registration WPCode" on the right. Below the navigation bar is the "next steps" logo, which consists of a pink square with a white staircase icon and the text "next steps" in a lowercase, sans-serif font. A horizontal line separates the header from the main content. The main content begins with the salutation "Dear Next Steps Contributors,". This is followed by a paragraph: "Time is flying by and the mid-year quarterly report is due by June 10th at 12:00 noon UTC Here are the pertinent links for submitting your report here:". Below this paragraph is a bulleted list with two items: "• [Submit a Quarter 2 Report for a Project](#)" and "• [Submit a Quarter 2 Report for a Role](#)". At the bottom of the email content, there is another paragraph: "Invoicing deadline is by June 15th at 12:00 noon UTC, if you are not sure whether your project can invoice here's a reminder".

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.



The screenshot shows a web browser window with the following elements:

- Browser Tab:** "lture CoLab" with a notification icon showing "0".
- Browser Address Bar:** "+ New" and "Translate Site".
- Page Header:** "User Registration" and "WPCode".
- Logo:** A stylized circular logo with concentric lines and a central yellow-green shape.
- Text:** "CoLab" in large green font, followed by "PERMACULTURE COLLABORATIVE LABORATORY" in smaller green font.
- Separator:** A thin green horizontal line.
- Text:** "Permaculture Collaborative Laboratory is an international network of individuals that aims to enhance the effectiveness of the global permaculture movement."
- Separator:** A thin grey horizontal line.
- Section Header:** "MVA" in bold black font.
- Text:** "Dear CoLab Members,"
- Text:** "Workshop Announcement - Active & Responsible Participation in Open Governance."
- Text:** "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?"
- Text:** "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.



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

