Meeting with Joellen, Toby & Alfred - RE: Polar Bear Plunge & Marketing Materials

September 13th 2021

Present: Toby, Alfred, Joellen, Rayna

* Think long-term strategy and goal setting
* Marketing branches: Sales (show value) & Brand
* Past methods: Interviews on Lake 88, Newspaper Articles, FB & Social Media Accounts, Community Presentations (could be as little as 10 mins)
* Focus on reframing the word “Restorative” because it is not an easy word for community members to digest.
* Focus on Storytelling to help make what we do more digestible for the community
* For the Perth Polar Bear Plunge there will always be the people who do it every year regardless of the cause but we need to focus on the people that we pull in.
* Human beings are no longer interested in being advertised to, we have been taught to immediately disengage (this also contributes to the “Social Media Algorithms” that decide what we see and when we see it) - We need to:
  + Help others understand the (social & economical) value of our program
  + Generate content that tells our stories
  + Get people to stop scrolling and read our content
  + Create long term resonance with our stories (memorable and relatable)
  + Eliminate the “I didn’t know this existed / what you guys do” excuse

3 Main Focal Points:

1. Informed Posts (provide remarkable value)
2. Connect (personal / face-to-face connection)
3. Sell (call to action)

* The more social currency that we can build, the more likely we are to actually get people to act on calls to action.
* We should be Informing & Connecting 80% of the time
* Introduction posts tend to go well so a first step could be introducing the board and volunteers as all of these amazing people who already believe in the value of the program
* Another idea is utilising our participant quotes more freely (some already on website)
* We need to reframe our stats and figures to tell the story (ex: did you know that so and so was able to save x amount of dollars by diverting from the system…)
* Strategically targeting our followers (and beyond) for more specialized results - You pay for who (might) see it
* Do not let format and privacy limit the story, everything can be changed as needed and will be reviewed by Joellen prior to publication.
* How we include our calls to actions within the stories will vary depending on how the story is told through social media (format)

Homework:

* Toby to get us Story Template (end of week)
* Find out:
  + Who are our story tellers?
  + What are our stories?
  + Where are our stories?
* Develop list of keywords that cannot be used or published within stories (ex: names, ages, addresses, etc)

ETA on this project is the 1st week of October, Toby hopes to interview our storytellers in 30 minute intervals (in-person)