



# # Marketing Challenge 2024

**Community**   
Futures East Parkland

# #MarketingChallenge

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**Do You Struggle to Find Engaging Content for Your Social Media?  
Want to Connect with Your Community More Effectively?  
Find Yourself Going Long Periods Without Posting?  
Are You Unsure Where to Start?**

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IF YOU ANSWERED YES TO ANY OF THESE QUESTIONS,  
THE 2024 MARKETING CHALLENGE – SOCIAL MEDIA IS RIGHT FOR YOU!

## REASONS TO JOIN

**IT'S FREE!**

**\$9,200 in CASH Prizes!**

**ENGAGE your *COMMUNITY!***

## THE CHALLENGE

**Follow the content calendar for the month of November 2024**

**ENGAGE and GROW your Social Media Following!**

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### WEEKLY PRIZES

\$250 x 8 Winners

\$150 x 8 Winners

### GRAND PRIZES

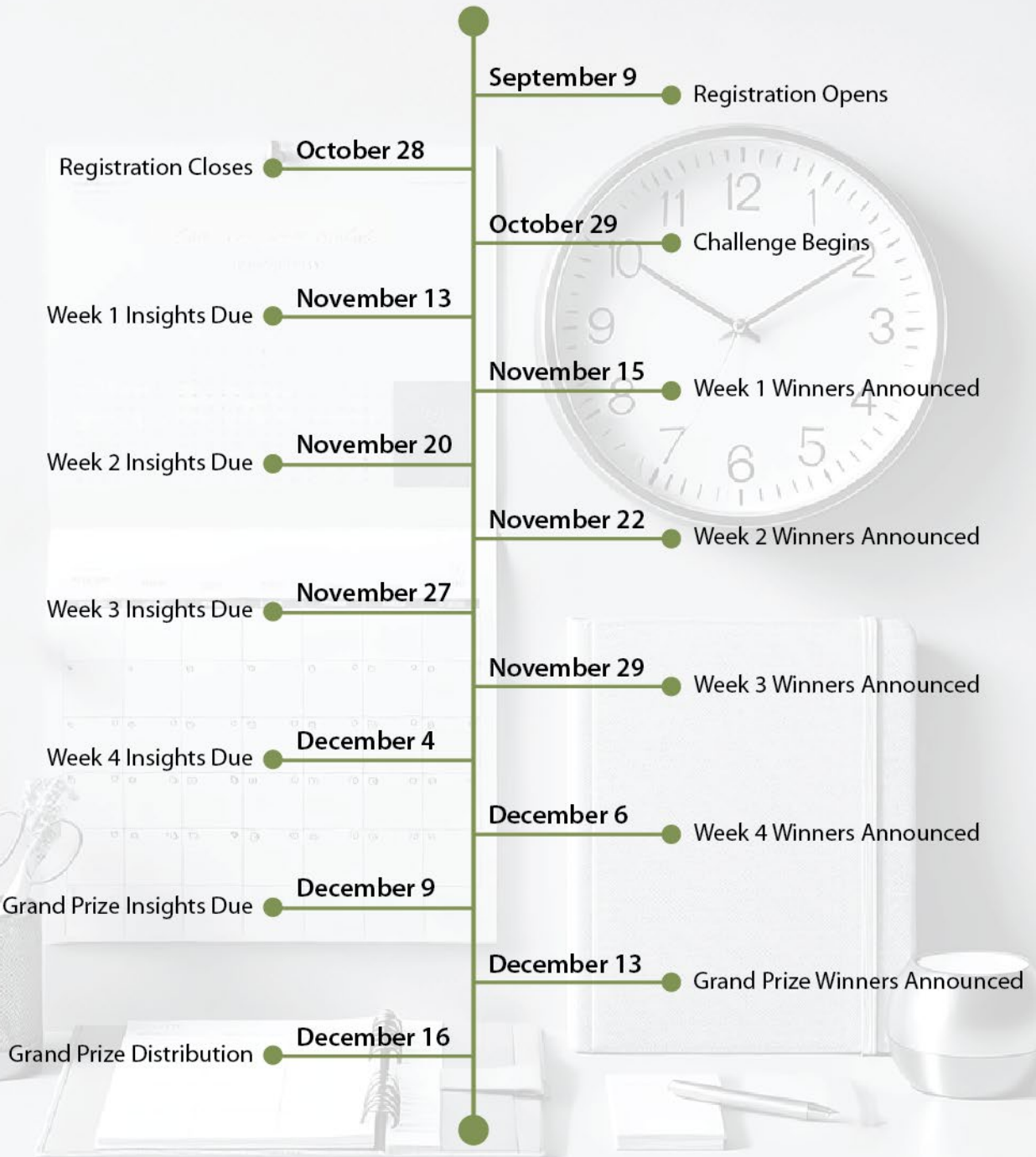
\$2,500 x 1 Winner

\$1,500 x 1 Winners

\$1,000 x 2 Winners

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# GENERAL TIMELINE



# Social Media Content Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Oct 27	Oct 28 <b>Registration Closes</b>	Oct 29 <i>SHARE CHALLENGE WITH YOUR FOLLOWERS</i>	Oct 30 <i>SHARE CHALLENGE WITH YOUR FOLLOWERS</i>	Oct 31 <i>SHARE CHALLENGE WITH YOUR FOLLOWERS</i>	Nov 1 <b>The People Behind the Business</b>	Nov 2 <b>The Story Behind Your Brand</b>
Nov 3 <b>Share Your Brand Values</b>	Nov 4 <b>Be The Expert</b>	Nov 5 <b>Share a Product or Service</b>	Nov 6 <b>Behind The Scenes</b>	Nov 7 <b>Caption This Photo</b>	Nov 8 <b>Remembrance Day</b>	Nov 9 <b>GO LIVE!</b>
Nov 10 <b>Get Personal</b>	Nov 11 <b>Ask For Feedback</b>	Nov 12 <b>Shoutout To Supplier Or Partner Business</b>	Nov 13 <b>Share a Selfie</b>	Nov 14 <b>Share a Testimonial Or Review</b>	Nov 15 <b>Share a Meme</b>	Nov 16 <b>Share a Video</b>
Nov 17 <b>Share What Keeps You Motivated to Grow / Reach Your Goals</b>	Nov 18 <b>Be The Expert</b>	Nov 19 <b>Share a Product or Service</b>	Nov 20 <b>Share a Business Lesson / Struggle You Overcame</b>	Nov 21 <b>Throwback Thursday Photo</b>	Nov 22 <b>The People Behind the Business</b>	Nov 23 <b>GO LIVE!</b>
Nov 24 <b>Inspirational Quote</b>	Nov 25 <b>Share an Upcoming Community Event</b>	Nov 26 <b>Shop Local / Support Local</b>	Nov 27 <b>Shoutout To Another Business</b>	Nov 28 <b>Share Fan Favourite Poll Link</b>	Nov 29	Nov 30



## INITIAL POSTING

### Oct 29 – Oct 31: Tell Your Followers About the Challenge

Start by selecting a date (October 29-31) to inform your followers that you're participating in the 2024 Community Futures East Parkland **#MarketingChallenge**. Encourage your followers to show you some extra support over the next month by giving your posts a like, comment, share, or by voting for you in the fan favorite poll. Don't forget to tag Community Futures East Parkland in your post by using [@CommunityFuturesEastParkland](#). Throughout the challenge, be sure to include the hashtag **#MarketingChallenge** in your posts.

#### HERE'S HOW TO TAG A POST:

Begin a new post or comment on another post, photo, or video. Type the "@" symbol before typing the name. Tap the name of the user you want to tag when it appears.

#### REASONS TO TAG OTHER PAGES ON SOCIAL MEDIA:

Tagging another page or business will make your post visible on their page (if their settings allow). It expands your reach, as your post will be seen by the followers of the page you tag. It encourages more followers and engagement.

#### WHEN SHOULD YOU TAG OTHER PAGES OR BUSINESSES ON SOCIAL MEDIA?

When you're collaborating with another business on a new product or service. When both you and another business are participating in or attending the same event or meeting. When the owner of another business has visited your establishment, etc..

## WEEK 1

### Post 1: Spotlighting The People Behind the Business

Allow your followers to get to know the faces behind your brand. Humanizing your brand is a powerful way to connect with your audience. Instead of having them constantly see just your logo, introduce your team members to the spotlight. Here's how: Capture high-quality photos of your staff members and share them on your social media platforms. Accompany these photos with stories that highlight what makes your staff special. Share their interests outside of work, hobbies, or intriguing facts about them.



#### TIPS FOR CAPTURING GREAT PHOTOS WITH YOUR PHONE:

- Keep your phone's lens clean to avoid smudges and dust that can affect photo quality. Use the rule of thirds to create more visually engaging photos. Position your subjects slightly off-centre to achieve balance or a sense of motion.
- Avoid using the flash whenever possible to prevent unwanted effects like red-eye or overexposure.
- Experiment with photo editing apps to enhance your images further.

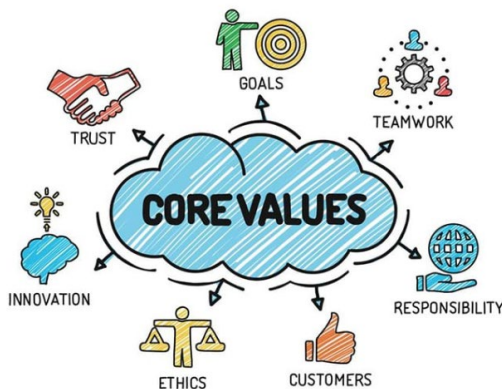
## Post 2: Unveiling The Narrative Behind Your Brand



Sharing the story behind your brand is like opening a window into the essence of your business, allowing others to glimpse the core of your identity. This act of disclosure forges connections that transcend the transactional and venture into the realm of genuine engagement. Here are some insightful tips to help you craft and frame your brand story:

- **DEFINE YOUR "WHY":** Many brands struggle to articulate why they exist beyond making a profit. Yet, this "why" is the very spirit that underpins your brand's story. Delve into the fundamental purpose that drives your business, be it a mission, a vision, or a cause. This will resonate deeply with your audience.
- **EMBRACE YOUR BEGINNINGS:** The origin story of your brand often serves as the bedrock of captivating storytelling. Those early days, filled with passion, perseverance, and challenges, can be woven into a compelling narrative that captivates your audience.
- **BUILD ON TRUST AND AUTHENTICITY:** Trust is the cornerstone of brand loyalty. To establish trust, infuse your story with honesty and substantiate it with evidence. Authenticity in your storytelling ensures your brand remains true to its values and promises.
- **STAY TRUE TO YOUR BRAND:** In crafting your brand story, always maintain alignment with your brand's identity. Consistency in messaging and values is key to a compelling and trustworthy narrative. In essence, your brand story should answer three fundamental questions: What do you do? How do you do it? Why do you do it? Crafting this narrative is not just a task; it's one of the most pivotal elements of your company. It's the bridge that connects your business to your audience on a deeper, emotional level.

## Post 3: Understanding Brand Values



Brand values encompass the very essence of your brand's identity. To grasp this concept fully, it requires a holistic view of your brand, considering not only its external attributes like tone of voice, personality, and visual identity (including graphics, colors, and fonts), but also the internal elements of your marketing mix, often referred to as the four P's: product, price, placement, and promotion. These internal elements serve as the guiding forces behind your brand's purpose, personality, and proposition.

What truly sets your company apart from its competitors goes beyond the surface; it resides within the culture and community that your brand cultivates. It's the invisible thread that weaves meaningful connections through your marketing efforts. It's essential to avoid viewing your brand values as a mere opportunity for self-promotion. The power of your brand values lies in their authenticity and meaningfulness. Simply listing powerful words and phrases like "generous," "thoughtful," or "environmentally conscious" is insufficient.

When you ponder the question, "What are my brand values?" it's crucial to consider not only your own beliefs but also those of your co-workers, shareholders, investors, community, and customers. The most impactful brand values resonate with your customers' beliefs while also reflecting your business's passions.

If you haven't yet established your brand values, take the time to do so and share them with your audience.

- **STEP 1: UNEARTH YOUR CORE VALUES AND SIGNIFICANCE**

Commence by contemplating what truly matters to you and construct a list. This is an opportunity to stand out by delving deep into your values and uncovering the genuine emotions that link you to your target audience. Identify your authentic passions. For instance, do you detest inconsiderate brands and aim to ensure your company always prioritizes customer care? Do you possess a deep love for the environment and seek to contribute through eco-conscious initiatives? Choose principles that resonate with both your co-workers and customers, laying the foundation for a community built upon them.

- **STEP 2: CHAMPION A DISTINCT IDENTITY**

Consider how you want your customers to describe your brand to potential users. Will they commend you for having the most affordable product, exceptional customer service, or the highest quality? Dive into what your customers associate with your company and cultivate your brand values accordingly. For instance, if customers appreciate your personalized approach, vigorously uphold it in all your business relationships.

- **STEP 3: UPHOLD CONSISTENCY**

Brand values should remain unwavering over time. While your visual elements such as graphics, colors, fonts, and even your name may evolve, the principles you stand for must remain resolute to foster genuine brand loyalty. Consistency in your values is the cornerstone of a lasting brand identity.

## Post 4: Establishing Your Expertise

Demonstrating your expertise in your business domain is pivotal. It's a chance to share your wealth of knowledge and experience with your followers, setting you apart in your unique field. Your approach to this post should be as distinctive as your business itself. Here are various ways you can showcase your expertise:



- **ADDRESS FREQUENTLY ASKED QUESTIONS (FAQS):** Provide insightful answers to the most common questions your audience has about your industry or products.
- **CRAFT AN INDUSTRY ARTICLE:** Write a comprehensive article delving into a relevant industry topic, offering valuable insights and analysis.
- **HOST AN "ASK ME ANYTHING" (AMA):** Engage with your audience directly by hosting an open session where they can ask you anything related to your field.

- **FEATURE AS AN EXPERT:** Showcase your expertise by being featured as an expert in a reputable publication or platform.
- **HIGHLIGHT YOUR AWARDS:** Share any awards or recognitions your business has received to underline your excellence.
- **CREATE HOW-TO VIDEOS:** Produce informative videos demonstrating how to solve common issues or perform specific tasks related to your industry.
- **OFFER LIVE ONE-ON-ONE COACHING:** Provide live coaching sessions where you guide individuals through challenges or complexities in your field.
- **DISCUSS COMMON MISTAKES:** Share common mistakes people make in your industry, offering guidance on how to avoid them.
- **PRESENT INDUSTRY FACTS:** Share intriguing and lesser-known facts about your industry to grab curiosity.
- **CRAFT AN INFOGRAPHIC:** Create an engaging infographic that simplifies complex information or statistics relevant to your field.
- **SHARE TIME-SAVING TIPS:** Offer practical tips on how your audience can save time in their daily activities related to your niche.
- **PROVIDE MONEY-SAVING ADVICE:** Share strategies or tips on how your followers can save money within your industry.
- **OFFER QUICK HACKS:** Share quick and effective shortcuts or hacks for common tasks or challenges.
- **SOLVE A PROBLEM:** Identify a prevalent problem in your field and propose a solution, demonstrating your problem-solving skills.

Remember, your expertise is your unique selling point, and sharing it with authenticity and relevance can significantly enhance your brand's credibility and authority in your industry.

## Post 5: Showcase Your Product or Service

Regardless of whether your business specializes in products or services, the act of sharing what you offer with your followers carries significant benefits. Here's why you should consider showcasing your product or service:

- **WIDER EXPOSURE:** Sharing your product or service in various online communities, buy-and-sell groups, information forums, or marketplaces extends your reach beyond your immediate audience. It introduces your offerings to a broader and potentially untapped customer base.
- **TARGETED ENGAGEMENT:** Joining specific groups or forums related to your niche allows you to connect with individuals who are already interested in similar products or services. This targeted approach increases the likelihood of attracting genuinely interested prospects.
- **COMMUNITY BUILDING:** Actively participating in relevant groups fosters a sense of community around your brand. It positions you as a valuable member who contributes to discussions, thus strengthening your brand's reputation and trustworthiness.
- **FEEDBACK AND INSIGHTS:** Sharing your offerings in these platforms opens the door to valuable feedback from potential customers. You can gain insights into their preferences, concerns, and expectations, enabling you to refine your product or service based on real-world input.



- **WORD-OF-MOUTH MARKETING:** When satisfied customers within these groups or communities endorse your product or service, it can lead to powerful word-of-mouth marketing. Positive recommendations from peers carry significant weight and can boost your credibility.
- **COST-EFFECTIVE ADVERTISING:** Posting in these forums and groups is often a cost-effective advertising strategy, especially when compared to traditional advertising channels. It allows you to reach a substantial audience without a hefty marketing budget.
- **EDUCATIONAL OPPORTUNITIES:** Besides promoting your offerings, you can also use these platforms to educate your audience. Share informative content about your product's benefits or how your service can solve common problems. This educational approach positions you as an authority in your field.
- **NETWORKING:** Engaging with potential customers in these online spaces also provides networking opportunities. You can build relationships with fellow entrepreneurs, collaborate on projects, or explore partnerships that can benefit your business.

In essence, sharing your product or service in various online groups and marketplaces isn't just about advertising; it's a strategic move to connect, engage, and grow within your industry and among your target audience.

## Post 6: Unveiling The Inner Workings

Elevating your business by positioning it as a purveyor of value inevitably funnels sales into your coffers. Why? Well, value-centric content serves as the bedrock upon which trust is forged, relationships are nurtured, and profound bonds with your potential customers are cultivated.

Consider the following categories of content:

- **SYNERGY SHOWCASE:** Team-building content provides a window into the harmonious workings of your team, assuring prospects and clients that your collective efforts are seamless.
- **PATH TO PROGRESS:** Progress-oriented content conveys your company's resilience, showcasing its unwavering commitment to thriving even amidst the challenging backdrop of a pandemic.
- **TICKLING THE FUNNY BONE:** Humorous content strikes an emotional chord with your audience, serving up laughter as a universally appreciated delicacy.
- **PEEK INTO PERSONALITIES:** Personal content humanizes your brand, revealing a relatable facet that resonates with your followers on a more personal level.

## Post 7: Create A Caption

Select an image that seamlessly aligns with your industry or business and invite your followers to craft a captivating caption for it. Let your creativity flow! By soliciting input from your audience, you're fostering active participation, a vital metric in gauging the appeal of your shared content. Engagement serves as a compelling indicator that your audience resonates with what you're offering.

## WEEK 2

### Post 8: Remembrance Day

Why Share Holiday-themed Content?

- **EMOTIONAL CONNECTION** Holidays often bring out the best in people, evoking feelings of joy and togetherness. Incorporating holiday-themed posts into your marketing strategy taps into this emotional wellspring. Such posts can foster a sense of community among your audience, making them feel like they're part of something larger. Crafting a well-thought-out holiday post that encourages community involvement, charitable acts, or highlights the true spirit of the season can strike a chord with your audience. From a marketing perspective, major holidays often translate into increased shopping activity, especially when promotions resonate on an emotional level.
- **TIMELY RELEVANCE** An effective social media strategy hinges on context—delivering content to the right people, at the right time, with the right message, via the appropriate channels. Balancing timing is crucial. While it's essential to create anticipation through holiday-related teasers leading up to promotions, it's equally vital not to jump the gun. For instance, discussing Christmas before Thanksgiving can feel premature.
- **PROMOTE SHAREABILITY** Share holiday content that relates to your industry or business. For entertaining and insightful holiday ideas, you can explore resources like [www.daysoftheyear.com](http://www.daysoftheyear.com) Your holiday posts should feature visually appealing elements, convey a clear message, and incorporate an engaging call to action. This combination encourages your audience to share your content, amplifying its reach and impact.

### Post 9: Commence Live Broadcast

Live streaming opens a direct line of interaction with your audience. It empowers businesses to actively engage their viewers by inviting questions and promptly responding during the live session. This real-time interaction fosters a profound sense of connection between a business and its audience. Utilize this versatile approach to offer behind-the-scenes glimpses, unveil new products or services, introduce the face behind the business, and more. Live streaming on your Facebook/Instagram Page is easier than you might think. Here's a quick guide:

1. **ACCESS YOUR PAGE:** Log in to your Facebook/Instagram account and navigate to your Page.
2. **CREATE A POST:** Click on the "Create Post" button at the top of your Page.
3. **SELECT "LIVE VIDEO":** In the post creation menu, choose "Live Video" as your post type.
4. **CONFIGURE SETTINGS:** Before going live, you can set privacy preferences, add a description, and select the audience you want to reach.
5. **PREVIEW YOUR STREAM:** Facebook/Instagram will give you a chance to preview your live stream and make sure everything looks good.
6. **GO LIVE:** Once you're ready, hit the "Go Live" button. You're now broadcasting to your audience live.
7. **ENGAGE:** Encourage viewers to ask questions and comment during the live stream. Interact with them to build that valuable connection.
8. **END THE BROADCAST:** When you're finished, click the "Finish" or "End Live Video" button. Your live stream will be saved as a video on your Page for those who missed it.

So, don't hesitate—go live and engage with your audience in a dynamic and immediate way. Whether it's a sneak peek, a product launch, or a friendly chat with your customers, live streaming on your Facebook or Instagram Page can truly enhance your online presence.

## Post 10: Get Personal

This post is about humanizing your brand. You are your business. So, who are *you*? Your business is a direct reflection of you. These specific distinctions that define who you are and what you stand for are your business' purpose, your vision, and your mission.

Examples of how to get personal: Fun fact, hobby, passion, family time, kids or pets, community highlights, book you are reading, how you unwind, bucket list etc.

## Post 11: Seek Valuable Input

Tap into your network's expertise by posing questions and inviting feedback. Garnering a diverse spectrum of opinions on new products, services, or features is instrumental in securing the vital support of your community. Ask questions like:

- "What's your go-to product or service from our offerings?"
- "Which product is an absolute must-have for you?"
- "Are there any new services or products you'd like to see us provide?"
- "Do you think it's time we introduce an online store?"

Your network's insights are a priceless resource in shaping your offerings to better cater to their needs and preferences.

## Post 12: Acknowledging Our Partners

To give credit where it's due, here's a quick guide on how to tag someone in a post:

1. **Commence Your Post:** Begin composing your post or add a comment on another post, photo, or video.
2. **Tagging Process:** To tag someone, simply type the "@" symbol before entering their name.
3. **Select the Name:** When the desired user's name appears in the dropdown, tap on it to tag them in your post or comment.

Now, let's delve into why and when you should tag other pages or businesses on Social Media:

- **ENHANCED VISIBILITY:** Tagging another page or business ensures that your post will also be displayed on their page, broadening your reach.
- **EXTENDED REACH:** Your post becomes visible to the followers of the page you've tagged, potentially attracting more followers and engagement for your content.

When to Tag:

- **COLLABORATIVE VENTURES:** Tag another business when you're teaming up for a new product or service. It's a great way to jointly promote your efforts.
- **SHARED EVENTS:** If both your businesses are participating in the same event or attending a common meeting, tagging can help create a unified presence.
- **VISITOR APPRECIATION:** When the owner of a business pays your establishment a visit, it's a perfect opportunity to tag them, showing appreciation for their support and creating a connection.

By strategically tagging others, you can maximize the impact of your Social Media posts and foster meaningful collaborations within your network.

## Post 13: Elevate Your Brand with Engaging Selfies

Creating captivating selfies that are closely tied to your business is a dynamic strategy to forge a deeper connection between your brand and your audience. This approach infuses a vibrant, personal touch into your brand's identity. Here's why it's essential and how to do it:

Why You Should Incorporate Business-Related Selfies:

- **HUMANIZING YOUR BRAND:** Sharing intriguing selfies that relate to your business humanizes your brand. It allows your audience to see the people behind the business, showcasing the personalities and passion that drive your operations. This human touch can greatly enhance your brand's relatability.
- **BUILDING TRUST:** Personalized selfies build trust with your audience. When they can put faces to your Brand, it fosters a sense of transparency and authenticity, essential elements in building trust and credibility.
- **STRENGTHENING ENGAGEMENT:** Interesting, business-related selfies are a magnet for engagement. They generate curiosity, comments, likes, and shares, all of which boost your social media presence and reach.

How to Create Intriguing Business-Related Selfies:

- **RELEVANCE IS KEY:** Ensure that your selfies are relevant to your business or industry. They should reflect your company's culture, values, products, or services.
- **CREATIVITY MATTERS:** Don't be afraid to get creative. Infuse personality into your selfies by experimenting with different angles, props, or settings. For example, showcase your team working on a new project, give a sneak peek of your workspace, or share a behind-the-scenes moment.
- **CONSISTENCY:** Incorporate selfies into your content strategy regularly. Consistency builds familiarity, and over time, your audience will come to expect and appreciate these personal touches.
- **STORYTELLING:** Use captions to tell a story or provide context for your selfies. Explain why the moment is meaningful or how it relates to your business.

By integrating engaging and relevant selfies into your branding efforts, you can breathe life into your brand, create a more personable connection with your audience, and ultimately strengthen your business's online presence and reputation.

## Post 14: Nurturing Customer Feedback

Are you keen to inspire more customers to share their thoughts about your product or service? The most effective approach is to express your gratitude to those who take the time to provide feedback. We encourage you to actively monitor various platforms for both positive and negative reviews. Here's how to effectively address negative reviews:

How to Handle Negative Reviews:

- **ACKNOWLEDGE, DON'T AVOID:** It can be tough to face criticism, but avoiding it won't make it go away. Confront the feedback head-on, making it clear to everyone that you're attentive to concerns. Responding to customer reviews is a crucial step in enhancing your business's online reputation.
- **STAY COMPOSED:** Even if you disagree with the review, maintain a composed and respectful tone. Avoid debating the legitimacy of their comments or responding with aggression. Sometimes, showing empathy and offering a sincere apology for their experience can be a more powerful response.



- **TAKE IT OFFLINE:** Request the customer to contact you privately. This demonstrates your genuine commitment to resolving the issue and protects the customer's personal information.
- **RESOLVE THE MATTER:** Going the extra mile to address the issue, even if you believe the customer is mistaken, can turn a negative review into a positive experience. This effort may even turn the dissatisfied customer into a loyal fan.
- **AMPLIFY POSITIVITY:** If you can transform a negative review into a positive experience, the customer may be inclined to share their newfound positivity with others. They might even revisit their original comments and amend or remove

## WEEK 3

### Post 15: Harnessing The Power of Memes

A meme is more than just a fleeting online trend; it's a contagious idea, style, or behavior that spreads like wildfire through various channels of communication, including media, speech, and gestures. Chances are, if you've ventured into the vast realm of the Internet, you've encountered a meme or two along the way. However, it's paramount to exercise caution when selecting and sharing memes, especially in the context of your brand. The choice of a meme should harmonize with your brand's values and should never alienate or offend your cherished followers. So, when diving into the meme pool, remember to tread carefully, ensuring that your selections resonate positively with your audience.

### Post 16: Elevate Your Social Media Strategy with Video Content

When it comes to bolstering your Social Media strategy, there's no more potent tool than video content. Video posts on Social Media have demonstrated their unrivaled ability to captivate audiences, garnering an average of at least 59 percent more engagement when compared to other types of posts. The visual and auditory appeal of video content makes it a dynamic means of connecting with your audience.

You have the flexibility to share existing videos or craft your own tailored content. This versatility empowers you to showcase your brand's story, products, services, or any message you wish to convey with engaging visuals and compelling narratives. Harness the power of video to not only increase engagement but also to leave a lasting impression on your Facebook or Instagram audience.

### Post 17: Igniting Your Inner Drive for Growth and Goal Achievement

Share your passion and unveil the powerful forces propelling you towards success. Motivation is the radiant flame that burns within us, driving us to reach new heights. During moments of adversity, it's natural to experience a dip in motivation. However, it's during these very times that we must rekindle our motivation to emerge resilient. Redirect your focus towards rediscovering what truly inspires you. Identify the wellsprings of inspiration that resonate most profoundly with you and pinpoint the activities that unlock your boundless energy and creativity.

Now is the perfect moment to reconnect with the origins of your business venture—the unwavering determination and driving force that led you to embark on the entrepreneurial journey. Delve into the accomplishments you've achieved thus far and recognize your strengths as the foundation upon which you can construct an even more promising future. Harness this wellspring of motivation to navigate through challenges and steer your journey towards success.

## Post 18: "How-To" Post - A Guide to Inform and Engage

Sharing a "How-To" post on Social Media is a dynamic way to connect with your audience, impart valuable knowledge, and foster engagement. Here's a step-by-step guide on how and why you should share such posts:

1. **CONTENT CREATION:** Start by creating a comprehensive "How-To" guide on a topic relevant to your audience and aligned with your brand. This can be in the form of a written article, a video tutorial, or a series of images with accompanying captions.
2. **EYE-CATCHING VISUALS:** If applicable, include compelling visuals/graphics to enhance the visual appeal of your post. These visuals should support the step-by-step instructions making content more engaging.
3. **ENGAGING HEADLINE:** Craft a concise and attention-grabbing headline that encapsulates the essence of your "How-To" post. It should pique the curiosity of your audience and compel them to read further.
4. **INFORMATIVE CONTENT:** Present clear and concise instructions in a user-friendly format. Use simple language and provide context for each step to ensure your audience can easily follow along.
5. **ENGAGEMENT PROMPTS:** Encourage interaction by asking questions or inviting your audience to share their experiences related to the topic. For example, you can ask, "Have you tried this method before? Share your thoughts in the comments!"
6. **TIMING AND CONSISTENCY:** Consider the optimal timing for your post to reach the most significant number of your audience. Also, maintain consistency in sharing "How-To" content to establish your expertise in the field.

Why Share a "How-To" Post:

- **VALUE ADDITION:** Sharing a "How-To" post demonstrates your commitment to providing value to your audience. It offers them practical solutions to real problems or challenges they may encounter.
- **POSITIONING AS AN EXPERT:** Regularly sharing informative "How-To" content positions you as an authority in your niche. It builds trust and credibility among your followers.
- **ENGAGEMENT AND INTERACTION:** "How-To" posts often generate high levels of engagement. They encourage comments, questions, and discussions, creating a sense of community around your brand.
- **AUDIENCE GROWTH:** Informative and shareable "How-To" posts can attract new followers who are interested in the knowledge and expertise you provide.
- **SHAREABILITY:** Useful "How-To" content is highly shareable. When your followers find value in your posts, they are more likely to share them with their own networks, expanding your reach organically.

In essence, sharing a "How-To" post on Social Media is not just about imparting knowledge; it's about fostering a sense of community, building trust, and establishing your brand as a valuable resource. By consistently sharing informative content, you can engage your audience, grow your following, and contribute positively to your online presence.

## Post 19: Showcase Your Product or Service

***\*Do not duplicate post from Day 4\****

Whether your business is product or service-based business, it is important to showcase your products or service with your followers. Share your product or service in a community buy and sell group, information group or marketplace. Postings a product or service in a new group or marketplace helps sell and advertise your business while potentially reaching new customers.

## Post 20: Unveiling The Gems of Business Lessons

Reflecting on the struggles and lessons learned in business is not just an exercise in reminiscence; it's a vital process for preventing future mistakes. By sharing a business lesson, you're not only giving your followers a glimpse into your journey but also providing them with valuable insights. Here are some examples of lessons you can share:

- **THE POWER OF NETWORKS:** Highlight how cultivating a network of mentors, partners, vendors, and peers has been instrumental in realizing your vision. Express gratitude for the valuable contributions of these individuals and how their support has shaped your entrepreneurial journey.
- **EMBRACING FAILURE:** Emphasize that failure is a natural part of life, and it's okay to stumble along the way. Share a lesson from your own setbacks and how you've used them as stepping stones for growth and resilience.
- **THE ART OF COMMUNICATION:** Narrate a story where a lack of communication led to issues, whether it was due to unmet expectations or misunderstandings. Describe how effective communication ultimately resolved the problem, underscoring the significance of clear and open dialogue.

By sharing these real-life business lessons, you not only fortify your own understanding but also provide your audience with valuable takeaways they can apply in their own entrepreneurial journeys. Sharing your experiences and the wisdom you've gained along the way can inspire, educate, and foster a deeper connection with your followers.

## Post 21: Journey Through the Archives - Sharing A Throwback Memory

A throwback photo is a snapshot captured in time, harkening back to moments from yesteryears. Delving into these cherished memories and taking a stroll down memory lane can offer a wealth of benefits for our well-being, infusing our lives with happiness and positivity.

Pause for a moment today and share a throwback photo. Let it transport you back to a time when those captured moments were fresh and vibrant. Reflect upon the joys, the laughter, and the experiences that have shaped your journey. Acknowledge how far you've come since then, celebrating the growth, resilience, and wisdom that life's journey has bestowed upon you.

In the act of sharing a throwback, you not only rekindle the past but also embrace the present with a renewed sense of appreciation for the beautiful tapestry of memories that continue to enrich your life.

## WEEK 4

### Post 22: The People Behind the Business

***\*Do not duplicate post from Day 1\****

Letting your followers see the people behind the business is a powerful way to humanize your brand. Put your team members in the spotlight. If consumers are looking at just your logo all the time, they may not see your brand as human. Shoot some quality photos of your staff members and display them on your social media. Share a story about what makes that staff so great and what they enjoy doing in their spare time or an interesting fact about them.

## Post 23: Commence Live Broadcast

*\*Do not duplicate post from Day 9\**

Live streaming allows viewers to immediately interact with you. Businesses can encourage their audience to ask questions and use the live stream to reply immediately. The sense of immediate feedback increases a feeling of connection between a business and its audience. This post is flexible and can feature a quick behind the scenes view, new product or service announcement, meet the owner, etc.

### How to go live:

- Open Business profile page
- Click “Post” or “Status” button
- Click Go Live
- Click “Start Live Video” when you are ready to record

## Post 24: Elevating Words of Inspiration

An inspirational quote is more than just words; it's a beacon that resonates deep within us, lifting our spirits and providing much-needed guidance. It has the power to rescue us from the clutches of negative thinking, gently nudging our mindset from "I can't" to the resolute "I can."

So, who or what serves as your wellspring of inspiration? It's essential to curate and share content that adds value to your audience, whether it's through entertainment, education, or motivation. Here are some guiding principles:

- **PERSONAL TOUCH:** Whenever possible, infuse your own wisdom into the mix by pairing a meaningful quote with your own visuals or experiences.
- **BRAND ALIGNMENT:** Select quotes that seamlessly align with your business vision and core values. Ensure that they resonate with the essence of your brand.
- **ENGAGEMENT:** Encourage interaction by posing thought-provoking questions in your captions. Invite your audience to share their thoughts, experiences, and what inspires them. Questions like "Have you tried this?" or "What inspires you?" foster meaningful dialogue and connection.

Remember, every word you share can serve as a source of motivation and enlightenment for your audience. By curating and sharing inspirational quotes that align with your brand's ethos, you're not just building your business; you're also uplifting and empowering those who engage with your content.

## Post 25: The Power of Sharing Community Events

Let's shine a light on the significance of sharing upcoming community events on social media:

- **FACILITATING PARTICIPATION:** By promoting community events on social media, you open doors for active participation. These events serve as platforms for individuals to engage, learn new skills, volunteer, and contribute to the betterment of their community.
- **FOSTERING SOCIAL CONNECTIONS:** Community events provide a unique opportunity for people to come together, forging meaningful social bonds. Sharing these events on social media extends this sense of togetherness, encouraging more individuals to join in and experience the warmth of community connections.



- **CULTURAL ENRICHMENT:** Cultural events play a pivotal role in celebrating diversity and heritage. Sharing them on social media not only preserves and promotes culture but also invites a wider audience to partake in the festivities, thereby enriching the cultural tapestry of the community.
- **ECONOMIC GROWTH:** Community events stimulate economic activity, boosting local businesses and creating job opportunities. When these events are shared on social media, they can attract both residents and visitors, contributing to the economic vitality of the area.
- **ENVIRONMENTAL AWARENESS:** Many community events now focus on sustainability and environmental consciousness. By sharing these events, you not only promote eco-friendly practices but also inspire others to adopt responsible behaviors.
- **TOURISM AND VISITOR ATTRACTION:** Community events and festivals have the power to draw tourists and visitors, injecting fresh energy and resources into the community. Social media serves as a global platform to showcase these events, putting your community on the map and inviting travelers to explore its unique offerings.

In essence, sharing upcoming community events on social media is more than just spreading the word; it's a catalyst for positive change. It invites active participation, nurtures social bonds, celebrates culture, fuels economic growth, and leaves a lasting impact on the environment. By sharing these events, you're not only inviting your community to come together but also extending a warm welcome to the world to be a part of your community's journey and growth.

## Post 26: **Championing The Local Cause - The Belief in Supporting Local Businesses**

- **ECONOMIC RESILIENCE:** When you choose to shop at locally owned businesses, you're fueling economic resilience in your community. These businesses often source products and services locally, creating a symbiotic relationship that circulates money within the community. The growth of local businesses not only boosts the local tax base but also nurtures the development of other local enterprises.
- **COMMUNITY PHILANTHROPY:** Many local business owners are deeply connected to their communities and actively contribute to local charities and sports clubs. Their commitment to giving back not only supports important causes but also strengthens the social fabric of the community.
- **BUILDING COMMUNITY PROSPERITY:** The vitality of your local community is intimately tied to the success and prosperity of its businesses. Thriving local businesses enhance property values and contribute to the overall satisfaction of living in the area.
- **ENVIRONMENTAL STEWARDSHIP:** Small and medium-sized enterprises (SMEs) often operate in town centers, fostering centralized accessibility that aligns with a community's walkability. This approach minimizes sprawl, reduces congestion, mitigates habitat loss, and lessens pollution—contributing to a greener, healthier environment.
- **LOCAL JOB CREATION:** Supporting local businesses means more local jobs. A lower unemployment rate, in turn, fosters economic stability and opportunities for community members.
- **ENHANCED CUSTOMER SERVICE:** The close-knit nature of local communities encourages businesses to prioritize exceptional customer service. Business owners often know their customers personally and aim to ensure their satisfaction, as they're likely to interact with them in various community settings.
- **INVESTMENT IN COMMUNITY WELL-BEING:** When local businesses are owned by individuals who reside within the community, there's a profound investment in the well-being and future of that community. They're not just business owners; they're neighbors who share a deep commitment to the betterment of their hometown.

In essence, supporting local businesses goes far beyond transactions; it's a pledge to nurture the vitality, unity, and prosperity of your community. It's about fostering a shared sense of purpose and pride in the place we all call home.

## Post 27: Shoutout to Another Business

By using collaboration, we can get a fresh perspective, encourage creativity, review information objectively and add new context effectively. This can inspire and help us to think and view things in a new way. This will help build and grow your network. Every time we reach out to someone, we are potentially expanding our network.

With collaboration there is the opportunity for learning. Each new collaboration brings the potential of two likeminded professionals who bring different skill sets, perspective and skills to the table. This can in turn help save you money. By sharing resources, you can be certain you will get a bigger bang for your buck, provided all parties involved are equally invested in the success of the collaboration.

***\*Remember to tag the business you are giving a shoutout to \****

## Post 28: Become the Fan Favourite!

The Fan Favourite Poll Link will be shared with participants on October 29, 2024. While you may choose to share this a couple of times throughout the contest (whether through other social channels, email, etc.), it's imperative that you share it as your last post to garner the votes and help declare you...

**Fan Favourite of the Community Futures East Parkland Marketing Challenge!**

# \$9,200

- IN PRIZES -

## WEEKLY PRIZES

### Week 1 (Nov 1-7)

Winners Announced Nov 15, 2024

Most Improved

1<sup>st</sup> Prize - \$250 | 2<sup>nd</sup> Prize - \$150

Most Influential

1<sup>st</sup> Prize - \$250 | 2<sup>nd</sup> Prize - \$150

### Week 2 (Nov 8-14)

Winners Announced Nov 22, 2024

Most Improved

1<sup>st</sup> Prize - \$250 | 2<sup>nd</sup> Prize - \$150

Most Influential

1<sup>st</sup> Prize - \$250 | 2<sup>nd</sup> Prize - \$150

### Week 3 (Nov 8-14)

Winners Announced Nov 29, 2024

Most Improved

1<sup>st</sup> Prize - \$250 | 2<sup>nd</sup> Prize - \$150

Most Influential

1<sup>st</sup> Prize - \$250 | 2<sup>nd</sup> Prize - \$150

### Week 4 (Nov 8-14)

Winners Announced Dec 6, 2024

Most Improved

1<sup>st</sup> Prize - \$250 | 2<sup>nd</sup> Prize - \$150

Most Influential

1<sup>st</sup> Prize - \$250 | 2<sup>nd</sup> Prize - \$150

## GRAND PRIZES

Winners Will Be Announced on December 13, 2024

### MOST INFLUENTIAL

**\$2,500**

*Most Influential describes the ability to affect other people's thinking in a social online community. This will be determined through a combination of judging, including insights, engagements, likes and overall follower growth.*

### MOST IMPROVED

**\$1,500**

*Most Improved describes the hard work and dedication it took to become better throughout the challenge. This will be determined by a combination of judging including insights, engagement, likes and overall follower growth*

### MOST DYNAMIC

**\$1,000**

*Most Dynamic describes the energy added to the social media posts through humour and excitement.*

### FAN FAVOURITE

**\$1,000**

*Fan Favourite will be determined through an online poll, so don't forget to share!*

## General contesting rules, and by participating, each participant agrees as follows:

- 1. Prize(s):** The prize(s) that may be awarded to the eligible winner(s) If a winner cannot be contacted or is disqualified for any reason, Community Futures East Parkland reserves the right to determine an alternate winner or not to award that winner's prize, at its sole discretion. In the event of a draw/tie prize will be determined by lottery draw. All prizes will be distributed on or before December 19, 2024
- 2. Determining Prize(s):** Determining prizes will be completed by a combination of participants participation rates, growth rates, engagement percentages, and in the case of Fan Favourite – an online poll. Definitions include:
  - a. Participation Rate:** *The percentage (%) of completed posts in correlation to content calendar*
  - b. Growth Rate:** *Total followers at end of each week / Total followers at beginning of each week*
  - c. Engagement Percent:** *Total Content Interactions for the week / Total Post Reach for the week*

**WEEKLY PRIZE(S)** will be determined by the following:

- a. Most Improved:** *Participation Rate X Growth Rate*
- b. Most Influential:** *Participation Rate X Growth Rate X Engagement Percent*

*Note: To be considered for WEEKLY PRIZE(S) Data from insights must be exported (or screenshotted) and submitted weekly by email to [cyaremchuk@albertacf.com](mailto:cyaremchuk@albertacf.com)*

**Submission Deadline Dates are as follows:**

- Week 1 (November 2-8): *Deadline to submit Nov 13*
- Week 2 (November 9-15): *Deadline to submit Nov 20*
- Week 3 (November 16-22): *Deadline to submit Nov 27*
- Week 4 (November 23-30): *Deadline to submit Dec 4*

**GRAND PRIZE(S):** *To be considered for GRAND PRIZE(S) Overall Insights from Nov 1-28 must be sent in no later than **December 9** and submitted by email to [cyaremchuk@albertacf.com](mailto:cyaremchuk@albertacf.com)*

- **Most Influential:** *Participation Rate X Growth Rate X Engagement Percent*
- **Most Improved:** *Participation Rate X Growth Rate*
- **Most Dynamic:** *Overall Participation Rate X Highest Individual Posts Engagement Percent*
- **Fan Favourite:** *Determined through online poll link – Sent to all participates on Oct 29, 2024*

**How to export/screenshot data:**

- To export or take screenshots of the data that you'll need to submit, you will need to use the Meta Business Suite by visiting [business.facebook.com](https://business.facebook.com). If you have never used Meta Business Suite for your Facebook or Instagram business pages you will need to sign up and link the accounts to your Business Account.  
[Get Started With Meta Business Suite](#)  
[Connect an Instagram Account on Meta Business Suite](#)
- In Meta Business Suit, click insights, in the top right corner change the dates to correlate with the proper week dates (ex – Nov 1 to Nov 7).
- Depending on the social media platform you're choosing (Facebook/Instagram) to post to for the contest, you will need to make sure Facebook/Instagram is selected.
- Under "Overview" you will see a section labeled "Performance" with tabs labeled "Reach", "Content Interactions", and "Followers. Click on them to take screenshot for each of the results.



- 7. Eligibility and Limitations:** To be eligible, contestants must complete in full and [submit registration forms](#) by October 31, 2024. Participants and winner(s) business must be located within the Community Futures East Parkland region. Only one (1) weekly grand prize per business within the (30) day period will be awarded, in addition only one (1) grand prize per business. In the event a participant wins more than one (1) grand prize the higher monetary value of the two (2) will be awarded. Challenge winners must be 18 years of age or older. Employees and Director of Community Futures East Parkland and members of the immediate family of any such person are not eligible to win prize money. The term “immediate family” includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws,” or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether related or not.
- 8. Communication/Delivery Disclaimer:** Community Futures East Parkland disclaims all liability for the inability of a participant to complete due to equipment malfunction, inadvertent disconnections, acts beyond the Community Futures East Parkland control, or otherwise.
- 9. PR, Publicity, Promotion; Use of Personal Information:** By participating in a contest, where allowed by law, all participants and winner(s) grant Community Futures East Parkland exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other challenges. By participating in the challenge, where allowed by law, participants agree that the Community Futures East Parkland may disclose personal information obtained from participants in the challenge to third parties and use such information for marketing and other purposes.
- 10. Conduct, Judging, and Decisions:** By participating in the challenge, participants agree to be bound by the decisions of Community Futures East Parkland personnel. Persons who violate any rule, gain unfair advantage in participating in the challenge, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. Any Action which, in the sole and unfettered discretion of Community Futures East Parkland, may bring the contest, other businesses or participants, Board Members or CFEP into disrepute will result in immediate disqualification and potential cancellation of the contest altogether. Community Futures East Parkland will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the challenge and Community Futures East Parkland decisions concerning such disputes shall be final. If the conduct or outcome of the challenge is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of Community Futures East Parkland, reserves the right to terminate this Contest, or make such other decisions regarding the outcome as Community Futures East Parkland deems appropriate. All decisions will be made by Community Futures East Parkland and are final. Community Futures East Parkland may waive any of these rules in its sole discretion. The contest is intended to assist in increasing social media presence and awareness of all participant businesses and is further intended to improve the public image and reputation of all participant businesses and all participants are encouraged to keep this in mind while participating in the contest.

# Frequently Asked Questions

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**What happens if I forget to make a post?**

We encourage you to stay active and engaged. Missing a post doesn't necessarily disqualify you from being eligible for prizes. The Weekly Prizes are awarded on a week-to-week basis. Please refer to the General contesting rules for a breakdown of how prize winners will be determined.

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**Is it possible to make additional posts?**

Certainly, participants are welcome to post as frequently as they wish. The primary goal is to engage your audience, and some may find the content calendar a helpful starting point. However, it's important to be mindful of posting too frequently, as it could potentially overwhelm your followers.

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**Can I promote ads on Facebook or Instagram?**

Yes, you can promote ads on Facebook and Instagram. However, during the challenge period, we won't consider boosted posts or paid ads to maintain fairness and prevent any participant from gaining an unfair advantage.

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**What should I do if a post doesn't apply to my business?**

If you encounter a situation where a post doesn't align with your business, please get in touch with Community Futures by emailing [cyaremchuk@albertacf.com](mailto:cyaremchuk@albertacf.com). We will request that you submit an alternative post for approval to ensure relevance.

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**How often can I vote for the Fan Favourite?**

You are allowed one (1) vote per person per day. Be sure to share this opportunity with your followers to increase your chances to win.

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