



Social media campaign  
"Diversity on the doorstep"



Erasmus+

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## Target groups



In general: global2000 followers on facebook (46.000) and Instagram (7.100)

Enabling social interactions and collaborations in social networks gain significance and transform media monologues (one to many) into social-media dialogues (many to many). Users change from consumers to producers and actively refer to the content through comments, ratings and recommendations and thus build a social relationship with each other.

In particular the tool applies to gardeners and residents of houses with a garden but also to people enjoying walks in the nature who are willing to discover wild herbs, to learn something about these useful plants.

## Learning goal of the tool



Wild herbs are an essential contribution to biodiversity in the gardens. Discovering, recognizing, experiencing and enjoying wild herbs – these are the contents of this tool.

A lot of knowledge about these valuable plants has been lost in recent decades, people often have no idea which natural treasures grow just along the way, in the forest or even in their own garden and what contribution they have to biodiversity.

Learning goal of the tool is to transfer knowledge about wild herbs and to point out the diverse uses.



## Learning content



With the social media campaign, it should not only be possible to impart knowledge. Users are encouraged to share their tips, their experiences with the facebook/ Instagram community, concerning:

- wild herbs in the kitchen

As a snack on the go or for the next meal at home: the world of wild herbs provides many shapes, aromas, colors and are packed with valuable ingredients, such as vitamins, trace elements, antioxidants.

- rediscovering and preserving ancient knowledge about wild herbs

Determining and collecting wild herbs is not a modern trend, for thousands of years wild plants have accompanied humans in food and medicine. This ancient knowledge is something special, learning and sharing this knowledge contributes to the preservation of an ancient cultural asset.

- what to consider about wild herbs

Nature conservation is very important and closely linked to herb collection, as wild plants are extremely important for our biodiversity. A meadow full of wild herbs is home and feeding place for many insects, mammals and birds.



## Technical description → Steps to take



Every month there will be a facebook/ instagram/ twitter post to one wild herb:

- What's typical about it: how to recognize it, description, peculiarities.
- Location: where can you find the plant.
- Harvest month: when can you harvest which parts of the plant.
- Edible parts: what can be prepared from it, recipes.
- Fun fact: a funny and/or historical story.
- Invitation to users to post their own tips, to share their tips with the community.
- Photo.

### 1st step: Design a concept

In order to ensure a common thread, you should think about a concept in advance. The more specific the concept, the more precisely the target group will be reached. The following premises should be considered:

- Authenticity of the communication: it must fit to the organization.
- Select a theme that can be used all year round.
- Name plants that are in the environment of the target group.
- Creativity and humor to stand out from the crowd.



## 2nd step: Forms

Your social media presence should be recognizable at a glance. To achieve this, it is important that you keep the look and feel of the posts consistent across different platforms. For example, use the same preview image on all channels, adapt the text only to the extent required by the respective platform (text length, etc.) and use your brand fonts and colours.

Social media never sleeps and does not take a vacation, so make sure you are also regularly filling your channels with new, interesting content to prevent your brand from disappearing from your users' minds for even a week.

It is best to schedule your posts a few weeks in advance and use scheduling tools and features to post regularly without interruption.

It is also important to post at the right time of day. A post that is shared in the middle of the night usually gets far less attention than a post that goes online between 6 and 8 a.m.

## 3rd step: Tracking and reporting

Do not forget to monitor ongoing and completed campaigns. What works, what doesn't? Which adjusting screws have which effect? This is how you learn for the next campaign.



## Impressum

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