

# Wellesley NEH Fall Fair: Social Media & Marketing Committee

## **Overview of Role:**

Members of the Social Media and Marketing Committee are responsible for the designing, scheduling, and monitoring of posts and engagement on the Wellesley Township Fall Fair's social media platforms (Facebook and Instagram) and website (Wordpress).

The Marketing Committee also works to ensure community feedback is received and conveyed to the rest of the Fair Board.

## **Event/Program Associated With Role:**

The Social Media and Marketing Committee has responsibilities that continue year-round. However, as the Fair approaches (early September), the need for online and in-person community engagement increases. This Committee also helps advertising any fundraising events the Fair runs throughout the year.

## **Responsibilities**

- Develop a posting schedule with the Secretary-Treasurer and other Committee Members.
- Develop and create online contests and activities that will increase community engagement.
- Develop and adhere to "branding" to ensure that the Fair is consistently represented.
- Use Facebook, and Instagram posts, shorts, or other media to promote Fair activities and community partnerships with the Fair.
- Monitor social media comments and DMs for questions and to ensure safety.
- Update and maintain the Fair website to make sure it is as helpful a resource for the public as possible.
- Create posts for online platforms.

## **Skills & Qualifications:**

- Strong organizational skills
- Familiarity with Facebook and Instagram
- Some experience with websites, specifically Wordpress is an asset, though not required
- Some experience with Graphic Design, or enthusiasm and interest in visual design
- Excellent written and verbal communication skills, as will be doing writing of captions and on the website.
- Ability to understand social media analytics to see what worked and what did not.

## **Time Commitment & Breakdown:**

As Fair time approaches (early September), so does the time commitment.

### **January**

In January the entire committee needs to meet and organize the posting schedule for the year. Time commitment will vary based on numbers and types of events occurring throughout the year.

1-2 hrs for the initial meeting. 2 hrs a week maximum if designing content.

### **February & March**

Committee Members will continue to prepare content, and work with other Fair Board members in designing of the Fair Book cover, and Fair theme.

1-2 hours a week.

### **April & May**

Fair book will be released. Fair website will need to be updated with the information. Begin to work on advertising for recruiting new volunteers.

1-2 hours a week max. Timing may vary.

### **June & July**

As the summer begins the Fair does more fundraising and events. This will require more posts and online activity.

1-4 hours a week max. Timing may vary based on events scheduled.

### **August**

August is the last month before Fair Day. This means starting August 1<sup>st</sup>, there needs to be more promotion of the Fair heading into September. Website needs to be updated with any new information about registering for the Parade or Fair Entries.

1-5 hours a week max. Timing may vary based on events scheduled.

### **September**

The few days leading up to the Fair will be the heaviest. Promotion needs to be heavy. Post reminders, and things to interest the community in what is coming up. After the Fair, post thank yous online, as well as images of new Ambassador, Scarecrow Winners, and Citizens of the Year.

1-5 hours a week max. Timing may vary based on events scheduled.

### **October**

Update website with new Ambassador, Citizens of the Year, Scarecrows and any other significant winners. Post thank yous on the website as well.

1-3 Hours max. Timing may vary based on events, or amount of content needed.

### **November**

If no events are scheduled, this can be used as planning or down time.

## **December**

If the Fair is involved in any Christmas activities, help to promote those online.  
1 hr a week max.

## **Key Contacts:**

To be trained in this position contact Mary Lichty-Neeb at [mlichty@execulink.com](mailto:mlichty@execulink.com) or 519-504-6761, or Miranda Schultz at [mirandaschultz@live.ca](mailto:mirandaschultz@live.ca) or 519-807-0448.

Facebook: @Wellesleyfallfair

Instagram: @wellesleyfallfair

Instagram: @wellesleyfallfair.scarecrows

Instagram: @wellesleyfallfairambassador

Website: [www.wellesleynehfallfair.ca](http://www.wellesleynehfallfair.ca)