**TABLE OF CONTENTS**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEET THE TEAM</td>
<td>3</td>
</tr>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>4</td>
</tr>
<tr>
<td>IMPACT ANALYSIS</td>
<td>5</td>
</tr>
<tr>
<td>POTENTIAL IMPACTS</td>
<td>6-7</td>
</tr>
<tr>
<td>ORGANIZATIONAL ANALYSIS</td>
<td>8</td>
</tr>
<tr>
<td>SITUATION ANALYSIS</td>
<td>9-10</td>
</tr>
<tr>
<td>TARGET MARKET ANALYSIS</td>
<td>11-12</td>
</tr>
<tr>
<td>STRATEGIES AND TACTICS</td>
<td>13</td>
</tr>
<tr>
<td>SOCIAL MEDIA MARKETING PLAN</td>
<td>14-15</td>
</tr>
<tr>
<td>LEAVE BEHIND</td>
<td>16</td>
</tr>
<tr>
<td>NEWS RELEASE</td>
<td>17</td>
</tr>
<tr>
<td>YOUTUBE VIDEOS</td>
<td>18</td>
</tr>
<tr>
<td>PINTEREST</td>
<td>19</td>
</tr>
<tr>
<td>EVALUATION</td>
<td>20-23</td>
</tr>
</tbody>
</table>
MEET THE TEAM

CREWS CHAMBERS  MIRANDA CRAIG  ASHLEY MCLEOD  APRIL WALKER

Crews is an undergraduate student at the University of Florida where he is pursuing a Bachelor of Science in Agricultural Education and Communication with a specialization in Communication and Leadership Development. Crews is also obtaining a minor in Leadership Development. After graduating this Spring, Crews plans to pursue a Master’s of Science in Management and a Law degree.

Miranda was raised in rural Sumter County. That passion motivated her to study Agricultural Education and Communication at the University of Florida. Miranda finds great joy in successfully utilizing her communication and interpersonal skills for the benefit of farmers and ranchers. She will continue her education at Texas A&M University, earning a Master’s degree in Agricultural Leadership, Education and Communications.

Ashley hails from Laurel Hill, Florida. She is a senior at the University of Florida where she is majoring in Agricultural Education and Communication with a specialization in communication and leadership development. She recognizes the importance of communicating to the public about agricultural issues and hopes to educate communities about these issues in the future through research and outreach.

April comes from Arcadia, Florida. When deciding what path she should take to further her education, she decided that majoring in Agricultural Education and Communication at the University of Florida would be the best way to bridge the gap between her love of production agriculture and helping consumers better understand the process. She is currently a senior in the program and works at the UF Beef Teaching Unit.

SHELBY OESTERRIECHER

Shelby Oesterreicher grew up in the town of Bartow, Florida and is currently majoring in Agricultural Education and Communication with a specialization in communication and leadership development. She has a passion for communicating the positive message of agriculture with consumers. She hopes to work as a communicator within the agriculture industry and one day aspires to own her own agricultural marketing firm.
Understanding the importance of where food comes from, how it is grown and the nutritional aspects of it are essential to living a healthy lifestyle. The University of Florida Field and Fork Farm and Garden understands this evident fact and works daily to encourage the student body and faculty to comprehend all three. However, the garden is currently facing the major issue of awareness. After extensive research our team has come to the conclusion that students at the university simply do not know that the garden exists, nor do they know what purpose it serves. The purpose of this campaign is to help the UF Field and Fork Farm and Garden to gain awareness and is specifically targeting University of Florida students.

The three main objectives of this campaign are:

1. To increase student involvement with the UF Field and Fork Farm and Garden by 30 percent within the next year.
2. To create a stronger social media presence by developing more platforms and increasing followers by 30 percent on current platforms.
3. To create promotional material for the purpose of generating awareness of the UF Field and Fork Farm and Garden.

Our first promotional piece is a set of videos highlighting the UF Field and Fork Farm and Garden. This campaign contains five one-minute videos of interviews with students explaining how the garden works or has affected their life. We have also put together a longer video that highlights the major benefits and purpose of the garden. These videos will be placed on the UF Field and Fork Farm and Garden YouTube channel and will be posted on various forms of social media to encourage students to get involved with the garden.

Another promotional piece our team has created is a leave-behind for the UF Field and Fork Farm and Garden to utilize when they have meetings with potential participants, donors and to use when tabling. The leave-behind contains the main purpose of the farm, the mission of the farm, the connection the farm has with the campus food pantry, and contact information for the garden.

The final portion of this plan is the social media plan. This plan is essential to achieving the objectives set for this campaign. In order to encourage students and clubs to become involved with the garden they need to be reached. We intend to reach these students through various forms of social media including Facebook, Pinterest, Instagram, and YouTube. This campaign contains a detailed plan for each form of social media complete with sample posts and pins. Pinterest will be used to highlight healthy life-style habits, how to grow your own food, and recipes for food you can find growing at the garden. Facebook will be used to promote events and general participation for the garden. Instagram will be utilized to highlight what you can find growing on the farm. The social media intern will implement this plan for UF Field and Fork Farm and Garden. Each form of social media should be monitored closely for changes.

We have also provided a detailed evaluation plan to be conducted at the close of the campaign to determine if each objective was met. At the close of this one-year campaign, we believe every objective outlined will be obtained. In order to reach each of these objectives all pieces of material provided in this plan must be utilized to their full potential.
IMPACT ANALYSIS

The current situation facing the UF Field and Fork Farm and Garden is a need of awareness and participation. This organization aims to produce fresh and safe food products while also teaching students practical skills and providing the community with an affordable food supply. UF Field and Fork Farm and Garden works in partnership with the Institute of Food and Agricultural Sciences as well as the Field and Fork Food Pantry.

The garden currently has student volunteers who work at the farm to plant foods and maintain facilities. However, there are many opportunities for other students to get involved and learn applicable skills. Many students are unaware of the Field and Fork facilities and the opportunities that the farm and garden may offer. Communication both with the individual student and organizations on campus is a major component of the situation the farm is facing.

A better understanding of issues relevant to the organization can create and increased potential for improvement. Issues that must be understood when facing the current situation are community assisted agriculture and locally grown food, sustainability, and food deserts. Understanding each of these issues is necessary to the future success of the UF Field and Fork Farm and Garden. The following issue tracking reports will give a brief overview of issue and how they directly relate to the situation UF Field and Fork Farm and Garden is currently facing. While this is a current issues tracking summary, it is recommended that UF Field and Fork Farm and Garden continuously conduct research pertaining to these and future issues facing the organization.
POTENTIAL IMPACTS

Community Supported Agriculture (CSA) and Locally Grown Foods

Community Supported Agriculture (CSA) is a marketing strategy that was introduced to the United States in 1985. CSA is a program where consumers buy “shares” in a local organic farm prior to planting season and receive a portion of the food grown at the farm each week. As of 1990 it was estimated that only 50 farms participated in the program and now there are over 1,900 registered CSA farms. Throughout time participation in CSAs has become a popular practice and have had a major impact on communities and farmers.

CSAs relate to the Field and Fork Farm and Garden (FFFG) in several ways and can even serve as a model for some practices that could improve their marketing and participation. The FFFG has a partnership with the Field and Fork Food Pantry wherein they supply about 90 percent of their fresh food supply. The farming practices and crops grown at the FFFG are decided by students and then cultivated by those students, much like the third type of CSA. While the students may not be the ones receiving the food grown, they are producing and supplying to the Field and Fork Food Pantry. Focusing the marketing toward sustainability and the ability to learn how to grow one’s own food could increase participation within the program.

Farmers markets are a factor of the buy-local food movement. Farmers markets encourage the production of diverse crops and help to educate consumers about growing seasons and other aspects of agriculture.

The generation of students currently enrolled in college is overwhelmingly interested in a curricula based on a better understanding of agriculture principles. This news is good for the FFFG because it means if students know the opportunity to learn is out there, they will participate. The curriculum includes a traditional classroom component, a major experiential component, a student farm for hands-on experience and internships.

The consumption of locally grown food has developed rapidly over the past 10 years in response to the public’s concern about food safety and quality. However, consumer behavior for purchasing locally grown food has not been widely examined. A minority defined “local” foods as within their county, city, or town.

The FFFG can help to get students thinking about locally grown food with a closer to home approach. Literally growing the food in the University of Florida’s own backyard will help students grasp the idea of truly locally grown food. Buying local is a fad that is not going away anytime soon and helping students to see how close local can be would be a positive attribute of the FFFG.
POTENTIAL IMPACTS

Food Deserts

Food deserts were first identified in Scotland in the 1990s and have proved to be a rising issue in the United States ever since. Food deserts occur when a community is located more than 10 miles from a safe and healthy food supply of nutritious food such as fruits and vegetables. The United States Department of Agriculture has identified more than 20 percent of all census tracts in the United States are considered to be food deserts. Typical socio-demographics of residents in a food desert include low income and living in a rural area.

Food deserts can cause lasting health issues in communities such as childhood obesity, cancer, cardiovascular disease, and premature death. Children and adults are going hungry or eating unhealthy and cheap food options that are usually provided by fast food restaurants.

Many options have been explored in order to rid the country of food deserts. These options include the addition of food markets that provide affordable and nutritious foods, advocacy groups for the communities affected, and the use of community gardens. Community gardens will allow residents to participate in the garden and harvest the foods from the garden.

The Field and Fork Farm and Garden is a great example of what a community garden could do to eliminate food deserts. Much of Alachua County is a food desert and has residents that do not have access to affordable and nutritious meals on a regular basis. The farm and garden is currently working to provide the Field and Fork Food Pantry with fresh fruits and vegetables for students, staff, faculty, and community members.

The farm and garden is also teaching students and future community members how to be proactive about the issue of food deserts. Students are learning how to provide fresh foods for themselves and their families. This education and advocacy at a college level is a necessary step in eliminating the problem throughout the nation. If properly executed and promoted, the University of Florida's efforts to close the gap on fresh food availability will become a model to universities and communities nationwide.

Community gardens are becoming a popular answer for food deserts across the nation. However, many people lack the skills and experience to properly execute a community garden in order for it to be effective to residents. The Field and Fork Farm and Garden is teaching students the skills and providing experience so that this issue can be avoided. The positive approach that the farm and garden is taking to eliminate the issue of hunger and food desert issues should be one of the cornerstones that the farm and garden promotes to the community and throughout the state.
ORTANIZATIONAL ANALYSIS

About
The UF Community Farm provides formal and informal opportunities for community engagement for UF students and community members alike. Individuals are able to work on the farm to cultivate food for those responsible for growing it and for local food pantries.

Mission, Vision, Values
The mission of the UF Community Farm is to provide students, faculty, staff and visitors with the opportunity to engage in a community of collaboration and learning about sustainable food systems.

The vision for the farm is to offer spaces at UF where individuals can take courses, engage with demonstrations, and participate in activities that focus on sustainable practices and food systems at multiple scales from a home garden, community garden, or small/urban farm to large scale production. The UF Community Farm currently hosts two spaces that support achieving this vision- the Student Garden, located on Museum Drive across from Lake Alice, and the Teaching Farm, located just one mile south across from Fifield Hall on IFAS Research Drive.

Public Perception
Our team learned more about the public’s perception of the UF Field & Fork Garden by administering a paper and online survey that contained the same questions. We gained valuable information about demographics and the knowledge of student involvement at the garden. Many students are not informed about the garden but are interested in becoming involved. Our team also learned about how students would like to learn more information about the farm and garden.

Student Engagement
Students involved with the garden work on a diverse selection of goods such as vegetable, fruits, herbs and flowers. Many members contributing to the farm are members of the Gator Gardening Club and work together to produce food while also maintaining the farm grounds. Students can also engage through volunteer opportunities.
SITUATION ANALYSIS

Demonstration
Space is available for demonstration and outreach effort. Current garden demonstrations include a small orchard, a row crop farming system, native pollinator areas and a heritage garden that highlights the history and diversity of agriculture in Florida. Events are coordinated here to educate attendees about farming, food safety and post-harvest management, health, culture, the economy and more through making a connection between the Field and Fork Food Pantry on campus, hosting workshops and farm to table events and social potlucks.

Production
The farm produces food for the UF community and various other pantries. Production efforts focus on growing a diverse spectrum of goods year round.

Recreation
The garden hosts fun events and programs designed to attract a broad audience to help encourage community between participants. Picnic areas and other quaint spaces can be found on the farm should you wish to visit or stop by while on campus.

Internal Environment
The first major stakeholders the UF Field and Fork Farm and Garden has is the UF Institute of Food and Agricultural Sciences and the College of Agricultural and Life Sciences. The Gator Gardening Club is another major stakeholder in the UF Field and Fork Farm and Garden. Gator Gardening Club manages the Field and Fork gardens located near Lake Alice. They are committed to organic practice and local food production. Excess crop yields are donated to the Field and Fork food pantry located on campus in efforts to assist those who are food insecure. The club also facilitates fruit tree grafting, philosophical discussions, farm tours and camping.

External Environment
The external environment includes organizations that are not yet involved with the garden, as well as university leaders. These individuals play a major role in the success of the organization but are not always apparent.
SITUATION ANALYSIS

SWOT Analysis

Strengths
The UF Field and Fork Farm and Garden has several strengths that can work to their advantage if used properly. The garden is an experiential learning lab that UF faculty use to teach students about various subjects including, but not limited to: history, commodities, and agriculture in general. The garden is an opportunity for students to engage in agricultural practices and learn about the importance of healthy living. The Gator Gardening Club is a strong UF organization that plays a major role in the type of production the garden has and the current participation of students.

Weaknesses
One weakness the garden faces is the lack of internal communication. Communicating more with the people currently engaged in the garden practices is a crucial role for the success of the organization. The organization currently lacks recruitment ideas and an effective awareness strategy. The organization also lacks a sufficient number of staff members to accomplish all of its goals.

Opportunities
The UF Field and Fork Farm and Garden draws upon student support and thrives on student engagement. One opportunity the farm should take more advantage of is the garden’s community potluck. Inviting interested students to a social activity before asking them to dive head first into the organization is a good way to keep them interested. Another opportunity the garden should focus on is the current need for healthy lifestyles within the UF community. Focusing on the health issue is a good way to engage students in growing their own food. Finally, placing an emphasis on the role the garden plays in the food pantry on campus is a major opportunity to gain support and exposure. Hunger is a major issue that the UF Field and Fork Farm and Garden is helping to combat.

Threats
A threat that the UF Field and Fork Farm and Garden faces is the lack of awareness and advertising currently in place. There is also a lack of funding and the initiative for potential donors. Another threat could be the current organic focus of the farm. The focus is good for reaching a niche audience, however it may deter other more conventional agriculturalists from getting involved. Possible crop diseases and bad seasons can have a major effect on the performance of the farm.
TARGET MARKET ANALYSIS

Key Publics
Male and female college students between the ages of 18 – 24.

Characteristics of Publics
More than 80 percent of the 53 respondents were age 18-24. Forty percent of respondents were male, while 60 percent of respondents were female. Nearly half of the individuals surveyed had no agricultural background, which is a key characteristic when gauging student interest for the UF Field and Fork Garden.

Opinion Leaders
It was determined that opinion leaders are the leaders of student organizations around campus such as Agricultural Communicators and Leaders of Tomorrow, Collegiate FFA, Collegiate Farm Bureau, Culinary Arts Student Union, and Gators Reaching Out With Botany to name a few. Opinion leaders would also include college senators from the College of Agricultural and Life Sciences and College of Liberal Arts and Sciences.

Survey Results
An online and paper survey was administered throughout the week of February 8-14, 2016. The survey helped capture students’ insights and perceptions of the Field and Fork Garden. The survey revealed that majority of students at the University of Florida would like to see curriculum built around a farm or garden. However, 34 out of 53 respondents said that they had never heard of the Field and Fork Garden. Most respondents said that they would like to see Pinterest boards and photos and/or videos as promotional material. Half of the respondents are interested in supporting the garden. Furthermore, 95 percent of respondents would like to incorporate more fresh foods in their diet. These results mean that students are not aware of the garden and the opportunities that the garden could provide. However, there are many opportunities for student involvement being that students would like to be involved with the garden to some extent.
Personal Observations
Our agency has had the opportunity to attend several meetings with leaders of the UF Field and Fork Garden as well as student organizations already involved with the garden. We met with a social media intern, employees at the garden, and students who are currently serving as volunteers at the garden. It was very apparent that the students working at the garden were passionate about the work happening at the garden and wanted other students to be able to experience the same benefits. The students are welcoming to others and seek a social outlet at the garden. This is apparent in the garden potlucks that happen every Friday night at the gardening area.

After attending several meetings with leaders of the Field and Fork Farm and Garden and the Gator Gardening Club, it was determined that the organization is currently in need of an updated website. Additionally, effective social media plans on Facebook, Instagram, Pinterest, and Twitter would be helpful when promoting the garden to students. These outreach materials will help attract more students as they become aware of the garden and its benefits. This would translate into more students becoming involved with the garden.

When we met with leaders of the Field and Fork Farm and Garden, including the Gator Gardening Club and Anna Prizzia, it was determined that the implementation of student videos, leave behind messages, and outreach templates would be beneficial to the organization. These pieces will help reach students but also share the message of the Field and Fork Farm and Garden to other organizations, partners, and affiliates.
**Objectives**
The objectives of this campaign are to:
- increase student involvement with the UF Field and Fork Farm and Garden by 30 percent within the next year
- create a stronger social media presence by developing more platforms and increasing followers by 30 percent on current platforms
- create promotional material for the purpose of generating awareness of the UF Field and Fork Farm and Garden

UF Field and Fork Farm and Garden strives to create a holistic benefit for students through providing mental and physical health benefits.

The campaign’s specific objectives are to have an effect on awareness, specifically making students more aware of the UF Field and Fork Farm and Garden. Additionally, this campaign seeks to have an effect on action in order to increase interest in participation with the UF Field and Fork Farm and Garden.

**Strategies**
Our team recommends proactive strategies to communicate the goals and beliefs of the Field & Fork Garden. These strategies will answer student questions and motivate student involvement.

**Tactics**
We will achieve these strategies by creating effective social media content, writing relevant press releases, and reaching out to student organizations and student leaders. Furthermore, the press releases will be directly delivered to outlets that target students and student organizations.
The following social media marketing plan is an example of what a week should look like for UF's Field and Fork Garden. The social media plan focuses on Facebook, Instagram, Twitter, and Pinterest. This plan incorporates a lot of images that will grab the attention of the audience.

@fieldandforkuf: Join us at the UF Field & Fork Community Farm and Garden this Friday for our bi-weekly potluck dinner! Our meals are prepared from crops grown and harvested from the garden itself. We will not only enjoy a nutritious meal, but fellowship as well.

@fieldandforkuf: "The Field and Fork Garden is the manifestation of a lot of my hard work." – Patrick Lynch

@fieldandforkuf: #DidYouKnow native pollinators play a huge role in keeping plant communities thriving? Healthy hives result in fruitful crops!
## Social Media Marketing Plan

### Monday

**8AM:** Post a link of a YouTube video that features the garden to Facebook.

**12PM:** Upload a photo of students at the garden to Instagram.

**5PM:** Tweet a fun fact about the garden.

### Tuesday

**8AM:** Upload a picture that spotlights a student to Instagram.

**12PM:** Share a recipe on Facebook that include ingredients from the garden.

**5PM:** Tweet a link to a YouTube video that features the garden.

### Wednesday

**8AM:** Invite friends on Facebook to the latest event and then share.

**12PM:** Post image from the garden to Twitter with a fact.

**5PM:** Share a post on Twitter that invites friends to the event.

### Thursday

**8AM:** Share a link to the Pinterest board on Facebook.

**12PM:** Post a fun gif to Twitter inviting students out to the garden.

**5PM:** Upload a neat picture to Instagram and invite students to visit the garden.

### Friday

**8AM:** Invite friends on Facebook to attend the garden potluck with suggestions of food dishes.

**12PM:** Tweet a reminder to come out to the garden potluck.

**5PM:** Share a picture on Instagram of the garden potluck.
The Farm
Previously called the UF Community Farm Student Garden, the Field and Fork Farm and Garden can be found across from Lake Alice on Museum Drive. This program allows for anyone at UF from students to faculty to take part in the farming experience. Student led organizations, such as the Gardening Club, take part in growing agricultural products using sustainable food practices. The Field and Fork Farm and Garden also works with the food pantry on campus; in essence, food grown at Field and Fork is not only grown for educational purposes. Food harvested on site is sent to the pantry so that the students of UF can enjoy fresh produce and experience healthier choices.

The Mission
The Field and Fork Farm and Garden gives the opportunity to students, faculty and staff of UF to learn and engage in sustainable growing practices through hands on experience along with learning about multiple food systems that range from a large farm to a small home garden.

The Field and Fork Food Pantry
The Field and Fork Food Pantry is part of an initiative on campus to help provide students with a source of healthy food options, especially for those who are experiencing food insecurity. Along with providing food for UF students, the pantry helps to educate students on healthy food choices and a proper balanced diet.

Contact us
Phone: (352) 294-3601 Email: fieldandfork@ufl.edu

Follow us:  

UF FIELD AND FORK FARM & GARDEN
For Immediate Release
Date: Feb. 3, 2015

Gardening club hosts philosophy discussion

GAINESVILLE, FL. — The Gator Gardening Club hosted its weekly Philosophy and Coffee at the Gardens event at the University of Florida Ethno-ecology Garden on Wednesday, February 3 at 7 a.m.

The sunrise social discussion, led by Gator Gardening Club President Patrick Lynch, focused on genetic modification of goods and the use of biotechnology to supplement food supply.

"The field and fork garden is a manifestation of the work of beautiful people that put time into the earth to get fresh, organic veggies out of it," said Lynch.

Members and guests present brought mugs, French presses, coffee beans, tea leaves and kettles, along with small breakfast foods to consume while discussing the local community's food cultivation options.

The Gator Gardening Club hosts these discussions twice a month. More information regarding the events can be found on the "Gator Gardening Club" Facebook page.

###

The garden is a component of the Field and Fork Campus Food Program which creates awareness about food insecurity and sustainable food practices and educates Gators on how to make balanced food choices. To learn more about the garden, the Field and Fork Pantry, or other events, please visit http://fieldandfork.ufl.edu/.
YOUTUBE VIDEOS

Our team made a series of six promotional videos that should be posted to the UF Field and Fork Farm and Garden YouTube account. Four of the videos focus on the students who work in the garden. One of the videos features the farm manager who is enthusiastic about what is happening on the farm and about the students who are dedicated to its success. Finally, our team created a short recruitment video where each of the four students and the farm manager explain why students should get involved.

Each video discusses a different sector of the farm. We used an even number of male and female students in order to reach as much of our audience as possible. We also diversified our messages to show that there is something for everyone wanting to get involved with the program. With each video we worked to show a different perspective of the farm. We also wanted to share the enthusiasm of those students who are currently involved in the program.

Each of these videos can be shared on various forms of social media in order to encourage participation with the UF Field and Fork Farm and Garden. Some are short enough to be displayed on Instagram. While others, like the recruitment video, should be shared on outlets like Facebook and Twitter. The videos can also be posted on the website for interested students to get a glimpse of what working in the garden is like.

The YouTube channel should be used to share more student highlight videos. The channel should also be used to display event videos, recipe tutorials and other various videos that would encourage participation with the garden.
Pinterest will be utilized to share interesting gardening tips, recipes that incorporate goods grown in the garden, and other unique media pieces relevant to the goals and objectives of University of Florida Field and Fork Farm and Garden. The Pinterest boards will assist current volunteers in organizing thoughts and ideas, while also sharing current practices and aspirations with those interested in contributing to the garden’s success. Boards can be shared with members of the garden for further contribution, and published to other linked social media accounts to promote interest and increase traffic, thus gaining a stronger web presence among current and potential stakeholders.
EVALUATION

Objectives:
1. We will evaluate the effect on awareness specifically to increase student attention toward the UF Field and Fork Farm and Garden. Through this evaluation we will track the social media campaign in order to learn how many impressions were made and how each social media outlet grew after the campaign commenced.
2. We will evaluate the effect on action specifically to increase interest in participation with the UF Field and Fork Farm. We will determine how many students are currently involved and then how many are involved after the campaign.

Survey of Awareness
The following evaluations will determine students’ awareness of the Field and Fork Farm and Garden and will determine if our tactical pieces played a role in the students’ change in opinion toward the garden. The survey was developed using Survey Monkey.

1. Have you ever heard of Field and Fork Farm and Garden?
   - Yes
   - No

2. If you are involved with Field and Fork, what is your involvement?

3. Do you have interest in gardening? (Choose one of the following with 1 representing the least amount of interest and 5 representing the greatest amount of interest.)
   - 1
   - 2
   - 3
   - 4
   - 5

4. If so, how did you hear about it? (Choose one of the following that you heard it from.)
   - Friend or Family
   - University of Florida
   - Social Media

5. If you did hear about it from Social media, which outlet?

6. If you did hear it from more than one outlet, which outlet stood out to you the most?
EVALUATION

**Keeping track of involvement:**
We will get the Field and Fork Farm and Garden to check each week on their social media accounts to see the awareness they are obtaining.

**Facebook**
See if students or organizations friend request the page, and keep account for any shares and likes of each Field and Fork post.

**YouTube**
Look for the amount of people who view or comment on the videos that Field and Fork or the Gardening club publishes.

**Pinterest**
See how many new people bookmark Field and Forks page.

**Instagram**
Check how many new followers they have each week and keep account the amount of likes or shares each post gets.

**Twitter**
Determine each week if the page has received new followers and what tweets over the past week were successful.
EVALUATION

Client Survey:
The campaign we created for the UF Field & Fork Community Farm and Gardens will help to engage students, faculty, staff and visitors as well as increase their hands-on participation and membership while learning about sustainable food systems. Our campaign will incorporate a full social media plan that will include surveys, infographics, feature videos, shared recipes, and more. We hope that through this shared content we can assist in building up the membership desired by the existing Community Farms and Garden members.

We would like to provide the client with an analytical evaluation plan in order to track their outreach so they know what content is effective and what can be improved upon. Google Analytics would be the best way to track the campaign success because it is available to anyone who wishes to use it. Through the program, we can see what kind of traffic the UF Field & Fork Pantry and Community Farm and Gardens is receiving, where it is coming from and whether or not they are regular users or unique users.

1. How is the traffic toward your site? (Choose one of the following)
   - Poor
   - Below Average
   - Average
   - Above Average
   - Excellent

2. How is the interaction on your social media accounts? (Choose one of the following)
   - Poor
   - Below Average
   - Average
   - Above Average
   - Excellent

3. How is the interaction on your social media accounts? (Choose one of the following)

4. About how many student-led organizations take part in Field and Fork Farm and Garden?

5. What are your goals for Field and Fork Farm and Garden?
EVALUATION

Measures of Message Exposure

By creating new social media content, we hope to be able to raise the UF Field & Fork and Community Farm and Gardens’ traffic on their accounts so that it may lead to more involvement. By tracking followers, interactions and impressions we can tell who is viewing, whether or not they are recurring or new to the site, how they found it and what they are looking at the most. We plan to use four main social media outlets; Facebook, Instagram, YouTube and Pinterest.

In order to track traffic on Facebook, the page option has a built-in analytics system so that it makes it easily accessible to the page moderators. It automatically tracks page traffic, likes, comments and shares on each post. It also depicts account activity and calculates valuable percentages that make it easier to see what content is working and what can be improved on.

We will track the success of Instagram posts by keeping track of how many likes each post receives. If we upload short video clips, we now have the ability to track how many views they have. With this information, we can determine how much traffic the Instagram account accumulates.

We can incorporate a YouTube account into the campaign plan because we will have put together several short clips featuring members of the UF Field & Fork Community Farm and Gardens. By recording how many views each video has as well as the amount of followers the channel gets, we will be able to decide what content is working and what can be improved.

By creating a Pinterest account, we will share recipes incorporating produce grown in the garden. We will keep track of how many likes and repins each one receives.