



# 2024 Affiliate Regional Meetings



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Keep Louisiana Beautiful



# Marketing & Communications 101

Maximizing Your Time & Expanding Your Reach



# What do you struggle with when it comes to marketing and comms?

- Lack of time
- Lack of budget
- Lack experience with social media
- Lack of experience with email marketing
- Low engagement with audiences
- Goal setting
- Creating content
- Graphic design



## What else?

# The bottom line...

- Yes, marketing and communications can be overwhelming.
- You aren't alone.
- You don't have to do everything.
- Make a realistic plan.

# Marketing Defined

- **Marketing:** Developing strategy for identifying, predicting, and meeting customer needs. Marketing involves determining how to reach audiences with what you are selling.
- **Four Ps of marketing**
  - **Product:** Define your product, service, idea
  - **Price:** What is the value?
  - **Place:** Where will your customers access your service?
  - **Promotion:** How will your customers become aware of your service?



# Marketing Example

- Keep Louisiana Beautiful and the Louisiana Automobile Dealer Association are launching a joint campaign **targeting motorists** and teaching them litter prevention tips through litter kit distribution.
- **Four Ps of marketing for this campaign**
  - **Product:** Litter kits to promote litter prevention best practices for motorists.
  - **Price:** Free product & knowledge
  - **Place:** Car dealerships
  - **Promotion:** Collaboration with LADA, signage in dealerships, social media, advertising in LADA magazine

**PUT THE  
BRAKES  
ON LITTER**

**143  
MILLION**  
PIECES OF LITTER ARE ON  
LOUISIANA'S ROADWAYS

**79%**  
OF LITTER IS CAUSED  
BY MOTORISTS & TRUCKS

**BE A PART OF THE SOLUTION!**

Use A Car Litter Bag • Use A Portable Ashtray  
Keep Your Truck Bed Clean • Secure Your Load

Keep Louisiana Beautiful  
KeepLouisianaBeautiful.org

LADA  
LOUISIANA AUTOMOBILE DEALER ASSOCIATION

LOUISIANA  
DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT

LIEUTENANT GOVERNOR  
BILLY NEMENSEH



# Advertising Defined

- **Advertising:** Paying to place messaging or branding.
- **Reasons to advertise may include:**
  - Educating an audience
  - Convincing an audience of one brand's superiority
  - Attracting new people
  - Retaining current customer base.
  - Publicizing a new product, service, program, or event.

Ads targeting dealerships to get them on board



## Why put the brakes on litter?

- Over 143 million pieces of litter are on Louisiana's roadways.
- Over 79% of roadside litter is from motorists.
- The litter problem costs Louisiana over \$91 million each year.
- 92% of Louisianians believe litter is a problem where they live.

**With your help, we can clean up our roadways.**

The Put the Brakes on Litter campaign from Keep Louisiana Beautiful offers your automobile dealership an opportunity to help reduce litter along our roadways.

While supplies last, Keep Louisiana Beautiful will provide the following to participating dealerships free of charge. The campaign launches in May!

- A complete roadside litter reduction campaign that is positive and inviting to your customers.
- A vertical banner to display in your dealership show
- Litter prevention kits distributed by the dealership to at the time of purchase. Kits will include a car litter prevention tips, and a coaster with the litter hotline
- A digital toolkit. The toolkit will include a press release to announce your partnership, digital ads, social media and sample posts.

Questions? Contact [info@keeplouisianabeautiful.org](mailto:info@keeplouisianabeautiful.org). Visit [keeplouisianabeautiful.org](http://keeplouisianabeautiful.org) to learn more about litter





# Communications Defined

- **Communications:** Determining what to say to those audiences.
- **The four Cs**
  - **Clarity:** Be clear and avoid ambiguity.
  - **Compellingness:** Content should persuade and resonate.
  - **Consistency:** Maintain consistency on various channels to build trust.
  - **Content Creation:** Content is informative, relevant, and valuable.

THE MESSAGE  
SHOULD BE  
CONSISTENT  
& COMPELLING

# Communications Example

- Once the LADA campaign concept was developed and our audiences were selected, we needed to focus on creating compelling content.
- **This table top sign communicates:**
  - a slogan that is intriguing
  - the severity of our litter problem
  - facts supporting the campaign
  - a clear call to action

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LOUISIANA GOVERNOR  
BRIAN KANGAS

**Yes, there is overlap!**



**Where do you start  
when promoting a program,  
campaign, or event?**

# #1 Do your research and ask questions!

- What is the issue?
- Why is it an issue?
- What is the need?
- What is the desired outcome?



# Example: Reducing Roadside Litter

- **What is the issue?** Roadside litter
- **What is the source of the issue?**
  - Motorists throw litter out the window
  - Smokers flick cigarettes out the window
  - Unsecured loads
  - Truck beds have loose trash
- **Why is this a problem?**
  - Hurts our environment
  - Unsightly
  - Pollutes waterways
  - Negatively impacts economy



- **What is the desired outcome?**
  - Cleaner roads and communities
- **How can this outcome be achieved?**
  - Education on litter prevention

# #2 Determine your audience(s).

- **Who is causing the roadside litter?** We can look at the data available to us to determine this. However, we can also make assumptions based on our experiences with roadside litter removal.
  - Motorists, whether it's intentional or not (main audience)
  - Pedestrians
  - Fast food consumers



## #3 Determine where to reach your audience.

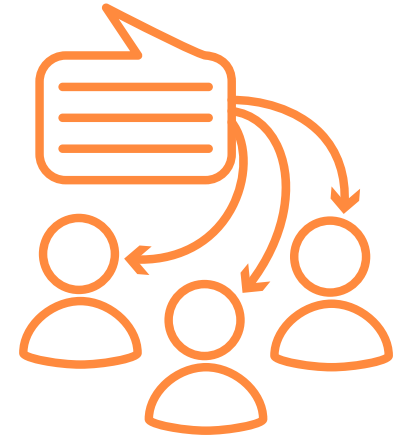
- Driving school
- Car dealerships
- OMVs
- Billboards
- Road signs
- Radio
- Social media

**This could be a physical location or a method of advertising. Where can you find/reach motorists?**



# #4 Develop your message.

- Ensure that your message is clear, concise, captivating, and informative for your audience.
- Explain what you want your audience to do and why it's important.
- Use your “brand voice.” KLB is upbeat, informative, positive, and professional. Some brands are funny and playful. Pick a tone that represents your organization.
- Position your brand as the expert.
- Repurpose your content for your different platforms.



**What do you want to say and how do you want to say it?**

# #5 Message delivery

The look and messaging stays consistent...



Road Sign



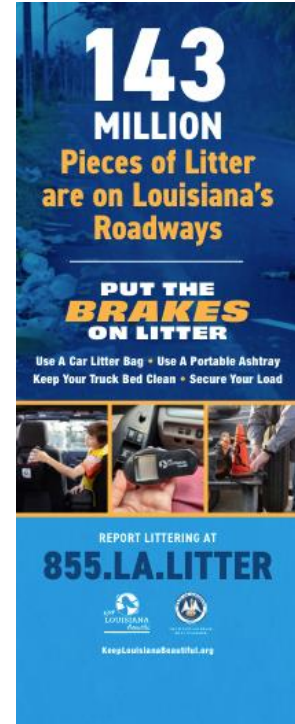
Car Coaster



LADA Table Top

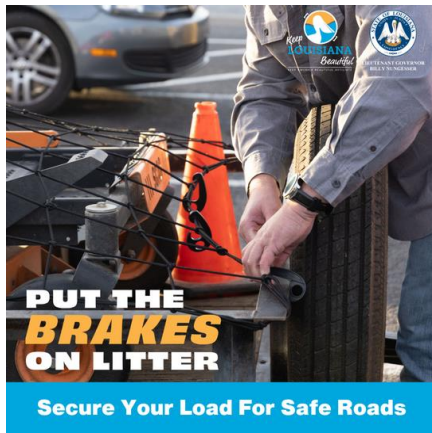


LADA Banner



OMV Banner

# Promoting on Social Media



- Create assets that match your campaign with consistent messaging.
- These assets can be used by you and your collaborators.
- The post copy should also be consistent and shared with anyone using the assets.

# Social Media Copy



Position your organization as the expert! Share your knowledge.

It's time to put the #BrakesOnLitter in Louisiana! Do your part by keeping your truck bed clean. Loose items can easily fly out, become litter, and potentially be a safety hazard.

**Remember your audience when writing your copy...**

# Social Media Copy



Use a Pocket Ashtray for Your Butts

Share your knowledge and tips in a friendly way.

If you smoke, use a pocket ashtray for your cigarette butts and dispose of them properly in a receptacle. Cigarette butts harm Louisiana wildlife and pollute our waterways. Let's all work together to put the #BrakesOnLitter!

# Canva Overview

- You don't have to be a graphic designer to create compelling graphics.
- You don't have to know how to use InDesign, Illustrator, or Photoshop.
- I still use these Adobe tools, but Canva has improved my speed tremendously.
- Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.
- KLB uses the Pro version, which costs \$99 per year. It's worth it! If you are a non-profit and non-governmental, you can get Pro for free.
- **I am able to do WAY more in WAY less time.**



# Questions?



# Let's take a deeper dive into social media.

- What do you find difficult?
- Where are you on your journey?
- What do you use social media for?
- What do you hope to improve?



# Core Social Media Platforms

You don't have to do them all! It's better to do one well.

- **Facebook:** Community, connections, stories, discussion
- **Instagram:** High quality images, compelling visuals, creative storytelling
- **Twitter/X:** Short frequent posts, real-time updates
- **LinkedIn:** Professional news and networking, formal language



# People consume content in different forms on social media. Yes, it can be difficult to keep up!

- Static posts or graphics (various sizes)
- Carousels
- Stories
- Lives
- Reels
- Long videos
- Short videos



If you want to create different types of content to promote an event you are hosting (for example), plan for it! Make a content checklist. If you aren't creating the content, work with the content creator assigned to the event. This might be a board member, volunteer, or intern.

# When posting on social media....

- Be respectful.
- Be informative, but concise.
- Position your organization as a thought leader.
- Avoid “I” language.
- Be positive. Offer people a solution. Educate.
- Focus on quality content, both messaging and images.

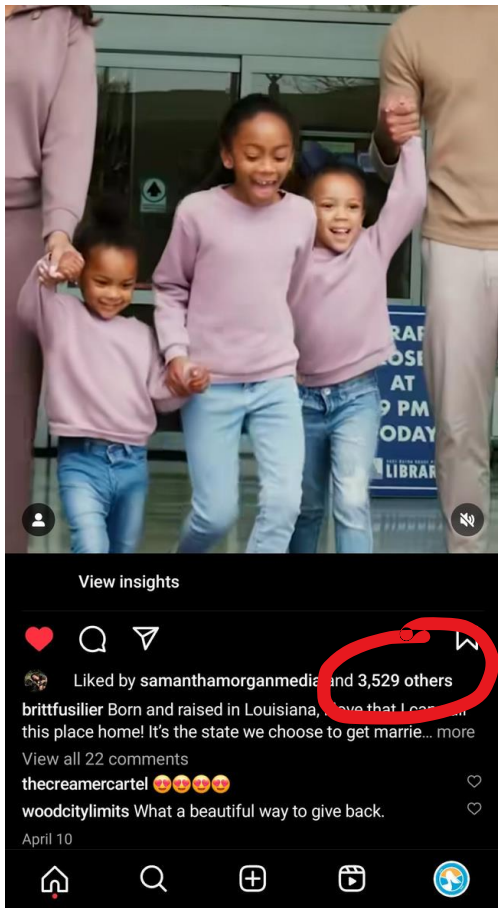


**Some Rules  
of Thumb**

# How to get more engagement on social media.

- **Mind the frequency of your posts.** Quality trumps quantity. If you post multiple times a day, your engagement per post will often decrease. If you are new to posting, do so at least once per week and work your way up to 3X. **Be consistent!**
- **You need to engage to get engagement and reach.**
  - Focus on positive engagements.
  - Reply to your followers' comments to build relationships.
  - Share others' content that relates to your mission.
  - Engage with posts that mention you.
  - Share video
- **Tag groups involved in your efforts to thank them.** Then, they can share your posts and comment. You can also add “**collaborators**” when posting to Instagram. If they accept, it will show on their feed. This exposes your brand to their audience.
- **Use hashtags**, but don't overdo it. Hashtags help connect people to your posts. They show up in a search on social media. Example: #LitterPrevention





## Collaborator on Instagram



## Tagging partners



## Re-sharing & Tagging

**Keep Louisiana Beautiful**  
Published by Melissa Kenyon Chrijapin · May 23 at 9:12 AM · 🌐

The Nature Conservancy in Louisiana's new Treesilience Program is now accepting applications. This new funding opportunity is open to 22 parishes in South Louisiana to aid in hurricane relief and preparedness efforts for urban community forests. Over \$430,000 is available to communities damaged during the 2020 and 2021 hurricane seasons. Follow the link to learn more!

**The Nature Conservancy in Louisiana**  
May 21 at 10:47 AM · 🌐

Great news! We are officially welcoming applications for our new Louisiana Treesilience Program. Find detailed guidelines, the application and information about learning more:



NATURE.ORG  
**Louisiana Treesilience**  
The Nature Conservancy is building tree canopy in Louisiana communities hit hardest b...

No insights to show ⓘ [Boost a post](#)

👍❤️ 8 1 share

👍 Like    💬 Comment    ➦ Share

**Resharing content of interest to followers**



**Reel/Video**

**St. Charles Parish Parks and Recreation**  
May 16 at 5:35 PM · 🌐

Since installing the new trash receptacles, we've had a significant reduction in litter at the West Bank Bridge Park. When the pre-litter survey was completed in November 2023, we had a total of 202 pieces of litter from cigarette butts to small paper debris.

As of this week, we had 6 small pieces of litter in the same area.

[Keep Louisiana Beautiful](#) [#KeepLouisianaBeautiful](#) [#SCPProud](#) [#LetLouisianaShine](#)



👍 You and 32 others 4 comments 1 share

👍 Like    💬 Comment    ➦ Share

Most relevant ▾

**Keep Louisiana Beautiful**  
The new receptacles look fantastic! [#LetLouisianaShine](#)  
1m Like Reply

**Commenting on posts you are tagged in**

# Using social media to recruit volunteers

- **Showcase your volunteer impact**
  - Tell stories
  - Share pictures
  - Highlight and tag companies and groups involved
  - Toot your horn! Share your impact numbers.
- **Engage!** Follow the tips mentioned previously. An active page will be more successful in recruiting and retaining volunteers.
- **Create Facebook events** to promote your events.
- **Ask for help.** Post opportunities in advance and be clear with the details. Tell them how to volunteer.



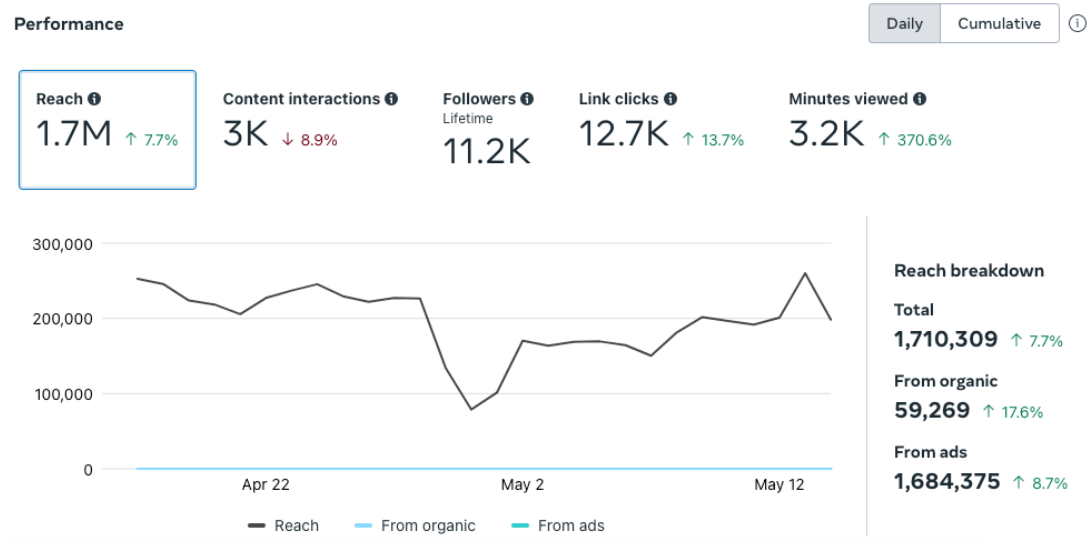
**Say thank you! Post quality photos.  
Make people say, “I want to be a part of that.”**

# What has worked for you?



# Are your efforts working? Check the data.

- Go to your professional dashboard for an overview of your reach, or go to META Business Suite for more in-depth insights.
- **Reach** is the number of people who have seen your posts, page, or advertisements, including unique views.
- **Content interaction** means engagements
- **Link clicks** is how many times people clicked through a link you provided
- You can also use programs like **Sprout** to pull social media stats.



You can see a downturn in engagement after Love the Boot Week

# Advertising on Social Media

- There are numerous platforms, but today we'll focus on META (Facebook and Instagram).
- **Why advertise?**
  - Reach new people with your message
  - Build your audience.
  - Drive people to your website.
  - Boost engagement.
- **Boosted post:** Applying money to boost content on your page. You can apply money and boost it to an audience of your choosing. If you want audience engagement on your page, this is a great way to go.
- **Ads are created in Ads Manager.** This allows for more customization. You can focus on building followers or driving people to an action.

The screenshot shows the Facebook interface for the page 'Keep Louisiana Beautiful'. In the top navigation bar, the 'Ads Manager' button is circled in red. Below the navigation bar, there is a post from 'Keep Louisiana Beautiful' published by Sprout Social on May 1 at 10:54 AM. The post text reads: 'Learn ways to reduce your business's environmental impact at a free workshop held by Keep Louisiana Beautiful in partnership with LifeCity! Workshops will be held in Baton Rouge (5/8), Monroe (6/6), and Lake Charles (6/13). Lunch is provided by KLB. Registration is free but required, as seating is limited. Register here today: https://bit.ly/4a16Egk'. Below the text are 'Topics Covered' including 'Green Tax Credits and Rebates' and 'Best Practices for Recycling, Litter Abatement, and Energy Reduction... See more'. The main content of the post is a green graphic with white text that says 'BUSINESS SUSTAINABILITY WORKSHOPS' and 'FREE' in a starburst. It lists three dates: 'May 8, Baton Rouge', 'June 6, Monroe', and 'June 13, Lake Charles'. At the bottom of the graphic are the 'Keep Louisiana Beautiful' logo and the 'LIFECITY' logo. Below the graphic, there is a 'Boost post' button circled in red.

The screenshot shows the Facebook interface for the page 'Keep West Monroe Beautiful'. The page header includes 'Keep Louisiana Beautiful' and 'Keep West Monroe Beautiful'. Below the header, there is a 'Recommended post' section with a 'Boost post' button circled in red. The main content of the page is a post from 'Keep West Monroe Beautiful' with the text: 'Look what you did!! Love the Boot numbers are in! Thank you Keep West Monroe Board and Volunteers! #KeepLouisianaBeautiful'. Below the text are three statistics: '347 tons of litter removed', '760 events', and '64 parishes'. Each statistic is accompanied by a small icon: a person holding a trash bag, a calendar, and a map of Louisiana.

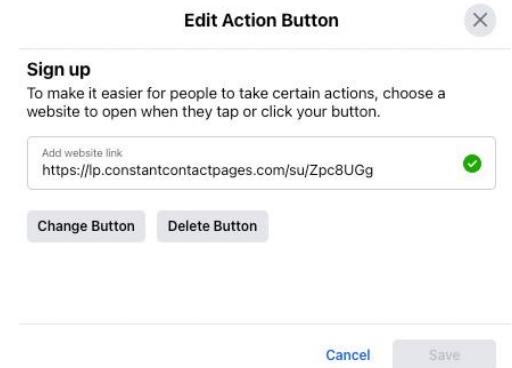
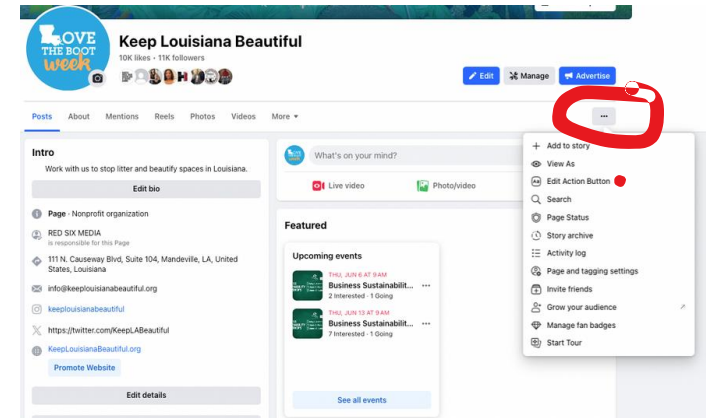
Click these buttons and META will guide you.

# List Building

How do you collect and manage contact information?

# Grow & Organize Your Contacts

- Start small. Have a sign-in sheet at all events. Maintain excel sheets if you are starting at zero.
- Explain what people will receive. What's the value?
- Make it easy to join your list. Have a email subscription form on your website.
- Use META and LinkedIn to encourage people to subscribe to your newsletters. You can post, advertise, do giveaways.
- Facebook allows you to add a “Sign-Up” button.
- Upload your lists to email marketing services like Constant Contact or MailChimp (\$30+ per month).
- Create lists: Volunteers, Schools, Donors
- If you do mailings, invest in contact management software to manage your contacts and addresses.
- Provide consistent and quality content.



# How to stay organized

- Create a **simple calendar doc** and populate it with your events and campaigns.
  - See where it's too heavy and adjust so you aren't promoting too much at once
- What works for me is having a **deadline spreadsheet** with tabs for each event, plus tabs for print and press releases. Many items go out at the same time every year and those dates are indicated on the sheet.
- Take it a step further and create a **content calendar**.
  - When, where, and what are you sharing content?
  - When do your mailings go out?
  - When do your newsletter go out?
- Plug in **evergreen content**
  - Prevention tips
  - Special days, like Secure Your Load Day
  - Remember the Let Louisiana Shine toolkit!



## LET LOUISIANA SHINE SOCIAL MEDIA MESSAGING GUIDE

The *Let Louisiana Shine* social media messaging guide provides a recommended content calendar outlining evergreen (always relevant) dates and occasions each month of the year when #LetLouisianaShine messages would be most relevant to post/share. Note that all of the recommendations included are specific to social media. However, communication via email, newsletter inclusion or other communication platforms would also be appropriate and is encouraged.

Throughout this messaging guide, we've included screenshots of social media images, carousels, and stories that are all free to use and available for download on the *Let Louisiana Shine* Marketing Tool Kit page: <https://LetLouisianaShine.org/Marketing-Toolkit>

Recommended (evergreen) and suggested (seasonally-specific) messages have also been provided throughout. As you use the posts and messages provided, we simply ask that you tag @KeepLouisianaBeautiful and add the hashtag #LetLouisianaShine whenever you are posting an anti-litter message for the static and carousel social media posts. And, for the stories, please click the sticker tool add URL that leads to [LetLouisianaShine.org](https://LetLouisianaShine.org).

### JANUARY

- **January 3, Drinking Straw Day**
  - **Suggestion 1:** Consider posting the last image of the #LetLouisianaShine "Top Littered Items on Our Roadways" social media carousel, along with the following message.



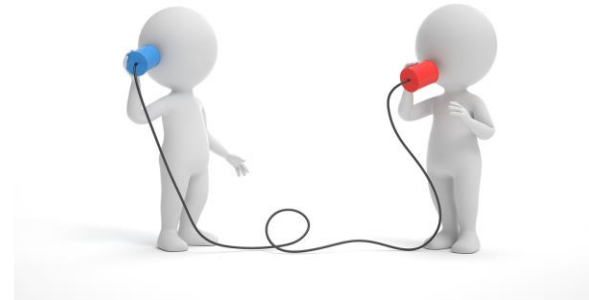
7.2% of the litter on Louisiana's roadways is plastic fast food items, like plastic straws. On this #DrinkingStrawDay, consider how we can all do our part to stop littering in our Sportsman's Paradise. #LetLouisianaShine @KeepLouisianaBeautiful

- **Suggestion 2:** Use this day to spread awareness about how harmful plastic straws are to the environment and encourage switching to more eco-friendly materials like paper or metallic straws. Use the hashtags #DrinkingStrawDay #KeepLouisianaBeautiful #LetLouisianaShine and tag @KeepLouisianaBeautiful
- **Third Monday of January, MLK Day of Service** - Encourage others to recognize and participate in MLK Day by committing to volunteering to improve their community.



# When planning your year. Keep these communication avenues in mind

- Website & blog
- Email marketing
- Social media
- Advertising
- Print mail
- Print flyers
- Public relations - Kayla Bertucci up next!



# Ready to take it a step even further? Invest in a social media scheduler program.

- Schedule your social media using a tool like Later (\$17+ per month), Buffer (\$12+), Meta (free), Sprout (\$\$)
- Pull reports
- See all mentions in one place
- Engage on all platforms in one place
- Re-share content you're tagged in easily

# Things to Remember

- Determine where you want to improve.
- Set realistic goals and plan on how to achieve them.
- Create a content calendar or planning doc. It's ok to edit this along the way. Things change!
- Focus on consistent quality communications.
- Monitor performance and adjust.



**What is your goal? What is something you want to try this year?**



# Questions?

What would you like to learn more about in a future webinar or Affiliate call?