



**THE COLLABORATIVE FOR  
THE COMMON GOOD**  
WINGATE UNIVERSITY

# **WINGATE FARMERS MARKET**

## Social Media Report

Season 1: August 2022-November 2022

CCG Social Media Intern Eric Alexander Henderson Jr.

Wingate University  
220 N. Camden Rd.  
Wingate, North Carolina 28174

## Wingate Farmers Market

### Summary of the Wingate Farmers Market (First Season Fall 2022)

**Who:** The Farmers Market was a partnership between the Collaborative for the Common Good, the town of Wingate and the NC Cooperative Extension Office (Monroe). Dr. Wright (CCG Executive Director) and Kelli Wiles (CCG Administrative Assistant) were in charge of the onsite Farmers Market operation and Wingate Operations helped fund the shed and electricity needed for many of our vendors. Eric Alexander Henderson Jr., was the first Farmers Market social media intern in charge of promotion and public relations. We were also blessed to have the President of the Environmental Biology club do many of our early morning setups and members of his club help out at many of our Markets -- we could not do it without all our fabulous student volunteers! We are also grateful to Operations for their support and the use of the Wingate golf cart each week -- that gift was a life saver and our vendors were so grateful for this perk!



**When:** The Farmers Market officially started Thursday August 25, 2022 and ran until November 10, 2022. It was a weekly market held every Thursday.



**Where:** At the Corner of Main and Wilson St. on Wingate University Campus. The large open field beside the Wingate Community Garden was the ideal location since the vendors could drive up and community members could park and walk into the Market.

**What:** This market featured vendors that sell local produce, nuts, fruits, meats, and farm grown products only. What we mean by local is that the product originates (is produced) within the boundaries of Union, Anson, and Stanley counties or within 20 miles of the boundaries of these counties. Once a month we held a special community engagement event that



featured a Chef demo and free food as well as educational activities, and family and senior oriented events. They were very well attended with over 140 in attendance.

**Why:** We loved offering healthy, local products in an area that has few places to shop for these items. We also really enjoyed giving Farmers and vendors another opportunity to sell their goods and this helps our local economy. By partnering with graduate health programs we were also able to offer health screenings and other services to our local community, especially seniors and families.

## Farmers Market Participants

### Vendors and Community Organizations:

- Parker Farms
- Sweet & Cozy Bakery
- Hobbs Nuts
- Dekenchar Bakery
- Cartwill's Delights
- Little Family Farm
- Crossroads Farm
- Rick's Produce
- Wing-it Apiary
- Tucker Honey
- Peaceful Meadows
- Health Beat Therapy
- Waxhaw Microfarm
- Greenworks Farm
- Chartwells Chef Demo
- Master Gardeners
- Center for Prevention Services
- Eligibility Member for Social Services (Union County)
- MomMom's Bakery
- Heart for Monroe
- Faculty "Jam" Band (Dr Unger and Friends)



## Student Groups:



- Pharmacy RSO
- Public Health
- Puppy Lab
- Campus Recreation
- Biology Club
- OT Club
- Students from Dr. McLaughlin (Sports Exercise Science)
  - Environmental Biology Club
  - ASL Classes
  - Food Systems Class Volunteers



## Planning

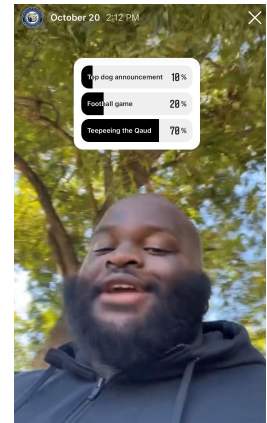
- Marketing Plan for the Market: What Eric did to market
  - Monday: Teaser on social media to let people know to check out our vendors on Tuesday. Help Kelli make flyers for posting on Tuesday
  - Tuesday: Post flyers of vendors on Tuesday. Creation of an animated social media post to attract people to the Market
  - Wednesday: Rest day
  - Thursday: Early morning setting up of tents and Farmers Market Signs (10am). Post a social media post at the setup to draw people in. See the [CCG TO DO LIST](#) for details about set up. Start setting up tables, tents and table cloths -- be finished by 3pm to start helping vendors set up. Stay and post throughout the Farmers Market
    - Types of posts: interviews with vendors; teasers of what is being sold; interviewed students; showcased student groups; highlighted Chartwells' Chef demos; Pictures of activities.
  - Friday: Rest day





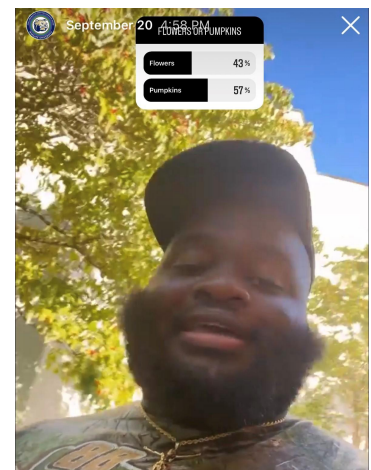
## Eric's Reflections on his Farmer's Market Social Media Work:

"One thing I did to market the Farmers Market was I created polls on social media to find Wingate students desired to buy from the market. I also wanted to know if they would rather buy flowers or pumpkins. 43% voted for flowers and 57% voted for pumpkins. The next week vendors brought pumpkins to sell. I also polled students about their favorite Homecoming ritual. I did this because it is a build up -- making homecoming more exciting and to get more exposure for the Farmers Market. I also posted flyers around campus and gave out flyers in the community to spread the news. I also would tell my friends what was going on, and would tell my fraternity brothers to come out and support. One thing I found to be more effective was going around and talking to people; evidence that this was effective was that I saw more people (my friends) showing up and buying good food."



### Impact

"The impact it had on my professional and personal development was tremendous because I met a lot of great people and affected a decent amount of people in a positive way. Whether they needed help, a laugh or just someone to talk to I gained a great amount of connections through doing these events. It also impacted the university because people from everywhere started to come. A lot of my friends started to come towards the end."



**Total Number of People who Came to the Market (Aug - November) = 1,078 people (11 Markets)**

Total Number of Social Media Posts (Pictures, Videos, etc...) = 50  
Instagram Thread Posts, 100+ Instagram Story Post, and 2646 Likes on Posts.

Knowledge Gained: "I noticed when I posted during the day vs at night I got more likes and views. In the early morning I didn't really get any attention on social media. At night I got little to no views."

Post Date	# of Likes	Type of Post
Nov 17	18	1 Video
Nov 10	33	1 Post
Nov 8	16	1 Post
Nov 7	73	2 Video
Nov 2	8	1 Video
Oct 31	56	2 Post
Oct 28	1555	13 Post
Oct 27	88	2 Video, 2 Post
Oct 25	55	2 Post
Oct 18	22	1 Post
Oct 13	40	1 Video, 1 Post
Oct 12	33	1 Video
Oct 11	31	3 Post
Oct 4	9	1 Post
Oct 3	12	1 Post
Sept 29	45	1 Video, 1 Post
Sept 22	262	1 Video, 1 Post
Sept 14	8	1 Post
Sept 7	16	2 Post
Aug 31	31	1 Post
Aug 25	102	4 Posts
Aug 24	23	1 Post
Aug 18	22	1 Post

### Future Directions:

Continue to:

1. Smile
2. Set up in the AM
3. Communicate with Dr. Wright and Kelli
4. Ask Questions
5. Involve your friends



What else can we do:

- Do more social media teasers
- Be organize -- set up posts and flyers ahead of time
- Try to expand your audience -- draw in students from all areas of Wingate (Student Groups, teams, Greek Life, Departments)
- Talk to vendors to see how we can make the experience better for them
- Find new vendors
- Poll students to find out what they like and don't like

*Last words from Eric Alexander Henderson Jr.:*

"I noticed this semester when things were done on time and efficiently we had great numbers when we posted flyers early and did the teasers online and set up the tents in the morning. The results were great. The farmers market and CCG taught me not only when you do things the proper way good things happen, but when you do right you get good results."