

THE COLLABORATIVE FOR THE COMMON GOOD

Wingate University

Arranged by CCG Social Media Interns

Rachel Chew

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WINGATE FARMERS MARKET

Social Media Report

Season 2: March - April 2023



Wingate Farmers Market

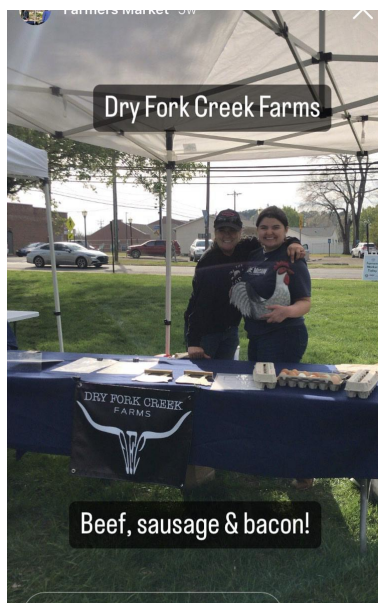
Summary of the Wingate Farmers Market (Second Season Spring 2023)

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. Wingate Operations helped fund the shed and electricity needed for many of our vendors. Jaheim Mullen and Rachel Chew were the Farmers Market social media interns in charge of promotion and public relations. Hunter Walle was the manager of Paw Provisions, but also served a vital role in helping promote and set up the Farmers Market.

We also had student volunteers help us out with set up, comic book sales and more — we could not have done any of this without the wonderful support around campus! 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!

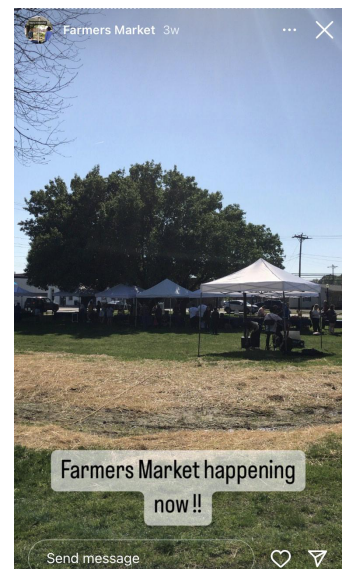


When: The Farmers Market was set to start Thursday, March 2, 2023 but due to weather, it officially ran from Thursday, March 16, 2023 until April 20, 2023. It was a weekly market held every Thursday.



Where: At the Corner of Main and Wilson St. on Wingate University's 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 who sold local produce, mushrooms, fruits, meats, soap, glasswork, and more. 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. There were also student organizations that came and provided engagement opportunities for attendees to the Market.

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, which also helps our local economy. By partnering with graduate health programs, we were able to inform our local community about health topics like sunscreen education.

Farmers Market Participants

Vendors and Community Organizations:

- Sweet & Cozy Bakery
- Bakery at Dekenchar
- Old Barn Farm
- Glassworks by J.R.
- Dreamy Acres
- Dry Fork Creek Farms
- Days for Girls
- Winding Brooks Farm
- Master Gardeners
- Greenworks Farm
- Heart For Monroe
- Master Gardeners



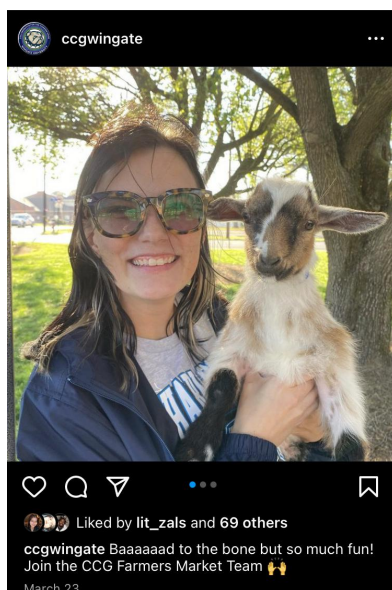
Student Groups:

- Pharmacy RSO: NCODA
- Pharmacy RSO: NCPA
- P.U.P.P.Y Lab
- Biology Club
- Omega Psi Phi



Planning

- Marketing Plan for the Market: What Jaheim and Rachel did to market
 - Tuesday: Help Dr. Wright and Kelli create marketing designs to post on social media. We also created marketing designs to be printed and posted around campus and the community, as well as to be handed out to passersby. We hung posters at the following locations:
 - Wingate post office
 - Wingate Food Lion
 - Surrounding gas stations around campus
 - Union County Public Library
 - Main Street Bistro in Monroe
 - Monroe Courthouse
 - American Beer Company in Monroe
 - Jampac Records in Monroe
 - Wednesday: Teaser post of vendors that will be at the Market the following day.
 - Thursday: Create a post or story to remind people that the Farmers Market is happening today. Setup begins at the latest at 3:00 PM. See the [CCG TO DO LIST](#) for details about set up. Start setting up tables, tents and table cloths -- be finished by 3:30 pm 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; pictures of students buying products; showcasing of student groups; pictures of activities



Jaheim & Rachel's reflections on their Farmer's Market social media work:

"Marketing strategies were filming videos, creating reels and stories to attract students. We posted flyers all around campus, while also going to Monroe and posting flyers. We also talked to people in town and on campus to promote the Farmers Market." – Jaheim

"I liked that we created posts for both students and community members. This way we could target different audiences, but still get them to come out based on what we think would draw them out. I also liked that we got to talk to students and community members to try and get them to attend our event. This helped me work on my pitching skills." — Rachel

Impact

"The Farmers Market has helped me become a better communicator because of all the interaction with the sellers, along with being one of the faces put on social media to promote the Farmers Market and being able to talk in front of a camera with confidence. It has improved my ability to lead and build relationships, along with managing events, meeting new people, and being able to market the Farmers Market in people's faces. Learning social media tactics to get better reviews and reactions from the students was also helpful." — Jaheim

"The mission of the Farmers Market to support local farmers and provide the Wingate community with different types of products and produce was something I appreciated about this weekly market. This internship also helped me with personal and professional development. I learned how to utilize social media for promoting a service in a professional environment, as well as how to speak on camera for this purpose. Not only that, I also improved my communication skills when it comes to presenting an idea to others." – Rachel



Total Number of people who came to the Market (March - April) = 520 people (6 Markets)

Total Number of Social Media Posts (Pictures, Videos, etc...) = 30 Instagram Thread Posts, 3 reels, 100+ Instagram story posts, and 587 Likes on Posts.

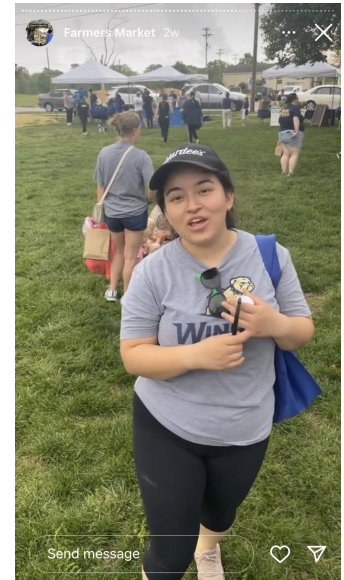
Knowledge Gained:

“I noticed when we posted reels we got more interaction with students, as opposed to just regular posts.” – Jaheim

“If students or animals were featured in posts, then engagement with the post went way up. This showed me the importance of subject matter when it comes to social media and drawing people’s attention” – Rachel

Statistics:

Post Date	# of Likes and/or views	Type of Post
Feb. 9	43 likes	1 post
Feb. 21	17 likes	1 post
Feb. 23	11 likes, 140 views 37 likes, 597 views	2 reels
Feb. 28	81 likes 21 likes	2 posts
March 1	24 likes	1 post
March 2	21 likes 3 likes	2 posts
March 14	19 likes	1 post
March 16	22 likes	1 post
March 22	12 likes	1 post
March 23	30 likes 8 likes 22 likes	5 posts



	31 likes 69 likes	
March 24	27 likes	1 post
March 29	15 likes	1 post
April 5	14 likes	1 post
April 6	12 likes	1 post
April 11	15 likes	1 post
April 18	24 likes	1 post
April 20	9 likes	1 post

Future Directions:

Continue to:

1. Smile
2. Set up as early on Thursday as possible
3. Communicate with Dr. Wright and Kelli
4. Ask Questions
5. Involve your friends
6. Create more videos leading up to the day of the Farmers Market to increase promotion
7. Be ready to pivot when unexpected things happen

What else can we do:

- Do more social media teasers
- Be organized -- set up posts and flyers ahead of time
- Be sure to archive all Instagram stories to the highlights on the CCG's IG page
- Try to expand your audience -- draw in students from all areas of Wingate (Student groups, athletic teams, Greek Life, academic 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
- Set up pre-order forms for vendors

Last words from Jaheim and Rachel:

“I am so very thankful for the people I met through the CCG. I have learned so much about organic foods and event planning.” – Jaheim

“I enjoyed being able to serve my community and school via this internship with the CCG. It was a great experience and I am very grateful I got to meet so many great people. Thank you to Dr. Wright and Kelli for providing me with this opportunity.”
– Rachel