



Elevating the Marketing Presence of the South Mountain Partnership Conservation Network

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WHO WE ARE

We are Elevate Marketing, a student-led marketing group from Shippensburg University. We worked with South Mountain Partnership (SMP), a conservation group in Pennsylvania who collaborates to preserve the natural landscape of the region. After analyzing, researching and meeting with SMP, our main goal was to expand SMP’s public outreach. To achieve this goal, we improved the usability of their website and their social media presence.

LITERATURE REVIEW

When considering which type of content to create, Clampitt (2017) argues that content choices should be made based on five principles: Coordinate Aligned; Audience Sensitive; Channel Compatible; Category Apportioned; and Feedback Driven. Given these five principles, we found it significant to design content specially focusing on maintaining consistency between the website and Instagram, bringing appropriate and audience-relevant information, ensuring that all content capitalized on the strengths of each platform, and aligns with our communication goals.

Research done by Thorgren, Mohammadinodooshan, and Carlsson (2024) found that concise content, characterized by shorter descriptions and minimal hashtags/mentions, consistently drives higher engagement across all content formats. These insights reflect temporal nuances in user engagement on Instagram are the most effective. When creating, it's crucial to tailor strategies that evoke immediate and sustained user interest. Considering these insights, we will include specifically content that is concise, visually engaging, and designed to capture attention quickly.



South Mountain Partnership Website

ABOUT THE PROJECT

As part of our Advanced Technical/Professional Writing course, we worked alongside the South Mountain Partnership for this semester-long project, providing them with marketing-focused materials to grow their community engagement. The project had many components, we conducted research, met with the client multiple times, developed both a Work Plan and a Proposal, which led us to finally developing our strategy of creating a variety of social media content to improve SMP’s public outreach. Through interviews, research, and creative collaboration, we have compiled a list of content that will help the SMP expand their public outreach.

RESULTS



SETTING UP FOR THE FUTURE

In order to achieve the goal of expanding SMP’s public outreach, Elevate Marketing worked throughout during the semester. We started by analyzing the State of the Region report, reviewing SMP’s current social media presence and researching.

By the end of this project, SMP will have a content bank they can pull from to increase public engagement. This content could be used for social media, posters, etc.

See below for examples of our work schedule and gantt chart. See results for examples of our content for SMP.

