

folkFEST General Social Media Plan

GOALS:

1. Keep folkLAB socials alive!
2. Maintain a steady, slow growth of followers every month - ideally +5-9% growth.
3. Continue to expand fL community connections
4. Maintain fL positioning as hub for underrepresented artists and Appalachia

POST FREQUENCY:

- ❖ 1-2 posts/week (1-2 reels a month would be ideal)
- ❖ 2-3 stories/week (sharing our own posts, our values, and community events)

POST TYPES:

- ❖ Upcoming programming
- ❖ #Throwbacks to folkFEST, These Hollow Hills (1-2x month): In lieu of programming, these throwbacks
- ❖ Sharing values and thoughts - sharing These Hollow Hills values as they connect to current events
- ❖ Highlighting community ally events
- ❖ Appalachian artist/organizer shoutout — historical and contemporary
- ❖ Share artist/organizer opportunities

Groups/People to Collab With:

- | | |
|-----------------------------------|---|
| ❖ Chris Ivey/Hyperboy Productions | ❖ Center for Coalfield Justice |
| ❖ Mark Dixon | ❖ Beaver County Marcellus Awareness Community |
| ❖ Tony Buba | ❖ Abolition Books/Coffee |
| ❖ Greater Pittsburgh Arts Council | ❖ Write Pittsburgh |
| ❖ Bunker Projects | ❖ Our Streets Collective |
| ❖ 3 Rivers Water Keeper | ❖ JADED Pittsburgh |
| ❖ Reimagine Appalachia | ❖ Abolitionist Law Center |
| ❖ Young Farmers Coalition | ❖ Mountain Watershed Ass'n |
| ❖ BREATHE Project & Affiliates | ❖ Let's Get Free |
| ❖ Book 'Em PGH | ❖ Food Distros (FNB, RICE) |
| ❖ Free Ride Pittsburgh | |

Relevant Hashtags:

#appalachia #fishmeme #ecology #coalwars # #appalachianartist #appalachianart #diy #craft #textile #folkcraft #folkart #rewilding #traditionalcraft #oldappalachia #appalachiatok #foryoupage #fyp #mountainlife #handcraft #melungeon #appalachianculture #swpa #412 #pgh #pittsburgh #laurelhighlands #someset #washingtonpa

OPTIONAL:

- ❖ \$5 post boost once a month
- ❖ Interviews/stories from community members (esp elders, immigrants) about Appalachia and art
- ❖ Appalachian poetry + photos of woods and arts, visual collages.

Some Notes:

*Honestly, hashtags can be great but I'm noticing that the text of a post including keywords can be just as good!

*Faces are still ideal in reels/carousels, even if it's not from the selfie POV

* Video is king, carousels come next, and stories are just not as important as posts for folkLAB.

*People love to see themselves! Our best performing posts from folkFEST were community member/group highlights (whether in template form or showing faces), and the puppet march. We did especially well when we tapped into vibrant communities like the biking community — that post got a lot of engagement from nonprofits, community groups and local individuals.

SAMPLE MONTH:

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2) FB: Artist highlight	3) IG: Our Streets event	4) IG: Artist highlight	5) FB: Our Streets event	6)	7
8	9) IG: Artist opportunity	10) FB: Body & Sense of Self	11) IG: Body & Sense of Self	12) FB: Artist Opportunity	13	14
15	16) FB: Artist Highlight	17	18) IG: Artist highlight	19) FB: #TB to folkfest	20) IG: #TB to folkFEST	21
22	23) IG: Coalfield Justice event	24) FB: Artist/Org opportunity	25)	26) FB: Coalfield Justice event	27) IG: Artist/Org opportunity	28
29	30					