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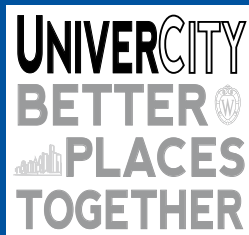
INCREASING RESIDENT ENGAGEMENT WITH MEDIA

MARKETING 355: MARKETING IN A DIGITAL AGE

SPRING 2017

UNIVERCITY BETTER PLACES TOGETHER

MONONA

Digital Marketing Strategy
Monona Community Media

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Executive Summary

This paper contains a comprehensive digital marketing plan for Monona Community Media, an organization for the city of Monona, WI. Goals of the organization include engaging the community in interacting with their content, but their primary goal addressed in this report is to increase brand recognition with Monona Community Media (MCM).

Currently, MCM utilizes YouTube and Facebook as their media distribution channels. There are negligible amounts of user interaction with their YouTube page, and inconsistent user engagement on their Facebook page. Steady growth in followers and disproportionately increased engagement with an inaugural Facebook Live post and event page posts, which helped guide our recommendations.

In order to achieve their digital marketing goals, Monona Community Media's target is limited to citizens of Monona and nearby community members that are technologically proficient. This eliminates a portion of the market who cannot easily use technology/the internet, but demographical predictions projecting growth among younger families helps reduce any concern associated with this decision.

Our team has generated four recommendations to achieve MCM's goals. The first three recommendations are to implement a partnership with Monona Grove High School to share their content, posting more Facebook event pages, and boosting more Facebook content while also using Facebook Live. These recommendations are geared towards increasing the online account's user base. Our final recommendation is to create the "My Monona" video campaign with local businesses in order to target their goal of providing engaging content for their new users.

In order to guarantee that our recommendations contribute to the success of Monona Community Media's digital marketing campaign, we have established three benchmarks for evaluation. Our benchmarks are to gain 10 new "likes" on MCM's Facebook page after one month, have MCM like 1 new local business/group per week, and to gain at least 100 views on 1 MCM YouTube video. By following these benchmarks and adjusting accordingly, Monona Community Media will be able to ensure digital marketing success.

Overview of Business

Monona Community Media (MCM) is a sub-department of the City of Monona that strives to engage its citizens through digital media. The organization is composed of two subsections; the public TV broadcasting division and their radio station. Since MCM is publicly funded and a non-profit organization, their business goals focus more on social capital as opposed to monetary gain. Therefore, their digital marketing goals are engagement oriented. MCM wants to better advertise the department's role in the community to its constituents. In effect, their primary goal is to answer the question "What *is* Monona Community?" Its secondary goals include marketing the city as a whole and involving community members in contributing to media development.

Digital Marketing Audit

In pursuit of achieving these objectives, our proposal focuses on MCM's two channels of digital media distribution, their YouTube and Facebook pages. The Monona Community Media YouTube account has 215 subscribers that have created a total of 47,106 views since June 17th, 2009. The account is active on a biweekly basis, the page consists of video posts regarding music concerts, high school daily announcements, sporting events, council meetings, and plan outline

videos. Although the page encompasses many aspects of what is taking place in the city, views and subscribers are low. There are few comments and discussions on videos, and the average number of views per video is less than 1,000. With a city population of nearly 8,000 it is evident that these videos are not reaching a significant portion of the residents, ~3% of the city population subscribes to the Monona Community Media YouTube page. The videos vary in content and consistency, some are regular and scheduled, such as daily high school updates and council meeting. There are significantly more views on spontaneous events such as concerts, or annual festivals, than there are on events such as council meetings and school updates. It would be inaccurate to make generalizations about the overall perception and engagement of the Monona City Media YouTube subscribers because there is very little data on what people are saying about the content. We cannot generalize their options and social listening based on the fact that they viewed a video. Likewise, we do not have the data on the length of the view or if it was an intentional view, and therefore cannot assume the motive behind why someone watched a video and what they talked about after.

Closely mirroring the findings of the YouTube analysis, the Facebook page for Monona Community Media is active in posting, but has had fairly low user engagement since 2014. With advances in Facebook technology, that is beginning to change. The Facebook page follows a "copy and paste" methodology where content posted on YouTube carries over to the Facebook page. Roughly 600 individuals "like" and "follow" the page. With a population of roughly 8,000 this means that about 7.5% of the city follows Monona Community Media online via Facebook. However, their posts cover a large, uneven spread of engagement rates ranging from 0 forms of engagement to well over 1,000 impressions on certain posts. MCM has seen a relatively steady incline of page "likes/followings" in the past two years (*Exhibit 1-A*). Similarly, we can see a

general increase in their Facebook page reach. Facebook reports two types of reach, Page and Post reach. Post reach shows how many people view a specific post, and Page reach how many people view *any* content posted by the page. We focused on Page reach which is just a little bit more encompassing of how their audience interacts with their content.

While reach and engagement have slightly grown over the past two years, they exploded in 2017 (*Exhibit 1-B, Exhibit 1-C*). The two spikes in February and April of 2017 are tied to two posts relating to Monona Grove High School: the start of broadcasting the High School News Channel on Facebook Live and the promotion of a theatre production of Les Mis at the school. We believe these spikes in numbers reveal an opportunity for Monona Community Media which we will discuss later in the report. Since engagement with their content has been fairly limited until very recently, it has been difficult for us to gauge people's perceptions of Monona Community Media. The analytics from their Facebook page only reveal two definitive conclusions. One, their audience size has remained stable with slow, sustained growth (no reduction in followers). And two, utilizing new technology from Facebook has revealed opportunities as to how to increase user engagement and potentially increase "brand" recognition, to better share Monona Community Media's overall mission with the city.

Target Market Online

The target market for this proposal is comprised of three characteristics. First, the marketing goals outlined by the organization defines citizens of Monona and nearby communities as the main body of potential consumers. Furthermore, people who are technologically proficient (able to access and use the internet) are the focus of this proposal. Our team recognizes this eliminates a portion of the population who does not meet this prerequisite (such as senior citizens), but demographical trends show an increase in younger families moving

to Monona. In fact, a comprehensive report by the city states: "24.9% of Monona's residents are between the ages of 25 and 44. This group is expected to expand their current household and family sizes" (2016, p. 1-6). Therefore, the risk associated with our marketing strategy is/will be diminished in the long run.

When it comes to competition, since MCM has no direct competitors, the competition they do face is in regards to consumer *attention*. Since their operations model is centered around content generation, any other source of digital media relevant to the city via TV, YouTube or Facebook could be considered competition.

Recommendations

Our first recommendation to help Monona Community Media improve their digital marketing efforts is to partner with Monona Grove High School to share each other's Facebook posts. The idea behind this recommendation is to have each of these Facebook pages reposting/sharing each other's content to their own audiences. Monona Grove High School's Facebook page has around 154 likes and 9,700 visits. By developing this kind of mutual sharing relationship with a page that MCM already works closely with, they can have a wider reach. Monona Grove High School already has many community members following the page which would give MCM an opportunity to capture this new, yet relevant audience. Additionally, this would help advertise Monona Community Media's strong affiliation with the high school which is something the organization wants to make more widely known.

Our second and third recommendations focus on the Monona Community Media Facebook page. The first is to post and create event pages for events that are taking place in the city and potentially events that other businesses and organizations are hosting in order to gain awareness of their community engagement. They have created an event page for an event on

August 16th, 2016 and it received significantly more recognition and engagement compared to their typical posts and videos. 138 people said they went to the event, and 479 people said they were interested in the event, this is significant in relation to the 600 individuals who "like" and "follow" the MCM Facebook page. Event pages also send notifications to individual's friends saying they are "attending an event near them" via an algorithm (McHugh, 2015). We believe this will provide even more outreach if people say that they are interested in or attending this event.

Following a similar motive, the next recommendation is to boost more Facebook posts and stream more live events. Through our online listening audit, it was evident that the past live streams that MCM executed had an increased amount of engagement (Exhibit 1-C). They currently live stream the Monona Grove High School news broadcast midday. However when analyzing the data on when their followers are most active, it seems as though the prime time to live stream would be between 6 pm and 9 pm. We recommend that they test out the time of day that they use Facebook Live and compare views and engagement to determine the optimal time to live stream in the future. Additionally, Facebook's option to boost a post is relatively inexpensive, based on customized budget and duration factors, so this recommendation is one that we suggest they try if they have a budget that allows for this additional marketing expense ("FacebookBusiness", 2017). They have only boosted one post prior, so we were unable to analyze the effectiveness the boosted post had on outreach. We do not recommend that they boost all posts but rather select content that would be relevant to Facebook accounts outside of their current user base. Continued analysis is highly encouraged for all of these increased outreach focused recommendations.

Our final recommendation is to create a "My Monona" video campaign with local businesses. This recommendation is to be implemented following the success of the first three recommendations. Our previous three recommendations emphasize increasing Monona Community Media's follower base and maximizing engagement. This final recommendation is more focused on providing these new, engaged Facebook and YouTube followers with exciting content in order to keep them engaged and expand the reach even further. The idea behind this campaign is to have local Monona business owners create videos explaining what Monona means to them. MCM will kick off this campaign by forming connections with businesses in the community who would be willing to participate and tell their story. A few different examples of local Monona businesses that MCM could contact are Monona Bait & Ice Cream, Booth 121, and Rossi's Pizza & Vintage Arcade. Once Monona Community Media has a business on board, they can start helping them create videos explaining what Monona means to them.

Students from Monona Grove High School could assist with this project to help them make connections in the community as well as learn how to conduct and appropriately film these interviews. The business owners are invited to tell personal stories about their time in Monona along with the details of how their business impacts the city. Following the completion of a video, MCM will have a piece of new, engaging content to share via YouTube and Facebook. Depending on the number of businesses who are willing to participate, MCM can post these videos anywhere from once a week to once a month. Through working with these businesses, MCM is able to form strong partnerships with members of the community while also raising awareness for their organization. Hopefully, the content created will draw in new users to MCM's YouTube and Facebook channels who are interested in learning more about these different businesses. Additionally, this will be mutually beneficial to the local businesses as this

will give them a new, free way to advertise their business. Overall, this recommendation helps assist in achieving Monona Community Media's core goal of letting people know what their organization is all about by expanding their reach in the community while creating new content to attract and engage online users.

Measurement and Evaluation

Monona Community Media is a non-profit, which puts the organization in a unique position in regards to tracking the progress of these digital marketing efforts. Since the organization does not have product to sell to consumers, they will not have goals regarding increasing revenue or sales. Instead, they are more focused on increasing their online reach to the people of Monona. If these efforts are leading MCM closer to their goals, they will see an increase in Facebook likes and more user engagement with their posts and videos. They will be able to base these increases on the benchmarks our group created to easily measure the success over time.

Though our group is confident in our recommendations, there is a chance that the efforts will not have a significant impact. Should any of these efforts fall short, there are some adjustments that can be made. If boosting Facebook posts does not increase engagement or likes as they continue to experiment with this tool, they should stop boosting all together. Since we do not have enough data on Monona Community Media boosted posts, it is unclear whether or not this is beneficial to the organization. If the relationship with Monona Grove High school is not bringing in enough engagement, try building a Facebook sharing relationship with other large groups in Monona or the surrounding area. There are many organizations in the area that has high community engagement such as the Monona Parks and Recreation or the Monona Public Library Facebook pages. Additionally, if the Facebook events are not reaching enough users,

they can increase engagement by "inviting" people who like Monona Community Media on Facebook. This will ensure these community members are aware of these events, and by leaving the event "public", people who are not connected with the page will still be able to see the event on their timeline.

Our group has come up with three benchmarks that we believe will be helpful in Monona Community Media's evaluation process of success. The first benchmark is that after one month, we hope MCM gains 10 new "likes" on their Facebook page. MCM's Facebook page currently has 605 likes. We hope that after implementing our recommendations, we will be able to grow their follower base. The second benchmark is to have MCM "like" one new local business/organization/group's Facebook page per week. In order to implement the final recommendation of starting the "My Monona" campaign, we feel like it is necessary for MCM to begin reaching out to local businesses via Facebook in order to initiate these partnerships. The Facebook connection can be the starting point for a conversation regarding participation and content ideas for the campaign. The final benchmark is for MCM to reach at least 100 views on a video on their YouTube channel in one month. MCM has on average less than 100 views on their videos that they are regularly posting. They do have some videos with a higher number of views but those are few and far between. Through the increase in new content via our recommendations we hope to have MCM's YouTube viewership increase. Overall, by achieving these three benchmarks we believe that this will indicate success of our four new marketing recommendations.

<u>Conclusion</u>

In conclusion, Monona Community Media has a great opportunity for growth within the digital space. Through the implementation of a partnership with Monona Grove High School to

share each other's Facebook content, posting more Facebook event pages, and boosting more Facebook content while also using Facebook Live we hope to expand MCM's reach and follower base. Additionally, through the creation of the "My Monona" video campaign with local businesses, MCM will be able to post more engaging content for their new users. All in all, by implementing our recommendations Monona Community Media will be able to inform more people in the community what their organization is all about.

Exhibits/Appendices

Exhibit 1-A

Total Page Likes as of Today: 601

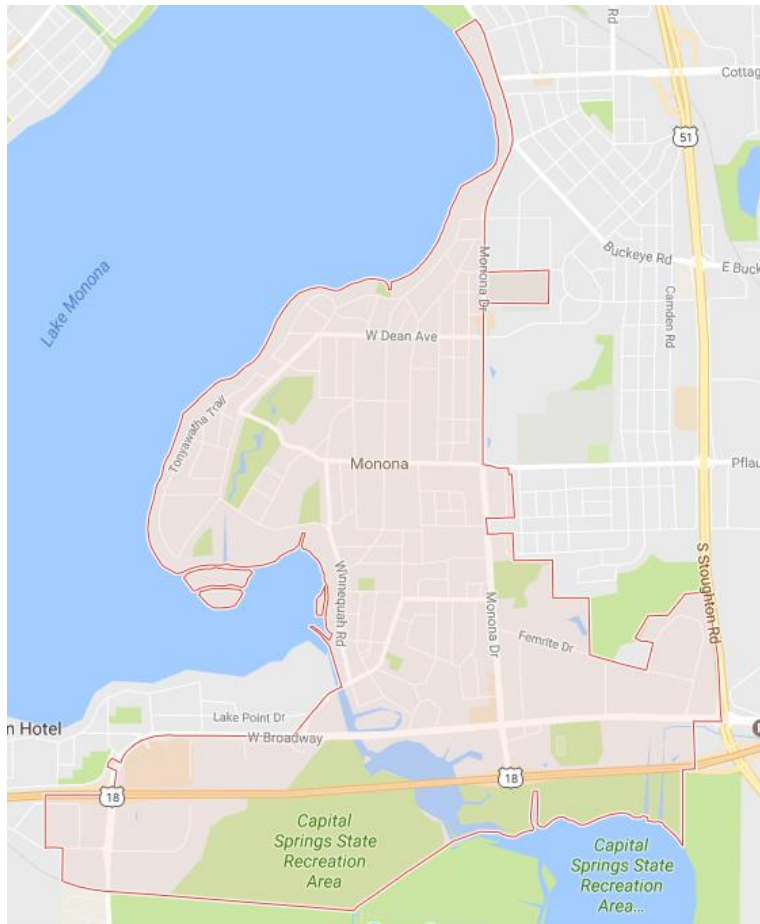Exhibit 1-B

Exhibit 1-C

Exhibit 2

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Monona Community Media

Executive Summary

Monona Community Media (MCM) is a branch of the local government meant to serve the residents of Monona, WI, through media literacy and community engagement. Through a strong partnership with Monona Grove High School (MGHS), the organization aims to not only entertain but educate the community by providing content available through online platforms, as well as its public access TV channels and radio station. Monona Community Media strives to develop its digital marketing strategy to better publicize and promote the city-school partnership, increase traffic to videos and content, and increase engagement across its social media platforms. Despite creating a high volume of content focused on fostering a community spirit, MCM's lack of resources - including both funds and personnel - as well as a lack of current awareness of efforts, provide challenges to effectively revamping the organization's digital marketing. However, by creating content that is more personally tied to community members, maintaining consistent and regular communication with followers through email marketing and social media, and by sourcing cost-effective human capital, Monona Community Media can more effectively meet its marketing goals.

Overview of Business

Monona Community Media is an organization dedicated to promoting media literacy and community engagement in the town of Monona, WI. MCM is comprised of three main prongs: a public TV station, a public radio station, and daily involvement with Monona Grove High School. The reporting that MCM does by way of these three mediums is focused on what is

going on in the community and surrounding Madison area. Through this project we worked one-on-one with Will Nimmow, Monona's Director of Community Media. Through our conversations with Will, we learned that he did not intend for our project to focus on the radio station. Instead, he saw the most benefit in seeking to improve the TV station and better publicize the high school partnership.

MCM currently finds themselves in a position where they have formed an incredibly strong relationship with those involved with the high school, parents and students alike. However, their main business goal focuses on expanding their audience to the rest of the community who is not directly involved with the high school. Increasing outreach efforts to this group of people is a direct way of achieving this goal. Particularly, the TV station wants to adopt a model similar to what exists at the radio station where individuals come into the station to record and broadcast their own shows. MCM does not want to lose its current audience while expanding to a new demographic. Instead they want to increase content that people uninvolved with MGHS would find interesting. Because the partnership with MGHS is also something that a lot of people would want to learn about even if they didn't have a child at the school, MCM also wishes to highlight the behind-the-scenes work that goes into fostering this partnership.

With regards to digital marketing, Will discussed how he would like our digital marketing expertise gained from the class to help with achieving two main goals: (1) increase social media outreach and (2) use digital resources to create a more dynamic image of "who they are". The

main digital marketing outlets that they currently have are Twitter, Facebook, YouTube and the MCM website, which is a page connected to the City of Monona's larger website.

Digital Marketing Audit

Monona Community Media's biggest strength is the relationship it has formed with Monona Grove High School. Through this relationship, the students gain valuable experience within the communications field, which has led students to pursue higher education in reporting, journalism and marketing. This club offers a safe space and an opportunity to meet friends, as well as a mentor in Will Nimmow. With regard to Monona Community Media's media capabilities, they do an excellent job of recording events around town that are of interest to Monona's residents. They film popular events at the high school like football games and choir concerts, but they also film important city hall meetings and speaker events at the libraries. Furthermore, many of these events are livestreamed and then uploaded to YouTube and shared through Monona Community Media's Facebook page and Twitter feed. Finally, through their work with the high school and attempts at outreach, Monona Community Media fosters a personal community feel.

Despite all of these efforts, however, Monona Community Media suffers from incredibly low awareness. On Twitter, they have 112 followers and are only following 76 people. They will often tweet links without embedding the content and they have not experimented with reaching out to and retweeting other users. The Facebook page has more followers with 609 page likes, but similarly lacks engagement. Their page engagement is especially lacking in the textual environment with limited comments on their posts – mostly only limited likes and shares. The limited comments that do exist on their posts are on videos and generally fall into two categories:

(1) recognizing individuals in the videos posted (i.e. "Wow Corey, you are a natural!! Good job!" and "Yay, Cara!") and (2) appreciation of content posted (i.e. "Thank you for recording the performances this weekend!").

In comparison, Wisconsin Public Television' Twitter has over 9000 followers and is following 351 people. Their Facebook page has close to 23,000 likes. While they have a much larger target market than Monona Community Media, it is useful to compare the two companies' platforms for the sake of content. WPT posts more frequently and each time they post any type of media, it is embedded within the tweet of post. In comparison, Monona Community Media's posts are basic links. Besides being visually unappealing and a primary reason why the posts are never shared, this strategy forces users to move to another platform. This asks too much of a following already rather unengaged. Examples of WPT's platforms can be seen in **Exhibit 1.**

Finally, Monona Community Media's weaknesses beyond social media are primarily founded in their ties to the City of Monona. Because they are an agent of the city, they are unable to create and redesign their webpage. Additionally, they have a limited budget and only have two people currently working on digital marketing efforts part-time.

Target Market

Because Monona Community Media is not a typical business or even a non profit, their target market is atypical, too. As of now they have an effective relationship with high school students and their families because this is where they are most involved. Their primary goal is to move

beyond the high school and engage as much of the community as possible. They're not aiming to appeal to one demographic or even one age group, but rather any resident of Monona and the surrounding counties who would benefit from their content.

As of now, Monona's population is a little less than 8,000 people. For the sake of our recommendations we focused on Monona's median age, which is 45 years old. This demographic falls into what's typically referred to as Generation X. This group uses social networking sites on at least a monthly basis, and nearly two-thirds use Facebook in particular (eMarketer, 2013). Most importantly, digital video is quite popular among Gen X internet users; 78.7% download or stream video online at least once per month (eMarketer, 2013).

Recommendation 1 - Community Video Series

Our first recommendation for MCM is to release a community video series aimed at profiling members of the Monona community. This is founded on the research that videos are valued and consumed by many people within our target market. We think that this would be a great way to highlight and celebrate the good work that members of the community are doing on a regular basis to make Monona such a great place to live. These videos would be produced in a "Humans of New York" fashion. This idea is supported by MCM's goal to increase outreach efforts to the community outside of the high school, but also stems from what we learned through the Online Listening assignment. Here, we found that a majority of the comments left on video shared on Facebook recognize or acknowledge the individuals in the videos. We think that using recognizable individuals in the community would be a great way first step to better engage users.

As a part of this project, MCM could also reach out to local business owners, teachers in the area, etc. We are confident about the potential shareability of this type of content on behalf of not only MCM's Twitter and Facebook pages, but also by users who find the videos produced of their friends and fellow community members to be worth sharing.

Recommendation 2 - Community Email Newsletter

Another strategy that Monona Community Media can implement is the introduction of a weekly email newsletter. A newsletter (perhaps called Monona Community Weekly) would be a great way for MCM to update subscribers about new content, increase engagement and awareness of efforts and increase traffic to other areas of the media department. Monona Community Media, in partnership with the MGHS, currently produces a weekly newscast called Monona News that updates viewers about developments in the community. At the moment, in addition to linking to Facebook, Will emails Monona News videos to community members from his personal account. These videos could instead be prominently displayed as part of the weekly newsletter. The newsletter would also include "one-off" content that MCM produces, such as behind-the-scenes of community musical theater, band concerts or award ceremonies. Other valuable content that would interest those uninvolved in MGHS could include written summaries of city council decisions and deliberations (which are already recorded by students), community member spotlights and short opinion pieces or in-depth updates about events in the community. These initiatives would not only improve the efforts to develop the student-journalism program that Will fosters, but it would promote and communicate the city-school partnership and potentially drive more traffic to MCM's YouTube channel – two goals that Will has identified.

A "Monona Community Media Weekly" newsletter capitalizes on the organization's strengths while being aware of its weaknesses. MCM already creates weekly content, provides updates on the city and focuses on creating a sense of community. However, the lack of personnel and communication outlets to promote these efforts create a challenge for meeting their goal of increasing engagement. E-mail marketing is not only low-involvement but it is also very cost-effective, not to mention six times as likely to get click-throughs to links (Courvoisier). Several e-mail marketing services are free to use – including MailChimp. For under 2000 subscribers and 12000 emails/month, MailChimp is free-to-use but still valuable in the information and services provided, making it a suitable starting point for the newsletter campaign. Not only can MCM send professional-looking emails with links to content and social media, but it can also access metrics and data through the service to better optimize their newsletter campaigns – including click-through rates by content, optimal times for subscribers to receive content, and overall impressions of different campaigns. In order to maximize impact and subscriber attitudes to the newsletter, it would be beneficial to acquire the email list for MGHS parents and create an opt-out permission system. These parents would be more open to content created by high school students and may even encourage future participation in the city-school partnership. An opt-in system would be better suited for those driven to the email subscription from social media and the MCM web site since unsolicited emails from those without any stake in the city-school partnership could result in unfavorable views toward MCM.

Recommendation 3 - Increase Social Media Interaction

Social media is one of the most cost effective ways to publicize a company. Because Monona Community Media is lacking in the amount of financial and human capital they can allot, we strongly recommend that they devote much more attention to increasing their interaction with the community via social media, specifically through Facebook and Twitter.

Our first goal for Monona Community Media is to increase their following on Twitter over a 6-month period to 500 followers. They are currently at 110 followers. Our strategy for them to hit this target is to start Tweeting important information about events that are happening in and around the Monona Community. By creating a helpful feed that provides valuable information to their target market, their following will organically increase. We also recommend embedding interesting video content produced by the media team into their posts. Funny, interesting content will help their retweet percentage and also increase followers. After this initial period, we want to set a target of 10% month-over-month growth in their Twitter following. If they are not hitting this benchmark, they should rethink posting strategies.

Our second goal for Monona Community Media is to increase engagement on their Facebook posts. Currently their Facebook page has 609 likes, but not enough people engage with the content. To increase this engagement, we suggest MCM implements a post grading system where a "like" is worth 1 point, a "comment" 3 points, and a "share" 10 points. We intentionally weight shares more heavily than comments and likes because they expand the reach of posts dramatically. By keeping score of every Facebook post, MCM will be able to see which posts

perform the best. They can then create similar posts to the ones that received the most engagement. Over time this will naturally increase awareness and engagement.

Recommendation 4

Finally, we recommend hiring an intern from one of the surrounding colleges of UW, MATC, and Edgewood. This intern would most likely be unpaid, as MCM cannot fit one into their budget. However, many college students are looking to gain experience, especially in marketing. This position is lucrative because there would be a lot of creative freedom given to the intern. The main duty the intern will be tasked with is updating the website and working with social media. First, the website is pretty cluttered and hard to find. The intern's main job would be making the website more interactive and modernizing its design. This would require some basic coding skills or at least the willingness to teach oneself. Another task would be assisting with the everyday operations of the social media accounts. This would include posting and boosting posts throughout the week. This could be done remotely as well. This also would come in the way of creating more organic search results. MCM does not have the budget to buy adwords. However, it can increase organic search results for searches such as "Monona Media" or "community media." The intern would have to have some knowledge of using Google Analytics. As stated before, one of MCM's largest problems is their lack of human capital. Hiring someone who has some prior knowledge and an eagerness to take on these challenges would absolutely help in alleviating some of MCM's biggest challenges.

Measurement and Analysis

The first way to measure the success of these suggestions is analyzing social media posts through likes, comments, retweets and shares. As mentioned in Recommendation 3, we recommend creating a hierarchical point system that gives the most points to posts that are shared and lower points to comments and likes. This will show MCM which types of posts are best connecting with their audiences. Through the video series our aim is to increase the number of YouTube subscribers and views each video has. This will be relatively simple to track. The content offered on MCM's YouTube channel is an excellent source of marketing for them because it leads to interest in their other outlets. For this reason, an increase in views and eventually subscribers would be a good measure of success. This would be coupled with likes of the Facebook page, as well as likes and retweets on Twitter. As of now, most of the content shared on these social feeds is about the videos posted on MCM's YouTube channel. One of the ways MCM can improve outreach is by focusing on cohesion between all of these pages. Increasing engagement on Facebook and Twitter is a good way to ensure people are consuming the content MCM is creating. Finally we suggest MCM take advantage of the analytics provided by Mailchimp. This site makes it easy to view who the email has reached and who as opened and/or read the email. These data points will reveal which emails are the most effective with regard to their design, focus or subject line. It would also be effective to use A/B testing to find the best system for the newsletter.

Finally, we need to be able to have a benchmark to be able to measure these marketing efforts as a success. The best way to do this is using Wisconsin Public Television as a model/ benchmark.

Because MCM is a part of Wisconsin Public Television, it would be easy to see analytics for them in recent years. This would obviously have to be focused on a smaller scale, in terms of numbers because of how much smaller Monona is compared to all of Wisconsin. We believe a simple benchmark of increasing amount of views, likes, and shares from last calendar year would be a great start as well. It's important, however, that MCM not set their goals too high. In serving a community of 8,000 people, small increases should be seen as victories.

Conclusion

Monona Community Media is a great outlet that utilizes a solid relationship that they have built with the MGHS to bring the community of Monona together in a unique way. Just because they are not currently getting the awareness and engagement that they desire does not mean that the program is not working. We believe that by implementing a community video series, a community email newsletter, higher engagement on social media, and a digital marketing intern, Monona Community Media can reach its goals and become an established presence that residents of Monona routinely look to for information and updates regarding what is going on in the community. By measuring and analyzing these goals, the employees of MCM will have the ability to see what is and what is not working. Little by little, these digital marketing efforts will compound and Monona Community Media will have the success they desire.

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Appendix

Exhibit 1: Wisconsin Public Television's social media content
-Twitter:

-Facebook:

ABOUT THE UNIVERCITY YEAR

UniverCity Year is a year-long partnership between UW-Madison and one community in Wisconsin. The community partner identifies sustainability and livability projects that would benefit from UW-Madison expertise. Faculty from across the university incorporate these projects into their courses with graduate students and upper-level undergraduate students. UniverCity Year staff provide administrative support to faculty, students and the partner community to ensure the collaboration's success. The result is on-the-ground impact and momentum for a community working toward a more sustainable and livable future.

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