
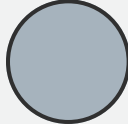
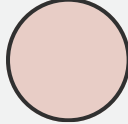

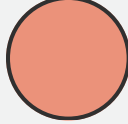



MOM WHAT'S NEXT

City
Manager
Meeting

MAY 2024

-  Intros/Icebreaker
-  City Growth Report +
Intros of New City Managers
-  Brand Reminders
-  Mother's Day Giveaway
-  Content Planning Session
-  Share Your Wins/Q&A

MOM WHAT'S NEXT

meet our
corporate
team



Olivia Carter

.....
FOUNDER



Erica Fitch

.....
CO-FOUNDER
RECRUITING & OPERATIONS



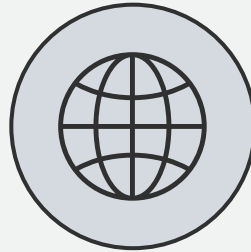
Victoria Chiampas

.....
CO-FOUNDER
FINANCE & MARKETING

MOM WHAT'S NEXT

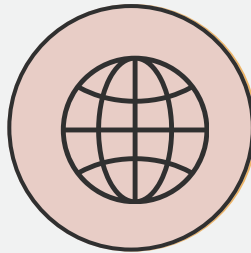
City
Manager
Meeting

MAY 2024



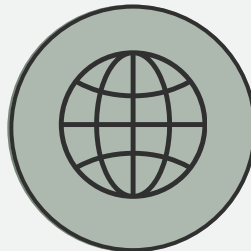
SET YOUR DISPLAY NAME

- Change to Name | City



INTRODUCTION

- Name
- City/Area you manage
- Who makes you a mom?











ICE BREAKER

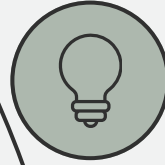
- What's your word of the Summer going to be?

Drop your answers in the chat.

MOM WHAT'S NEXT

city growth plan

-  0-100 followers
-  101-250 followers
-  251-500 followers
-  501-999 followers
-  1,000-1,499 followers
-  1,500-1,999 followers
-  2,000-2,499 followers
-  2,500+ followers



LAUNCH

Setting up your page, learning the brand, getting the word out.



BUILD

Consistently posting content and interacting with moms in your city



GROW

Looking for opportunities to get exposure for your page (collaborations, meetups, events, etc)



MONETIZE

Creating products, partnering with local businesses, paid media, etc.



NATIONAL CAMPAIGNS

Working with corporate to get paid media on a larger/national scale.

MOM WHAT'S NEXT

city
managers

- 0-100 followers
- 101-250 followers
- 251-500 followers
- 501-999 followers
- 1,000-1,499 followers
- 1,500-1,999 followers
- 2,000-2,499 followers
- 2,500+ followers

- PORTLAND**
OLIVIA CARTER
- BEND**
ERICA, VICTORIA &
WHITNEY BERNHISEL
- JOHNSON CITY**
HELP WANTED
- PRESCOTT**
HEATHER
- SEATTLE**
CYNTHIA LOUIE
- LAS VEGAS**
LEXI HUGHES
- CHICO**
CARLY BOETTCHER
- SPOKANE**
SADIE MCBOURNIE
- OREGON COAST**
OLIVIA CARTER
- WHIDBEY ISLAND**
- MONTCLAIR NJ**
KAITLYN REILLY
- SF PENINSULA**
KRISTA DESILVA
- SAN JOSE**
HELP WANTED
- RALEIGH**
HELP WANTED
- REDDING**
KAITLIN CIBART
- SANTA CLARITA**
HELP WANTED

MOM WHAT'S NEXT

city managers

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- 1,500-1,999 followers
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- 2,500+ followers

- 17** **CANBY**
REBECCA SHAFER
- 18** **SNOHOMISH CO**
ALLISON WILSON
- 19** **EUGENE**
HELP WANTED
- 20** **OAKLAND**
HELP WANTED
- 21** **SALEM**
ALLIE DEMARS
- 22** **VENTURA**
KELSEY REVICH
- 23** **MAUI**
HELP WANTED
- 24** **VANCOUVER WA**
VALERIYA O'BRIEN
- 25** **OAHU**
EMILY LEE
- 26** **SANTA CRUZ**
HELP WANTED
- 27** **PRINEVILLE**
CASSIE BECKER
- 28** **CARLSBAD**
LINDA VEJNONSKA
- 29** **HOOD RIVER**
HELP WANTED
- 30** **SALT LAKE CITY**
MOLLY PEASE
- 31** **KLAMATH FALLS**
MIKAYLA HOWE
- 32** **TWIN CITIES**
JESSICA WALKER

MOM WHAT'S NEXT

city
managers

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- 1,000-1,499 followers
- 1,500-1,999 followers
- 2,000-2,499 followers
- 2,500+ followers

33

BELLEVUE

VICKY LIN

34

TULSA

MANDIE FREY
CORINNE LOVEJOY

35

COEUR D'ALENE

AMANDA BAREMORE

36

ORANGE COUNTY

JESSICA ALTHOFF

37

SANTA BARBARA

HELP WANTED

38

NEW HAVEN

RACHEL BERNHISEL

39

NORTH AUSTIN

TIARE CURTIS
RACHELLE GADBERRY

40

NEW YORK CITY

HELP WANTED

41

TRI VALLEY

HELP WANTED

42

MINNEAPOLIS

JAMIE VAN NUYS

43

PHOENIX

WHITNEY HANSEN

44

SANDY

HELP WANTED

45

AUGUSTA

JANAE WALLACE

46

BILLINGS

KARA SCHWALBE

47

BOZEMAN

LAUREN COLLETTE

48

OLYMPIA

DANICA PETERS

BRAND KIT REMINDERS

STICK TO THE COLORS/FONTS

The strength of our brand lies in the fact that we're a community of pages across the nation, our cohesive brand look reinforces that

KEEP THE MAIN THING, THE MAIN THING

Our mission is to be a collaborative community resource to help moms get off their screens and out on adventures (large or small)

STAY IN OUR LANE

We are a family-focused brand that share about events and adventures in our local communities. That's what 90% of our feed should center around

USE THE TEMPLATES

We have a pretty thorough set of templates available on Canva, and anything *you* create should be done in brand colors & font (like this slide)

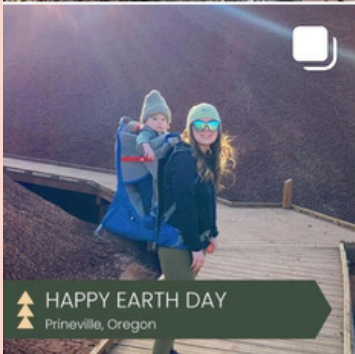
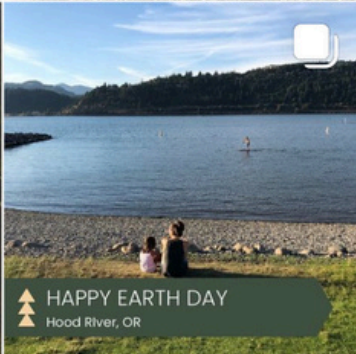
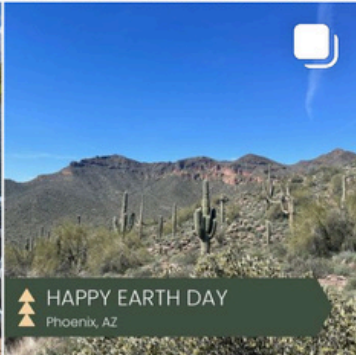
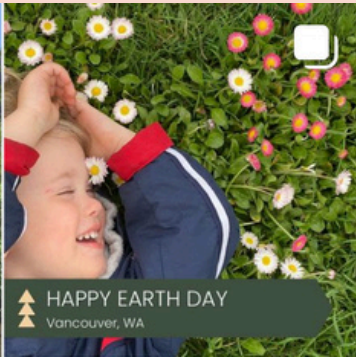
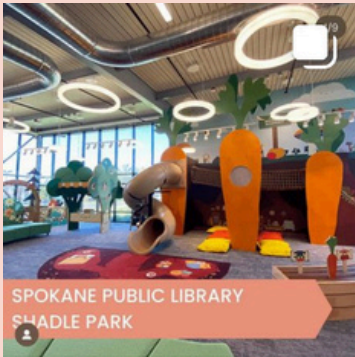
GIVE YOUR PAID MEDIA BREATHING ROOM

Our goal is to make our pages easy-to-use and uncluttered so plan your content accordingly.

KEEP IT SOCIAL

The thing that sets us apart from other resources is the community that is created on your IG page (& beyond if you have the bandwidth for that)

EARTH DAY CONTENT ACTIVATION



GREAT IDEA Olivia (PDX/Home Team)
Thank you to everyone who participated.
THIS was a powerful demonstration of
brand unity/community.

Canva Templates

Each of these templates is in View Only, when you access it on Canva duplicate and rename with your City and feel free to edit as needed.



Post Title

The first graphic of a Feed Post carousel, replace title and change colors as needed



Highlights

Use this template to create your cover images; follow the instructions on page 2.



IG Feed

These can be used to create graphics for posting in feed



IG Stories

Backgrounds to use in IG Stories with text or picture overlay



IG Stories Recruitment

Made-for-you story slides to share to help spread the word about Mom What's Next



Reels Cover

To maintain brand identity, use these cover images when posting reels.



Monthly Guides

Editable for sharing monthly events, seasonal lists and meetup/event information



Giveaways

Drag and drop logos or relevant photos for giveaways on your page



Collab Page

Done-for-you content to share reminding your community that we are collaborative



Seasonal Guide

Use this template for seasonal guides, feel free to edit out whatever you don't need.



Logos

This template contains all City logos for use in creative. View only, please don't edit.



TBD

What other templates do you need access to? Let's add it here.



MWN Resources on
momwhatsnext.com
PW: funmom

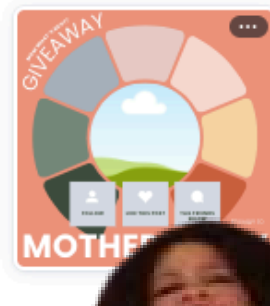
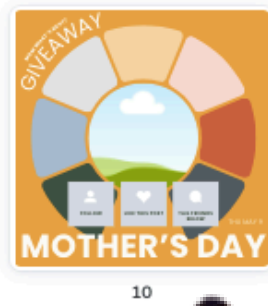
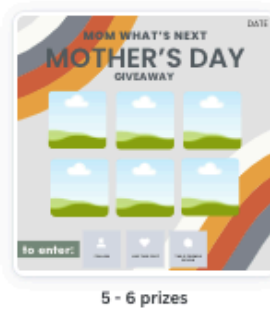
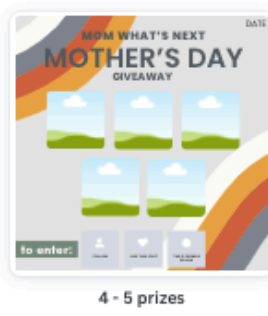
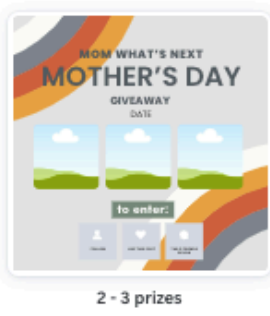
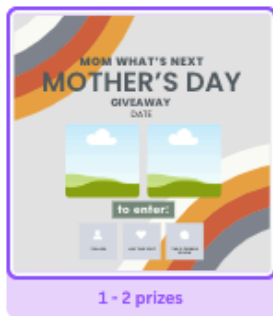
Canva Templates

Use these icons to create
your own designs



MOTHER'S DAY GIVEAWAY

Questions? Feedback? & a Reel!





LET'S BUILD WITH CONSISTENT POSTING

01



CONTENT PLAN

Starting your month with a skeleton of a content plan will help with planning & accountability.

Done is better than perfect.

02



IDEAL WEEK

We've plugged in the Ideal Week for you, add activity posts and fill in the "It Takes a Village" topics each month

Again, this is an "Ideal" Week, which we know doesn't always happen.

03

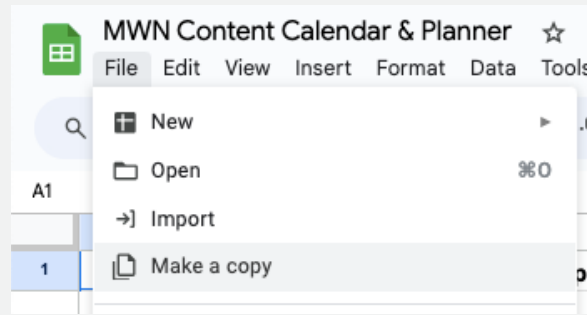


PAID MEDIA

Sprinkle these in and remember to provide plenty of "breathing room" between them so that our pages don't look like one big paid ad.

People trust us because of the VALUE we provide.

CONTENT CALENDAR & PLANNER



A	B	C	D	E	F	G	H	I	J
Use these to help organize:					Graphic	Stories	Reel	Carousel	Paid Media
<h1>POSTING SCHEDULE</h1>									
MAY									
Week 1	Content Type	More Information (location, caption, etc)			Status				
	Event Calendar	Schedule of Events/Checklist							
	Feed Post Carousel	Activity Post							
Week 2	Story Slides	It Takes a Village Question Box							
	Reel	Activity Post							
Week 3	Story Slides	Recruitment Slides							
	Feed Post Carousel	Activity Post							
Week 4	Graphic	It Takes a Village (Carousel or Single Slide)							
	Feed Post Carousel	Activity Post							

WHAT'S NEXT?

WE WANT TO HEAR
FROM YOU



NEW PLUS PASS FOR Y'ALL

Will Drop the Link in FB Group



SHARE YOUR WINS

What's going well?



IDEAS/FEEDBACK

Lay it on us.



NEXT MEETING

July



CONTENT REQUEST

Oprah Reel - Erica will explain

