

MOM WHAT'S NEXT

City
Manager
Meeting

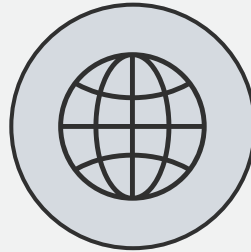
MAR 2024

-  Intros/Icebreaker
-  City Growth Report +
Welcome to the Family
-  Mother's Day Giveaway
-  Housekeeping
-  Share Your Wins/Q&A

MOM WHAT'S NEXT

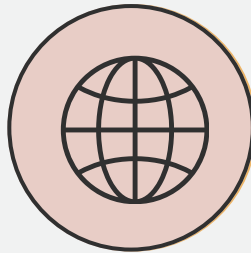
City
Manager
Meeting

MAR 2024



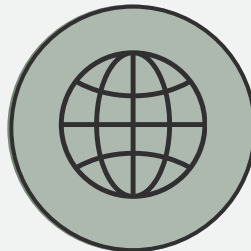
SET YOUR DISPLAY NAME

- Change to Name | City



INTRODUCTION

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



ICE BREAKER

- What snack food have you been reaching for lately?

We will call out your name when it's your turn.

MOM WHAT'S NEXT

meet our
corporate
team



Olivia Carter

.....
FOUNDER



Erica Fitch

.....
CO-FOUNDER
RECRUITING & OPERATIONS











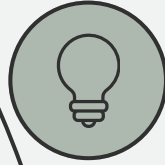
Victoria Chiampas

.....
CO-FOUNDER
FINANCE & MARKETING

MOM WHAT'S NEXT

city 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.

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

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17

CANBY
HELP WANTED

18

SNOHOMISH CO
ALLISON WILSON

19

EUGENE
HELP WANTED

20

OAKLAND
NICOLE DILLMAN

21

SALEM
ALLIE DEMARS

22

VENTURA
KELSEY REVICH

23

MAUI
MWN CORPORATE

24

VANCOUVER WA
VALERIYA O'BRIEN

25

OAHU
EMILY LEE

26

SANTA CRUZ
MWN CORPORATE

27

PRINEVILLE
CASSIE BECKER

28

CARLSBAD
LINDA VEJNONSKA

29

HOOD RIVER
OLIVIA CARTER

30

SALT LAKE CITY
MOLLY PEASE

31

KLAMATH FALLS
MIKAYLA HOWE

32

TWIN CITIES
JESSICA WALKER

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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

MWN CORPORATE

41

TRI VALLEY

MWN CORPORATE

42

MINNEAPOLIS

JAMIE VAN NUYS

43

NEWBERG

NATALIE BJOREM

44

PHOENIX

WHITNEY HANSEN

45

SANDY

MAYANA HOUSTON

WHO'S NEXT?

WELCOME TO THE FAMILY



Delilah Summer
Congrats Kelsey (Ventura)



Maximus Theodore
Congrats Carly (Chico)



Mila Jane
Congrats Valeriya (Vancouver)

MOTHER'S DAY GIVEAWAY

crash course

Get Donations

Reach out to local businesses & makers for gifts that MOM would love

Create Graphics

Using brand templates on Canva, create graphics for each day using logos or photos

Write Captions

Use provided templates for inspo, make sure to include rules for entry.

Post Giveaway

Post at the same time each day. We are putting a pause on all other Feed Posts during the week

Share Winner

Share previous day's giveaway in stories and tag winner. Add winner to the caption to signify the end of the giveaway.



HOUSEKEEPING Odds & Ends



REFERRALS

CITY MANAGER REFERRAL PROGRAM

We will be offering a \$10 credit to shop in the MWN Merch Store to anyone who refers a friend who ends up signing up as a new City Manager. Current offerings: shirts, hoodies, coffee mugs, beanies and hats.



BEST PRACTICE

COLLABORATION BEST PRACTICE

Sharing posts from other cities, be sure to share to stories and tag other account. If you want to repost on your feed it's best practice to ask permission to use their graphic/caption. When possible, if visiting another territory, discuss ahead of time and make a collaborative post so it can share algorithm juice for better distribution.



IDEAL MONTH

IDEAL WEEK POSTING SCHEDULE

Will post in FB group as well as in the MWN Resources section of momwhatsnext.com. This will provide weekly prompts (in addition to the suggestion of weekly or biweekly Activity Posts) including It Takes a Village, Recruitment Slides and Calendar/Event posts.



PAYROLL

SUBMIT REQUESTS & TEXT VIC

Just a reminder that any paid media or invoices needs to be processed through MWN Home Team. Use invoice requests (in Resources on momwhatsnext.com) and check status. Payroll happens within the first week of the month. Let's gooooo!

WHAT'S NEXT?

WE WANT TO HEAR
FROM YOU



SHARE YOUR WINS

What's going well?



IDEAS/FEEDBACK

Lay it on us.



NEXT MEETING

TBD, place vote in our FB Group



IN THE MEANTIME

Mother's Day Giveaway prep

