



2025  
2026

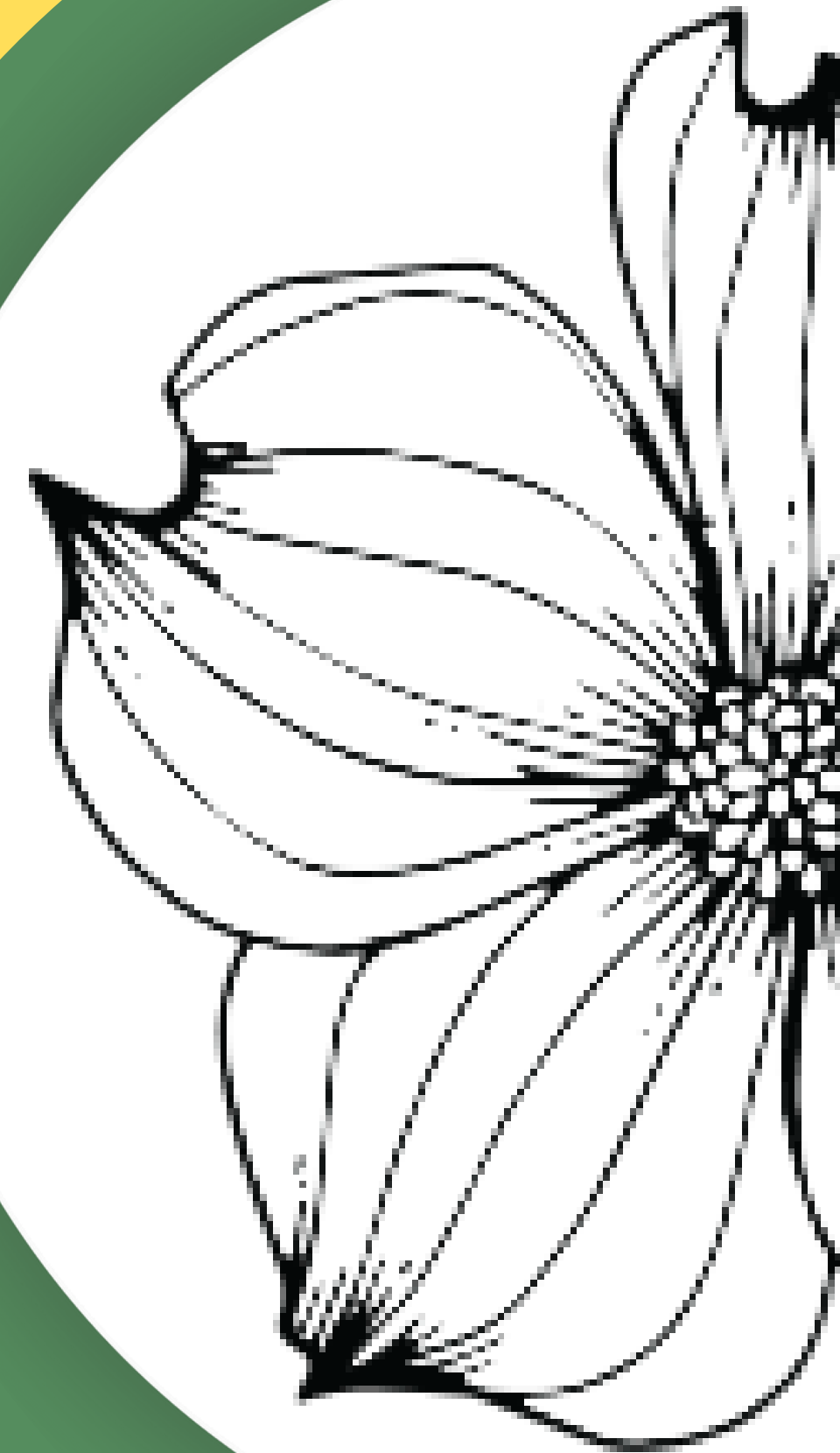
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Garden Club of Montclair  
*Social Media  
Plan*



# Today's Objectives

1. Explore the Website & Email
2. How we use Social Media as a strategic channel
3. How YOU can make a big impact
4. Thank YOU!



# Why Social Media Matters

Successful social media should amplify the garden club's visibility within the community. It's our primary space to share our impact and invite engagement and reinforce our reputation.

**Attracting new members**  
by clearly messaging our mission and the benefits.



**Fostering partnerships**  
with other community organizations



**Raising awareness** for  
local beautification &  
environmental initiatives



Garden Club Transforms  
Neglected Traffic Circle  
Vibrant Native Garden

# We work with Four “Content Pillars”



## **Community / Civic Beautification**

celebrate how our garden club beautifies and strengthens our community — turning public spaces into places of pride, connection, and natural inspiration.

## **Education**

inform, inspire and empower our audience to become more knowledgeable about gardening and flower design while connecting them to the natural world.

## **History**

honor the roots of our club and the principles of both flower design and gardening.

## **Fellowship**

foster a sense of community with the audience by sharing the joy of gardening and flower design. Spark interest from people interested in a community invested in gardening, flower design and service.





# Goal #1

## Grow Audience & Views

### *Strategy to Achieve this goal*



Create content that is informative, engaging, and consistent with the brand's voice.



Post more consistently, with a planned calendar.



Drive more engagement from club members to comment, like and share for amplification



# Goal #2

## Promote Events

### *Strategy to Achieve the goal*

- ✓ Capture content at all community events and initiatives.
- ✓ Cross promote other community (not GCoM) events so they amplify ours
- ✓ Ensure committees share event details in advance
- ✓ Only publicly promote public events and share recaps of member events.





# Goal #3

## Attract Members

### *Strategy to achieve the goal*



Share the diverse aspects of membership: gardening, floral design, community volunteering, education, and fellowship in action.



Connect with adjacent organizations: Montclair Garden Exchange, Van Vleck, Essex Native Plants, Essex Master Gardeners, Brand Brook and Brookdale Parks, City Green

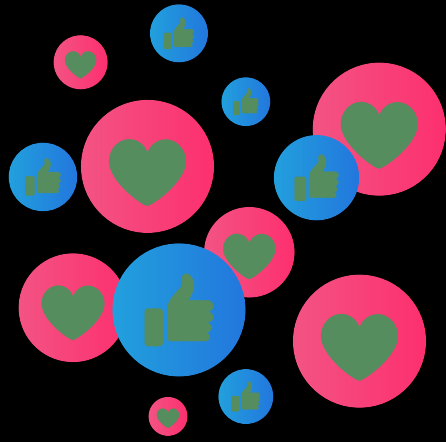


Spotlight Members: Committee Chairs, Honorees, new provisionals





# Metrics



Drive engagement - its more important to have an engaged audience than a big audience.



Grow to 2500 followers across facebook and instagram.



Views - High performing posts attract quality followers and drive engagement.





# Instagram Deep Dive



# @gardenclubofmontclair has a large and growing audience

*Garden Clubs*

The Garden Club of America -  
6,864 followers

The Garden Club of Savannah  
5,425 followers

**Garden Club of Montclair**  
**1,684 followers**

Maplewood Garden Club -  
588 followers

Chatham Garden Club  
289 followers

The Garden Club of Essex Fells  
175 followers

*Community Organizations*

MAM  
16,800 followers

Montclair Film  
14,100 followers

Van Vleck Gardens  
10,500 followers

Montclair Local  
8,741 followers

Montclair Public Library  
4,732 followers

Montclair History Center  
3,728 followers

Brookdale Conservancy  
1,586 followers

As of 10/2025



And there is a growing community of “Influencers”  
in the Garden and Local Montclair Instagram communities

*Some of our biggest supporters, boosters and content amplifiers*

@themontclairgirl  
167,000 followers

@njinbloom  
13,500 followers

@montclairmagazine  
4,245 followers

@ydoyougarden  
24,500 followers

@themontclairpod  
8,196 followers

@presbyirisgardens  
2,271 followers

@montclaircenter  
17,000 followers

@wow.montclair  
1823 followers

@montclairfoundation  
2,331 followers



# We Need You!

Your Engagement Multiplies Impact. Instagram shows posts more widely if members engage.  
Likes + Comments + Shares = growth.

## *Content*

Send us photos, videos,  
summaries, quotes, stats  
of your committee's work

### **PHOTO JOURNALING**

Email Amy & Tracy  
\*Form coming for events

## *Engagement*

Follow the Club!  
Like, comment, share  
our posts and stories



# Instagram Basics: The Language

Post

The published piece of content you are creating or viewing

Feed

The entire content experience on instagram - all posts

Story

Content that disappears after 24 hours

Highlight

Saved stories that help followers navigate key topics

DM

A direct, private message sent to an account

Visual Icons



(like),



(comment),



(share)



# HOW TO.....



Use the magnifying glass icon to search.

Type  
"Montclair  
Garden Club"

Tap "Follow."



Tap the ❤️ under a post.

Every like helps boost our reach.



Tap 💬 icon.

Type something short:

"Beautiful!"  
"Love this garden."

Comments show others we are active and engaged.



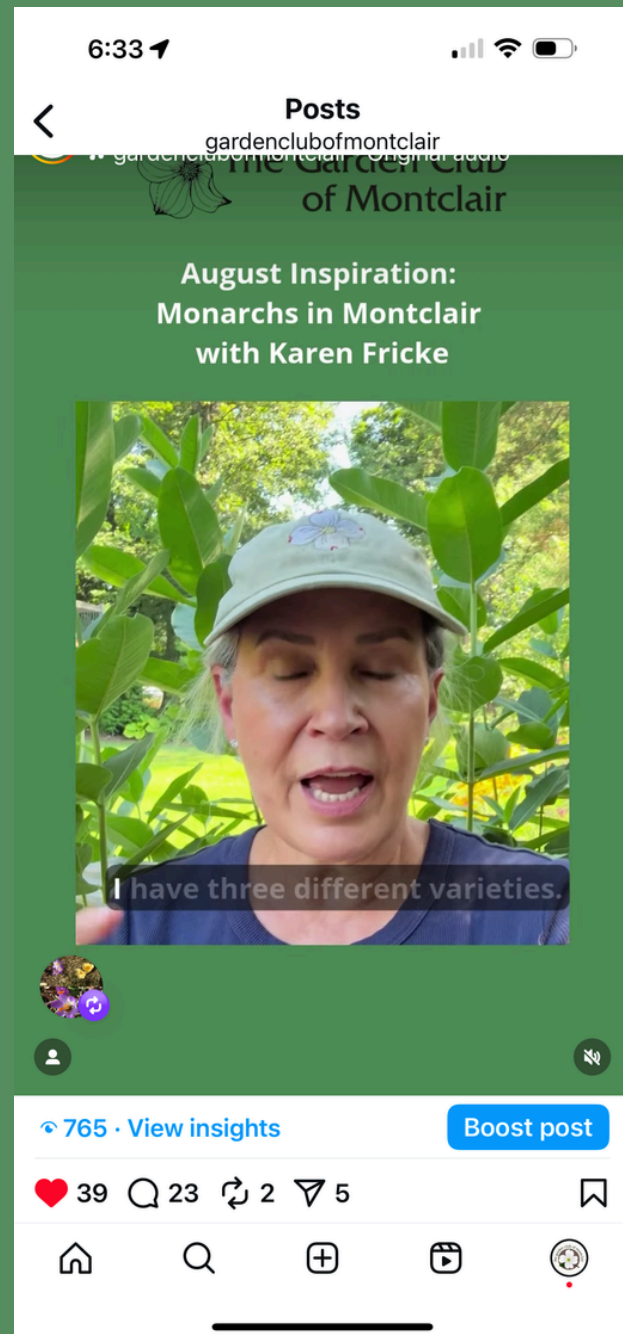
Tap ✈️ icon →  
"Add post to your story."

Adds it to your profile for 24 hours





# Content Ideas

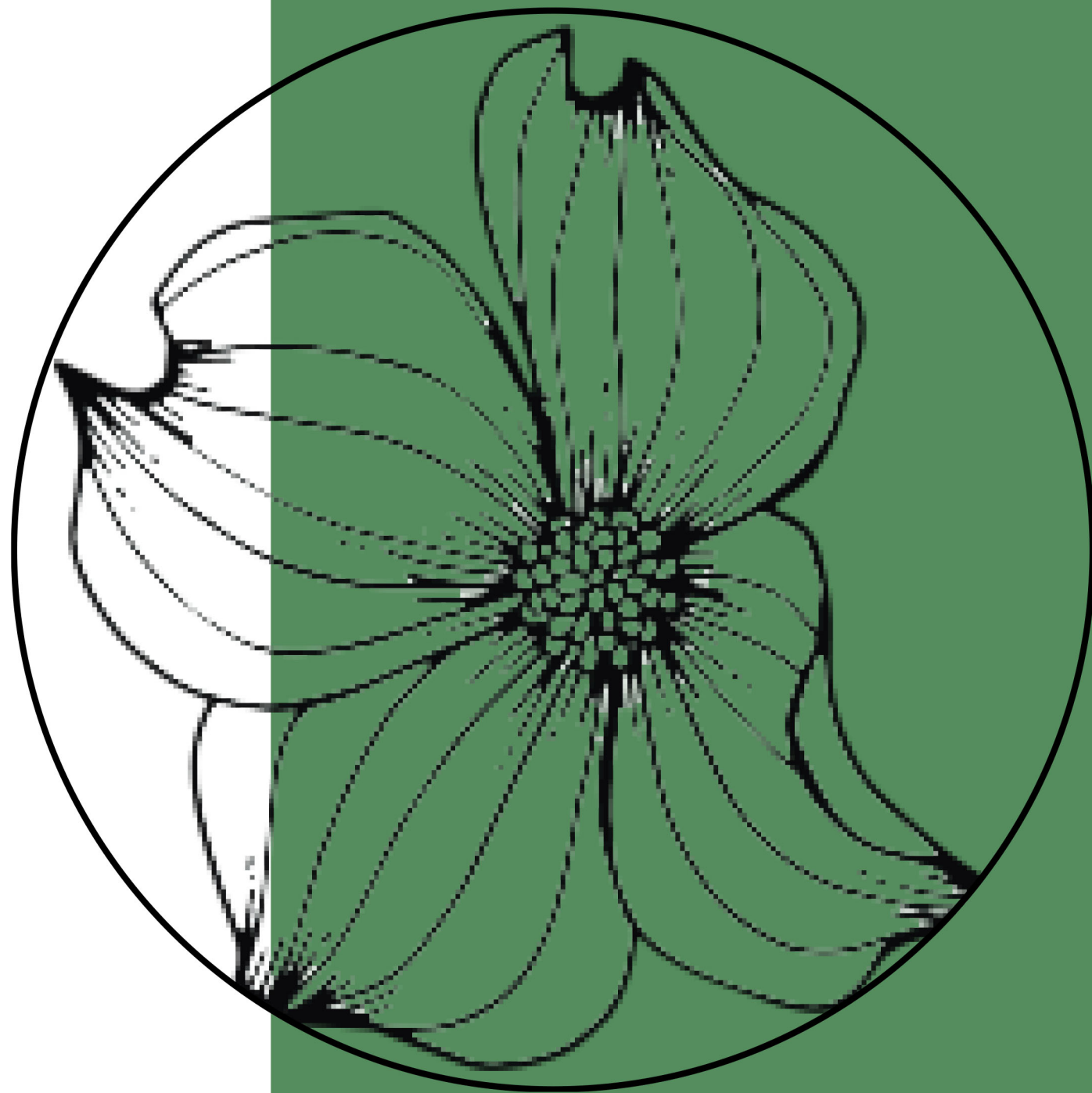


Member  
testimonials

Quick  
reels

Member  
spotlights





# Thank You

We look forward to your  
support and collaboration  
in taking our Social Media  
to the next level!

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Followers

The size of our audience

Bio

A description of who we are and the content we share

Story

Our key pillars, highlights of the stories we have shared.

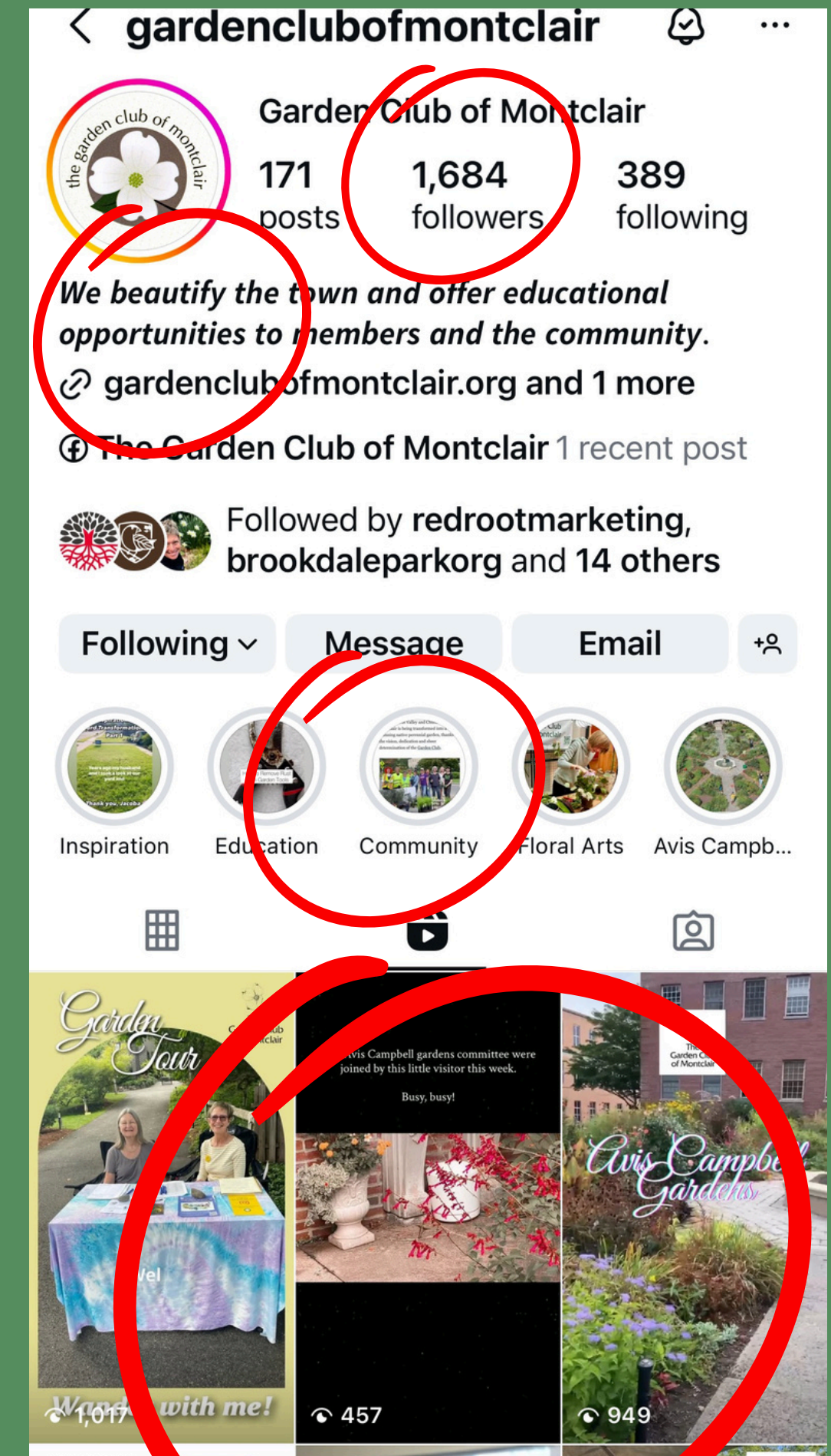
Highlights

A quick way to navigate what the club is about

Published

Permanent published posts on our feed that are chronological

Posts





# Performance Insights

6:32

Professional dashboard

Insights

Aug 30 - Sep 28

Views

9.9K

Interactions

485

New followers

25

Content you shared

49

Your tools

Monthly recap

Best practices

Inspiration

Ad tools

Trial reels

New

Branded content

Saved replies

Save replies to common questions

6:32

You had a solid month!  
Here's a look at August.

5.6K

Reels and post views

60%

Views from non-followers

1.6K

Followers

+17 from July

6:32

Your views are holding steady

Your reel and post views were similar to the previous month.

Reel and post views last month

10K

5K

0

Last month

Previous month

You stayed consistent with how often you shared reels and posts last month.

6:32

This reel got some attention

You got over 1K views from this reel. That's more than any other piece of content you shared last month.

Tells the story with text

6:32

In August, you shared 8 reels and 1 post

Nice! You're on your way to sharing more often, which can help you grow views and followers.

Get ready for September!  
Creating 2 reels and 1 post each week could help you keep growing.  
Start creating