

Green Mountain Gardeners (GMG): Website and Social Media Program 2016-Present

GMG Website www.greenmountaingardeners.net

The initial GMG website was developed in 2016. Initially, the website had limited information but was always included in press releases and social media to present our mission and information on upcoming events. In 2018, we did a major overhaul of the website in order to promote two of our key events that took place on alternate years: (1) The Mountain Walks Garden Tour; and (2) Art in Bloom. In addition, GMG hosts two community events: The fall event presents holiday decorating ideas; in late winter, the event features guest speakers to provide their expertise on gardening and landscaping topics.

The website is key to publicity activities from flyers, press releases and social media. In a sense, the website ensures the integrity and consistency of the information as the main source of event location, logistics, registration, and contact information. By having this information readily available by including a link to the website, the press release and social media can focus on the event's value proposition, that is, why someone would want to attend and the value it will provide to them.

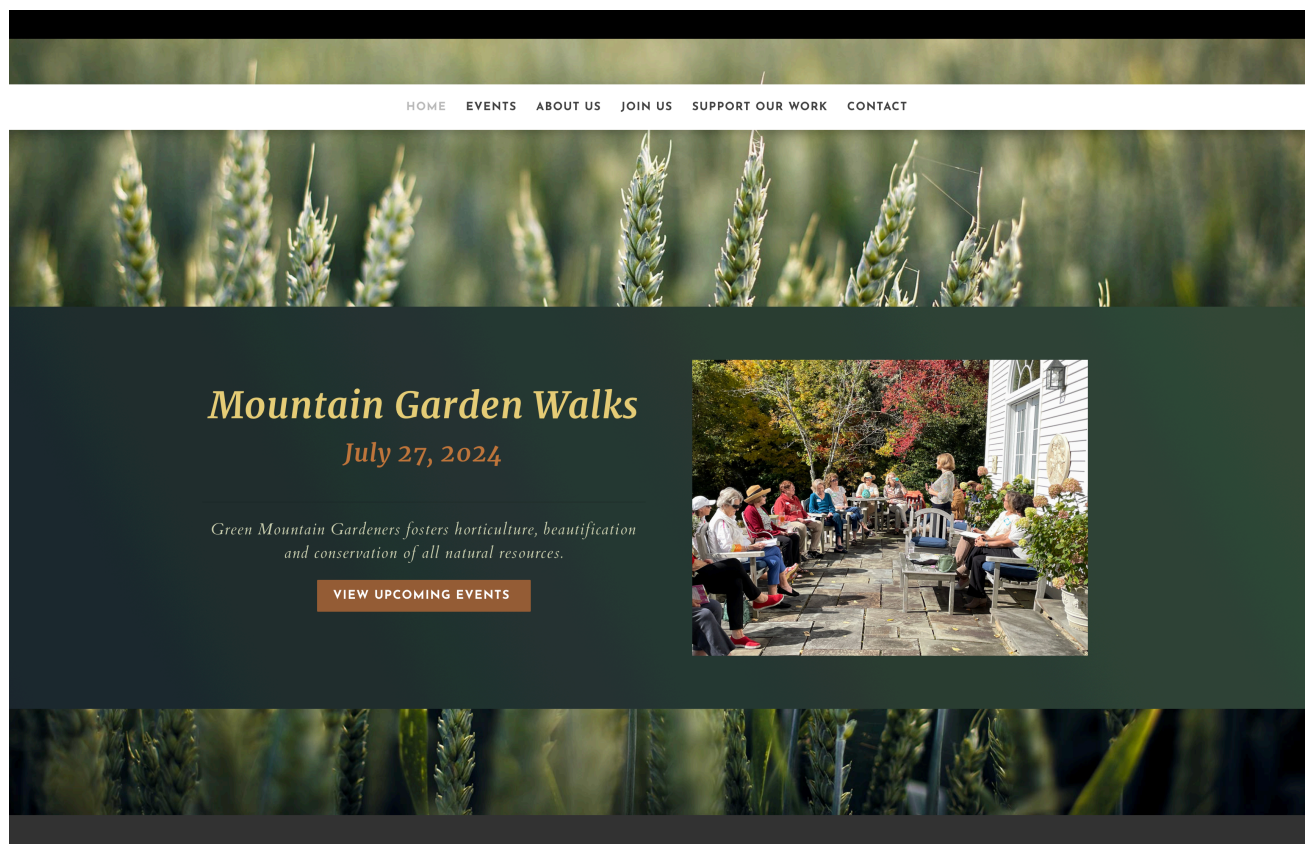
In addition to information to support our community and public-facing events, the website captures important information for our members:

- GMG Mission
- Monthly Meeting Calendar
- List of Officers and Committee Chairs
- Scholarship Program
- Photo Gallery of All GMG Events and Activities

When we redesigned the website, a key requirement was Photo Gallery. For many years, we had an excellent photographer archiving photos in scrap books. Many scrap books had to be archived, taking away their value as our historical record. With the website gallery, we're able to review and

enjoy our photos anywhere, anytime. Also, we are about to add a “Donate” button that will allow online contributions to support our work. We are also strongly considering a link to Venmo for dues payments, annual dinner fee and other payments that can be made directly to our bank account. We hope this will provide an additional and useful feature for our members.

Here are screen shots of the different sections of the GMG website including the drop down menus to show the different items and topics. We have found that the website is very easy to use and navigate. Also the photos are actually slide shows. When someone is on the website, they are able to see a variety of photos capturing “who we are and what we do.”



2024 Events

March 4, 2024

Monday, 11:00am

Straw Bale Gardening with Peter Isakson (Open to Public)

Londonderry Rescue Squad Building

May 13, 2024

Monday, 10:00 am

All Club Clean Up at Various Locations

Business Meeting and BYO Lunch: 11:30 at Custer Sharp

June (Date and Time TBD)

Birding with Helen Savio

Helen Savio's Home

Officers 2023 – 2024

President

Linda Saarnijoki

Vice President

Mary Fader

Treasurer

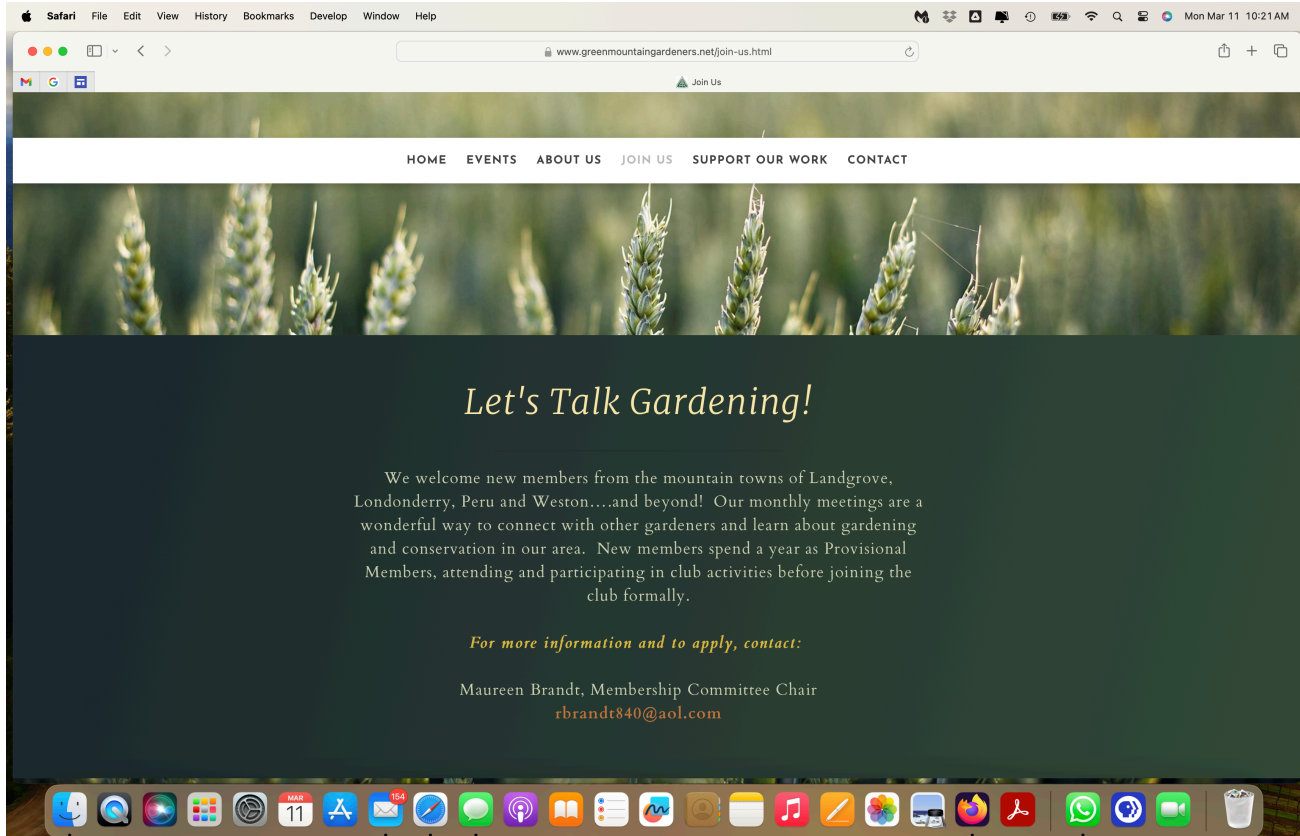
Linda Lennox

Recording Secretary

Elsie Smith

Corresponding Secretary

Maureen Page



Support Green Mountain Gardeners!

An important part of the mission of Green Mountain Gardeners (GMG) is community service related to horticulture, beautification and conservation. The Lib Theme Scholarship, community outreach projects, programs focused on education and civic beautification, and donations to local non-profit organizations are funded by membership dues and the proceeds raised from our bi-annual garden tours. Please see the [About Us](#) section of this website for detailed information about the vital role the efforts of the GMG plays in support of the community.

These important on-going projects undertaken by the GMG cannot be completed without donor support.

If you are interested in making a tax deductible donation, please send a check to:


Green Mountain Gardeners
P.O. Box 7
Peru, VT 05152

Apple Safari File Edit View History Bookmarks Develop Window Help

www.greenmountaingardeners.net/contact.html

Contact

HOME EVENTS ABOUT US JOIN US SUPPORT OUR WORK CONTACT



Contact Us

* Indicates required field

Name *

First Last

Email *

Message *

SEND

Green Mountain Gardeners Facebook: www.facebook.com/greenmountaingardeners

The Facebook (FB) page was set up in 2016 when using FB was very easy and casual. But even back then, most GMG members reacted with skepticism due to the bad reputation of FB not protecting people's identities and spreading misinformation. Consequently, it was set up as a public-facing page to be used for promoting our key events. Posts

Originally, I had hoped the site would be utilized as a way to exchange gardening information and showcase gardens of our members. I understand from a number of GMG members that they have viewed our FB page, but very few have "liked" the page to receive regular updates and/or comment and interact with the posts.

Once the GMG attracts more members who are more active FB users, I recommend that the site be re-configured as a "private" group site to ensure privacy and relevancy of the posts. Having a private page with "enrolled members" protects the participants and eliminates the concerns that GMG members have expressed. And, more importantly it allows all members of the private site to post information to share. *I recommend that this be a path for any garden club who is considering a FB site.*

The GMG FB site and identity has provided the club with the ability to broadcast announcements on our events. It has proven to be highly effective and has been key to reaching gardeners — and those interested in gardening — throughout the southern Vermont region. We're able to post multiple times to ensure viewers see the posts and information. By including a link to our website, viewers have immediate access to the current and consistent information on the content and logistics of the event, in addition to registration information. When advertising our Mountain Walks Garden Tour the link to EventBrite is also included for purchasing tickets.

Here are the top FB sites where we post event announcements:

Londonderry VT Community Forum
Manchester VT Community Forum
Northshire Community Forum
Weston Community Hub
ManchesterVT FB
Manchester Garden Club
The Vermont Gardening Groupies
Community Events. (Rutland, Springfield, Brattleboro, Ludlow, etc.)
Front Porch Forum

At www.facebook.com/greenmountaingardeners you can view all the posts since 2016. Here's a very limited and small sample.

Facebook interface showing the profile of Green Mountain Gardeners. The cover photo features white snowdrops. The profile picture is a circular image of various flowers. The page name is Green Mountain Gardeners.

The main content area displays a post from Green Mountain Gardeners, published by Gail Reyner Mann on February 26 at 11:23 PM. The post title is "Who Was Lady Emma Tankerville? Meet the 18th Century Botanist Who Didn't Get the Credit She Deserved". The post includes a link to a Nicene News article: <https://nicenews.com/.../lady-emma-tankerville-secret.../>. The post features two images: a portrait of a woman in an oval frame and a botanical illustration of a plant labeled LIMODORUM.

The left sidebar shows the website greenmountaingardeners.net and a grid of photos. The bottom of the page shows interaction options like Like, Comment, and Share.

