

Ezra from Vox Media TB

The meeting focused on a social media content strategy for Malin Labs, aiming to enhance brand awareness, community engagement, and educational impact. The proposed plan includes one video and three written posts per month across platforms like LinkedIn, Instagram, Facebook, and TikTok. The strategy emphasizes authentic storytelling, particularly highlighting Hawaiian culture and the company's sustainability efforts. The team discussed the importance of cultural sensitivity and the need for a consistent, positive brand voice. The cost is estimated at \$567-\$1000 per week, with a focus on quality content and thorough engagement with the audience.

Transcript

https://otter.ai/u/eOS7osPI_eHKiWDp1UFV-ycdO-4?view=transcript

Action Items

- [x] @Jeffrey Wise - ~~Arrange for the Ezra's team to visit Hawaii and immerse themselves in the local culture and community to better understand the context of the project.~~
- [x] ~~Schedule a follow-up meeting to dive deeper into Malama Labs' brand, mission, and specific needs.~~
- [x] ~~Coordinate with the Malama Labs team to gather information about the company's history, Hawaiian cultural roots, and unique aspects of the project.~~
- [x] ~~Provide feedback on the proposed creative concepts and publishing strategy.~~

Outline

Meeting Kickoff and Introductions

- Unknown Speaker greets someone from California and Hawaii, confirming locations.
- Jeffrey Wise confirms he is in Maui, and Paul is also on Maui.
- Speaker 1 introduces himself and mentions being in Northern California, with his kid going on a field trip to Disneyland.
- Jeffrey Wise explains Tyler's current location in San Diego due to smoke evacuation and mentions his friends in Los Angeles.
- Speaker 1 shares his background of living in LA for 25 years before moving to Silicon Valley.

Participant Locations and Initial Setup

- Jeffrey Wise mentions Paul's background of being originally from Ohio and living in Hawaii for 10 years.
- Speaker 4 informs that Tyler is currently in Big Bear, California, with friends Eric whose house might be affected by fires.
- Speaker 1 discusses the AI note-taker and action items for Tyler, waiting for him to join.
- Jeffrey Wise tries to contact Tyler, who does not answer, leading to a decision to proceed without him.

Proposal Overview and Content Strategy

- Speaker 1 outlines the meeting's purpose, focusing on a content proposal for Malin Labs.
- Speaker 1 shares his background in branded content, starting with Jessica Alba's company and working at Box Media.
- The proposal aims to cover all social media platforms consistently, with a focus on quality over quantity.

- Speaker 1 emphasizes the importance of a comprehensive social media plan to strengthen brand awareness and community engagement.

Detailed Proposal and Content Strategy

- Speaker 1 presents a detailed social media content plan for Malin Labs, focusing on leveraging a consistent cross-platform approach.
- The strategy includes publishing social-first videos and written articles weekly to build meaningful connections with stakeholders.
- The plan aims to position Malin Labs as a leader in sustainability, targeting corporate carbon credit purchasers and the broader public.
- Speaker 1 outlines the publishing strategy, including one video per month and three written posts, tailored to resonate on platforms like LinkedIn, Instagram, Facebook, and TikTok.

Creative Concepts and Execution

- Speaker 1 discusses the creative concepts for the quarter, focusing on success stories, corporate responsibility, and educational content.
- The strategy includes exploring the use of Cardano or Solano, depending on market conditions.
- Speaker 1 emphasizes the importance of thumbnails and hooks to drive engagement on different platforms.
- The plan includes a quarterly workload of 13 assets, each with its own social copy, tailored to the specific platform's requirements.

Brand Voice and Community Engagement

- Speaker 1 highlights the importance of a polite and expert brand voice, avoiding snarky or negative engagement.
- Jeffrey Wise and Speaker 3 discuss the significance of Hawaiian culture and the need to authentically represent it in the content.
- Speaker 1 shares his experience with sensitive storytelling, emphasizing the importance of protecting the community's interests.
- The discussion includes the need for cultural sensitivity and understanding the unique challenges of the Hawaiian community.

Finalizing the Proposal and Next Steps

- Speaker 1 outlines the cost and workload for the proposed social media strategy, aiming to make it affordable and manageable.
- The plan includes a focus on fresh and continually updated content to maintain a dynamic presence.
- Speaker 1 emphasizes the importance of storytelling and authenticity in the content, aligning with the values of Malin Labs.
- The meeting concludes with a commitment to send out the initial concept deck and follow up on any unresolved questions or concerns.