GROW FEED

Socio-environmental
content distribution platform

How does it work?

GrowFeed is a digital platform that connects sustainable initiatives in a network and broadens the reach of both the engaged and uninformed public. The communicators post the content on the platform and a specialized team guarantees distribution through:

Social Media

With a pleasant look and text in tune with the last posts from the time lines, the GrowFeed team enhances the socio-environmental content in social media. The work is always professional and based on metrics to assess the impact and profile of the audience. GrowFeed networks will always be available to platform participants.

Newsletters

An electronic newsletter will be sent weekly, listing the published content on the platform. The newsletter audience is segmented and interested in sustainability. A second newsletter, focused on the press, will highlight the content that may become topics for news agencies. All mailing list maintenance and new contacts update will be the responsibility of **GrowFeed**.

Digital marketing

The GrowFeed platform will invest in digital marketing to attract new readers and a qualified audience. By investing in advertising on Google, Facebook and Instagram, the platform intends to maintain a constant flow of visitors, especially those who know little about the socio-environmental universe, who will contact organizations and their actions.

Content design

The creation of exclusive pieces is part of the distribution strategy. The GrowFeed team will create webcards, posters, invitations, infographics, animated gifs and Forestcomics based on information published by organizations. Attractive formats will make it easier to distribute content.

Reports

Every month organizations that participate in GrowFeed will receive reports measuring the impact of their content distribution. This is the best way of evaluating the use of the tool and outlining future distribution strategies and the new products (texts, images and audiovisuals).
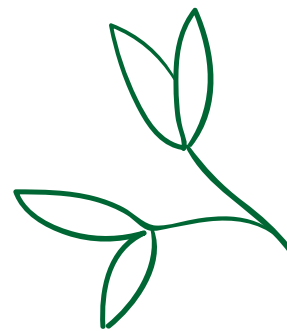
Goals of the platform:

- Strengthen the transparency process of organizations;

- Boost communication actions;

- Create calls to action in networks of different civil society organizations.

Who can be part of it?

GrowFeed is a platform focused on socio-environmental initiatives, such as organizations from the Third Sector, public agencies and foundations of the private sector. The tool was the result of a research project carried out by Forest Comunicação and financed by FINEP (a Brazilian public company promoting science, technology and innovation).

The governance process of the platform is decided collectively and only the invited organizations can participate. If you are interested in learning more, send an email to **growfeed@forestcom.com.br**
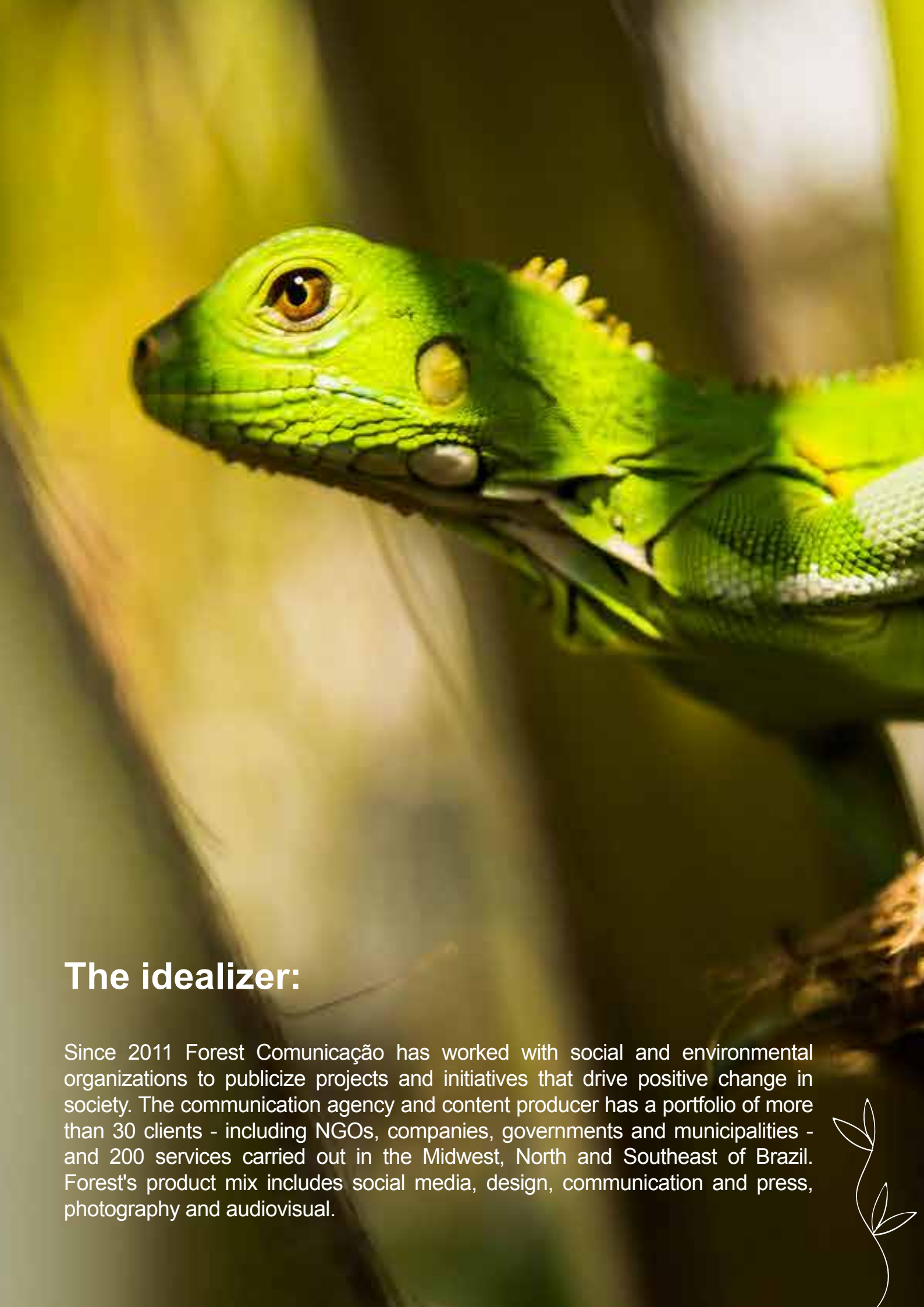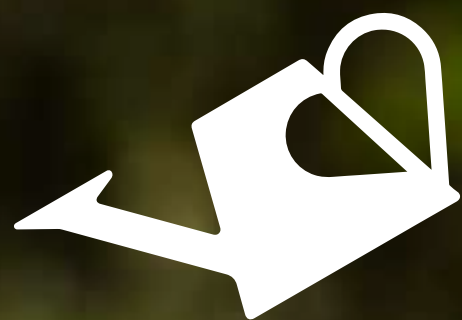
The idealizer:

Since 2011 Forest Comunicação has worked with social and environmental organizations to publicize projects and initiatives that drive positive change in society. The communication agency and content producer has a portfolio of more than 30 clients - including NGOs, companies, governments and municipalities - and 200 services carried out in the Midwest, North and Southeast of Brazil. Forest's product mix includes social media, design, communication and press, photography and audiovisual.