Social Media Marketing Plan

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Executive Summary
CURE Childhood Cancer is a nonprofit organization in Rochester, New York, supporting children with cancer and their families. Their purpose is to support the families during this tough time and raise money for childhood cancer research. Our main objective is increase awareness of CURE via social media. By expanding CURE’s presence on social media, we hope to increase awareness and therefore increase donations, which play a vital role for CURE.

In order to accomplish this objective, CURE needs to target an appropriate audience that will engage with their content and empathize with their cause. According to Facebook metrics data, CURE’s primary target are women, ages 35-44 and 45-54. Based on their profile information, these women typically have one or more children, a husband and an overall busy lifestyle. In particular, they value family-time and community involvement.

Tactics that CURE needs to implement include posting more often throughout the day on Facebook and personalizing their content. Including personal stories on their Facebook timeline and on their website would help create a larger, but more intimate community surrounding their organization.

The metrics that will be analyzed include followers gained, engagement rate, impressions per post and reactions per post for any given social media platform.

As of September 2016, CURE had 4,486 likes on their Facebook page. Within the first week, they had 86,826 impressions and an engagement rate of 9.6%. Their current Facebook audience is mostly women ages 35-44 in the Greater Rochester area.
Current Assessment

Benchmark Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Numbers</th>
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<tbody>
<tr>
<td>Fans</td>
<td>4,486</td>
</tr>
<tr>
<td>Impressions</td>
<td>86,826</td>
</tr>
<tr>
<td>Engagement Rate</td>
<td>8,372/86,826 = 9.6%</td>
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<tr>
<td>Website Clicks</td>
<td>2</td>
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During the first week that we looked at metrics, we saw that current CURE Childhood Cancer Association has 4,486 fans on their Facebook page.

They had 86,826 impressions with an engagement rate of 9.6% for the whole week. This number is important because we want many people to see the posts, but we also want the content to be interesting and engaging.

They also had two people click to the website. This is important because we want people to see what CURE is really all about and then hopefully the website will make them want to help out the organization and also donate.
Our data above shows us who our current audience is. Currently, most of our fans are women, mostly in the 35 to 44 age group, but still a strong following in the 25 to 34 and 45 to 54 age groups.

Most of our audience lives in the United States. The audience lives in Rochester, New York and the surrounding areas, such as Webster, Ontario, and Canandaigua. They also mostly speak English.
Social Community: Facebook

CURE Childhood Cancer Association: 4,566 likes, 131 people talking about it

Currently, CURE is constantly posting on their Facebook page. They post usually two to three times per day. Their posts consist of events coming up, posts relevant to holidays or ways CURE is involved in the Rochester community.

They do post pictures and graphics, but the posts are very text heavy. The images they do have are usually not visually appealing. This is because the pictures and graphics are text heavy and there is a lot going on in them.

CURE's profile picture and cover photo are great. Customers can clearly tell who they are and what they do based on the pictures. The cover photo shows the playful side of children and that CURE clearly focuses on children.
Best Posts (September 1 - November 1)

Facebook Live - September 14: 763 reach 73 engaged users, 9.57% engagement rate.

This post did well because it was a Facebook live event. It could be because followers got a notification. It also shows the child and is therefore a more personal post. Individuals like to see the children they are helping.

Katie Divito is participating in the #GoGoldForKids - September 8: 132 reach, 13 engaged, 9.85% engagement rate.

This is a post that CURE shared from a different Facebook account. It was during Childhood Cancer Awareness Month. This post had low reach, but 13 people engaged.

“What will you do when you get challenged to do a good deed?” - September 1: 172 reach, 16 engaged, 9.30% engagement rate.

This post did well because it was during Childhood Cancer Awareness Month. It was about helping all kinds of people, such as the elderly. It was a more interactive post because the person who posted it challenged others to do good deeds.
Worst Posts (September 1 - November 1)

Happy Halloween from your friends at CURE: 1384 reach, 1 engagement, 0.07% engagement rate.

This post did not do well at all. It had a very high reach, but very low engagement. It looks a little too scary for CURE. Again, since the followers like seeing pictures of the kids, we would suggest maybe having a picture of a child in a Halloween costume.

Attention CURE Parents: 1194 reach, 1 engagement, 0.08% engagement rate.

This post did not do well because the event seems exclusive to parents who have a child with cancer. Parents who have a child with cancer do not want to connect with other parents, they want to spend time with their children or just do their own thing.

Did you or your kids dress up for Halloween: 1418 reach, 2 engagement, 0.14% engagement rate.

Again, another Halloween post that did not perform well. People did not want to share their personal pictures. It also could have been a day where not a lot of people are on social media.
Gilda’s Club - a national non-profit organization supporting people living with cancer and their family and friends.

Best Posts

**Found on our front step this morning: 101 likes, 19 shares.**

This was in honor of Gene Wilder who founded Gilda’s Club, was an actor, and passed away recently. Someone placed flowers and a card in honor of him on the Gilda’s Club front step. This post worked because many people know who Gene Wilder is and it was a creative, anonymous gesture.

**We’re incredibly honored to be receiving: 47 likes.**

This post was when Gilda’s Club won Community Non-Profit Organization of the Year from the Federation of Social Workers. This post did well because the community enjoys when an organization they support does well and it makes them want to support it even more. They also have pictures with Mayor Lovely Warren and County Executive Cheryl Dinolfo.

**Gilda’s Gang Cupcakes: 42 likes.**

This post is about Gilda's Gang and how they raised over $18,000 for Gilda’s Club by training for the Rochester Marathon. This post did well because $18,000 is a lot of money to raise and everyone loves cupcakes.
Worst Posts

Monopoly Tournament: 1 like.

This post did not do well because it is an event and it is very wordy. People do not want to read a lot of text and are more visual. It would be helpful to try to get consumers to the page then tell them all the details in the event page itself.

Sip and Shop: 4 likes.

This post did not do well even though they had quite a few people attend the event. It was posted the day of the event, which might not show up on people’s news feed until too late because of Facebook’s algorithm.

Quiz for a Cause: 2 likes.

This is another event post that did not do well. People could possibly not like the event post, but maybe it is because they are not clicking the event. It also has a lot of text and the graphic is not visually appealing.
Social Community: Twitter

CURE Childhood Cancer (@curekidscancer): 1,544 tweets and 463 followers

CURE posts everyday or every other day. They mostly use their posts from Instagram. This takes away from the visual aspect of twitter. People are not going to click the links if they are scrolling through and the Twitter itself is not visually appealing.

They also do not use the same username on Twitter as they do on Facebook. For brand consistency, we suggest changing their username on Facebook to match the Twitter handle. Also, they should stick with either CURE Childhood Cancer or CURE Childhood Cancer Association. They should also keep their cover photo the same on both accounts. We would suggest using the Facebook one since it is an accurate representation of who they are.
Gilda’s Club Twitter: Best Posts

As of September, two of Gilda’s Club top tweets have been from the Knighthawks Lacrosse team. This is because they are getting the traffic from their Twitter page. The Knighthawks are also well known around the Greater Rochester Area. The sip & shop tweet did well too, which might be because it is easy to read and involves wine.
CURE posts on their Instagram almost everyday. They post about upcoming holidays and how people are involved in the community. They rarely show pictures of the children they are helping.

Surprisingly, their #GoGoldforKids did well on Instagram. People liked the pictures that were #GoGoldforKids more than the other posts. However, these posts did not do well on their Facebook page. They also do not post the same things on Facebook and Instagram, which they could, to get more content.

The audience on Facebook is mostly in their late 30’s and early 40’s, which might be a little older than who is on Instagram. According to the Business Insider, 90% of the people on Instagram are under 35 years old.¹ CURE should create more posts than appeal to a younger demographic.

¹ http://www.businessinsider.com/instagram-demographics-2013-12
## Proposed Target Markets

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<thead>
<tr>
<th>Demographics</th>
<th>Psychographics</th>
<th>Behavior</th>
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| Women 45-54  | - Work in social work, nursing, teaching, non-profits  
- 1-3 kids  
- Middle-high income household  
- Post secondary education | Active on Facebook |
| Women 35-44  | - Work in social work, nursing, teaching, non-profits  
- 1-3 kids  
- Spends as much time as possible with family  
- Middle-high income household  
- Post secondary education | Active on Facebook, Instagram and Pinterest |
| Men 35-44    | - Work in business, medicine, teaching  
- 1-3 kids  
- Middle-high income household  
- Post secondary education | Moderately active on Twitter and Facebook |

**Geographic: Upstate New York**

Women aged 45-54, women aged 35-44 and men aged 35-44 will be targeted in CURE's digital promotion efforts. These targets were selected based off of the engagement data provided in Facebook Insights. 81% of people engaged with CURE's Facebook page are women, therefore 19% are men. The majority are ages 35-44 (24% women, 8% men). The second majority is women aged 45-54 (19%).

Psychographics (lifestyles) were determined by an analysis of random engaged users’ profiles. Most profiles analyzed are female with an active family. Most have jobs related to social services or an occupation of a nurturing nature. They are very active, regularly posting photos of their husbands and children.

Of the men analyzed, they typically had children and a job within the business or medical industry. In comparison to women, they are typically less active on Facebook, posting weekly or even monthly.
Since men make up a smaller percentage of engaged users and fans, CURE should put more effort in targeting the female demographic.

**Personas**

**Sally Jenkins**

Sally is a mother of two children who finds fulfillment in supporting the community. She is 41 years old, has a husband of 7 years and her children are ages three and four. Sally has a Master’s degree in Early Childhood Education and currently works as a 2nd grade teacher. She enjoys spending time with her family, particularly family vacations.

Sally's core values include: job security, education, children, community and dependability. Her life goals include: job stability, keeping her children happy and healthy and inspiring her students.

Sally is an active Facebook user (not very active on other platforms). She primarily uses Facebook to post photos of her children and family outings.

**Jennifer Smith**

Jennifer is the mother of a child suffering from cancer. She is 36 years old and is a stay at home mom to her six year old. Previous to her son’s terminal diagnosis, she was a registered nurse. She has a husband of 8 years who works a 9 to 5 job.

Jennifer's core values include: her child's health, family time, and education. Her life goals include: spending as much time as possible with her family, allowing her son to live his happiest life, and to go back to work as a nurse as soon as she can.
Jennifer is active on Pinterest, Facebook and Instagram. She uses Pinterest to find fun kids activities and DIY home improvement projects. On Facebook and Instagram, she enjoys sharing photos with family and friends.

**Brian Smith**

Brian is the 34-year-old husband to Jennifer Smith. He received an MBA in Marketing. He works as a Marketing Manager at a local agency and tries not to work overtime while his son is in the hospital. He is the sole provider in the household and is looking for a promotion to better support his family. His goals include obtaining a promotion and making sure his family is happy and healthy.

Brian’s core values include: family time, his child's health, education, job security and being able to provide enough for his family.

Brian is active on Twitter and Facebook. He uses Twitter to stay up-to-date on business trends and uses Facebook to stay connected with friends and family.
Objectives and Strategy
In order for a social media marketing plan to be successful, their objectives must be SMART (specific, measurable, attainable, realistic, and time specific). For CURE, increasing social media engagement will directly result in an increase in awareness and therefore donations and volunteers.

Objective 1: Right now, CURE is only tweeting once a day at most. Their Twitter handle, @curekidscancer_, is not the best and is not easy to find. Therefore, CURE should increase the number of tweets to two or three per day by February 1st, 2017. They currently have a decent amount of followers (465) and should take advantage of that. Increasing tweets will increase engagement and have positive results for CURE. Cure should increase scheduled output of social media, and capitalize on social media reach. They need to increase engagement and positive response to content, and build on the base that has already been established, and continue expansion into the upcoming calendar year. We recommend that they review progress bi-monthly and adjust plan accordingly.

Objective 2: As we have noted in our weekly reports, CURE does not have very neat or aesthetically pleasing graphics for their events. This causes a decrease in Facebook engagements. They should either hire a graphic designer or readjust how their current graphic designer works. This should be done by May 1st, 2017. CURE must increase the aesthetic appeal of the content posted on our site, placing a specific emphasis on the visuals that accompany CURE events. We need to work to heighten the event response rate through a greater incorporation of strong and identifiably brand consistent use of visuals across multiple platforms. Check metrics on the response to events over time to ensure the adjustments were effective. Make changes accordingly.

Objective 3: Another area of improvement we have noted on our weekly reports is that CURE should be posting more personal stories. When they post videos or pictures of children or current employees, engagement on Facebook immediately increases. CURE should have a folder full of children’s success stories approved by parents and they should be shared on Facebook, Twitter, and Instagram. This would increase engagement and directly increase volunteers and/or donations. This should be implemented by June 1st, 2017 to heighten engagement and interest among page followers and increase page appeal to a wider audience.
Tactics by Platform

**OBJECTIVE 1:**

**Facebook:** Use scheduled posts to ensure post frequency is raised.

**Twitter:** In addition to scheduled posts that parallel those on Facebook, change twitter handle to a more searchable name. Also note that it is appropriate to tweet at a higher frequency than posting on facebook, so adjust accordingly to meet platform demands.

**Instagram:** Post on Instagram once every two days.

**OBJECTIVE 2:**

**Facebook:** Hire a graphic designer to be make all graphics and images posted through CURE to ensure a consistent brand image and uniform visuals that will not compete with one another. Increase use of visuals throughout all social media platforms. Consider use of infographics to deliver information in as an alternative to lengthier posts.

**Twitter:** See above.

**Instagram:** Increase use of survivor photos to make appeal to audience and gain interest. Testimonials will be key in gaining attention and motivating contribution. This translates into Objective 3.

**OBJECTIVE 3:**

**Facebook:** Make use of survivor testimonies. Approach weekly posts with a human interest scope. Make these posts consistent, released weekly when engagement is highest. Personal stories can include those of patients, families, or employees and will help to humanize the organization.

**Twitter:** Link to stories shared on Facebook and website in tweets. These channels make for a better display of the stories and we can use twitter as bridge to direct traffic.

**Instagram:** Increase output of images of PEOPLE that will coincide with the posted story of the week. Make use of Instagram's video updates and consider producing a miniseries of sit-down interviews with those involved.

Metrics by Platform

**Facebook:** Compare new engagement rate to old engagement rate before new suggestions were implemented.

**Twitter:** See how many new followers are gained, keep track of impressions, and see if people become more interactive via replies, direct messages, or retweets.

**Instagram:** See how many new followers are gained and keep track of impressions, likes, and comments.
**Timeline Implementation**

**January - February 2017:** Increase number of tweets to two or three per day. Since you cannot schedule tweets, drafts should be prepared starting in January. Starting February 1st, CURE should be posting two or three tweets per day.

**January - April 2017:** Hire a graphic designer or adjust how their current graphic designer works. A new graphic designer should be sought out starting in January, including a job posting on Facebook and on various career websites. If CURE already has a graphic designer, they should begin re-training them to make more visually pleasing graphics. This process should be completed on April 1st, 2017.

**January - May 2017:** Start posting more personal stories. Drafts should start being created in January. By May 1st, there should be enough personal stories to share on Facebook. Personal stories can include both children and employees.