Fast Care Social Media Plan

**Targeted Likes on Facebook**: 7k

**Social Media Strategy:**

Strategy # 1: (Campus Awareness)

Design a big poster approximately like the size of a large teaching board that is blank white with the fastcare logo and an exclusive hashtag and a pink border around it and paste/ fix it at a good location on the campus. It will be like the change I want to see the most and what I want to change about myself. We will also attach a basket of board markers along with it so students will write whatever they want on it. We can take pictures before, during and after. Have polls on the most wanted change and reveal that in later posts for engagement purposes like guess what was it like vote on it. After the whole process has been covered and Different apps come into play here. We all will participate first so they get the idea and it fills up nice and the message is that we all care and want change and as long as we keep trying to improve ourselves, we can bring change together.

This same idea can be implemented with a different theme as well.

Strategy # 2:

We could create a Social Challenge. For example, the Ice Bucket Challenge from the ALS Association. The idea was that people would film themselves having buckets of ice dumped on their heads, then challenge their friends to do the same, all while spreading awareness about ALS. Challenges like this can increase the chances of the campaign going viral. We could also get more visibility for our content by creating a call to action that encourages followers to tag friends in the comments or share the post with friends.

We can do something like Let Your Voice Be Heard. And ask people to talk about specific issues. With this, we have to be careful on starting this challenge with those people from our university who are avid social media users. People are more likely to be encouraged by social media influencers or the popular lot in the university.

Strategy # 3:

Create a hashtag that is meant for followers to share testimonials. We can then repost or use that content in other promotions. Promote this hashtag during the execution of Idea # 1

Strategy # 4:

Like QuoteOfTheWeek last year, we can upload posts related to certain words i.e. write posts around a particular word like 'freedom' in the first week, ‘consent’ in the second, so on and forth.

Strategy # 5:

Implement something like Smile Campaign. Like make a collage video of people smiling in front of the camera. But that has already been implemented by Ukhano so we could think of something else.

Strategy # 6:

This time add Thank You posts after every event to create more engagement.

Strategy # 7:

Our maximum effort should be to create as much engagement on the page as possible. Ask ‘questions’. Reference is attached.

