



**Capstone Client: Second Chance  
Scholarship Foundation**

**<https://www.secondchancescholarshipfoundation.ca/>**

**Assignment- 1**  
**CSCM1020- Content Promotion**  
**and Amplification**

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## Second Chance Scholarship Foundation

### Goals:

1. Give scholarships to people who have served time in prison: Encourage those who have been imprisoned but are determined to go to college.
2. Take down obstacles to learning: Examine the structural obstacles that formerly jailed people experience while trying to enroll in and complete postsecondary education.
3. Encourage change and recovery: Give people the tools they need to start over, make a positive impact on society, and end the cycle of criminality.
4. Draw in qualified applications, raise funds, interact with sponsors, and publicize scholarship opportunities.

### Key message:

“Encouraging Formerly Imprisoned Individuals Through Education for a Second Chance at Success.”

This message highlights the belief of the foundation that:

1. People who have served time in prison should be given another opportunity to start over and make a positive contribution to society.
2. The organization works to interrupt the cycle of crime and build a more just and equitable society by offering scholarships and other forms of support.

### Target Market:

1. *Demographic:*  
Age- 13-35 years.  
(Seniors in high school, college attendees, and adult learners from low-income backgrounds, employers and businesses, individuals with criminal records.)
2. *Interest:*  
Education, community involvement, career advancement
3. *Geographic:*  
Canada  
(Educational institutions: colleges and universities, adult education programs and non-profit organization)

### Keywords:

1. #SecondChanceScholarshipFoundation
2. #Scholarship
3. #Criminaljusticereformscholarship
4. #BreakTheCycle
5. #EducationEquality
6. #OpportunityForAll
7. #TransformingLives

8. #EmpowerThroughEducation

**Reasons for choosing social media posts:**

1. Reach a big audience: With billions of people using social media platforms every day, you can potentially spread your marketing messages to a sizable audience.
2. Identify your audience: You may use social media platforms to target particular demographics, interests, and behaviours with your adverts and content. By doing this, you can make sure that the people who are most likely to be interested in your business notice your marketing efforts.
3. Create connections with clients: Social media platforms offer a fantastic way to get in touch with and establish a rapport with your customers. Social media can be used to share helpful content, respond to inquiries, and offer assistance.
4. Nowadays, more people prefer to see visuals instead of reading.

**Reason for choosing Instagram a social media platform:**

Instagram is an effective social media channel for business promotion for a number of reasons:

1. Visual platform: Instagram is a very visual medium that works well for creating an interesting product or service showcase. High-quality images, films, and stories can be used to draw in viewers and advance your brand.
2. Huge and engaged user base: Instagram is among the world's biggest social media networks, with over 1 billion monthly active users. This provides you with a sizable prospective market to target with your marketing initiatives.
3. High levels of engagement: With an average daily usage time of 28 minutes, Instagram users exhibit a high level of engagement with the platform. This increases the likelihood that members of your target audience will see and interact with your postings.

**Social Media Posts:** Instagram (<https://www.secondchancescholarshipfoundation.ca/> every post)

1. Post 1:- Carousel

**Caption-** You can have second chances! Discover the path to empowerment and education with the Second Chance Scholarship Foundation! Swipe through to find out more about our goals and how you can help. #SecondChanceScholarshipFoundation #Scholarship #TransformingLives #EmpowerThroughEducation

**Body-** Through our scholarship program, those with criminal histories, returning citizens, and those who have experienced life's obstacles can get help and financial aid. Everyone ought to have another opportunity to excel in college and realize their aspirations, in our opinion.

**Call to action-** Check out our website to apply for a scholarship and find out more!

**Image-** a) A picture with the Second Chance Scholarship Foundation's emblem and a colourful background that symbolizes opportunity and education. Overlay text:

"Generating Opportunities, Strengthening Dreams."

b) A picture of a diverse class of pupils having joy and studying. Overlay text, "Every Dream Deserves a Chance."

c) A picture of hands extending out to assist one another, signifying empowerment and support. Overlay text, "Join Us in Making a Difference."

## 2. Post 2:- Reel

**Caption-** Limited seats available. Join us for an exclusive one-on-one event with us to discover how you can make a difference in your life with the Second Chance Scholarship Foundation! Reserve your spot now! (single person at a time because no one wants to share their personal life with anyone)

#SecondChanceScholarshipFoundation #ScholarshipEvent #ques&ans

#personalizedevent #virtualevent #BreakTheCycle

**Voice (Body)-** Are you prepared for an important discussion that has the power to transform lives? We are excited to present an invitation to you for our special live one-on-one event, provided by the Second Chance Scholarship Foundation! You will have the chance to speak with members of our team face-to-face during this customized session and discover more about how education helps to remove obstacles and create opportunities. This event is specifically designed for you, whether you're a supporter eager to make a difference or a student in need of assistance. Don't pass up this opportunity to ask questions, have a meaningful conversation, and learn how you can support our purpose of giving people second opportunities through education. Let's work together to enable people to realize their greatest potential and create a more promising future for everybody. Settle in now to take part in something that will genuinely change your life!

**Call to action-** Register for our free personalized virtual event today! Limited seats available. (Link of google form)

**Image-** An engaging picture with the Second Chance Scholarship Foundation logo and an eye-catching background with a message of empowerment or education.

## 3. Post 3:- Post

**Caption-** Help us in creating a more promising future! Participate in the Second Chance Scholarship Foundation's fundraising campaigns to help worthy students have access to higher education. Every bit of assistance matters!

#SecondChanceScholarshipFoundation #EducationforAll #Fundraiser

**Body-** All contributions, regardless of magnitude, have an impact. Regardless of the size of your donation, it will go directly toward helping underprivileged students achieve their goals. Are you ready to change things? Give today to help us continue our objective of giving people second chances through education. Together, we can

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positively impact the lives of deserving students and support them in realizing their goals. Thank you for your support!

**Call to action-** Help us change the world by making a donation today!

**Image-** A picture showing several students collaborating on a project.

### Social Media Calendar:

Date	Platform	Content
14th March, 2024	Instagram- Carousel	Awareness of the scholarship
16th March, 2024	Instagram- Reel	One-to-one live question and answers
18th March, 2024	Instagram- Post	Fundraising for the students

### Amplifications:

1. Establish partnerships with influencers: Assist those who command a sizable following within the target group of people, such as ex-offenders, proponents of reentry, and social justice groups.
2. Organize giveaways and contests to encourage your followers to interact with your content and tell their networks about it and provide free ice hockey tickets to first 10 lucky customers.
3. Organize live webinars: Give prospective applicants the chance to ask questions and discover more about the scholarship program and in return reward them by giving certificates of participation in the webinar.