



Coded by Kids provides young people between the ages of 8 and 18, from underrepresented groups with software development, digital design, computer science, and tech startup-focused entrepreneurship education programs.

They wanted to elevate their online presence in tech education to match the high impact they had in the Philadelphia school and corporate environments. They asked us to develop an end-to-end process to deliver high quality, informative, and consistent messaging to their audience. After identifying that social media would be the most impactful medium to achieve their goal, we got to work: turning school teachers, corporate sponsors, parents, and students into brand ambassadors.

User Personas & Strategy

We created target audience personas and set out the types of messaging for each persona. Our content categorizations were as follows:
"Context" - informative/educational
""Action" - program & event updates
"Outcome" - mission oriented...the *why*
"Promotional" - call to action



Brand Aesthetic & Voice

We worked closely with the Coded by Kids team to build their distinct voice online as a subject matter (underrepresented tech education) expert. We also fine-tuned the branding and aesthetic of their content to increase engagement and conversion

Content Creation & Curation

We created original posts and curated compatible content to:

- Remind sponsors about the social returns on their donations
- Inspire underrepresented students to pursue tech careers
- Educate schools on the importance of tech education



Reporting & Learning

We tracked monthly operating and performance metrics to:

- Ensure that our actual content creation was in line with our strategy
- Test content campaigns and improve them accordingly
- Monitor and improve ROI of social media marketing spend

Results & Looking Forward

Since we began working with Coded by Kids, we have:

- Strengthened Coded by Kids as a thought leader
- Improved branding & aesthetic consistency across channels
- Increased organic impressions by 2-4 times across channels

Thought leadership has become even more crucial to the team as they move online with CbK Academy!

