



Helping { Coded by: Kids } Grow
as a Thought Leader in Tech Education

Our Results

Increased organic impressions by:

344%



233%



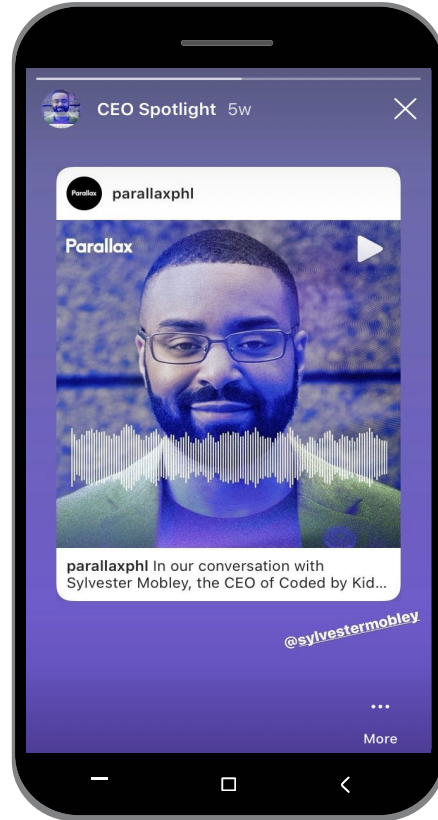
111%



Per
Month

Strengthened CbK's presence as a
tech education thought leader.

Improved aesthetic consistency
between channels



The Challenge

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 asked us to build a strategy and process to create and curate high quality, informative, and consistent messaging to their audience. The Coded by Kids team loved the impact they were having on students in their classes; they wanted us to develop engaged social media channels to bring the same high calibre of education and dialogue online. Plus, not only did they want to further their dialogue with students on social, they also wanted to engage with the other stakeholders in their community: from sponsors to school teachers and administrators.

Our Solution

We first created target personas for their ideal audience on social: the types of schools, parents, students, and sponsors that would benefit or support their mission best. After analyzing their existing following, we chose which of these personas we could address through their organic social media and which other personas would be better reached through digital ad campaigns.

Then we designed a consistent brand aesthetic and voice that would set them apart on all their social media channels.

Next, we created original posts and curated compatible content to:

- 1) Remind sponsors about the social returns on their donations, inspire underrepresented students to pursue tech careers, and educate schools on the importance of tech education.
- 2) Grow the Coded by Kids community online through a mostly organic social media strategy.
- 3) Position Coded by Kids as an expert in the tech education sphere