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PUR4100 – Social Media Strategy

Executive Summary

Research suggests that blogs and social media positively impact public relations practice around the world. Traditional and social media enhance and complement each other in a way that changes the way companies communicate to their internal and external audiences. Social media is also partly responsible for what is covered in traditional news media because it is updated instantaneously, shared and researched communally. Another advantage of social media is the speed with which companies can respond to positive and negative feedback and adjust accordingly. The publics that this campaign seeks to influence are strong social media users, and by engaging in the social sphere we're making it even easier for them to receive our messages and engage with them directly.

Objectives

1. To produce three informational or promotional blog posts per week for the American Cancer Society by March 29, 2014.
2. To increase ACS website traffic by 25% during the month of March 2014.
3. To enhance visual storytelling capacity and diversify type of content shared with increasing videos by 10%, photographs by 20% and text by 20% by August 1, 2014.

Voice, style, tone

The American Cancer Society's personality can best be described as professional, accessible and hopeful. Despite cancer being a very serious topic, we want to make sure we are injecting life and hope into our messages, because patients are not the only public they serve. Our message style is going to have a lot of emotional appeal without being unprofessional – that

is to say that we aim to rally people to our cause not only by invoking empathy, but also by supporting our stories with relevant statistics and data.

Tools

For the purposes of this campaign, we will opt out of using an online manager to run our social media accounts and instead be personally responsible for posting content to our social media sites. To monitor and track our brand's online presence, our team will use Blitzmetrics services to analyze our pacing and position in relation to similar nonprofits. Team members will adhere to a calendar that breaks down who, what, when and how content will be posted. See attached calendar for a daily breakdown of the content for March 2014.

Content

In accordance with the goals and objectives of the campaign, two of our most important content types will be photos and videos of cancer patients and the stories that they want to tell about cancer prevention, cancer screening or a cancer diagnosis has impacted his or her life. Because those media clips will have relatively little information, the blog posts will go into more detail about their journeys. Blog content will also include information about the latest pertinent cancer research and ways to get involved with the American Cancer Society.

Team members are personally responsible for the content that they post on all social media platforms, and must identify themselves and claim the ideas that are their own if not directly retrieved and cited from the American Cancer Society. Team members are expected to respect copyright, fair use and financial disclosure laws of the company and its clients.

The audience is invited to participate and comment in conversations started on all social media platforms, but posts that are not respectful of others (i.e. uses ethnic slurs, discriminatory

or derogatory language) are subject to removal. Comments, discussions and debates should aim to bring value to the information shared and provide the opportunity for people to share their opinions responsibly.

Channels

The channels we will use for this campaign include: Facebook, Twitter, Pinterest and the blog that will be available on the corporate Website. The multimedia will be shared via Facebook, Twitter and Pinterest, as will short-form posts and event details and updates. The blog will feature more long-form writing and links to the ACS pages on social media and the corporate Website. Links to the ACS site will direct people to research findings, information on how to donate or get involved and the locations of treatment centers around the country.

Logistics

The budget for the campaign will be \$15,000 and that will include: \$1,000 for blog design and template creation, \$6,000 for video production and editing, \$3,000 for photography and editing, \$3,000 for social media advertising and \$2,000 for social media monitoring via Blitzmetrics. The account owner will be an ACS executive. The content will be managed by a team of individuals with access to the log-on credentials. The accounts will be updated according to the monthly calendar set by the team, and the calendar will be pre-approved by the executives. Should the executives find it necessary to edit or rearrange the scheduling of the content updates, the team will see that it is done promptly.

Evaluation

We will evaluate the success of our social media objectives based on the statistical data provided by Blitzmetrics. Blitzmetrics will provide data on traffic to all social media platforms

and the ACS website as well as comparative data to similar nonprofit accounts. Our objectives will also be analyzed on engagement – interpersonal communication on all platforms (Facebook, Twitter, Pinterest and the blog), number of shares, likes and comments on all posts.