

The background features several overlapping watercolor-style shapes in shades of blue, teal, and light green. Scattered throughout are numerous small, dark blue dots of varying sizes. At the bottom center, there are faint, stylized line drawings of what appear to be fingers or abstract shapes.

Content Strategy Plan

By Avery Riker

The background features a large, irregular watercolor shape in shades of blue and green. The top portion is a darker blue, while the bottom portion is a lighter green. Scattered around this central shape are numerous small, dark blue dots of varying sizes. A thin, dark blue line curves across the right side of the image, starting from the top and ending near the bottom right. In the bottom right corner, there is a stylized, hand-drawn signature or scribble in dark blue.

Intro

The Caleb White Project

Introduction

The Caleb White Project is a youth run non-profit out of Detroit. They are all about giving back to their community and encourage young teens to get up and make a difference.



Mission Statement:

“Everything Big Starts Somewhere Small”



Target Audience

- Target audience
- ❖ Mainly anyone
 - Young teens
 - ❖ The people of Detroit



Content Strategy Statement

The content we produce helps The Caleb White Project accomplish giving back to the community and bringing people together by providing inspiring and moving content that makes young people of the Detroit community feel touched and/or motivated so that they can make a change and/or help the people of their community.



Social Media Platforms



Instagram

Instagram is their most used and popular social media platform

Facebook

Facebook is their secondly used platform

Youtube

Youtube is their least used platform with only three total posts

The background features a light blue watercolor wash in the upper half and a light green wash in the lower half. Scattered throughout are numerous small, dark blue dots of varying sizes. A thin, dark blue line curves from the top right, looping around the right side of the word 'Findings', and ending in a series of three connected loops at the bottom right.

Findings

Types of Posts

Facebook: 68 posts

- Consists of informational posts rather than just friendly, fun content
 - Mostly updates and posts about upcoming events

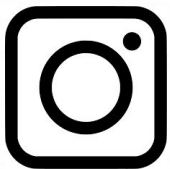
Instagram: 43 posts

- Actual pictures and sometimes videos of the events to show more of what the organization actual stands for and does for the community

Youtube: 4 posts

- Videos that are made to promote the events
 - For example: one video was of a Christmas party that was held at one of the shelters

Followers



433

Instagram



408

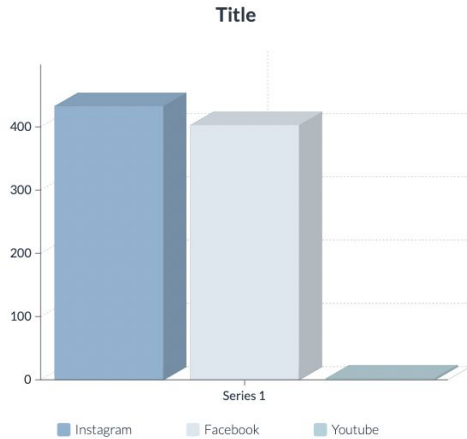
Facebook



38

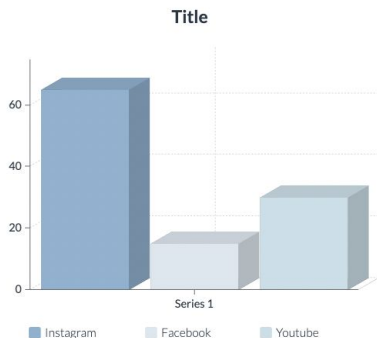
Youtube

Followers



- ❖ Instagram has the most followers with Facebook coming in second
- ❖ Youtube is very last which does not surprise

Likes



- ❖ Again Instagram is in the lead with the most likes
- ❖ Surprisingly, Youtube has more likes than Facebook

Explanation

- ❖ Out of all the social media platforms, Instagram is the most popular. This is not a surprise to me. Facebook is a close second when it comes to followers but oddity enough, Youtube surpasses Facebook in the likes category.
- ❖ I didn't focus too much on Youtube because they aren't frequently posting on there and only have about 4 videos. The videos consisted of events that were held and the highlights from them
- ❖ I felt like Instagram was focused more on events and the activities where Facebook was used more for updates



Recommendations for Content Strategy

New Platform

Twitter:

- ❖ I think it would be beneficial for the organization to add Twitter to their list of social medias
 - Would help reach a different audience
 - Could be informational posts letting Facebook be like Instagram

TikTok:

- ❖ Adding TikTok would allow the organization to create a different form of content
 - TikTok is one of the most popular platforms as of today

Suggestions for Facebook

- ❖ Post more like Instagram in order to hopefully increase likes and views
 - While also adding a different mixture of posts to the platform
- ❖ Add more color and detail to their posts they already have
 - They post information about upcoming events- should add more eye catching details to the post
- ❖ Increase popularity overall

Mock Posts

Twitter:



"🌟 Exciting news! We're thrilled to join the Twitter community and share the incredible work of the Caleb White Project. Our mission is to empower Detroit's youth to make a positive impact on their community. Stay tuned for updates on our upcoming projects and events! 🙌 #DetroitYouth #CalebWhiteProject #CommunityEmpowerment"

4:03pm November 12th, 2023

- ❖ I used canva to create this post
- ❖ I really feel it could benefit the organization to incorporate Twitter

Mock Posts

Facebook:



- ❖ wanted to take one of their biggest events and make a fun, in this case, festive, post that follows the vibe of their platform. I was really trying to add color and make it fun and eye-catching to viewers.
- ❖ I aaina made this on canva

Mock Post

THE CALEB WHITE
PROJECT



IMPACTING BY
PACKBACKING

- ❖ wanted to do something different than their normal posts
- ❖ make a post that was about an event instead of posting the information
- ❖ Since Facebook doesn't have as many posts as Instagram, I think making more posts for that platform would be beneficial.
- ❖ I want to make a post about their biggest event and show the followers what that looks like and what they can do to help and participate.
- ❖ Hopefully add some diversity to their feed