

Changemakers: Social Media Plan

Goals

1. To increase event participation by at least 50 more people for 2016.
2. To be more active on all social media platforms used by the Nebraska Children and Families Foundation.

Objectives

1. To create and upload social posts promoting the event, encouraging donations, and increasing speaker awareness, 1-2 times per week, starting in June, on all social media platforms we are going to use (Facebook, Instagram, Twitter, LinkedIn).
2. To create a geo filter on Snapchat to be used on the day of the event (Monday September 12, 2016).
3. To increase followers, interaction (comments and likes), and awareness of Changemakers and the Nebraska Children and Families Foundation.
4. To create a Facebook event for Changemakers that is open to the public.
5. A pair of tickets to be rewarded to a random person that 1) "likes" the Nebraska Children and Families Foundation Facebook page, 2) "shares" multiple Changemakers posts, and 3) is attending the Changemakers event on Facebook.

Target Audience

Community members, donors, teachers, coaches, young families

Timeline

June 6-September 12

Weekly:

Monday and Friday: Upload social posts on all social media platforms.

During the event:

Post photos taken on Facebook, Twitter, and Instagram. Live tweet Victor Rivers.

After the event:

Upload photos from the event within a week.