

SCOTT-FREE SOCIAL MEDIA PLAYBOOK



NEXT STEPS

Task	Status
1. Assess	Complete
2. Plan	In Progress
3. Implement	Pending

During the assessment period we will:

1. Review collected data on target audience

- Review past research on demographics
- Analyze web social analytics to identify popular content

2. Review Channels- is existing content valuable to target audience?

- Website Evaluation
- Content

ASSESS

1. Assess

2. Plan

3. Implement

NEXT STEPS
- ASSESS



Planning phase:

1. Define Objectives and Goals

- Come up with 2-3 three short and long term goals
- Define key performance indicators

2. Create social media policies that empower board members, community managers, and local contributors

PLAN

1. Assess

2. Plan

3. Implement

NEXT STEPS

- PLAN



Planning phase:

1. Create a 12 month integrated marketing plan-current and future state
2. Strengthen Content Creation
 - Create a content calendar
 - Use audience insights to map content to build Facebook page
 - Repository for content ideas (i.e Google drive)
 - Brainstorm more image/video content

Implement

1. Assess

2. Plan

3. Implement

NEXT STEPS

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IMPLEMENT



ASSESS

LISTENING
TO YOUR
AUDIENCES
& WHAT
MATTERS
MOST





The Scott-Free Scholarship Foundation
Corporate Office

Timeline About Photos Reviews Likes

176 likes
11 visits

Invite your friends to like The Scott-Free Scholarsh...

Tara Jo Gleason Invite

Al Crawford Invite

Okia William Richard Invite

See All Friends

ABOUT

Map showing location near Lynn Rd.

Post

Write something on this Page...

The Scott-Free Scholarship Foundation
July 7

Headed to Camp Motorsport to continue filming the 2014 Scott-Free camp season. Can't wait to see this amazing camp!

Like · Comment · Share

The Scott-Free Scholarship Foundation
June 15

Happy Father's Day from Scott-Free!!!

Like · Comment · Share

Deanna Pascuzzo Stoker likes this.

Write a comment...

CURRENT STATE Social Media Avenues:

- Facebook
Likes: 176
Content
includes raffle,
general
information

Your Fans	People Reached	People Engaged	Check-ins
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The people who like your Page

Women

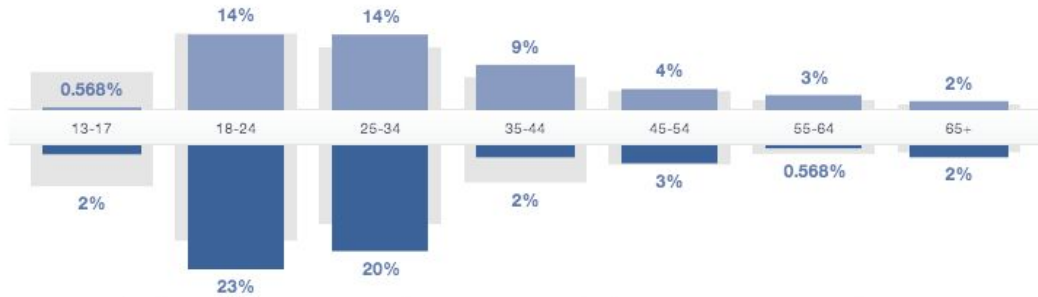
46%
Your Fans

46%
All Facebook

Men

53%
Your Fans

54%
All Facebook



Country	Your Fans
United States of America	74
Ethiopia	30
Philippines	10
Afghanistan	9
Pakistan	7
Nigeria	6
Egypt	4
Algeria	3
Bangladesh	3
Uganda	3

City	Your Fans
Raleigh, NC	37
Addis Ababa, Addis Abeb...	15
Kabul, Kabol, Afghanistan	5
New York, NY	5
Cairo, Al Qahirah, Egypt	3
Kampala, Uganda	3
Quezon City, Philippines	2
Boston, MA	2
Jalalabad, Nangarhar, Afg...	2
Hawassa, Southern, Ethiopia	2

Language	Your Fans
English (US)	153
English (UK)	12
French (France)	5
Arabic	4
Spanish	1
German	1

CURRENT TARGET AUDIENCE

- Men between the ages of 18-34 make up our current target audience

CONTENT ASSESSMENT

- The most valuable, engaging, and biggest reach content posts included:
 - Scott-Free Raffle
 - Scott-Free Spring Gala

OTHER TARGET AUDIENCE (STAKEHOLDERS)

- Educational institutions
- Non-Profit Organizations
- Youth Clubs and University Student Clubs
- Government Organizations
- At-risk youth and families

S.M.A.R.T
Goals and
Objectives

PLAN



S.M.A.R.T GOALS

SMART Goals

Objectives

Specific: What are we going to do and how will this be done? What does success look like?

The goal is to build the online presence of Scott-Free through building a strong social media presence. Success looks like increased applications, donations, and social media following.

Measurable: Tangible evidence that we are meeting the goal.

Defining our key performance indicators and tying that back into Scott-Free's larger business goals and needs.

Achievable: Do we have the resources, tools and funding to accomplish our goal?

Funding is limited. Resources (tools and manpower) are attainable to achieve our goal.

Relevant: Is this aligned with the mission?

Yes.

Time Based: What is the timeframe and duration for completing this goal?

6 month and 12 month plan.

SHORT-TERM GOALS

Goal 1: Build Facebook presence to 500-1,000 Likes within 6 months of consistent content producing and management.



Goal 2: Increase and expand our audience as well as audience engagement.



Goal 3: Produce 10 pieces of unique/original content per month



Goal 4: Establish Twitter.



Goal 5: Monthly posting on blog.

LONG-TERM GOALS

Goal 1: Increase applications by 100%
(January 5th-May or June 2015)



Goal 2: Enhance number of partnerships (camp partners and referral organizations) through social media engagement



Goal 3: Increase online donations through social media.

KEY PERFORMANCE INDICATORS

- Content Performance
 - Reach
 - Comments, Shares, Likes, Mentions, Retweets etc.
 - Reviews
- Click Through
- Number of Applicants driven from social media
- Number of donations driven by social media
- Number of new camp partnerships
- Number of Followers/Fan Base
- Total Engagement with B2B and media

GOVERNANCE

- Elements of governance:
 - Roles
 - Organization
 - Policies
- Establishing these three elements of governance will ensure a successful execution of the social media strategy.

ORGANIZATIONAL STRUCTURE

■ Controlled:

■ Social Media Managers

- Emily Gleason-Social Media Manager & Strategic Development
- Joshua Gruder – BOD & Strategic Development
- Ashir Gruder – BOD & IT/Website
- Blair Seymour – Camper Placement Assistant

ROLES

- To identify roles, questions to consider:
 - Are we expanding into new channels? Yes.
 - Are we planning on growth strategies? Yes.
 - Are we planning on hosting nationwide campaigns or just local campaigns?
Statewide and local.

- Types of Roles
 - Social Media Strategist (sets direction)
 - Social Media Manager (community manager, producing and manages pages)
 - Interns (helps create content)

POLICIES AND PLANS

- General behavioral policy that must be distributed to all members and volunteers using social media

Social Media Policy - The goal of Scott-Free's social media presence is to increase awareness of its services, garner support and engagement from the community, and develop a new base/channel for funding.

Organizational Values for Social Media:

Caring: We strive to provide support where others don't. Scott-Free must always be a safe place a child can turn to for support. If they are not eligible for our program, it is our responsibility to give a reasonable effort providing resources.

Impartiality: We will never take a political, religious, racial, or any other dividing stance on social media. All opinions must be governed by openness acceptance and all recommendations must be grounded in facts.

Optimism: The children we support many times face overwhelming odds and a multitude of negativity. It is important that Scott-Free maintains a positive, hopeful, and solution-based presence on social media.

POLICIES AND PLANS

Promotion Plan - Promotions, unless otherwise decided will run on a case-by-case basis. The following promotions have specific lead time(s) and schedule(s).

Camper Application season

- o 3 month lead time (October-December)
- o 3.5 month schedule (January-March)

Fundraiser (In person)

- o 2 month lead time (TBD)
- o 1 day schedule (TBD)

Fundraiser (Online)

- o 1 month lead time (TBD)
- o 1 month schedule (TBD)

Camp Season

- o 2 month lead time (March-April)
- o 5 month schedule (May-September)

POLICIES AND PLANS

Engagement Policy - Scott-Free members shall not post confidential org information on any social media accounts. This includes financial information, legal matters, organizational internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes or methodologies, circulating rumors, colleagues or members personal information. Anyone posting on behalf of Scott-Free are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and take full responsibility for their communication.

Quick Response Plan - Unless otherwise directed, Scott-Free members must respond to all comments and questions within 24 hrs. Responses must occur (at least initially) in the same forum as the initial contact was made. All efforts must be made to answer any inquiries, however, if a complete and accurate response can't be provided within 24 hrs, acknowledgement stating as such (as well as reasonable follow up) is required. All comments and questions will be acknowledged unless they are overtly offensive or derogatory in nature. Repeated harassment (whether malicious or not) will be ignored in public forums with reasonable engagement in private.

POLICIES AND PLANS

Crisis Communication Plan

CONTACT CRISIS TEAM: Contact Joshua Gruder and/or Ashir Gruder before responding. If unavailable, follow steps below.

IDENTIFY & INFORM: Identify and monitor all platforms being affected. Provide screenshot(s) and any other applicable information by email immediately

MAINTAIN CREDIBILITY: If needed, consult the official camper spreadsheet to verify all names, placements, partnerships, and results of camp to ensure you're responding with accurate information.

RESPOND QUICKLY: Responding in real time is paramount. Craft a platform appropriate message and respond to the issue directly on that social media platform, before elsewhere.

CLARIFY OR OWN IT: Quickly clarify any inaccurate or misleading information. Many times this may extinguish the issue entirely. However, if the organization is at fault, maintain a positive message and own any mistakes made. If the information is vulgar, offensive, threatening, or an invasion of org/personal privacy, remove the post.

ANONYMITY: Never use any camper names (first or last), family members names, or any information that could reveal their identity or circumstances of support.

BUILD TRUST: Be as open and transparent as possible to build trust. Families must trust Scott-Free enough to be responsible for the safety of their children. Share challenges and how Scott-Free plans to improve as an organization.

CONTACT INFO: Provide an email address and phone number for them to contact directly.

POLICIES AND PLANS

Content Plan

Scott-Free will use social media to highlight its program, bring awareness to the overall mission, recruit and garner support, share camper achievements and highlights, promote and fundraise, and provide resources for the at-risk community. Posts will include third party content from trusted sources that promote outside resources. These include North Carolina media outlets, nonprofit associations, nonprofit publications, camp and summer learning organizations and social responsibility experts.

Content topics OK to post (including but not limited to):

- Program awareness (eligibility, process, important dates, etc.)
- Camp/Camper highlights and achievements
- Mission awareness (and need)
- Recruitment of volunteers (for specific needs – not general)
- Notable program or org member achievements
- Fundraising opportunities/events
- Third party resources (referral org information & news)
- Industry news (camp community)
- Alumni news

Content topics NOT OK to post (including but not limited to):

- Camper names or other confidential information
- Negativity
- Cost of camp tuition
- Funding raised (unless otherwise directed)

POLICIES AND PLANS

Listening Plan

Listening plan is essential to the success of Scott-Free's social media presence. The listening plan refers to the how, when and where we will seek to listen to industry standards, audiences' behaviors and opinions.

Where to Listen

Blogs, LinkedIn, Twitter, Facebook, Google+ (Adwords, Search Keywords)

How We Listen

Designated times and phases throughout the social media production of content will be put in place to ensure our audience is being heard as well as picking up best practices from other non-profit organizations. While building our following, Scott-Free should listen as much as we speak if not more.

When & How to Respond

Interaction between Scott-Free and Scott-Free's audience through commenting, sharing, liking etc. as well as interacting with other non-profits. Responses will be dependent upon messaging.

S.M.A.R.T
Goals and
Objectives
Execution

IMPLEMENTATION



EXECUTION PLAN

Phase 1: Existing Page

Build Facebook presence within a 3 month period, assessing at the end of each month KPI's.

Build Hootsuite account.

Phase 2: Net New

Build one net new social media page. Use a trial period of 2-3 month to build following.

Phase 3: Net New

Build the next net new social media channel. Use a 2-3 month period to build following.

Each Phase will be coupled with metric analysis at the end of each month to review KPI's

CAMPAIGNS

■ September/October: Recap of 2014 Camp Season

- Intro to Scott-Free
 - Video from camp season
 - Whiteboard video explaining the history and mission
 - Message from Executive Director
- Thursday Testimonials

■ October

- Fundraising
 - Online Raffle
 - Holiday giving

■ November-January

- Applications
 - Important dates
 - Instructions/advice/tutorial - whiteboard video explaining application process

DIGITAL CONTENT MAPPING

	Blog	Website	Facebook	Twitter	Youtube	E-Newsletter	LinkedIn
Short Video Clips	✓	✓	✓		✓		
Board Member Recognition	✓	✓		✓		✓	
Infographics			✓	✓		✓	
Impact Stories/Testimonies	✓		✓	✓		✓	
Donor Recognition	✓	✓	✓	✓		✓	
Coverage of Live Events (using #hashtags)			✓	✓			
Call to Action Content			✓	✓			

CONTENT PROCESS PLAN

Social Media Manager collects content from Scott-Free Board Members the week prior to the 1st of the month

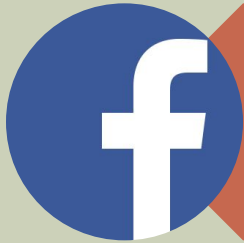


SMM creates content for the month by the 31st



SMM schedules content for the month by the 1st

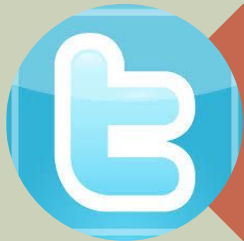
PLATFORMS



Facebook



LinkedIn



Twitter