



FUNDACIÓN
Casa de los Niños

Facebook Strategy



Introduction

- Social Media is a valuable tool for reaching people worldwide
- Helps businesses keep in touch with their customers and build relationships with them
- Engagement is the number one goal of social media
- Content must be appealing to target market



Justification

FUNDACION LA CASA DE LOS NIÑOS
March 15 at 5:30 PM · 🌐

¡Nuestros profes continúan trabajo en clases de lectura y reforzamiento de contenidos con nuestros niños y niñas de primaria! 📖

👉 Por eso, ¡necesitamos de tu apoyo!, para poder seguir brindando apoyo estudiantil a nuestros chicos. Recordá que podés hacer tu donativo: <https://www.lacasadelosninoscr.com/solo-donar/>

Our teachers continue to work in reading and reinforcing content classes with our primary school boys and girls! 📖

👉 That's why we need your support, so we can continue to provide student support to our boys. Remember you can make your donation: <https://www.lacasadelosninoscr.com/solo-donar/>

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FUNDACION LA CASA DE LOS NIÑOS
March 9 at 12:30 PM · 🌐

Cambios, cambios... y más cambios, ¡y en nuestra Fundación los afrontamos con la mejor actitud y una sonrisa! 😊

Este año apoyaremos a los muchachos en la nueva modalidad semi-presencial, por eso, nuestros colaboradores estarán trabajando una vez a la semana de manera presencial en la Fundación, esto nos permitirá conversar con nuestros muchach@s, y ayudarlos en sus responsabilidades académicas. 📖

See Translation

Nos adaptamos a los CAMBIOS

Reforzamos LAS CLASES con los NIÑOS DE PRIMARIA

FUNDACION Casa de los Niños

FUNDACION Casa de los Niños

👍❤️ 62 · 5 Shares

- Posts are colourful and informative
- Encourages conversation amongst users
- Launched many great programs and campaigns over the years
- Needs to set short-term and long-term goals

Objectives

The objective of the Facebook campaign is to solicit funds from donors primarily from Costa Rica, and if possible donors from around the world. The campaign would help grow the foundation's facebook account and educate locals about the children who are living in poverty and how to help them get the basic necessities of life such as food and an education.



Proposal

ACCESS - Who to Target?

- Attract influencers by creating interesting posts and themes of photos and videos about the fundacion
- Ask followers to like the page and encourage their followers to tag their friends to join in following fundacion Casa de los Niños page
- Connect with other foundation pages and follow their followers
- Connect with local schools and businesses



Proposal.....continued

ENGAGE - To generate donations

- Create a story to tell followers
 - Children
 - Casa de los Niños Staff
 - Daily posts
- Connections to empathy
- Conversations- #’s, tags, ways to donate
- Create ideas of how to help fundraise
- How do your donations help
- LinkedIN Link



Proposal ...continued

ADVOCATE & CONVERT

- If the fundacion creates a trust with their followers, the more they will advocate for the foundation and convert more followers



**ALL YOU NEED
TO DO IS PLANT
YOUR SEED(ACTION),
WATER IT (REPETITION),
AND WATCH IT
GROW(PATIENCE).
SUCCESS IS ACTION,
REPETITION, AND
PATIENCE.**

Strategies to Monitor Social Media KPI

Key Performance Indicator (KPI) - Provides feedback and direction which can help a business optimize its performance. Three (3) important KPIs to monitor on Facebook.

#1 Growth Connections

- Analyse growth by looking at the user profiles.
- Growth have different meaning on social media
- For example, 100 connections have more value on LinkedIn than 100 on Instagram

Key Performance Indicators

#2 Weekly Activity

- Analytical tools will help monitor activities
- Maintain frequency and pace of posts

#3 Engagement


- Engaging posts rank higher on the algorithm
- Most important social media metric is engagement per post.
- Create posts that triggers emotions with the purpose of influencing engagements.

Contents

- Having monthly video postings on Facebook to explain more about casa de Los Ninos.
- Every Wednesday for example, a positive quote - it can be about various issues or how a small amount of money can help many children. For example \$500 can help over 100 children to access clean water, etc.
- Posting fun facts will not only keep your viewers entertained, but it would also provide information about the foundation and the country it operates in.
- Setting goals makes its priorities clear to everyone involved. It would motivate ones to put in the work to gain more followers, post new content and help more children.
- Collaborate- Encourage people to help fundraise for the Fundación Casa de Los Ninos by creating own fundraising events with friends, local school, local businesses
- Work with Casa de Los Ninos in United States (Tucson, AZ) to encourage a collaboration and promotion of the Fundacion in Costa Rica
- Create a presence on LinkedIn to show social responsibility and reputable Fundacion with a connection to employees, other divisions of Casa de Los Ninos, businesses.
- Celebrate Fridays- Each Friday post a positive story of how the Fundacion de Los Ninos has impacted a child/children's lives






Contents (Infographic)




FUNDACIÓN
Casa de los Niños

COLLABORATION


Work with Casa de Los Ninos in United States (Tucson, AZ) to encourage a collaboration and promotion of the Fundacion in Costa Rica



MAKE A LINKEDIN PAGE





Create a presence on LinkedIn to show social responsibility and reputable Fundacion with a connection to employees, other divisions of Casa de Los Ninos, businesses.





CELEBRATE FRIDAYS

Celebrate Fridays- Each Friday post a positive story of how the Fundacion de Los Ninos has impacted a child/children's lives.




SET GOALS



What are you trying to achieve?

Setting goals makes its priorities clear to everyone involved. It would motivate ones to put in the work to gain more followers, post new content and help more children.



FUNDACIÓN
Casa de los Niños

HAVING VIDEOS OF EXPLAINING CASA DE NINOS ON FACEBOOK



Having video postings on Facebook to explain more about casa de Los Ninos and show a positive story about impact to help create a connection and encourage donors to donate .

HAVING POSTIVE QUOTES WEDNESDAYS

Every Wednesday for example, a positive quote - it can be about various issues or how a small amount of money can help many children. For example, \$500 can help over 100 children to access clean water, etc.



FUN FACTS



Mindblowing facts



Posting fun facts will not only keep your viewers entertain, but it would also provide information about the foundation and the country it operates in

SET GOALS



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