

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



- 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

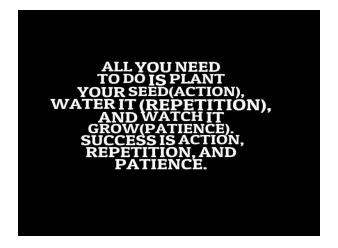


Proposal ...continued

ADVOCATE & CONVERT

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





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
- 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)



