

PROJECT SISTER FAMILY SERVICES

Campaign Proposal on Social Media and Search Engine Optimization

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Our Mission: To reduce the trauma and risk of sexual assault.

Crisis Intervention Services • Outreach Services.

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December 14, 2015



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INTRODUCTION

This campaign proposal includes Social Media and SEO suggestions for Project Sister Family Services. The purpose of this campaign is to strengthen the organization's online presence.

Step 1: Social Listening (research)

PSFS BACKGROUND

Project Sister Family Services (PSFS) is a nonprofit organization based in Pomona, CA, serving 27 cities in the Southern California region with services that cater to rape, sexual abuse and child abuse survivors.

PSFS relies heavily on grants and private sponsorships and donations to provide services to prevent sexual abuse crimes and connect survivors and their non-offending family members with resources within PSFS or externally. These services may include professional counseling, medical service accompaniment and advocacy, support through the legal system, a rape crisis hotline, and prevention and awareness initiatives that include workshops and programs that partner with schools or community events.



Their official mission statement: PSFS provides crisis and intervention services pertaining to sexual assault and child abuse. These services are offered to victims and their non-offending family members, schools, churches, community organizations and much more. To reduce the trauma and risk of sexual assault.

MISSION

Their mission as a guiding compass for social initiatives: To connect survivors with resources and educational awareness to reduce the number of affected survivors, connect more survivors with more resources, and to grow the number of people they serve by expanding the program through more funding.

HISTORICAL MODEL

Separate departments within PSFS execute their own projects separately and communication is limited. For example, departments plan and develop initiatives separately, and then share information once preparations are complete. There is limited room for exchange of ideas, questions and collaboration before the end products are shared. This could be a limiting factor in the potential effectiveness of the organization as a whole since the communication comes after the fact. The departments are not always informed of the details of what other departments are working on in order to help contribute which could mean departments are working harder than they should.

SOCIAL MEDIA

Departments outside of Outreach contribute content (such as flyers and event details) for the Outreach department to publish on social outlets. Current social media content is created as time allows around other tasks. The outreach team has a calendar where themes are listed for each (month) that guide the content which is to be posted. these themes are flexible and take a backseat to any events, workshops or priority updates.

SOCIAL MEDIA LANDSCAPE



Key listening phrases

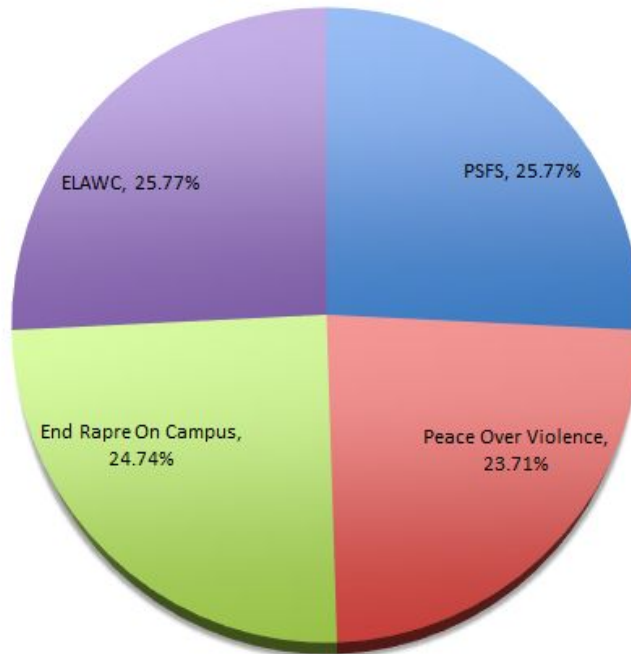
- **Brand Names:** (Specific) PSFS Pomona, Project Sister Family Services
- **Product Names:** rape hotline, sexual abuse counseling, crisis intervention, Sexual assault prevention, sexual assault resources
- **Generic Terms:** Resources for rape survivors, sexual assault, support sexual assault, rape survivor
- **Competition:** Peace Over Violence, San Bernardino Sexual Assault Services, Riverside Area Rape Crisis, East LA Women's Center

SHARE OF VOICE

The share of voice graph is used to compare PSFS to its nearby competitors Peace Over Violence, End Rape on Campus, and the East L.A. Women's Center. We compared Twitter @mentions of the four organizations over the last year and counted the amount of positive and negative mentions for the organizations. This graph shows compares the amount of mentions each organization has. We found that each organization had generally the same kind interaction between their followers, resulting in mostly positive mentions. However, we would suggest encouraging more interaction for PSFS's followers.



Share of Voice



SENTIMENT SCORE

The top graph in this image shows the numbers from the Share of Voice research, while the bottom graph shows the sentiment score for PSFS and its competitors. All scores are in the same range because of the industry they are all in. Being non-profits whose main goal is help connect survivors to the resources they need, there is generally nothing but positive sentiment towards the organizations. However, PSFS score is a bit lower because of some recent negative feedback @PSFS tweets recently received. We would suggest to PSFS to be aware of controversial statements because of their effect on the sentiment score.



1	Social Comments	Positive	Neutral	Negative	Total
2	PSFS	20	5	3	28
3	Peace Over Violence	19	4	0	23
4	End Rape on Campus	18	6	1	25
5	ELWC	22	3	0	25
6					
7	Sentiment Score (Positive X 5)				
8	+ (Neutral X 3) +				
9	(Negative X 1) / Total				
10					
11					
12	Sentiment Score				
13	PSFS	4.21			
14	Peace Over Violence	4.65			
15	End Rape on Campus	4.36			
16	ELWC	4.76			

CONVERSATION LOCATIONS

The activity and conversations that exist are limited across these major platforms: Facebook, Instagram and Twitter.

On **Facebook**, comments consist of praise and congratulatory remarks on posts that make announcements of accomplishments or events. Leading posts that garner more comments than usual are part of “Live Chats” hosted on a status update where the conversation continues within comments. The conversation that exists is among PSFS staff, neighboring organizations and cause advocates and experts in the field. The audience is composed of experts in the topics of sexual assault and there is a much smaller actively engaged audience of women who participate in the live chats.

On **Instagram**, there is no significant conversation. PSFS has 222 followers and their posts average 17 likes. There are almost no comments. Like on Facebook, any comments are praising posts announcing accomplishments or success.

- For Instagram we suggest using the app *Iconosquare* to keep track of followers, average like, and top posts.

The **Twitter** profile for PSFS has 167 followers and very few mentions. Much of the participation with their profile consists of retweets or dialogue when PSFS participates



in external chats. Although this helps engagement levels and can establish them as an expert in their field, it is not opening up a conversation unique to PSFS or those they serve.

- For Twitter we suggest using *Analytics.Twitter.com* as a simple way to view audience interaction and impressions.

On the **website** there are no comments on blog posts on the PSFS website. After a search query for other web pages, any results returning PSFS were for educational institutions listing PSFS as a resource, as a volunteer location (Cal Poly Pomona and Claremont colleges), a media release about funding (<http://www.up.com/media/releases/ca.htm>), success of a former student (<http://www.weil.com/articles/weil-announces-winners-of-2016-second-year-law-student-diversity-fellowships>) and directories (<https://ieuw.org/community-impact-partners>).

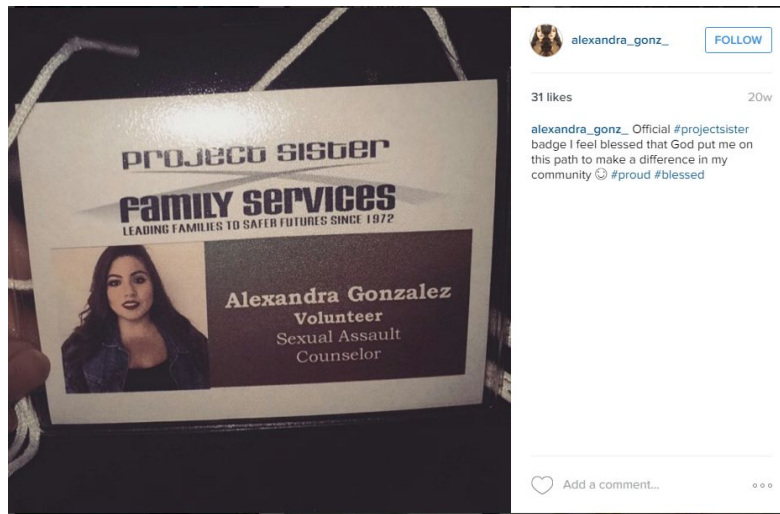
COMMUNITY ENGAGEMENT

Facebook: 5-30 likes per post, 0-2 comments. There is room to expand on conversation. Likes show that there are is a good level of exposure and interaction, but followers could be further encouraged to interact with posts by posting content that requires feedback, responses or sparks curiosity.

Instagram: Most posts have 0-1 comments or replies. Interaction is limited to general questions such as asking for directions or comments of praise. This shows that posts are being interacted with but are not inviting responses. There is potential to grow the conversation. There were some posts from volunteers under #projectsister, which may be telling that there is potential to grow through PSFS staff and volunteers and that



giving them a voice on social media can help round out the posts.



Twitter: 0-2 Retweets/Likes per post: Mentions comes from advocates during live chats
Conclusion: Content is reaching people and garnering likes, a form of approval, but there is an opportunity to move to the next step which would invite the audience into a conversation (which could be tracked through an increase in comments, questions, mentions)

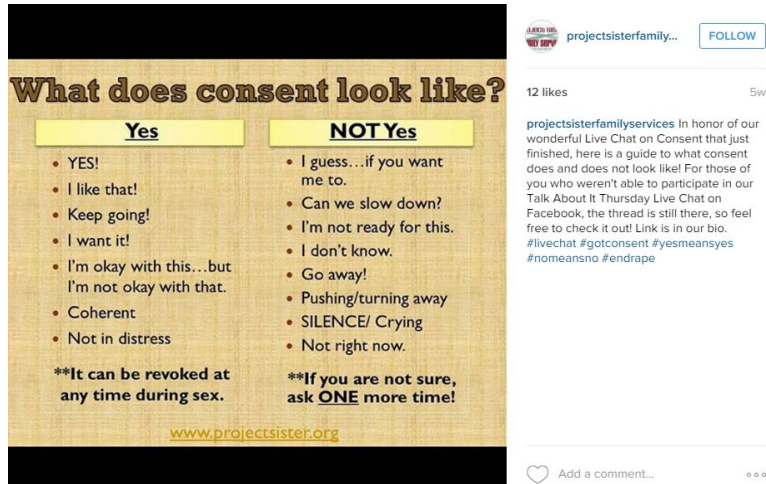
CONTENT DISTRIBUTION AND FREQUENCY

Frequency: Facebook 2-4 x/week

Instagram: 1-2X/week

Twitter: 5- 10X week per week on active periods. Can go weeks or months without activity. Most active months: March- April, May, August- October.





Brand dialogue: The style of writing from PSFS is professional and educational. The tone is friendly and the overall voice is to be informative and approachable.



AUDIENCE ANALYSIS

We found that PSFS’s key publics include PSFS staff and volunteers, survivors and clients, and advocates and professionals in related niches.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	604	Los Angeles, CA	84	English (US)	603
India	14	Pomona, CA	53	English (UK)	26
Pakistan	5	Ontario, CA	36	Spanish	6
Mexico	4	Rancho Cucamonga, CA	30	French (France)	3
Morocco	2	Upland, CA	27	English (Pirate)	2
Philippines	2	La Puente, CA	21	Arabic	1
Nepal	2	Chino, CA	15	Simplified Chinese (Ch...)	1
United Kingdom	2	Claremont, CA	12	Traditional Chinese (Ta...)	1
Brazil	1	Fontana, CA	10	Marathi	1
Spain	1	Covina, CA	10	Turkish	1
Jordan	1	Anaheim, CA	10	Persian	1
South Africa	1	Whittier, CA	10		

PSFS’s key publics are made up of mostly women on all platforms. There are few but some men that mostly fall into the advocacy public. Almost all followers are English-speakers, based in the U.S., and reside in the regional map that PSFS serves. PSFS has done an excellent job of acquiring followers in the demographic they seek to



serve. They key public that is most engaged and responsible for the most engagement (comments and participation in Q&As is the advocates public).

INFLUENCERS

Advocates and Staff and volunteers respond to accomplishments and all publics respond to live chats and discussions.



What is PSFS’s history with their followers? Followers seem to have been acquired through a personal relationship with PSFS. For example, partnering organizations who serve in the same communities, former volunteers, current staff, etc.

Who responds to comments? The outreach department is responsible for responding to questions and comments on social media.

Which platforms are they on? The majority of the Advocates and Activists public are active on Facebook and Twitter.

What time of day do they interact? Most interactions occur on Facebook between noon and 9p.m. We suggest implementing twitter analytics to find out when interaction is occurring on @PSFStweets.





COMPETITION

Peace Over Violence

Facebook page is used to create awareness of the organization and its impact. Feature stories cover employee testimonies, staff profiles, and information about the services it provides. There is an emphasis on being open 24/7, 365 days. There are many posts asking for donations and financial support. key phrases: peace, rape and battering, transformative change, survivors of sexual and domestic violence. trauma, community. Engagement and response consists of the audience sharing the brand's posts (videos, campaign impact, relevant legal events, volunteer and program accomplishments). Comments are praising the accomplishments or asking how to get involved. The messages convey change and inspiration. Images and cover photos are consistent with the brand feel.

Twitter: Conversation is limited, but there is a lot of engagement coming from partnering organizations, community leaders and brands that are advocating for an event (#DenimDay) or campaign from Peace over Violence. This competitor has created strategic partnerships or utilized social tools to make connections with influencers that increase their reach.

Instagram: Not very active. Good visuals with quotes or messages about sexual violence and human rights. Engagement is limited to likes, and any comments are from similar organizations.



San Bernardino Sexual Assault Services (SBAS)

Facebook: Content focuses on the activities and contributions surrounding people that serve through SBSAS. Popular posts cover advocacy training, advocate graduations, and people who helped fundraise for SBSAS services. Engagement consists of congratulatory remarks and praise. The tone is conversational, easy to read and has personality. Their messages express gratitude and the messages focus on thanking the volunteers, donations, advocates and supporters. They let their audience know that they're the ones that make it happen with their involvement. Key phrases include sexual assault services, rape crisis centers, donors, advocates and sexual assault. There are donors that are asking how to donate and staff that comment to welcome new advocates or that comment with enthusiasm on event announcements.

Twitter: There is no engagement. It is linked to their Facebook page to repost updates.

Instagram: No Instagram account.

Riverside Area Rape Crisis

On **Facebook**, the conversations are limited. However, the engagement and types of content are consistent with other competitors: posts about events, news stories that are relevant, and updates on what the organization is up to. The comments are congratulatory and either from partnering organizations or from a smaller public: volunteers, staff or people already involved with the organization. This is true for Facebook and Instagram





riversidearea_rape... FOLLOW

18 likes 57w

riversidearea_rapecrisiscenter Thank you UCR men's Basketball
 ucrrmbb You are welcome. We are honored to be a part of such a movement.

Add a comment...

UCR University of California, Riverside Like Page July 14, 2014

Congratulations to UCR's Debbie Artis!

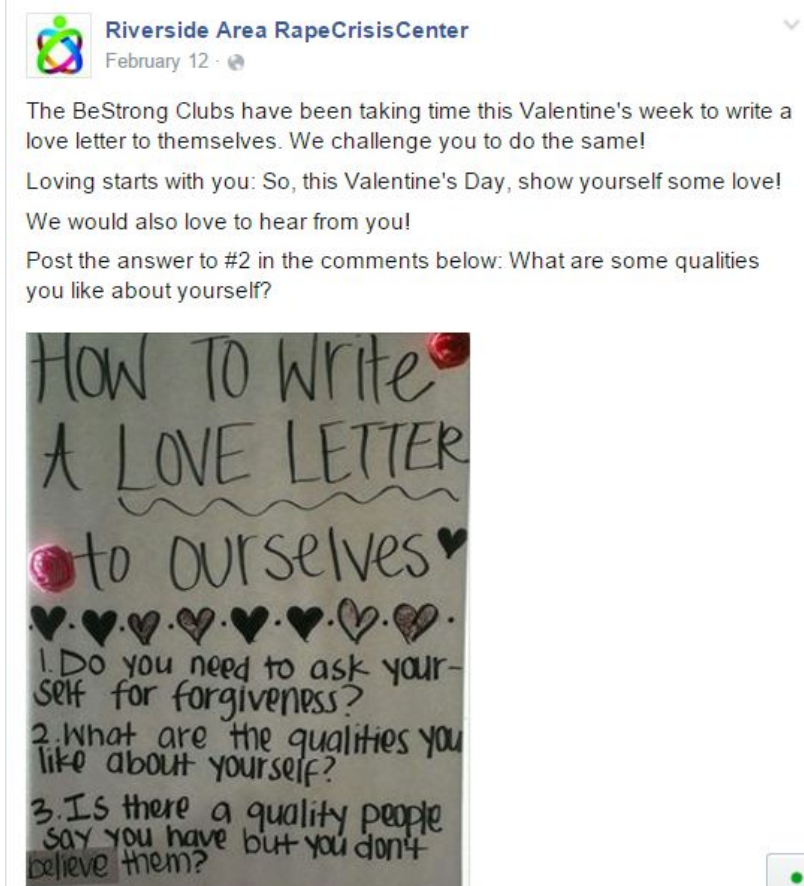


Debbie Artis Recognized as Professional Advocate of the Year by Riverside Area Rape Crisis Center

July 14, 2014: Head of UCR's Title IX/Sexual Harassment Office has worked with the organization for nearly 25 years.
 UCRTODAY.UCR.EDU



Other posts that do well and spark conversation show behind-the-scenes visuals of the organization in action or ask for the audience to respond in some way:



East LA Women's Center

Key phrases: domestic violence awareness, healthy relationships, domestic violence, vigil, justice and peace. Their focus is their Facebook page. Engagement like the others also includes congratulatory comments. However, ELAWC also has very high “share” numbers on their posts. This shows that they are posting shareable content that the audience believe is valuable to others. From reading through the comments, the influencers appear to be similar/partnering organizations and staff/volunteers.



SWOT ANALYSIS	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<p>S-O Strategies <i>(Approaches that utilize strengths to take advantage of opportunities)</i></p> <p>The outreach department has access to events, workshops and educational info manages social media that can be adapted easily for communications posts Already connected to/followed by a lot of advocates/experts in the field for potential strategic partnerships</p>	<p>W-O Strategies <i>(Seeks to overcome weaknesses in order to take full advantage of opportunities)</i></p> <p>No current strategy or reporting tools are being used and staff is not equipped with skills</p> <p>Missing a consistent voice or overall brand feel</p> <p>Not showing behind the scenes photos of events that show day to day activities</p>
THREATS	<p>S-T Strategies <i>(Discover ways to capitalize on strengths and minimize threats)</i></p> <p>Our competitors also have partnership with the advocates so it's possible to compete with them for volunteers</p>	<p>W-T Strategies <i>(Identify and reduce weaknesses in order to prevent threats from inhibiting the organization)</i></p> <p>Limited time and money to fund an internal web or social media manager Competition for donations and volunteers A lot of noise from competitors about events without a clear mission Organization loyalty - people who might have helped our competitors may not have an incentive to alternate or switch</p>

SEARCH ENGINE OPTIMIZATION (SEO)

Website Protocol: The website is handled by an outside contractor who just posts things that the department's e-mail over. No one oversees the website. It is currently used as a place to post news from different departments. Apart from the initial design and creation of content, there is no protocol for website maintenance or purpose. The social media accounts were created at different



times by different people. The outreach department which primarily focuses on giving workshops in 27 different cities recently took over the social media but have no concrete plan. They do have an idea board where they post topics to cover and special events by month, although any pressing or current event information takes priority over the current social media calendar. It consists of themes to discuss in case nothing else comes up.



Step 2: Planning (programming) & Strategic Design

Clear goals, SMART objectives and specific strategies and tactics are listed within the programming section. Content calendars and other components are complete and follow all best practices. (Approach social media with intentionality and data-informed designs to develop trusted and authentic relationships)

SOCIAL MEDIA GOAL

A) To create awareness of the organization as a place that can connect survivors to resources and as a place that provides preventative and educational information.

B) To become a household name in Southern California to help serve more people and increase funding in order to secure the future of the organization and ensure they remain able to serve the 27 cities they currently serve.

PLATFORM VISION STATEMENTS

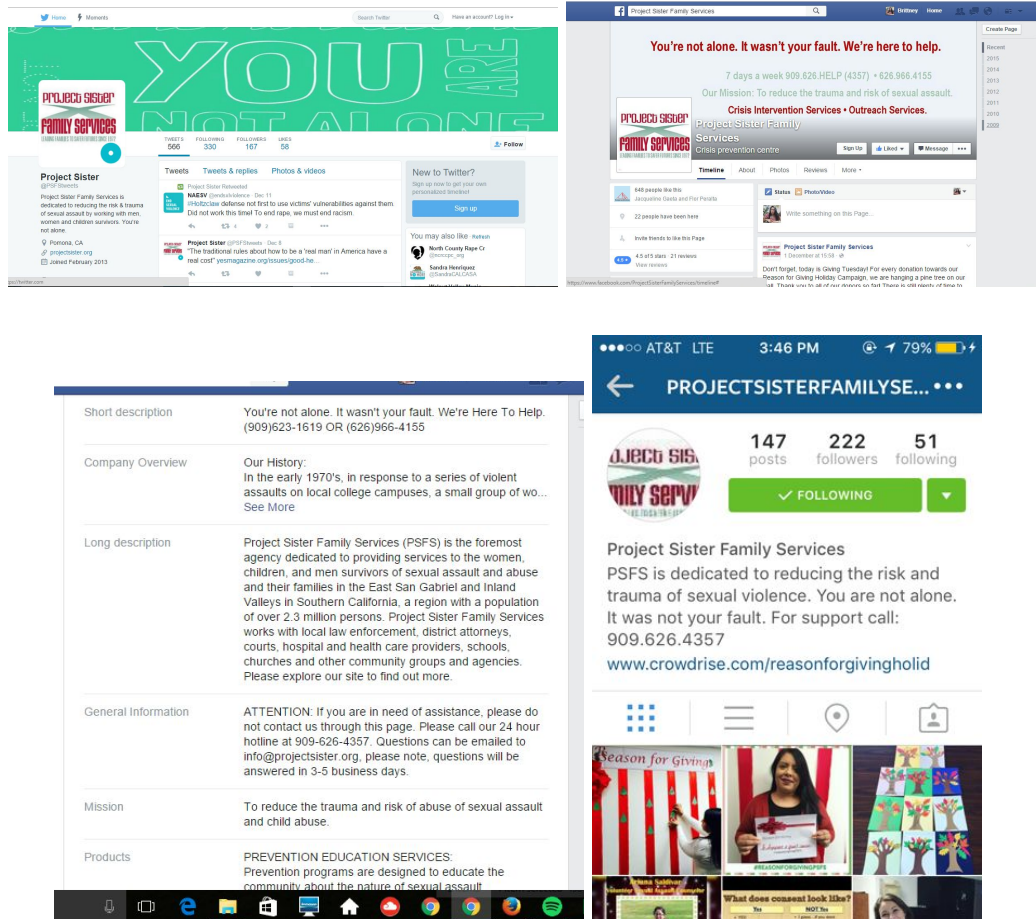
Create vision statements for each platform that zero in on the value and purpose of each social media channel for the organization

- **Facebook:** We will use Facebook to connect with the external community to create awareness of the organization as a resource center for sexual abuse survivors. Also, Facebook would serve as a place to create conversations around stories of success in order to support fundraising initiatives.
- **Twitter:** We will use Twitter as a news source for sexual assault and human rights issues to help establish PSFS as an expert to the external community and partnering organizations.
- **Instagram:** We will use Instagram as a storytelling platform to show how we impact the community with the goal of encouraging donations or volunteerism
 - Example: The Humane Society used storytelling to promote donations, as seen in the [photo to the right](#).
 - We suggest that PSFS tells the story of an anonymous survivor over social media with the goal of provoking emotion to motivate followers to get involved.



PROFILE BRANDING

When branding the profiles over the specific platforms it's important to curate bios that showcase the mission of each platform.



All three platforms have images and all the bios are filled out. We would recommend creating graphics (profile and cover photos) that would help give the pages a consistent feeling for the brand (using similar colors or images) across all platforms, list the mission and contact information, and help to reinforce the goal for that platform in the bio.

Social Media Voice: We would recommend maintaining a professional writing style across all platforms while still remaining conversational and approachable by using



language that is easy to read and speaks to all of our publics: for youth, survivors, or potential donors and advocates who are likely to be older and more educated. When writing for Social: Remember Social Media Voice -

- **IFE IFE Policy**
 - Interesting
 - Funny
 - Entertaining
 - Intellectual
 - Flattering
 - Embarrassing
- **Rite Review**
 - Relevant
 - Interesting
 - Timely
 - Entertaining

Before you decide what and how to say it, have a strong persona. Voice is composed of understanding the appropriate tone for a message and the intentional language needed to effectively communicate in each post:

- Brand persona
- Tone
- Language Choice

Conversation Building

- Engagement speed Respond more quickly (Facebook notes responses will be given 3-5 days) to keep your audience interested and engaged.
- Accessibility - Invite a response with each post such as through open-ended questions or engaging content.
- Transparency - Individualized Communication
- Responding with authenticity and truth is important for transparency. Quickly answering questions or comments can help keep your audience interested and engaged. Openly addressing negative comments is recommended by industry professionals over hiding or deleting comments from an unhappy user. Source: <http://www.branddrivendigital.com/negative-comments-content/>

Social Media User Policies: Should inspire and empower individuals to effectively interact on social media. Look up social media policy, employee social media policy laws, or social media community policies for examples. KLO: Articulate the role of ethics in social media campaigns and be able to apply ethical reasoning to campaign design

- Employees



- Community
- Brand Managers

We would recommend creating a social media policy for your staff and the department that handles social media to encourage them to post positive and informative content with guidelines as to what is acceptable and what is not. We would also advise creating community guidelines with a disclosure stating that any harmful comments would be removed. Here are some sources and examples to help you create your social media policy (keep in mind that there are laws to abide by):

<http://www.thenonproffitimes.com/news-articles/nonprofit-social-media/>

<http://www.ca-ilg.org/post/sample-social-media-policies>

SOCIAL MEDIA CAMPAIGN

To effectively construct a message map that incorporates key messages with the appropriate social media voice to support a campaign.

Goal (*Broad, end-goal of the campaign*): Create awareness of the brand as an expert and resource center for sexual abuse trauma and prevention

Audience: *Key publics that are most crucial to the success of the campaign's goal.*

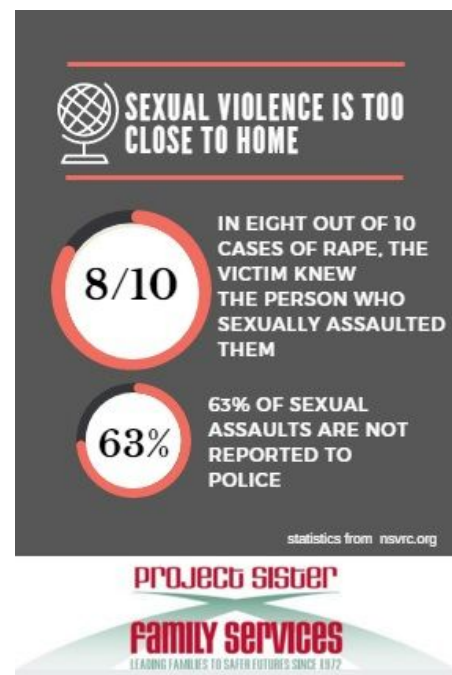
- Advocates and experts working in similar fields through partnering organizations
- staff and volunteers
- survivors and their non-offending family

Objective #1: *Creating content that increases our audience reach in Southern California (specific audience) through increasing social media shares, impressions and interactions (measurable) on the website and social media by December of 2016 (timely)*

Strategy 1: Create an infographic demonstrating the need to serve sexual assault survivors by showing statistics (See Image on right, Source: NSVRC)

Tactic 1: Gather current statistics from a government or official source

Tactic 2: Create an infographic (you can use a free tool like Canva.com)



Tactic 3: Add organization name at the bottom for branding, but let the statistics be the focus so it is shareable across different organizations for further reach.

Strategy 2: Create a social media campaign that could be featured on the website that shows how people were involved with PSFS. Tell us how you got involved with PSFS

Tactic 1: Create a list of questions to ask across social media and different questions for different publics

Tactic 2: Post them across social media and ask users to respond with a branded hashtag #MyPSFSstory

Tactic 3: Create UTMs to see how well links are doing from social

Objective #2: Increase support for the organization by leading to an increase in donations and volunteerism (measurable) by sharing stories of its impact

Strategy 1: Create a better “donation” for the home page

Tactic 1: Create a tier of donation amounts and their impact

Tactic 2: Create a better image/infographic

Tactic 3: Create a blurb next to the donation button that encourages donations



Strategy 2: Create a video campaign to tell survivor stories (silhouetted for privacy reasons) and how Project Sister helped them

Tactic 1: Film and script video

Tactic 2: Compile a list of memorable quotes from the video to have ready for marketing and social media posts and package for each platform (Facebook and website = full video, Instagram = preview clip and blurb, twitter = still image + link to website video)

Tactic 3: Create UTMs to see how well links are doing from social

IMPLEMENTING SEARCH ENGINE OPTIMIZATION (SEO) TACTICS

Objective 1: Create Brand Awareness & Increase Reach to Become a Household Name

Strategy 1: Infographic



A) Create a text description that includes main points and keywords in a description on the website

B) Create keyword driven blurbs on social media

Strategy 2: #MyPSFSstory

A) Publish a text-readable version on the Newsletter on the website to have the text contribute to SEO

Objective 2: Share stories that show the need and PSFS's impact to encourage donations

Strategy 1: Survivor Video Stories

A) Label video with keywords

B) Create a transcript

C) Host Video on YouTube so it's Searchable and there are analytics

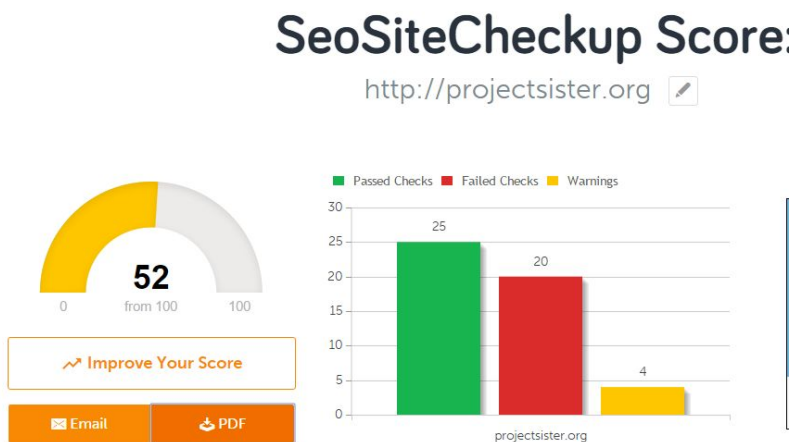
Strategy 2: More Interesting Donation Button

A) Make Link SEO Friendly

B) Create call to action blurb with keywords

C) Label the donation button with descriptive keywords

SEO SITE CHECK-UP



There are many other ways to increase ranking on search engines. Do an SEO Site Check-up and follow the “How-to-fix-it” steps to increase your chances of appearing as a higher result in search queries you are qualified for. Visit:

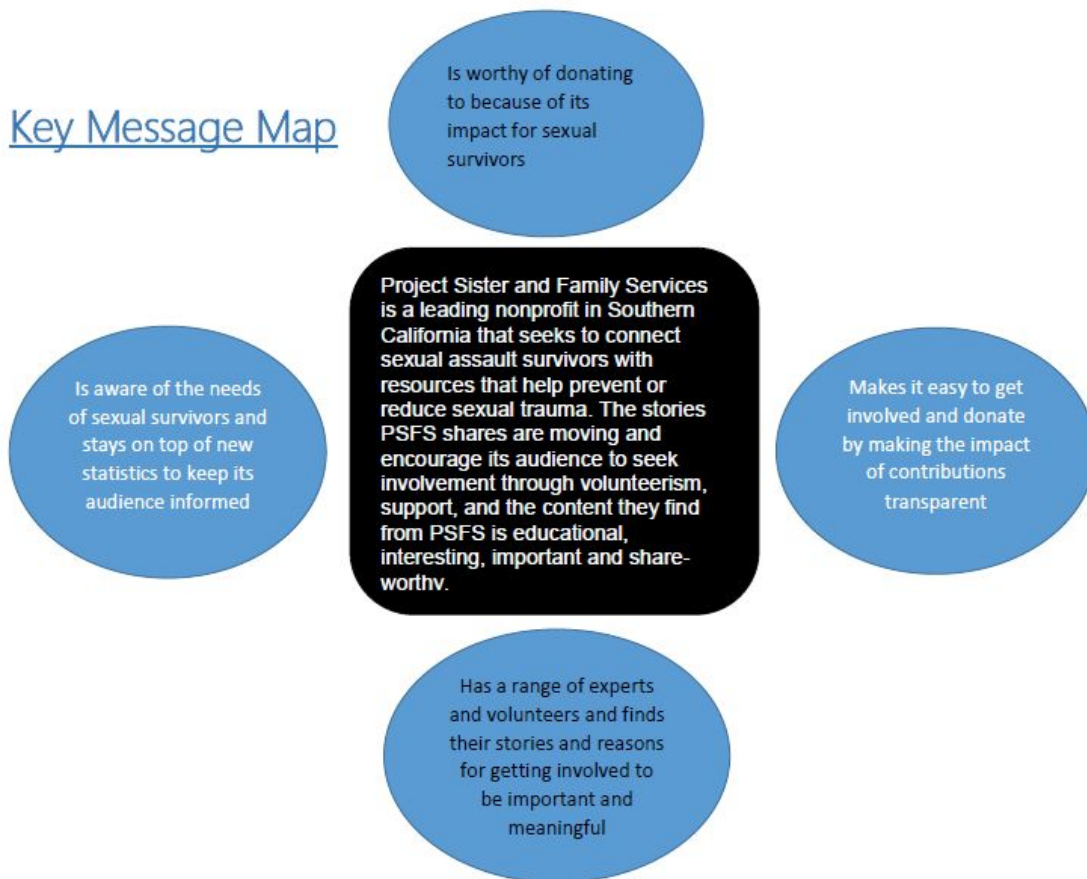
<http://seositecheckup.com/seo-audit/projectsister.org>



KEY MESSAGES

This is a roadmap that guides you in the guiding process to ensure to your content writing is in line with your goals. To create key messages, words and content must be based on the individual audiences to which the brand will be communicating.

The Goal: Project Sister and Family Services is made a leading nonprofit and resource center in Southern California for sexual assault survivors. The stories PSFS shares are moving and encourage its audience to seek involvement through volunteerism, support, and the content they find from PSFS is educational, interesting, important and share-worthy.




Step 3: Implement and Monitor

Implementation is proposed with strategic ways to manage feedback, engagement and adaptability throughout the campaign.

CAMPAIGN CONTENT CALENDAR

Content Calendars give perspective of the communication occurring across all platforms, allowing a unified approach to engagement with online audiences.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Infographic of the impact of donations (i.e. \$10= 1 free counseling session for a survivor) 10 AM Objective: Increase donations through storytelling Graphic +donation link (https://www.paypal.com/cgi-bin/webscr) and blurb on Facebook Keywords: resources for rape survivors</p>	<p>Video Story on Website Home Pg + Link and blurb on Facebook 9 AM Objective: Increase donations through video storytelling Keywords: resources for rape survivors</p>	<p>Statistics infographic on Twitter Facebook 12 Noon Objective: Increase reach by creating sharable infographics relevant to all key publics</p>  <p>Keywords: sexual assault</p>	<p>Ask audience to share their PSFS story #MyPSFSstory on Twitter 9 AM Objective: Increase reach and engagement from survivors, staff, volunteers and partner organizations Keywords: sexual assault</p>	<p>Share a #MyPSFSstory on Instagram 8 AM Objective: Increase reach and engagement from survivors, staff, volunteers and partner organizations Keywords: sexual assault</p>	<p>Send out Newsletter to donors Featuring top #MyPSFSstory responses beside directly related statistics from the infographic with a call to action to donate 7 AM Objective: Increase donations through storytelling Keywords: resources for rape survivors</p>	<p>Preview Clip + memorable quote from video story on Instagram 6 PM Objective: Increase donations through video storytelling Preview video clip Keywords: sexual assault</p>
	<p>LINK to Video Story + still image on Twitter 11 AM Keywords: resources for rape survivors</p>		<p>Ask audience to join the #MyPSFSstory conversation on Instagram 1 PM Keywords: sexual assault</p>			



Analyzing the Elements: In order to meet the two main objectives (increasing audience reach/engagement and increasing donations through storytelling) the content calendar schedule contents are all designed to meet these two objectives. Each post notes the objective the post is created around, with where it should be posted, at what time, including which keywords, and other details. Keeping in mind the brand persona (writing style, conversational tone giving real expert knowledge) the content should be adapted to each platform’s vision as noted in the vision statements and any visuals or information should be adapted for that platform. For example, the video storytelling post to Facebook is a complete video and curiosity-sparking blurb, while the preview clip on Instagram directs the user to the website home page where the video and donation button will be featured side by side. The video will tell the impact of PSFS through a personal survivor’s story and then encourage the viewer to make a donation to serve more survivors.

INTERACTION DURING CAMPAIGNS

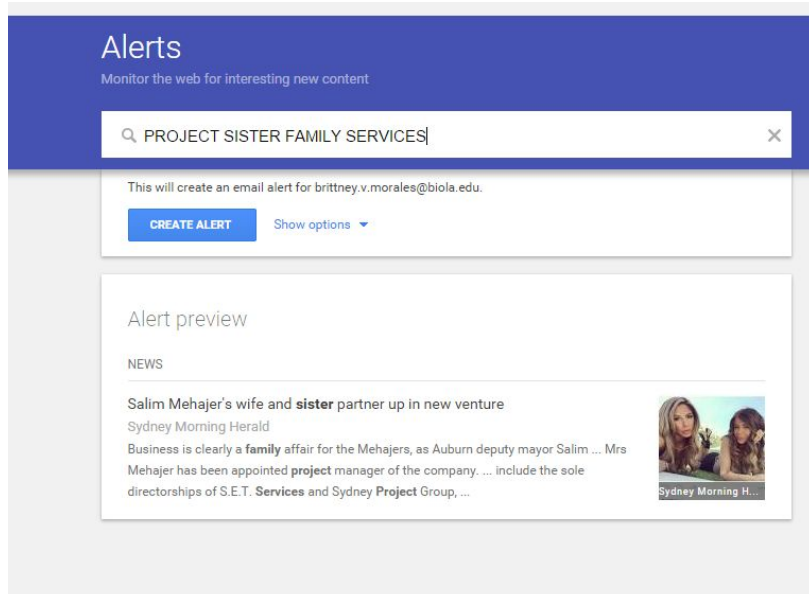
In order to meet your audience’s needs and keep them engaged, respond to their comments and monitor the conversation. You can keep tabs on the conversation that exists surrounding PSFS and when people post about you online by using social media listening tools.

Here are some suggestions:

Google Alerts: Use this tool to sign up up to get email notifications from Google when someone posts about your brand. You choose the “keywords” you’re interested in, whether they are specific or general. For example, you can set up an alert for “Project Sister Family Services” or “PSFS” or “Project Sister” and get a notification each time someone published a news article, blog post or mentions your name online. You can also set up an alert for general terms to stay up to date in your field (“grants for sexual violence nonprofit” or “sexual abuse laws” in the news category). This will help you stay informed and relay information to your followers (i.e. Twitter since you are establishing yourself as an information resource center in your community for sexual assault issues.)

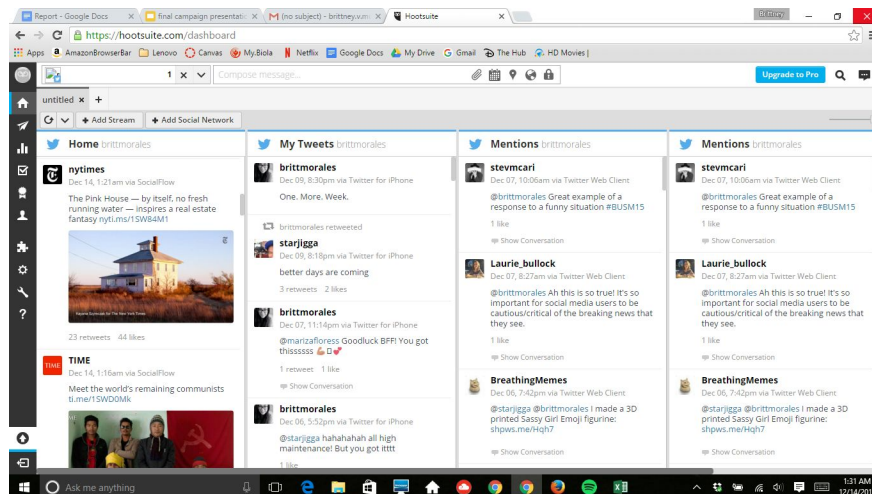


Go to: <https://www.google.com/alerts>



Hootsuite: Using similar principles, Hootsuite lets you create similar “streams” which show up as a news-feed section on your dashboard for terms you subscribe to, and you can separate them by social media platforms or influencers, among other ways. Additionally, you can search hashtags and create a stream for that so you always know when someone is posting something online with your hashtag (i.e. #MyPSFSstory).

Go to: <http://blog.hootsuite.com/use-hootsuite-social-listening/>



Find out why social listening is important:

<https://cdn.socialbakers.com/www/archive/storage/www/7-reasons.pdf>

and ways you can do social listening:

<http://www.huffingtonpost.com/simon-young/5-social-media-listening-b-5317531.html>

MONITORING

It is important to monitor your campaigns not only after they are complete, but during, to see if any adjustments need to be made for future posts depending on the response and any spikes in sentiment. If someone is unhappy with your statement, you should be prepared with a plan what your team has agreed would be an appropriate response. Your plan should include anticipated and possible scenarios and should outline response guidelines, samples, what key messages you want to convey and what not to say.

Make sure to have created activated different monitoring programs to be prepared to evaluate the success of the campaign.

You can sign up for Hootsuite and use their free reporting software for your chosen platform (limited reporting for free accounts).

Use Twitter Analytics to track impressions, reach, demographics and more for your tweets.

Use Facebook Insights (already set up for PSFS) to track post success (reach, shares, likes), demographic and other information.

Set up an Iconosquare account (<http://iconosquare.com/>) or a similar analytics program to get data for Instagram.

Set up Google Analytics to be able to track website activity, user behavior, create custom reports, and get a comprehensive view of how your social media, website and other communications are helping you reach your goals by linking all platforms in Google Analytics. Make sure to create a custom campaign code for each event you want to track (donation button, survivor story video, links from infographic post date to



website) in order to be able to gather data in the evaluation process. Connect your Google Analytics account to your Facebook and other social media pages to get comprehensive data. Here's how to link your Facebook to your Google Analytics account.

<http://www.socialmediaexaminer.com/how-to-add-google-analytics-to-your-facebook-fan-page/>

CRISIS PLANNING

In order to be prepared for a crisis in social media, explore the different types of crises you could face as an organization in general and any problems that could specifically arise from the website or social media.

Some types of crises PSFS may face:

- Controversial statements sparking a heated debate
- A disaster surrounding an employee or staff member
- Misperception of events or statements
- Typos or mistakes that offend an online audience member
- Website or social media hacks

Here is a checklist for your social media crisis plan:

<http://www.prnewsonline.com/water-cooler/2015/11/04/how-to-integrate-social-media-into-your-crisis-plan/>

Here is a sample crisis plan for nonprofits:

<http://agnesday.com/wp-content/uploads/2012/06/Social-Media-Crisis-Planning-For-Non-Profit-Organizations.pdf>



Step 4: Evaluate

In order to evaluate whether your communications efforts are reaching the objectives you defined, it is important to evaluate results during the campaign and at the end.









MEASURING OBJECTIVES

To measure our objectives A) to create content that increases audience reach and engagement on the website and social media and B) To establish PSFS as an expert resource-center with real impact to encourage support and funding, we can measure any progress through the following:

Social Media Dashboards

● Facebook Insights:

- Evaluating Objective 1: Use Facebook Insights to see how many people saw your infographic about sexual assault statistics, how many people commented on it, and shared it. This will determine the engagement level and reach of your strategy.

Published	Post	Type	Targeting	Reach	Engagement
12/01/2015 3:58 pm	 Don't forget, today is Giving Tuesday! For every donation towards	Image	Global	42	0 3
12/01/2015 8:54 am	 Today is Giving Tuesday! Help us continue to support survivors of	Image	Global	28	0 4
11/29/2015 10:30 am	 Here is our Outreach Services Coordinator Sophia sharing her Re	Image	Global	82	6 8
11/27/2015 9:26 am	 Here is our Administrative Assistant Laura sharing her Reason for	Image	Global	53	6 5
11/25/2015 10:30 am	 You've heard of Black Friday and Cyber Monday...but have you he	Image	Global	63	1 5
11/17/2015 7:29 am	 Attention! Our website is currently under construction, and we just	Image	Global	120	2 2
11/06/2015 3:51 pm	 It's time for another...Project Sister Spotlight! We are happy to intr	Image	Global	172	15 14
11/05/2015 2:09 pm	 In honor of our wonderful Live Chat on Consent that just finished,	Image	Global	223	11 16

- Evaluating Objective 2: Use Facebook Insights to see who clicked the link in your storytelling posts that called your audience to go to a donation page to support PSFS in serving more survivors. Note: to see if they went beyond clicking the link and actually donated, you must also use Google Analytics to see the user behavior. Google Analytics must be installed and



a campaign event tracking code must be installed on that section of your website.

- **Twitter Analytics**

- Evaluating Objective #1: Find out how many people saw your infographic, retweeted it, or replied to it.
- Evaluating Objective #2: See how many people clicked the link to view your video which is meant to tell stories that could encourage donations.

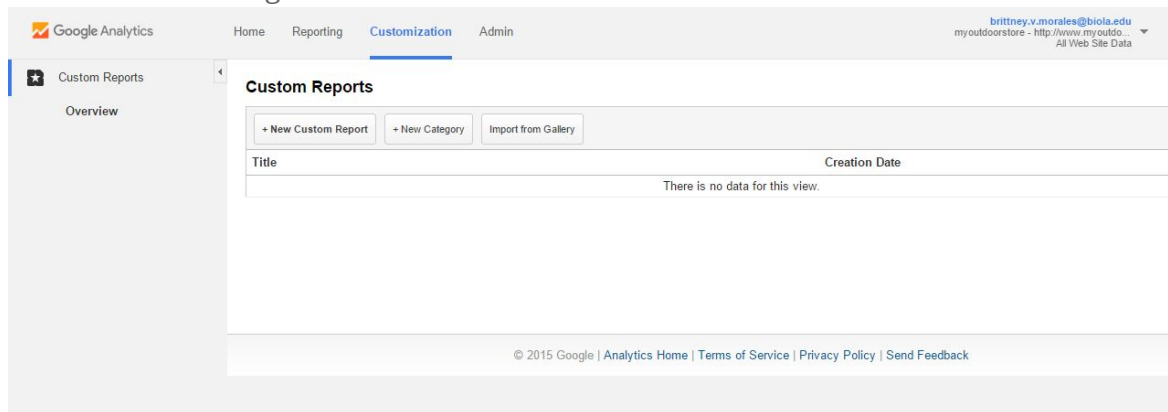
- **Instagram Iconosquare:**

- See how many people participated in your #MyPSFSstory campaign and how many people clicked the donation link in your bio
- See how many people engaged with your video clip teaser and if it provoked interest or a

- **Google Analytics** can be used to evaluate the success of the objectives by doing the following:

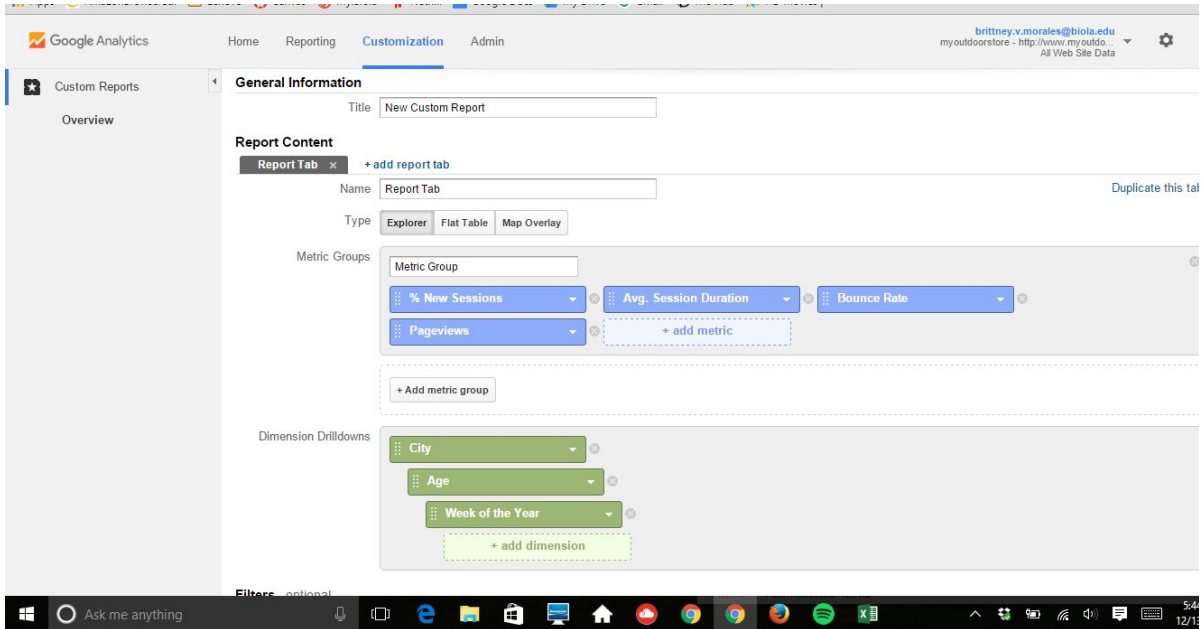
- Tracking the number of donation button clicks - Objective 2
- Tracking how many users clicked to the donation page on the website from social media links - Objective 2
- Tracking how long viewers watched the video - Objective 2
- Tracking how many video views led to donations by looking at the behavior flow chart. - Objective 2
- How many new users visited your website after the launch of the campaign - Objective 1
- How many new users searched for your organization name after posting the statistics infographic - Objective 1
- How many searches for #MyPSFSstory - Objective 1

Google Analytics allows you to create a custom report that will track your pageviews and who is viewing the website.

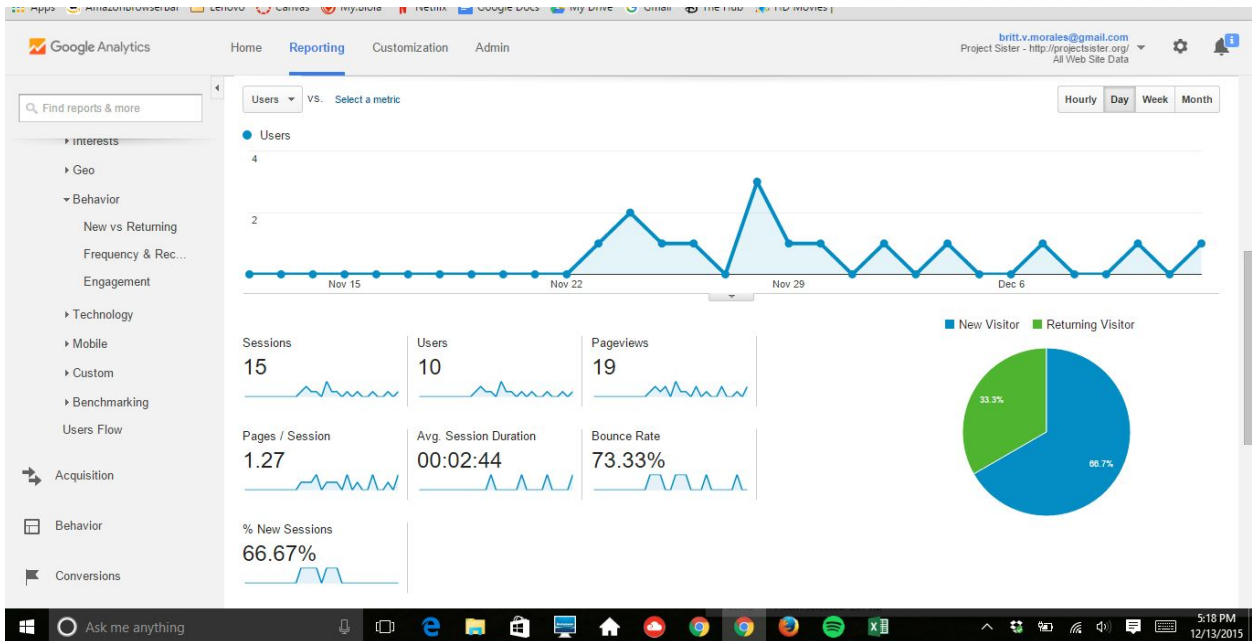


Go to: Customization > +New Custom Report





Select Metrics and Dimensions



Check the report at least once a week to see any spikes in pageviews/sessions.

Instructions for creating a custom report:

<https://support.google.com/analytics/answer/1151300?hl=en>

What does the data say in regards to the effectiveness of the campaign?



In the initial stages our research showed that the existing conversation about PSFS, their competitors, and sexual assault services all revolved around how people can get involved or (trainings and events) and there was a dialogue (during live chats and congratulatory remarks) surrounding accomplishments, legal issues and information that experts need to address, it was clear that the existing conversation concerns educational information and the impact of organizations like PSFS. The goals were created with this in mind to help establish PSFS as a leader in connecting sexual assault survivors with resources, while establishing them as an expert with real impact. Because the conversation existed among mostly advocates and leaders in the field, the strategies were created in order to be useful not only to survivors, but also for the bigger existing public right now (the advocates/experts/staff and similar organizations). That is why storytelling and infographics with statistics could be as share worthy and valuable to other organizations as PSFS and the survivors it serves.

After gathering all the data listed above and any other relevant data that can be accessed and can help determine the success of the campaign, you can ask questions about what worked, why, how, and plan for the next campaign from there.

THANK YOU

Thank you for allowing us to get a peek of all that goes into making Project Sister Family Services Possible. We hope you benefit as much from these recommendations as we benefited from putting our skills into practice through this project. We wish for growth, impact and success for your organization. Thank you.



RESOURCES

"Facts about Sexual Violence." *PsycEXTRA Dataset* (n.d.): n. pag. *Nsvrc.org*. National Sexual Violence Resource Center, 2015. Web. 14 Dec. 2015.

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