



International Children's
Heart Foundation

Where Hope Comes to Life

Social Media Campaign and Strategy Report Fall 2015

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Table of Contents

Introduction.....	2
Social Media Strategy	
#ShowYourScar.....	3
Instagram.....	4
Twitter.....	5
Facebook.....	6
Tools	
RePost.....	7
FlipAGram.....	7
Canva.....	8
Hootsuite.....	9
Website Suggestions.....	9
Fundraising Strategy.....	10
Tracking, Evaluation, and Measurement.....	11
Team Social Media Campaign.....	12
Multi-media Component.....	17
Future Directions and Thoughts.....	18
Group Contact Info.....	19

Introduction

The mission of the International Children's Heart Foundation (ICHF) is to bring the skills, technology and knowledge to cure and care for children with congenital heart disease in developing nations. ICHF does this regardless of country of origin, race, religion or gender. Our goal is to make the need for ICHF obsolete. We work toward this goal through our medical mission trips, where we operate on children and educate local healthcare professionals.

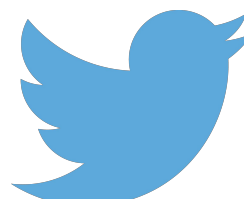
During the Google Hangout with Randa Blenden, we discovered her concerns were centered on increasing donations, providing updates when traveling, and increasing awareness about the International Children's Heart Foundation (ICHF) and the work it does. Her social media concerns include a general need for a structured plan and assistance about what to post during the periods between mission trips.

After reviewing the ICHF website and social media platforms our team puts forth the following strategies and suggestions outlined in this strategy guide.

Our overall goals are to increase donations and increase awareness about the ICHF. We propose using their existing social media platforms Facebook, Twitter, and Instagram. We recognize that people managing social media within the organization already wear multiple hats and social media is not their only task. We believe developing additional platforms will only complicate things. Instead, we want to introduce tools and strategies to improve what they already have.

To increase awareness and increase donations, we propose a campaign, #ShowYourScar, which is designed to provide information about ICHF across its Facebook, Instagram, and Twitter platforms. A #ShowYourScar campaign would not be limited to ICHF patients. People from all over the world, all walks of life, and all ages could easily join in and be able to see their scars from a different perspective. A campaign like this could affect donations, social media engagement, and help grow ICHF's audience.

Our recommendations are aimed towards expanding on the social media platforms currently being used by ICHF. We want to foster a connection between ICHF and the people who interact with their social media platforms. At the same time we want to reduce the stress of management, bring additional national and international awareness to the organization, and increase donations. We also want to provide a way for ICHF to evaluate their work and outreach on social media and measure their success.



#ShowYourScar

Our team realized the importance of creating a relationship with the audience and growing the audience before asking for donations. So, the epicenter of raising awareness revolves around the #ShowYourScar campaign. In most cases, the most significant thing left in the wake of surgery is a scar; and that scar has a story - past, present, and future. The idea behind #ShowYourScar would allow everyone to tell their story. Everyone has a scar of some sort and every scar has a story, from falling off your bike, to tripping on stairs and getting stitches, or other surgical procedures. While ICHF would focus on the scars left in the wake of open heart surgery, the #ShowYourScar campaign would be inclusive to everyone. The campaign would also help spread awareness about what a scar from open heart surgery means and engage the audience by asking about their scar and ultimately starting conversations. It can also be used across all three of the organization's main platforms which are Facebook, Twitter, and Instagram.





Instagram is a huge part of this campaign. It is a platform already developed by the International Children's Heart Foundation but is not being utilized to its full potential. We want to emphasize the use of Instagram for the #ShowYourScar campaign. This platform caters to a younger audience, ages 15 to 25, which is an audience that ICHF wants to raise awareness within. Posts can also be shared to Twitter where many followers regularly interact with ICHF, and these users can be redirected to Instagram. Saved pictures can also be shared on the organization's Facebook page but can not be directly posted to the organization's Facebook page. However, the use of the RePost app can be used to get around this.

Post Guidelines

A post should be completed three times a week during peak traffic times. Posts should always have a short caption to share what is going on in the picture. Appropriate hashtags should accompany each post. Be cautious not to overuse hashtags leading to cluttered posts. A few examples of hashtags that that ICHF could use are: #ICHF #ShowYourScar #Volunteering #NonProfit #Guyana #SouthAmerica #Donate

Interaction and Engagement

It is important to follow like minded organizations, volunteers, and experts. Do not be afraid of having a conversation with the followers or use RePost if they post something you want to share. Also it is important to respond to any notifications in a timely fashion. Not responding to questions can ultimately lead to audience loss.

Tools

These are some ideal tools to use with Instagram. Please refer to their specific sections in this strategy guide for additional information.

- RePost
- Flip-A-Gram
- Canva
- Hootsuite



Twitter is a very important way to connect with an audience and build relationships, and building relationships is the key to gaining donations. It is suggested that posts on Twitter are made daily. Twitter should be used to share general updates, keep the organization's audience informed, as well as providing information about upcoming events and mission trips.

Guidelines for Tweeting

It is important that tweets are kept short and easy to read. Make sure that some of the tweets are accompanied by a visual, as this will draw more interest from the audience. Another guideline is to link tweets because this will easily redirect users to the organization's website or other platforms.

Engagement and Interaction

A key factor for Twitter is engagement. It is important that the organization engages with their audience by responding to comments, mentions, and other notifications. A strategy for engaging with the audience is by asking questions. Asking questions are great conversation starters and offers a way to get the audience to be more proactive.

Hashtags

Hashtags are very useful for getting everyone involved. They are a convenient way to generate buzz and see what people are saying about your foundation. Hashtags are also important for campaigns as they allow everyone to connect with one another and to see what others are sharing. For instance with #ShowYourScar you will be able to quickly and easily see what people are sharing and what is being retweeted..

Tools

These are some ideal tools to use with Twitter. Please refer to their specific sections in this strategy guide for additional information.

- Hootsuite
- Canva
- FlipAGram



Facebook is a key element to our social media strategy. We feel that because of the ICHF's large existing Facebook audience it can be helpful in redirecting the audience to platforms such as Instagram where #ShowYourScar is being focused. That being said, #ShowYourScar can also take place on Facebook for those users not familiar with Instagram. However, we feel some important changes to Facebook should to be made.

Post Guidelines

Posts created by the organization on this platform are already done very well. Keep up the good work! However, we encourage mixing up the types of posts to add diversity. Diversity can also be achieved by using infographics.

Engagement and Interaction

It is important to respond to comments and questions in a timely fashion. Failure to respond can cause a loss in audience or donations. Sharing is a great way to communicate and engage with other organizations as well as with volunteers. Remember, not all content created on this platform has to be original.

Changes

Because so much of ICHF audience is present on Facebook we suggest some changes that we believe will enhance the platform.

- Change the "Shop Now" button to "Donate Now." The "Shop Now" button can be confusing to donors and cause a loss in donations.
- Update the banner picture. We suggest images of the smiling faces of children you have helped would assist greatly in setting the tone about the organization.
- Enhance the current logo to give it dimension and make it stand out.
- Consider adding a short description about the organization in the "About" section.

Tools

These are some ideal tools to use with Facebook. Please refer to their specific sections in this strategy guide for additional information.

- Canva
- Hootsuite
- FlipAGram



RePost for Instagram

RePost for Instagram is a free app developed by Red Cactus for both Android and Apple products. It allows you to easily repost pictures from people you follow. Consequently it allows you to easily share pictures from volunteers or other sources relevant to your cause. It also creates a small tag with the original user's name giving them credit. Reposting without giving credit can be a sore spot for some users if they are not acknowledged when their photos are used and they are not given credit. RePost also allows you to use the original caption or create your own before posting to Instagram. This app also allows cross posts, a great feature when you want to share something you have found on Instagram with your Twitter or Facebook audience. This can be especially useful for #ShowYourScar when you want to share someone's picture and story on Instagram.



FlipAGram

FlipAGram is a simple and free tool designed for Android and Apple mobile devices. It allows you to quickly and easily compile pictures on your device to make a mini slide show. You also have the option of setting a song in the background. The short clips can be designed for Instagram and also shared with Facebook and Twitter. Ideally we suggest using this app to say thank you to donors. While in recovery kids can create artwork saying 'thank you' or of what they look forward to most when they are well again. This app can also be used to share pictures of a child's progress, from the initial examination to surgical procedure to discharge and follow up visit.

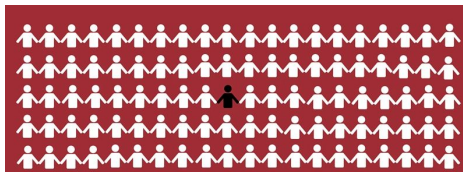


Canva

Canva is a graphic design website for beginners. It can help with making posts more exciting and fun and less text heavy. Canva offers free subscriptions to nonprofit organizations or you could simply stick to the large amount of free options. The most important aspect about Canva is it's usefulness to make infographics. During the initial review of the ICHF's social media platforms we noticed the use of written facts. People are more impacted by pictures and visuals rather than text, Canva can be used to reduce the amount of text. Utilizing infographics will help you share your work and invite



people to help you. We have



1 out of 100
babies are born with a
congenital heart defect



created a few examples for you using Canva. Using Canva you can announce new mission trip dates and destinations, advertise the need for volunteers, donations, and supplies, advertise other events and provide information to your audience about children's congenital heart disease. Additionally, Canva can be used with other application suggestions throughout this strategy guide. To make best use of space, Canva images can be designed specifically for the platform you are posting to. It allows you to create banners, headers, and cover images. You can also watermark images with your logo before posting them. The possibilities even extend to creating a 'thank you' postcard to donors.

Our next

Medical Mission

Leaving November 21, 2015





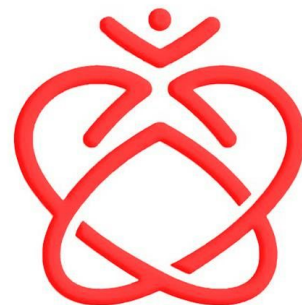
Hootsuite

Through Hootsuite, social media engagement can be tracked across all platforms from one site. The ability to manage all platforms from one site is very efficient and is a great way to keep things organized. Hootsuite will gather data and identify key influencers that are generating the most buzz. For example, Hootsuite will measure likes, retweets, and clicks to determine which posts grab the most attention from your audience. Hootsuite will also allow you to schedule posts. For instance, you can create five posts and set specific times for them to be posted. This prevents flooding your audience with all of your great posts at the same time. You can also schedule posts when traveling to help overcome time differences. For instance, you can schedule a post for 6am EST no matter what time it is where you are. Hootsuite will also be an essential way to assist with measuring your success.



Website Suggestions & Logo Enhancement

We suggest a color change for the logo from green to red because red is the representative color for heart disease. In addition to changing the color, the logo should be made more visible throughout all of the platforms used by ICHF by adding dimension to the logo.



International Children's Heart Foundation

Where Hope Comes to Life

VOLUNTEER

DONATE



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Fundraising Strategy



Our team decided the best way to overcome slacktivism for International Children's Heart Foundation social media is to set up a rewards system. The system is composed of different levels of rewards for each amount of money donated. We also decided to incorporate the #ShowYourScar campaign in one level to encourage additional engagement. We are hoping to communicate the idea that not only does every donation, big or small, count it can also be a way to give yourself a reward for doing a good deed. The goal of this fundraiser is to get people to actually donate by providing incentives and at the same time providing the connection to ICHF, their mission, purpose, and goal of providing free heart surgeries to children with congenital heart disease. We carefully chose each amount and provided an infographic representation to explain our objective.

Donate \$1 - receive a 'thank you' email along with a unique piece of artwork from a child they have helped.

Donate \$5 - receive a trip newsletter sharing the different activities and impactful memories made during the mission trip.

Donate \$10 - have your #ShowYourScar post published on the ICHF Facebook for all the followers to see. On every post be sure to include, "Want your #ShowYourScar story published? Donate now and we will be happy to share your scar with all of our amazing followers."

Donate \$25 - receive a t-shirt, which can be used to start conversations and therefore increase awareness about ICHF.

Donate \$50 - name or company name published in the upcoming newsletter sent out to your followers, describing them as a contributor to the organization.

Donate \$100 and above - receive everything previously mentioned.



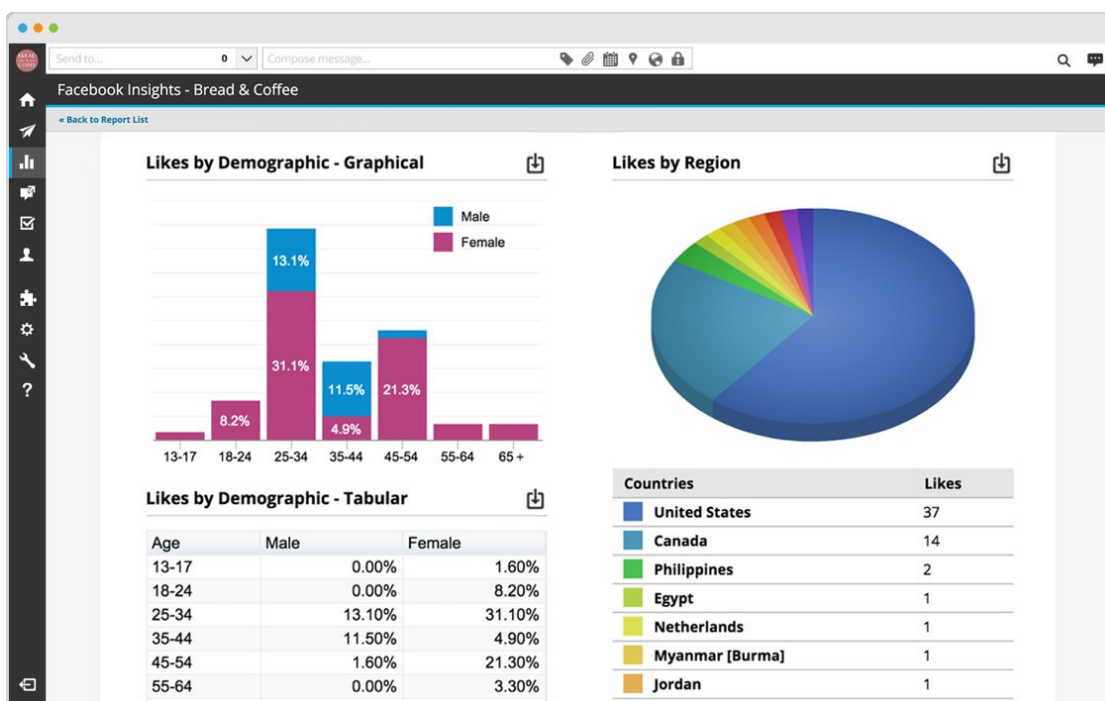
Measuring Success

When looking back at a campaign it is important to be able to measure success, but first you must understand what success is. Before starting a campaign or thinking about success, you need to set goals. While it is tempting to set a goal *to get more likes and followers*, it is important to remember *likes don't save lives*. The goal is to get people to overcome slacktivism by engaging with your posts because engagement is more likely to create a donation. You can always set multiple goals for yourself. That way, if you do not meet one goal the entire campaign was not a total failure. Other goals can center on increasing comments on posts, increasing the number of times a post is shared, or setting a donation goal within a specific timeframe. While likes can be part of your goals, they should not be your only goal.

A great tool to measure success is through Hootsuite. Hootsuite is able to utilize one site to track your social media engagement across all of your platforms. Hootsuite will gather data and identify key influencers that are generating the most buzz. For example, Hootsuite will measure likes, retweets, and clicks to determine which posts are grabbing your audience's attention. It will provide your organization with a clear picture of which posts are working and those that are not. This feature can serve as a guide for future content and posts.

Another feature of Hootsuite is the ability to create reports. The reports can be shared with your organization's team members and will help with keeping everyone up-to-date. The reports include information such as total likes or favorites as well as daily growth averages. Hootsuite can also track messages. For instance, a specific campaign's messages can be tagged and then provide you with easy to analyze and understand content information.

Additionally, Hootsuite can measure your organization's internal metrics. It can track the performance of your team, individually or as a group. The tracking feature allows you to determine things such as messages sent and resolution times.




Team Social Media Campaign

Our team individually took ideas from our campaign as well as from the analysis of the International Children's Heart Foundation to create our own individual creative social media posts. While doing this we were mindful of the things and tools we had been taught during the semester and what we were recommending to the ICHF.

Below we see an example of a tweet using Canva. Canva tailors images to optimize space on Twitter making posts more appealing.


<🐦Tweet



Dani Ferguson

@thoughtsyoustol

#DidYouKnow it only takes \$3500 to save a life? For donations go to babyheart.org #VCUGlobalHealth #ICHF



IF EACH ICHF FOLLOWER
DONATED \$5
WE COULD SAVE
3
CHILDREN

Impressions

times people saw this Tweet on Twitter

Total engagements

times people interacted with this Tweet

View all engagements

Below is a cross posting from Instagram that did really well when it was retweeted by ICHF illustrating the usefulness of cross posting and sharing

< Tweet

Dani Ferguson

@thoughtsyoustol

Looking for a #nonprofit to support on #givingtuesday this year? Consider @babyheart_org as they...
instagram.com/p/-MjKjTOJeO/

1:31 PM · 17 Nov 15

VIEW TWEET ACTIVITY

1 RETWEET 1 LIKE

< Tweet activity

Dani Ferguson @thoughtsyoustol

Looking for a #nonprofit to support on #givingtuesday this year? Consider @babyheart_org as they...
<https://instagram.com/p/-MjKjTOJeO/>

Impressions

times people saw this Tweet on Twitter

258

Total engagements

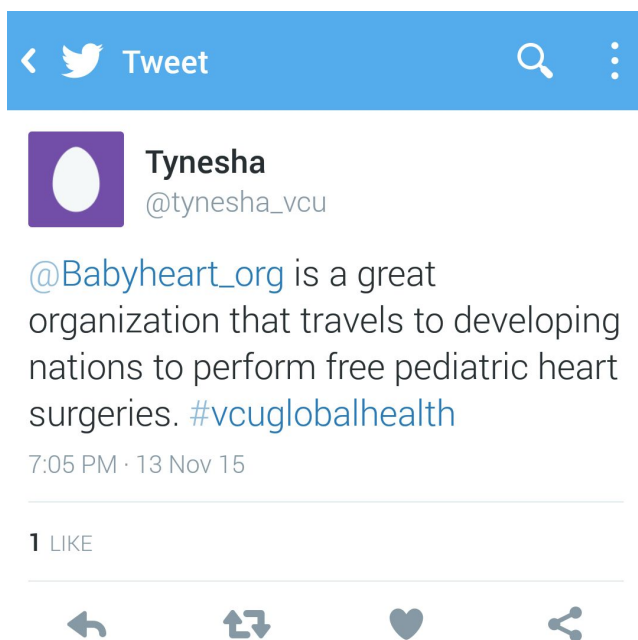
times people interacted with this Tweet

19

Below is an example of an Instagram post explaining why supporting ICHF is important. It is a great example of something that could easily be reposted by the organization on Instagram.



Below are some simple tweets about the ICHF and how they inform our Twitter audience about ICHF.





harrietta_ward

FOLLOW

Be the first to like this.

4d

harrietta_ward #vcuglobalhealth Your donation to ICHF is worth seeing the beautiful smile of a child. Donate @babyheart.org



Add a comment...



Above, an Instagram post that could also be used for #ShowYourScar with a simple story of who the patient is and what she hopes to do now that she has had surgery. It can also be used to tell people what they can get with a small donation from the fundraising strategy.

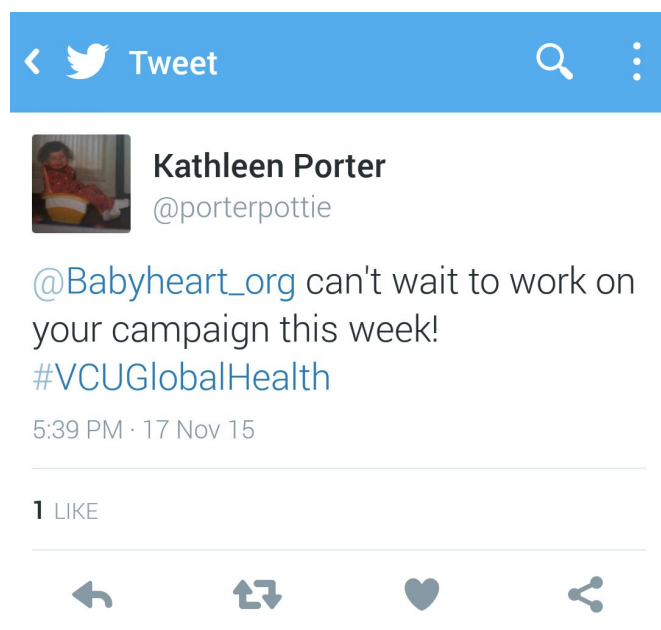
Below are great examples of tweets that tells the audience what a donation would go towards as well as other ICHF mission needs beyond surgery.



Below is an Instagram graphic created on Canva reminding followers about the upcoming #GivingTuesday. This is an important event for ICHF because they claim this is when they receive the majority of their donations on this day.



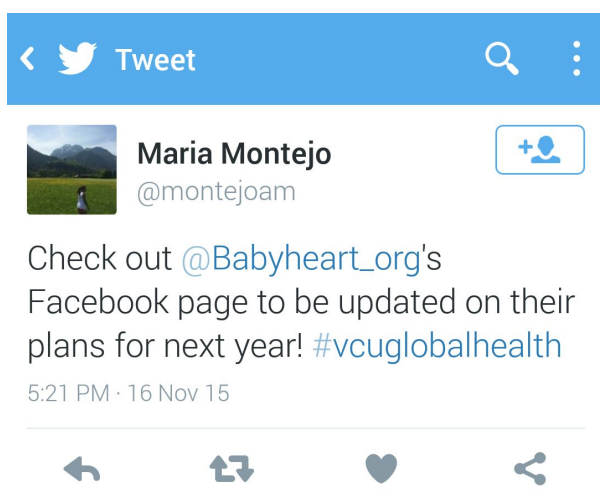
Below are a simple tweet and tweet with an infographic showing excitement about the organization and informing the audience about working with ICHF.





The Instagram post above is a great example of resharing a post. As we mentioned before, we are all aware of the important of #GivingTuesday to ICHF and we have been to pitching in to promote it.

Below are a pair of tweets that informs Twitter about the happenings at the ICHF Facebook page and redirects traffic as well as a great message reminding Twitter audiences about #GivingTuesday.



Multi-media Component

For the multimedia component of this project we decided to utilize the tools suggested and create examples of what the tools had to offer. All of the short infographics in the strategy guide were created by the team using Canva as well as the graphics for fundraising. We believe these show how posts from the organization that are normally text can be made into graphics. It can also add diversity to what the organization normally posts. We also produced three slideshows on FlipAGram. These slide shows were created to say ‘thank you’ to donors. Often times thank you ends up being the most neglected part of a campaign but can be the key to retaining donors and maintaining a healthy relationship with the audience. Two slideshows were tailored to Instagram while one was designed to appear on Facebook. These slideshows can also appear on Twitter. Finally, the team produced a video to introduce the #ShowYourScar campaign and show how it can relate to more than open heart surgery. Below are all the links to the work the team has produced.

FlipAGram

Instagram Slideshow:

<https://flipagram.com/f/gAyM9Tav5D>

<https://flipagram.com/f/gRGugL6qSM>

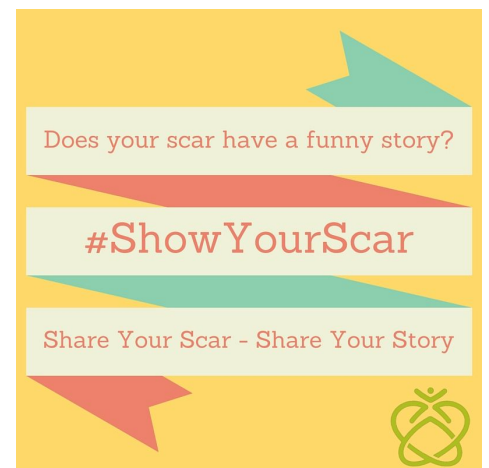
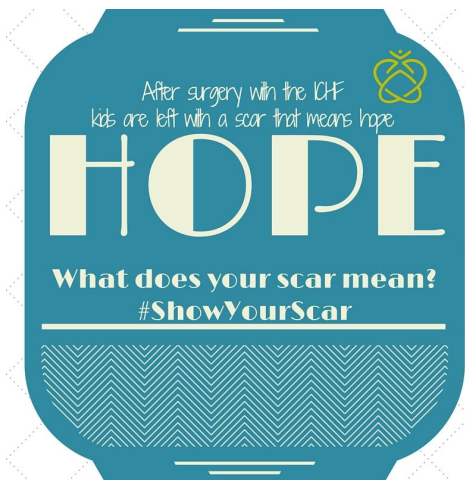
Facebook Slideshow:

<https://flipagram.com/f/gSlrRZziDJ>

#ShowYourScar Video:

https://www.youtube.com/watch?v=WhByx2ku_PY&feature=youtu.be

More Canva Examples:



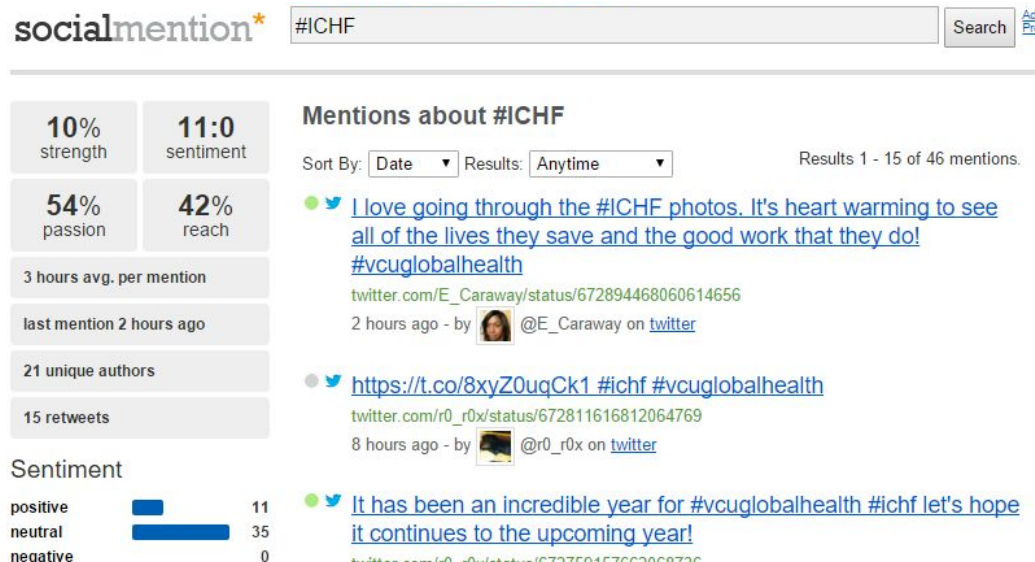
Future Directions and Thoughts

After designing our social media strategy for the International Children's Heart Foundation, our team wanted to include some final thoughts and directions for the future. This includes an extra helpful tool as well as a section on crisis management on social media.

Social Mention

An additional tool we want to recommend is a free website called Social Mention. This tool analyzes over 100 platforms to find where people are talking about the desired search term and what they are saying in real time. It also lets you view negative social media posts to see what the issue is. The only downside is this tool uses keywords that may not accurately reflect the true sentiment such as

“sad my work with the #ICHF is ending” may be analyzed as negative chatter on social media. This would also let you track #ShowYourScar and see what people are posting and when they are posting on all platforms.



Crisis Management

While we all hope to avoid a social media crisis, sometimes things can get out of our control. As a team we want to recommend some tips for avoiding a social media crisis.

- Avoid engaging in any negative behavior with your audience. As tempting as responding to negativity can be, try to divert anyone with concerns to an offline channel.
- Establish a social media policy within the organization. This should include your expectations about staff behavior on social media and a privacy policy for patient and volunteer information.
- Should any posts be taken offensively by your audience, remove them and apologize as quickly as possible. Never try to deny or explain away that an incident occurred, simply apologize and move on.
- Additionally, never delete posts from the audience. This can lead to further aggravation by the poster and cause the audience to question your integrity. However, removal of derogatory, pornographic, racist, or spam messages are acceptable.
- If you are in need of help with crisis management or uncomfortable with a situation contact an experienced professional for guidance and suggestions.



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