# Tiffany's Recovery Inc.

Final Deliverable

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# Agenda

- Updates
- Implementation
  - Social Media
  - Job/Internship posting
  - Project management tool
  - Posting calendar tool/ scheduler
- Recommended next steps
- Questions, feedback, final wrap-up

# Updates, Overview, Outline

# Updates

## Changes to the Prototype

- Changes to the prototype

- Asana inclusion

- Expansion on Buffer

## How did we get to this point

- Focus on social media (Instagram, Tiktok)

- Aiming to increase engagement and program participation through social media

- Aiming to gain new tools (project management, posting calendar) to support engagement

## Overview of Deliverable

- Social Media

- Project mgmt. tool

- Posting calendar tool

- Job/internship posting example

- Potentially grant writing tips/ help sheet

## Outline of Recommendation

- Delegating posting role

- Weekly/bi-weekly planning for posting, leveraging Asana and Buffer

- Hiring an unpaid intern

- Leveraging template in Canva for infographics

- Using "campaigns" in posting for education series, book of the month, program information

# Implementation: Social Media

# INSTAGRAM APPEARANCE

**Updates:**

- Linktree to all websites and resources
- Saved story collections
- Updated Bio
- Account affiliation (community organization)

**New Bio:**

Community Organization

In service of recovery, health, and happiness

If you never TRI, you'll never know

Linktr.ee/tiffanysrecovery

**Story Cover Image:**





tri.recovery

| 19 | 203 | 982 |
|---|---|---|
| Posts | Followers | Following |

**Tiffany's Recovery**
Community Organization
In Service of recovery, health, and happiness
If you never TRI, you'll never know
linktr.ee/tiffanysrecovery

Follow          Message

Community   TRI   Books   Dharma   Northshore   Recovery
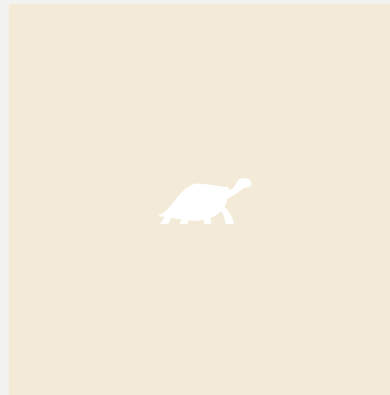
# COLOR CODES FOR INSTAGRAM FEED

#99CD83

#AE91EB

#73B7ED
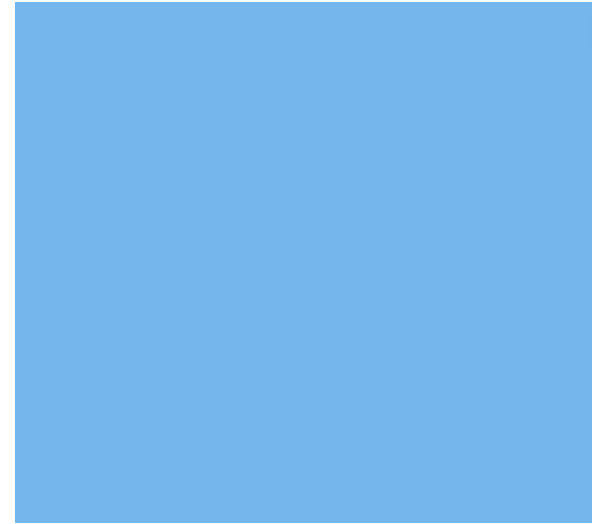
# INSTAGRAM POST IDEAS



Who is TRI?

Introduction Post



What happens when you develop an Addiction →

Explaining addiction



in 2020, The number of overdose deaths in the U.S. increased by **29.6%**

Education Series



MEDICATION for opioid
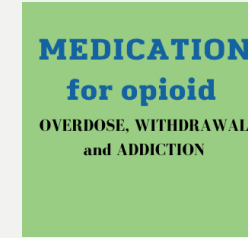OVERDOSE, WITHDRAWAL and ADDICTION
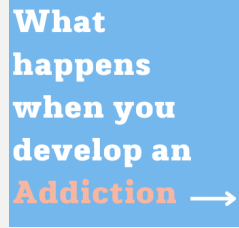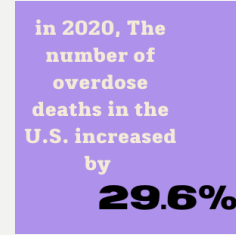
Treatments/helping family members



Program pics



Action photos



Book Drive



Event photos



BOOKS OF THE MONTH
self-growth edition

Book recs



National Recovery Month

Events and celebration information
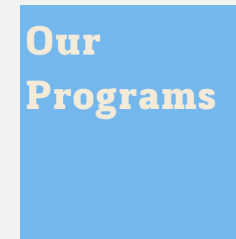


Our Programs

TRI programs



HELP RESOURCES

Help resources

FONTS USED: **Bodoni FLF** and **Martini Thai Neue slab Bold**

# POSTING BEST PRACTICES

## Captions

- Keep them on the shorter side
  - Don't write long paragraphs on infographic posts and education posts as most information should be in the slides

- Make them authentic
  - They should be true to TRI and your message

- Address the content In the post and tag any accounts that relate to the posts you are making

## Hashtags

- Make content more discoverable
- Not every single hashtag needs to be used in every post
- Examples
  - #addiction #recovery #mentalhealth #addictionrecovery #love #recoveryispossible #mentalhealthawareness #wedorecover #motivation #addictionawareness #onedayatatime #addicted #selfcare #healing #health #selflove #steps #support #therapy #hope #inspiration #lifestyle #treatment #mentalhealthmatters #wellness

# EXAMPLE TIKTOK POSTS

**Ideas for Tik Tok Content**

- Introducing the Team/Introducing TRI
    - Share your stories

- Chats with Marshall
    - Educations series
        - how to recognize/ support someone who is struggling

- Book of the Month Club
    - A shorter virtual Book Club
    - Why the book helped, what you gained from it

- Why TRI?
    - Talk about the benefits TRI has for anyone who is struggling
    - What programs do you offer?

# Implementation:
**Tools and Application**

# Project Management Tool: Asana

| Asana Guides | Asana Best Practices | Asana Plans |
|---|---|---|
| <ul><li>[How to start using Asana](#)</li><li>[Ideas for how to use Asana](#)</li><li>[Navigating Asana](#)</li><li>[Asana's tips for marketing campaigns](#)</li><li>[Creating and using Asana project templates](#)</li><li>[Top Asana features](#)</li></ul> | <ul><li>Use dependencies and milestones</li><li>Assign tasks as you write them</li><li>Use @Name when commenting on tasks or asking someone for a task update</li><li>Create recurring due dates when necessary</li><li>Create project templates</li><li>Include any links to relevant google drive (or other) folders in the project overview tab</li></ul> | |

## Asana Plans

| For teams that need to create project plans with confidence. | For companies that need to manage work happening across multiple teams. | For organizations that need additional security, control, and support. |
|---|---|---|
| **$10.99** USD / seat / month — when billed annually | **$24.99** USD / seat / month — when billed annually | |
| Upgrade to Premium — or try for free | Upgrade to Business — or try for free | Contact us |
| **Easily track team projects and tasks with features like:** | **Plan, monitor, and manage work across your company with features like:** | **Secure your organization's work with features like:** |
| ✓ Timeline | ✓ Everything in Premium | ✓ Everything in Premium & Business |
| ✓ Reporting | ✓ Portfolios | ✓ SAML |
| ✓ Custom Fields | ✓ Goals | ✓ User and group provisioning & deprovisioning (SCIM) |
| ✓ Workflow Builder — New! | ✓ Custom rules builder with conditional logic | ✓ Audit Log API (built to support SIEM) |
| ✓ Rules | ✓ Forms branching & customization | ✓ Cross region backups |
| ✓ Forms | ✓ Approvals | ✓ Block integrations |
| ✓ Task dependencies | ✓ Proofing | ✓ Admin announcements |
| ✓ Dashboards & custom charts | ✓ Lock Custom Fields | ✓ Custom branding |
| ✓ Private projects | ✓ Onboarding & training with Customer Success | ✓ Service accounts |
| ✓ Start dates and times | ✓ Workload | ✓ 24/7 support |
| ✓ Advanced search | ✓ Integrations with Salesforce, Adobe Creative Cloud, Tableau | |
| ✓ Comment-only projects | | |
| ✓ Google SSO | | |

# Social Media Posting Calendar: Buffer Example

# Social Media Posting Calendar

Recommended to post at least **2 times per week**

- Monday and Thursday on the Calendar
- Can switch days/ add days if they are better as time progresses

Consistency is key

Do not have to do this for April, this is a guide for whenever you start to implement

Goal is to get to 3 posts a week consistently

- Room for missed posts
- Smaller post load for the adjustment period

Once you get to 3 posts a week for a month is when we would recommend starting to post consistently on Tik Tok

- Make sure you do not overlook Instagram when adding Tik Tok

# Social Media Posting Calendar: Buffer Tips

- Draft function
  - Helpful if you have an idea that isn't fully formed but you want to add it to the schedule
  - Can go back to edit it later if you want to change the caption or add more photos
- Displays what platform you are posting on
  - Can add multiple channels (Instagram, TikTok)
- Schedule ahead of time
  - Specific day or event you want to bring awareness to in advance
  - Can format it based on the month or the week
- Including the captions and hashtags
- Great resource and troubleshooting center

# Social Media Posting Calendar: Buffer

[Getting Started](#) with Buffer...

Common Questions:

[Can I create content in Buffer?](#)

[How does Instagram work with Buffer?](#)

[How do I schedule posts in Buffer?](#)

> **[How do I schedule Tiktok post on my phone for Buffer?](#)**
>
> **[How do I schedule Instagram posts and reels with Buffer?](#)**

## Browse by Topic

Getting Started

Account and billing

Channel management

Scheduling and publishing

Start Page

Engagement

Analytics

Mobile app

Customer support thoughts

*Example questions*

### Getting started with Buffer's publishing features

Lexi
March 14, 2023 04:40

👍 We run live Demo+Q&A sessions every other week. Register for our next one (or a few) here for U.S. morning and European afternoon, or here for the APAC morning and PST evening!

The first step to getting started with Buffer is to connect your social channels. You'll then be able to set your timezone, configure your perfect posting schedule, and start sharing engaging posts with your audience. Let's get started!

This guide includes:

1. Connect your first channel to Buffer
2. Set up your timezone and posting schedule
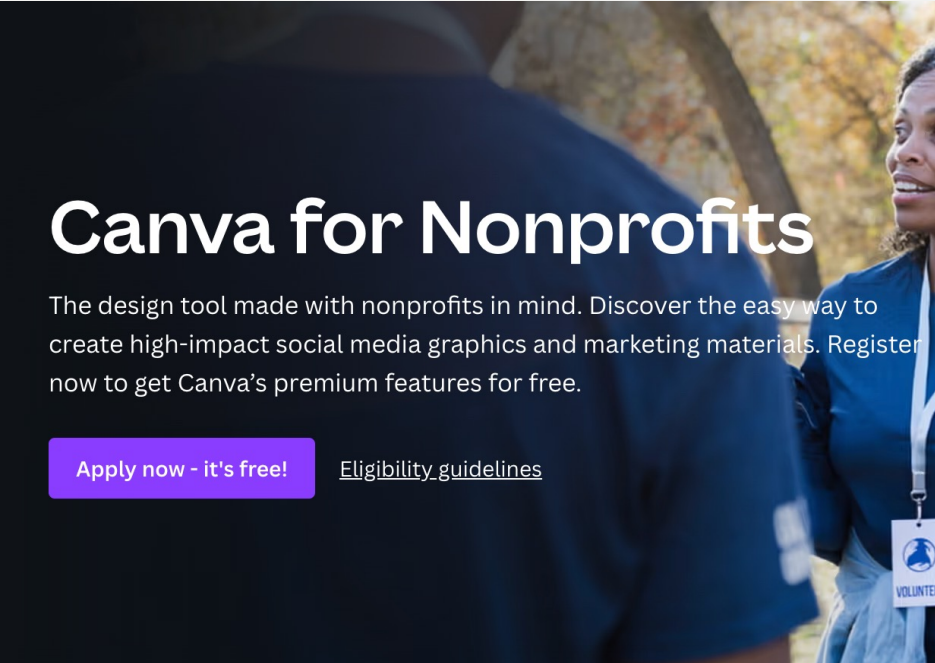3. Compose, schedule, and publish a post

⭐ Publishing is available on all of our plans. You can connect up to 3 social channels on our Free plan. Need to connect more? **Click here** to start a free 14 day trial of one of our paid plans!

*Articles detailing answers to questions*

- No-cost option (10 scheduled posts per social channel with a calendar view)
- Free plan does not include analytics, insights, or reporting (pricing starts at $6/month per channel)

# Instagram and Social Media: Canva for Content Creation

1. Create an account with Canva (non-profits get it for free)
2. Press Create design and select "Instagram Post"
   - This will provide you the right size infographic for your Instagram feed
3. Add information onto the page based on what you are posting
4. Scroll down and press add page if you a creating an Instagram slide
   - An Instagram slide is a post that contains more than one photo, this is good when addressing issues. You can have a max of 10 slides in one post
5. Templates will be shared, these can be accessed on your home page
6. Click into the desired template and double click on the textbox to add and edit your text
7. Once the slides are completed press share and download the content to your computer/phone
   - Canva has a content planner feature available will pro that allows you to schedule posts
8. Once the images are saved to your device click on Instagram and press "create post"
9. Select the images from your camera roll that you created on Canva and be sure to organize your slides in the correct order before posting.
10. Create your caption and insert the hashtags
11. Press submit and your post is complete!

## Canva for Nonprofits

The design tool made with nonprofits in mind. Discover the easy way to create high-impact social media graphics and marketing materials. Register now to get Canva's premium features for free.

**Apply now - it's free!**    Eligibility guidelines

# Instagram and Social Media: Canva for Content Creation

National Recovery Month

What is national recovery month about?

encourage followers to stay supportive

Post photos of what you have done so far!

What do we do?

OUR PROGRAMS

**DHARMA OUTREACH**

Explain program

......

add image

**NORTHSHORE BOSTON RECOVERY**

Explain program

......

Find the link to our facebook page in our bio!

**PRISON TO PROSPERITY**

Explain program/what you do

......

**RECOVERY ROOMMATES, MA**

Explain program/what you do

......

**RE-ENTRY RESOURCES**

Explain program/what you do

......

Who is TRI?

**INSERT MISSION STATEMENT**

People in recovery need activities, friends, support groups, and resources readily available, so they never need to revert back to old friends, places, and habits for that kind of human connection. One way to recovery does not work for everyone, so we need to offer options and diversity to those in recovery. Every one of us has something to offer!

**OUR STORY**

(insert why TRI started)

**Supporting links**

add links to website and facebook groups

## BOOKS OF THE MONTH
### self-growth edition

dopamine nation

THE CON...

WHAT HAPPENED TO YOU?

**(INSERT BOOK NAME)**
By (insert Author)

Explain what the book is about

Image of book . (remove if need more space to write about book)

and why you recommend it

Price:
• Hard Copy
• Online

**(INSERT BOOK NAME)**
By (insert Author)

Explain what the book is about

Image of book . (remove if need more space to write about book)

and why you recommend it

Price:
• Hard Copy
• Online

**(INSERT BOOK NAME)**
By (insert Author)

Explain what the book is about

Image of book . (remove if need more space to write about book)

and why you recommend it

Price:
• Hard Copy
• Online

**(INSERT BOOK NAME)**
By (insert Author)

Explain what the book is about

Image of book . (remove if need more space to write about book)

and why you recommend it

Price:
• Hard Copy
• Online

**(INSERT BOOK NAME)**
By (insert Author)

Explain what the book is about

Image of book . (remove if need more space to write about book)

and why you recommend it

Price:
• Hard Copy
• Online

What happens when you develop an Addiction →

**EXPLAIN WHAT AN ADDICTION IS**

**INCLUDE STATISTICS**

What types of addictions are there?

What happens mentally when you develop an addiction?

Insert resources people who are facing an addiction can use

# Implementation: Intern/Co-op posting

# Example Job Posting

Applicable to interns/co-ops for remote job opportunity (in/around Boston, Providence, etc.)
"TRI is looking for a social media manager to support their online social media presence and manage engagement. This is a volunteer position that will require ~5 hours dedicated to projects/ work each week, including a weekly meetings with a manager.

Responsibilities include:
• Plan and maintain social media content (continuing current campaigns and brainstorming new ones)
• Manage weekly posts, reels, and lives on all TRI's social media channels: Instagram, Tiktok, and Facebook
• Collaborate on the team with graphics and posts
• Conduct bi-weekly/ monthly reports determining what performs well versus areas of opportunity based on social media analytics

Qualifications:
• At least one year of college level studies in an area of or related to marketing, social media, marketing analytics, business analytics, graphic design, communications
• Familiarity in the use of social media and/or social media management platforms like Buffer (posting calendar)
Experience you will gain:
• Direct experience managing social media for a growing non-profit across multiple platforms
• Designing and tracking content, adjusting as needed to account for trends and user engagement
• Generating reports and interpreting consumer analytics from provided social media platform data
• Leveraging marketing to make a positive impact on a community"

# Implementation: Grant Writing

# Grant Writing Tips

- Instrumentl
  - Web-based grant management solution that helps nonprofit organizations handle grants, projects and donors via a unified platform
  - Easy to navigate
  - Expensive
    - Free educational features are perfect for learning about grant writing (through the resources tab)
      - Videos explaining:
        - How to write a compelling LOI (Letter of Intent)
        - Funding in a recession
        - 5 grant research mistakes (and what to do instead)

# Recommended Next Steps

- Leveraging Buffer
  - Free trial on one of their paid plans for the first 14 days
- Delegating social media posting and scheduling
- Meeting weekly/bi-weekly to determine progress/ next steps
- Monthly review of analytics

**Free**

For individuals and businesses getting started with social media.

Get started

$0

Connect up to 3 channels

✓ Planning & publishing tools
✓ Landing page builder
✓ AI Assistant

**Essentials**

For professionals who use publishing, analytics & engagement tools.

Try free for 14-days

$6 / monthly for 1 channel

Add additional channels for $6/month
Billed monthly

✓ **Free features, plus:**
✓ Engagement tools
✓ Analytic reports

**Team**

For teams who want unlimited users, collaboration, and reporting.

Try free for 14-days

$12 / monthly for 1 channel

Add additional channels for $12/month
Billed monthly

✓ **Essentials features, plus:**
✓ Unlimited team members & clients
✓ Draft collaboration tools

**Agency**

For marketing agencies with 10 or more channels.

Try free for 14-days

$120 / monthly for 10 channels

Add additional channels for $6/month
Billed monthly

✓ **Team features, plus:**
✓ Custom access & permissions
✓ Agency-friendly pricing

# Implementation Steps: Social Media

# Implementation Steps: Asana

Asana Project

- Transfer project ownership to Marshall
- If TRI decides to get an upgraded version of Asana, there are some tasks with descriptions suggesting how to utilize some of these features on existing tasks
- Invite TRI team members to an Asana group
- Start assigning tasks and due dates

## Set-up relevant Buffer tasks in Asana

| | |
|---|---|
| Assignee | No assignee |
| Due date | No due date |
| Projects | Social Media Implementation Plan    First Steps for Social Media Implement... |
| | Add to projects |

Description

I cannot add a dependency here since I am on the free version, but this task would have a dependency on the "Populate Instagram posting calendar in Buffer for the first month"

Some examples of relevant tasks to add would be:
- Determine content goals (campaigns) for month 2
- populate Buffer calendar for month 2
- Basically anything that would be important to keep a consistent workflow and posting schedule AND anything that the TRI team should stay up to date on

Some examples of things the TRI team should stay up to date on:
- When are campaign decisions made
- When are posts finalized
- Who is responsible for a task (you can use Asana to delegate a task or ask for updates on a task)

+ Add subtask

KM  Write a comment

Collaborators  KM  +

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**Social Media Implementation Plan**  ⌄  ☆   ○ Set status

Overview   List   Board   Timeline   Calendar   Workflow   Dashboard

+ Add task  ⌄   ⩱ Filter   ⇅ Sort   ⊞ Show fields   🔍 Search

Task name

▾ Step One
- ⊘ Assign roles and responsibilities for social media
- ⊘ Clarify communication channels
- ⊘ Discuss any processes relevant to posting
- Add task...

▾ First Steps for Social Media Implementation: Instagram
- ⊘ Make bio information consistent across all media platforms
- ⊘ Determine timeline for posting
- ⊘ Determine content for first month posting
- ⊘ Draft first month posts
- ⊘ Draft captions and accompanying hashtags
- ▸ ⊘ Draft pinned posts  3 ⤳
- ⊘ Populate Instagram posting calendar in Buffer for the first month
- ⊘ Set-up relevant Buffer tasks in Asana
- ⊘ Finalize posts, captions, and hashtags
- ⊘ First Instagram Post Using Buffer
- ⊘ One Month of 3 Posts a Week
- Add task...

▾ Second Steps for Social Media Implementation: Tik Tok

# Implementation Steps: Social Media Design

- Apply for Canva for Non-profits
  - Follow this link: https://www.canva.com/canva-for-nonprofits/

- Use the templates provided on Canva to create Instagram feed posts

- Use Buffer to plan out content and the posting schedule
  - Follow the timeline to post on Instagram when alerted

- Take photos and videos at all events and programs to generate content for Instagram

# Implementation Steps: Intern

- Establish time frame and solidify responsibilities
- Review/establish security protocol to ensure personal information and social media accounts are protected
  - E.g., quick write up for the intern to sign dictating they will be responsible in content posting, login information and security, and keeping any member information protected
- Posting intern/ co-op posting on:
  - LinkedIn
  - Inernships.com
  - Glassdoor

# Questions, feedback, final wrap-ups

**Questions?**

**Feedback on the overall experience?**

# Thank you!
It has truly been
a pleasure *working
with you*
*all and learning
more about TRI.*