

# BLUE SKIES FOR CHILDREN

## Facebook Plan



# Social Media Plan

*The purpose of this plan is to help create clear and consistent messaging across social media platforms. We understand the important interactions between successful nonprofits and their various social media platforms. followers, engagement, and branding.*

*We hope by the end of this document Blue Skies for Children will feel confident with their position on social media, and be able to increase brand awareness through followers, engagement.*

## Executive Summary

This document details our proposed social media plan. It indicates what platform we think will serve Blue Skies for Children the most, Facebook.

You will find demographics, communication functions. Engagement, and algorithm information. Who to follow, various types of posting content, and when to post. A detailed posting schedule is proposed, along with example posts.

## Table of Contents

Social Media Audiences.....	2
Social Media Platform.....	2
Statistics.....	2
Communication Function .....	3
Branding Elements .....	3
Engagement Guidelines.....	3-5
Statistics .....	4
Do's and Don'ts .....	4-5
Working with the Algorithm .....	5-6
Do's and Dont's .....	6
Who, What, and When.....	6-9
Who to Follow .....	6

What to Post .....	7-8
When to Post .....	9-10
Proposed Schedule .....	9-10
Example Social Media Posts .....	11-14
Work Cited .....	15

## Social Media Audiences

- **Current demographic:** Middle aged adults 50-70, typically have a bachelor's degree, retired or retiring soon, and involved with many humanitarian efforts, median income: \$56,000.
- **Intended Target Audiences:** Millennials, 28-45, involved with humanitarian efforts, median income: \$75,000, residency: Whatcom and Skagit county, WA. (census 2021).
- **Primary target:** Young adults with careers, and a disposable income.

## Social Media Platform

Facebook will be our **primary social media platform**. Facebook serves both our current demographic and our intended target audience. Facebook has the ability to live stream, then share and save live videos. This would work well with their fundraisers.

Facebook also provides the opportunity to share quick photos promoting events, and thanking sponsors. Videos featuring behind the scenes views of the organization would also be good too.

### Facebook Statistics

- According to Pew Research, **69%** of adults said they use Facebook.
- **77%** of Facebook's users are aged **30-49**, which is BSFC target demographic of young adults.
- **73%** of Facebook users are aged **50-64**, which is BSFC's current demographic.
- **41%** of NGOs have used Facebook to report live from a special event or to showcase their organization's work. (Global NGO Technology Report.)

## Communication Function

Currently we see BSFC using Facebook to primarily promote events, such as drives or fundraisers.

Short and sweet Facebook posts with a visual element do the best with engagement (Hootsuite 2022).

We believe to further drive engagement that going forward BSFC should focus on:

1. Sharing success stories of children involved in their programs
2. Promoting events
3. Thanking sponsors
4. Connecting with other nonprofits and powerful businesses would also be received well on FB.

Facebook should be used to help manage BSFC reputation, tell BSFC story and mission, and create brand awareness and recognition.

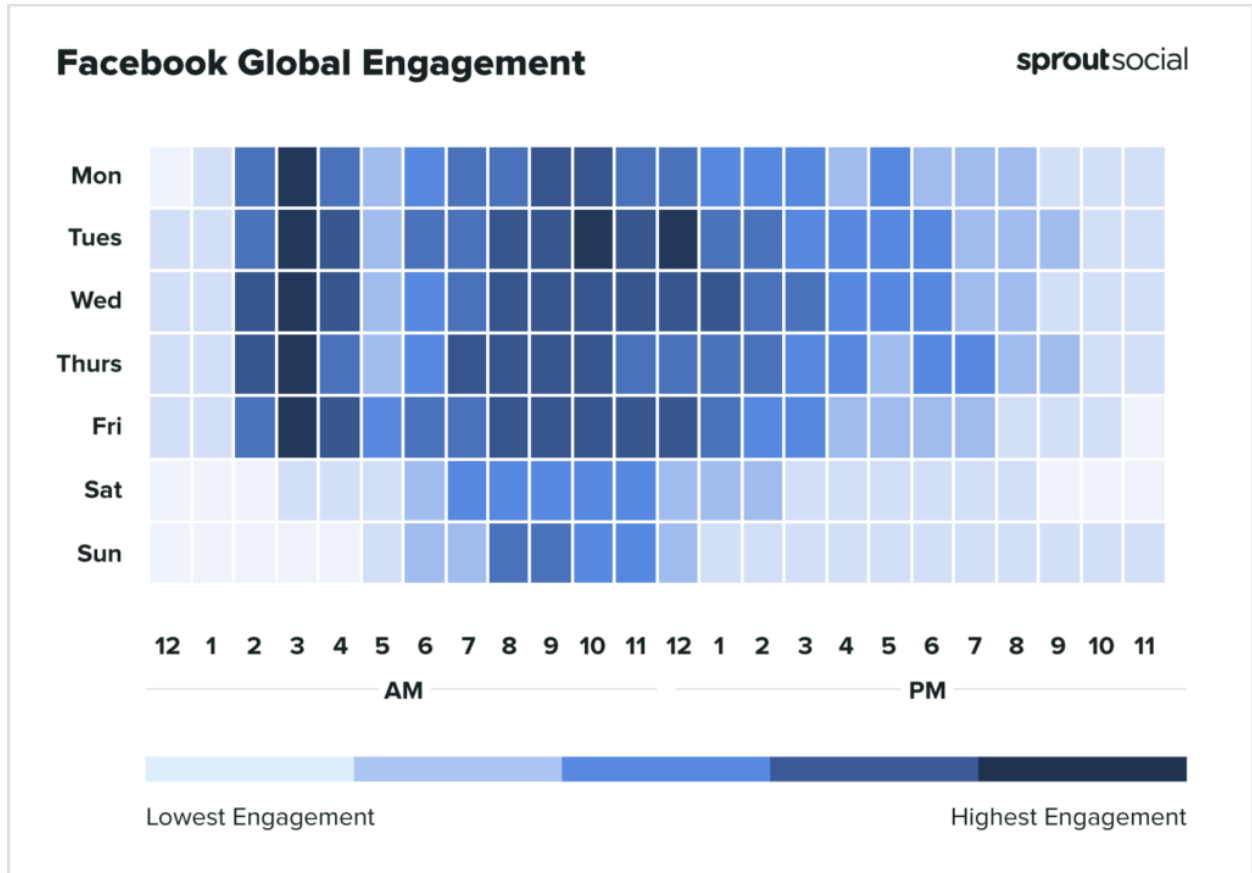
## Branding Elements

Branding elements that exist on the Blue Skies for Children Facebook Page are that they use the platform to promote events, and thank sponsors.

- Currently, BSFC banner is dated from 2020 - this needs to be updated.
- Not consistently posting.
- BSFC needs to share success, feel good stories more often. This will drive people to wanting to help more.
- Posts need to be more simple.
- Profile photo needs to be updated - cuts off logo and is not centered.
- Posts need to keep a consistent tone, i.e. fun and lighthearted. BSFC has to keep their posts from sounding too formal.

## Engagement Guidelines

It's critical to work with the algorithm, not against it. Knowing when, what, and how to post will create the most engagement. We'll provide a more detailed schedule time below as part of the posting plan. This infographic shows times when user engagement is at its highest.



(Sprout Social 2022).

## Engagement Statistics

- Posts that get the most engagement are **status updates**, at **0.13%** (Hootsuite).
- The second highest engagement are **photo posts**, at **0.11%** (Hootsuite).
- **Videos** are third with **0.08%** engagement (Hootsuite).

## Engagement Do's and Don'ts

### Do's

- Follow best engagement times for posts.
- Post consistently.
- Create a relationship with your followers. Encourage interactions, ask followers questions.
  - Ex: "What's your favorite memory from an enrichment program?"
- Reply quickly to comments, no less than 24 hrs (Social Insider.io 2021).

- Tag other community organizations or individuals that play a large part of the community.
  - Refrain from tagging individuals unless they have a public social media page.
- Check engagement insights. This is an integrated Facebook feature that will give BSFC personalized insights of posts.

#### Don't

- Don't use "engagement bait" on Facebook. (about.fb.news 2017).
  - Engagement bait is writing captions along the lines of "Like this if you're a fan of Blue Skies for Children" or "Share with 10 friends for a chance to win!"
- Recycle old posts. This is repetitive and unnecessary.
- Ignore trends! BSFC is focused on children and participating in social media trends is a great youthful way to engage followers and increase brand awareness.

## Working with the Algorithm

"Facebook indicates it prioritizes content that is **"meaningful and informative."**

- **Meaningful:** Stories the user will want to talk to friends and family about or spend time reading (based on past behavior), and videos they want to watch.
- **Informative:** Content someone will find "new, interesting, and informative," which will vary by user (Hootsuite 2022).

Facebook's algorithm dictates what's meaningful and informative based on these three things:

- 1) **Who posted it:** Posts from friends, business, or other pages often interacted with.
- 2) **Type of content interacted with:** If a person watches a lot of videos on Facebook they'll see more videos.
- 3) **Interactions with the post:** Is BSFC post getting lots of comments and shares? More people will see it! (Hootsuite 2022).

## Do's and Don'ts of the Algorithm

### Do's:

- Be truthful, no misleading headlines (Hootsuite 2022).

- Post right before the hour. People will be leaving meetings, or class, and will immediately be checking social media.
- Be mindful of BSFC interactions!
- Have a variety of posts. Status updates, videos, live streams, photos, gifs, etc.
  - The algorithm loves native videos. Videos that are directly uploaded to the feed vs. a link.

### Don't:

- Work against the algorithm.
- Facebook is taking a firm stand against potential spam posts (like ones using engagement bait) and will hide them in the algorithm.
- Post misinformation.
- Try and buy followers or likes. These will be flagged as spam, and taken down.

## Who, What, and When

### Who to Follow

Blue Skies for Children should follow topics of child homelessness, and at-risk children to keep in touch with how they can adapt to current issues in that area.

A good idea is to engage with the community online. Followers love to see businesses or organizations interacting with each other both in real life and online!

### Similar local nonprofits pages to follow

- Lydia's Place
- NW Youth Services
- Interfaith Coalition
- Music for Life Institute
- Whatcom Land Trust
- Bellingham Arts Academy for Youth

### Big community players to follow

- Hotel Leo
- \*Boundary Bay Brewing
- \*Kulshan
- Wood's Coffee
- Bagelry

## What to Post? - Themes/Ideas

- Stats and facts about organization
  - Infographics about need for enrichment programs
  - Share testimonials or success stories
- Give behind the scenes of the BSFC
  - Day in the lives - really good for getting ready for events!
  - Tours of office
  - Highlight of volunteer
- History of organization
  - #flashbackfriday
  - #throwbackthursday
- FAQ's
  - FAQ's of team or board members
  - Instagram takeovers using the stories function is very popular currently
  - Explain where donations go/what they do.
  - Share information about upcoming events
- Community
  - Thank donors
  - Thank other community members/partners
  - Local events
  - Ask a question
- Celebrations/Events
  - Promote events
  - Staff birthday
  - Anniversaries
  - Milestones
  - Awards
- Industry News

## Visual Elements

It's best to stick to short videos and simplistic videos. (Occasionally, longer videos (3-5 minutes) would be okay on Facebook).

- Photo's
  - These could be family approved photos from within the organization but stock photos also work.
    - Royalty free images can be found on these websites:
      - StockSnap



- Unsplash
  - Pexels
  - Pixabay
- Video's
  - Short videos giving behind the scenes of events less than one minute long see the best engagement.
    - Livestreams are incredibly popular on Facebook. Those need to be longer than three minutes (Hootsuite 2022).
  - Utilize Facebook's story feature (it's the first thing people see when they open the app or website).
- Gifs/Animations
  - These would work well. Gif's are popular among current and target audiences.
  - EX: Thanking a sponsor using a Gif.
- Illustration/Art
  - Sharing art from children in the organization would be amazing! (With proper permission).
  - Posts with illustrations also catch followers' attention and work well.

○ EX:



## Proposed Hashtags

While the hype of individuals using hashtags has decreased in recent years, business or organizations using hashtags is extremely vital.

Hashtags make posts easily searchable. Posts with hashtags also see a 12.6% engagement increase compared to posts that don't (Sprout Social 2020).

Don't use a lot of hashtags in a single post. Post with 1-2 hashtags see the most engagement on Facebook (Sprout Social 2020).

Here are some idea's for hashtags:

- #BSFC
- #whatcomcounty
- #weareblueskies
- #raisinghopeandselfesteem
- #bellingham
- #nonprofit

## When to Post - Weekly Posting Schedule

This schedule will hopefully provide a wide variety of posts to better engage users and work with Facebook's algorithm. **This schedule is subjected to change.** If BSFC has an upcoming event, new board or team hire, or any type of breaking news it feels it needs to share that should take priority. It is recommended to post twice a day at least.

Live videos of BSFC events also take priority. Live steaming should always be streamed directly to Facebook and saved so followers can watch afterwards.

Posts can be pre-posted at specific times using various softwares. Some social media platforms offer the ability to post on specific times.

There are various softwares/websites/apps that can help create infographics, Facebook story layouts, or post layouts. Canva is a (mostly) free website that has many options for layouts, graphics, animations, and illustrations. Using a variety of visual elements will increase engagement.

### MON.

Post one- Story/Reel - Behind the scenes- Time: 3:50 am

Post two- Status update with visual - Stats and facts #motivationmonday - Time: 11:50 am

### TUES.

Post one- Status update - GIF - Community - Time: 9:50 am

Post two- Short video - FAQ - Time: 11:50 am

WED.

Post one- Story/Reel - Celebration/event - Time: 7:50 am

Post two- Status update - Industry news - Time: 12:50 pm

THURS.

Post one- Short video - History #throwbackthursday - Time: 6:50 am

Post two- Status update with visual - Community - Time: 1:50 pm

FRI.

Post one- Video - Stats and Facts - Time: 6:50 am

Post two- Status update with photo - Behind the scenes - Time: 11:50 am

SAT.

Post one- Status update - History - 8:50 am

Post two- Story/Reel - Celebration/event - 12:50 pm

SUN.

Post one - Video - Community - 8:50 am

Post two - Story/Reel - FAQ - 12:50 pm

## Social Media Post Examples

MEET ONE OF OUR CHILD  
CHAMPION SUCCESS STORIES!



This is Taylor! She's 11 years old and just started middle school. Since Taylor was little she's always wanted to take horseback riding lessons.

With the help of our generous donors and Blue Skies for Children Taylor's been able to live out her dream of riding horses.

Taylor's instructor said that she quickly became an excellent rider, and has a real connection with the horses.

Taylor's parents have said that she's more focused and dedicated to completing her school work quickly so she can get to the stables as fast as possible.

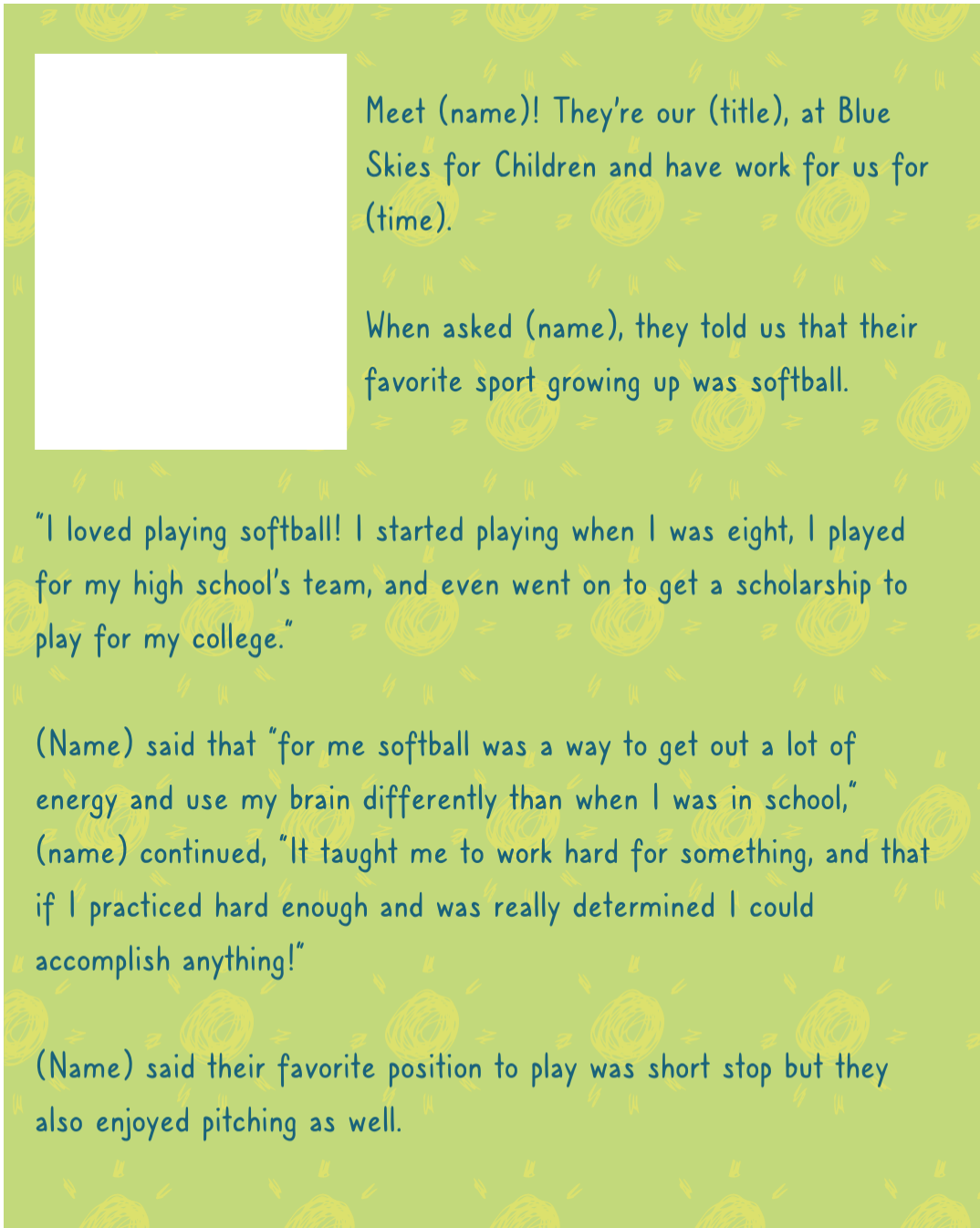
Good luck Taylor! We hope to see you continue your passion for riding and being with horses.

Use just this graphic to capture audiences attention. Insert the text from the next graphic in Facebook status update area.

# GET TO KNOW OUR TEAM FAQ!

Q: What was your favorite childhood sports or activity? And why?



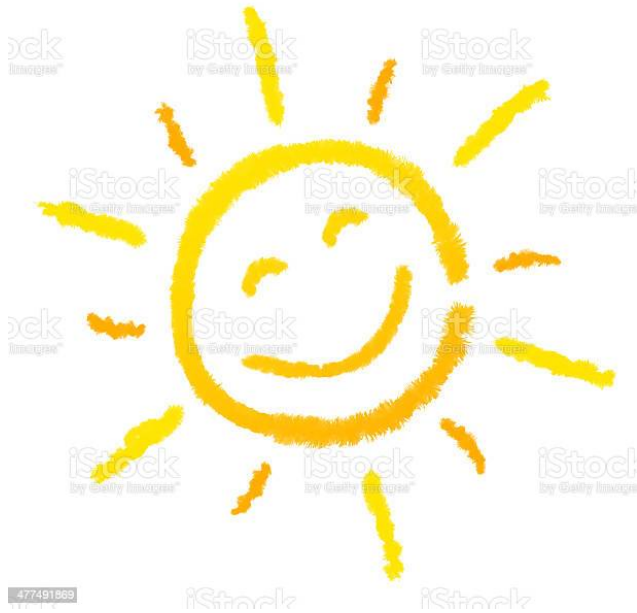


Use just this graphic to capture audiences attention. Insert the text from the next graphic in Facebook status update area. Include photo of team member. \*You can use these graphics for Instagram post if wanted.

Blue Skies for Children is proud to help in our community with helping underprivileged kids to help pay for sporting fees!



#blueskies, #youthsports, #bham



The sun's out, and so are **we!**  
#bham, #blueskiesforchildren, #youth

## Works Cited:

United States Census Bureau

<https://www.census.gov/quickfacts/bellinghamcitywashington>

Newberry, Christina (Feb 28, 2022)

*How the Facebook Algorithm Works in 2022 and How to Make it Work for You*

<https://blog.hootsuite.com/facebook-algorithm/>

Hughes, Josiah (March 8, 2022).

*How Long Should a Social Media Video be? Tips for Every Network*

<https://blog.hootsuite.com/how-long-should-a-social-media-video-be/>

McLachlan, Stacy, and Christina Newberry (July 14, 2021).

*23 Simple Ways to Increase Facebook Engagement (Free Calculator)*

<https://blog.hootsuite.com/increase-facebook-engagement/>

Matthews, Ben

*Social Media Stats for Charities and Nonprofits [2022 update]*

<https://empower.agency/social-media-stats-charities-nonprofits/#Facebook-stats-for-charities-and-nonprofits>

<https://www.hootsuite.com/resources/digital-trends>

<https://mrbenchmarks.com/journeys#social-media>

(April 7, 2022) *Social Media Fact Sheet*

<https://www.pewresearch.org/internet/fact-sheet/social-media/news-feed-fyi-fighting-engagement-bait-on-facebook>

Cucu, Elena (Nov 18, 2021)



*How to Increase Engagement on Facebook - 9 Tips for a Facebook Page Performance Boost*

<https://www.socialinsider.io/blog/facebook-engagement/>

Keutelion, Mary (April 13, 2022)

*The Best Times to Post on Social Media in 2022*

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

Barnhardt, Brent (Jan 22, 2020)

*How hashtags on Facebook Still Work for Businesses*

<https://sproutsocial.com/insights/hashtags-on-facebook/>