Social Media Proposal

3 Individual Accounts:

1. Family and Cultural Arts Facebook
* Target:
1. General Public
2. Potential Partners
3. Potential Volunteers
4. CALGRIP participants/families
5. Families with children
6. Businesses and Organizations who throw events
7. Lower/middle income families
8. Teens who are interested in leadership
* Goal:
1. Increase awareness of programs and events to the general public
2. Showcase the success of ongoing programs (CALGRIP)
3. Increase revenue
4. Recruit Volunteers
5. Facilitate partnerships
* Frequency:
1. Posts will occur Mondays and Tuesdays at 3pm
2. Posts will be available for approval by noon on Monday and Tuesday
* Programs
1. PLAY
2. CALGRIP
3. Playgrounds on the Go
4. Maple Rental Facility
5. Family Services
6. Fullerton Youth Council
* Content:
1. PLAY

- Information for teens (13-18) about volunteering

- Photos of events and activities

- Announcements about upcoming excursions

1. CALGRIP

- Statistics

- Events

- Shout-outs to sponsors

1. Playgrounds on the Go

- Photos of successful events

- Information about the service

- Party Ideas for parents

1. Maple Rental Facility

- Information about rentals

- Photos of the facility

- Event ideas

1. Family Services

- Information about classes and programs

- Usefulness of the classes and programs

- Testimonials from individuals

* Page must include:
1. In depth information about each of the programs spotlighted along with links to sign up for the programs
2. Dedicated space to sponsors
* Promotion:
1. Flyers, press releases, and other promotional material will encourage community members to “like” the page on Facebook
2. Individuals will be reminded to “like” the page at each of the associated locations (classes, facilities, programs)
3. Camp Hillcrest Instagram
* Target:
1. Parents with disposable income who send their children to Camp Hillcrest
2. Parents who are interested in sending their children to Camp Hillcrest
* Goal:
1. Provide parents with pictures of the activities that their children do at the camp so that they feel confident in the camp and will continue to send them each session
2. Provide a more detailed snapshot of the real experience for parents looking to send their children to the camp
* Frequency:
1. Amanda will collect photos and videos throughout the day (see content section for ideas).
2. A minimum of 1 photos will be posted daily by the end of the day so that campers can show their parents what they did that day when they go home
3. 2 weeks prior to a new session the account will become active in reposting top photos twice weekly at 3pm to remind children and parents to register
* Content:
1. Photos of crafts
2. Photos from hiking
3. Videos of camp songs
4. Photos of snacks
5. Videos of hula hooping/ dancing
* Page must include:
1. Registration information
2. Link to the webpage
3. Contact information
* Promotion of the page: Parents and children will be encouraged to follow the Instagram page verbally, through the webpage, and on any promotional materials
1. Teen Scene
* Target:
1. Teens
* Goal:
1. Engage teens
2. Encourage teens to get involved
3. Awareness of programs
4. Encourage meeting with friends and activities
5. Keep kids off the streets after school hours
* Frequency:
1. Content will be posted twice weekly (Mondays and Tuesdays) at 3pm
* Content:
1. Teen Scene

- Funny and relevant photos

- Quizzes

-Activity details

- Locations

* Page must include:
1. Contact Information
2. General Information
3. Links to the pages

Social Media SWOT:

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| Strengths | Weaknesses |
| - Social Media is an easy way to put all of the information in one place to make it easier for individuals to get in depth information- Social Media is free- It brings information to the individual and keeps them up to date with what is going on- It offers new individuals the opportunity to participate in programs that they may not have been aware of, or alternatively pass the information along via word of mouth - Allows individuals to promote the pages and programs themselves | - There is no master schedule available for the programs- There is low awareness for the programs and facilities- Cooperation with the individuals in charge of the programs will need to be planned and frequent- Some individuals do not have FB or IG pages- May miss some of the target due to different schedules (posts are at 3pm when school gets out)- Negative comments are public |
| Opportunities | Threats |
| - Able to thank and promote sponsors- Community can learn more about programs and see first-hand what they accomplish- By showcasing the success of the programs, membership will be promoted - Allowing the public to see what each program is increases the likelihood that they will be used- Create email accounts to associate with each program for easier communication | - May be unable to maintain up to date schedule for each program- Individuals in charge of the programs may not cooperate- May be unable to attract followers who are unaware of city programs- It may be difficult to get community members to “like” the pages |