



BLUE RIDGE FOSTER L♥VE

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SMAD 315**

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About the Authors

Angil Lonzon

I am a senior at James Madison University studying Media Arts and Design with a Concentration in Creative Advertising. I have experience doing digital marketing and social media work with BluShark Digital Marketing, as well as content creation with JMU University Communications. I have a certification in the Hootsuite Platform, and I also know how to use Falcon.

Skills: Adobe Suite, Falcon, Hootsuite, Microsoft Office



Miranda Morrone

I am a current senior at JMU studying Media Arts and Design with a Concentration in Creative Advertising. My experience is in social media through my internship here at JMU in the Communications department. In addition, I had an internship with Ogilvy as a UX intern this past summer. In my free time, I love to go to the beach!

Skills: Adobe Suite, Falcon, Hootsuite, Microsoft Office, Google Workspace



Rebecca Cutsinger

I am a senior at JMU studying Media Arts and Design with a concentration in Journalism. My experience in social media is through an internship I did with a political congressional campaign this past summer, as well as running the social media for an on-campus student organization. I also have a Hootsuite Social Media Certification.

Skills: Microsoft Office, Adobe Programs



Carson Polk

I am a senior Creative Advertising major in the School of Media Arts and Design at JMU. My current internship with JMU Athletics has provided me with a unique blend of social media content planning, live interaction, graphic design, and sports information. My digital experience includes Google Documents, Microsoft Office, Adobe Creative Suite, and Hootsuite.



Emma Sweterlitsch

I am a junior at JMU studying Media Arts and Design with a concentration in creative advertising. I have experience with social media because of a marketing internship I did last summer at The Steel Club. Some of my skills include Microsoft Office, Hootsuite, and Adobe programs.



Kameron Franks

I am a senior Media Arts and Design major with a concentration in Creative Advertising at James Madison University. I have a double minor in General Business and Studio Art. I interned abroad in London as a Creative Design intern at WonderGlass where I made Instagram Reels and designed specification sheets for their website. I am very comfortable with Adobe Creative Suite and Final Cut Pro. My certifications come from Microsoft Office and Hootsuite.



Meredith Orne

I am currently a senior at James Madison University majoring in Media Arts and Design with a concentration in Creative Advertising. I also have a minor in General Business. I have experience with social media marketing through running my own social media page for my photography business. I also have Hootsuite Platform and Social Marketing certifications. My skills include Hootsuite, Microsoft Office, Adobe Creative Suite, iMovie, and creative platforms like Canva.



Alicia Flemke

I am a senior Media Arts and Design Major with a concentration in Creative Advertising and a Minor in Sociology. I have experience in social media marketing, graphic design, and photography through running the social media accounts of the restaurant I worked at this past summer as well as through the many projects I've conducted within my major. My skills include Adobe Creative Suite, Hootsuite, Canva, Microsoft Office, and iMovie.



THE CLIENT



Mission

To be a resource for foster and kinship families and to provide children who've been separated from their biological parents with clothing, books, and other essential care items during their time in foster care.

Address:
255-B College St, Dayton, VA 22821

Website:
www.blueridgefosterlove.com



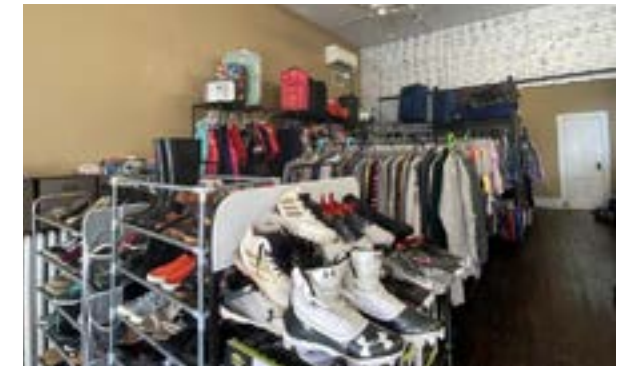
Programs

Make a Donation

Making a monetary contribution to buy gifts that will make an impact.

Fill The Closet

Donating gently used children's clothes.



Sponsor A Request

Enable a child to enjoy experiences like dance classes or giving them a bike.

Sponsor A Backpack

Provide a foster child with the necessities to succeed in school.



Sponsor A Duffel Bag

Purchase a duffel bag to provide foster children with a way to transport their belongings.



Amanda Snell
Board Member

Amanda graduated from the Georgia Institute of Technology in Atlanta, GA, with a degree in Business Administration and Finance, and a minor in Pre-Law. Presently, she works full-time as a Finance Professional in the technology industry. In addition to her passion for Blue Ridge Foster Love, Amanda also volunteers for nonprofits supporting active military, veterans, and their families.

In her free time, Amanda enjoys baking, traveling, and making memories with her family, friends, and furry pal, Kona.



John Costello
Secretary

John grew up in Massachusetts. He and his wife adopted their children from the foster care system in 2018. He has a Bachelors of Mechanical Engineering from Georgia Institute of Technology and a MBA from the University of Florida. Presently, he works full-time as a client executive in the energy industry.

In his spare time, he enjoys home projects, movies, reading, watching the Patriots/ Red Sox and spending time with his family.



Kristina Ferrara
VP of Marketing

Kristina grew up on Long Island, NY and now lives, works, and studies in Massachusetts. Foster care and adoption have a special place in her life as both her grandmother and mother were in the foster system as children in New York. Kristina is a Director of Product Management and Customer Experience for Staples e-commerce websites and is currently pursuing her MBA at UMass Boston.

For fun, Kristina enjoys camping, crafting, home improvement, golfing, skiing, and spending time with family, friends, and her dogs Siena and Tocarra.



Charity Trissel
VP of Community Outreach

Charity has deep family roots in Rockingham County dating to the early 1700's. She has a bachelor's degree in nursing and is currently pursuing a master's degree at James Madison University. She is employed at a local hospital. Charity has been married to her biggest supporter, Cory for 20 years and together they have 3 biological children, run a farm, and are active foster parents. Knowing first hand the struggles, commitment, and compassion surrounding foster care she spends her extra time volunteering with her church, local families, and organizations near to her heart. She has an adopted niece and nephew and sees firsthand the needs in the community.

Enjoying the outdoors, volunteering, traveling, and spending time with family are her biggest joys in life.

“Above all, keep loving one another earnestly, since love covers a multitude of sins. Show hospitality to one another without grumbling. As each has received a gift, use it to serve one another, as good stewards of God’s varied grace.” 1 Peter 4:8-10



Christine Costello
President/CEO

Christine grew up in Rockingham County, VA. She is a wife and mother to two boys. She was adopted as an infant. She and her husband adopted their children from the foster care system in 2018. She attended Virginia Tech and has her Bachelors of Science degree in Business Management. She previously managed numerous operations teams for manufacturing companies before becoming a stay at home mom. She and her husband are current foster parents and know first-hand the situation for children entering foster care and foster families.

In her spare time, she enjoys working out, reading, and spending time with her husband and children.



OUR PROCESS, RESULTS, & RECOMMENDATIONS

ASSIGNMENT

Over the course of the semester, our group researched and analyzed the social media of Blue Ridge Foster Love and their competitors. Our goal was to create a social media strategy that would be beneficial to Blue Ridge Foster Love's brand and their mission, so that they can have a bigger voice on social media platforms.



We began by auditing Blue Ridge Foster Love's current social media platforms. We found that they used Instagram, Facebook, LinkedIn, and YouTube. We tracked the engagement rates, average likes, comments, and shares for each platform. From there, we created keywords and phrases that associate with the brand. These keywords are used to become part of conversations with the target audience. After that, we took note of who on social media and within news outlets are talking about Blue Ridge Foster Love. We then did a competitor analysis to see what brands that are like Blue Ridge Foster Love are performing better on social media, and what they are doing different. This allowed us to find Blue Ridge Foster Love's "share of voice," which is their presence in online conversations about a common topic.



Afterward, we performed a SWOT Analysis and Matrix, which shows Strengths, Weaknesses, Opportunities, and Threats for Blue Ridge Foster Love's social media.

After that, we did an audience analysis and created personas that give more of a perspective on the people that Blue Ridge Foster Love is trying to reach. From there, we decided what platforms would suit the brand best: Instagram, Facebook, and Pinterest.

We began to brainstorm content goals and generate content ideas, created a posting schedule, and started posting to the respective platforms. We followed our posting schedule and then tracked metrics to see how the social profiles were performing.

SOCIAL MEDIA AUDIT

We audited all of Blue Ridge Foster Love's social media platforms. We recorded data like followers, average likes, comments, and shares. From there, we made recommendations on how

to improve Blue Ridge Foster Love's current social media platforms, as well as giving recommendations on what platforms should and should not be used.

INSTAGRAM

Audit completed between September 5, 2022 and September 12, 2022.

Analysis

With an engagement rate of 0.23, 144 followers, and less than 15 likes per post we see that overall presence on Instagram is low. Post frequency is 5-10 times a month which is low compared to a successful social media presence. We enjoy the ideas of the granted wish posts - it makes the audience feel more connected to the cause and see what others are doing for the foster children. We would like to develop this idea more and see how we can adapt this to be more interactive. Posts rely heavily on cartoon graphics, lack a human presence, and share little about the organization's mission, vision, or values.

Recommendations

We need to work on shares, comments, likes, etc. Also, utilizing things other than graphics could make the account feel more personal. Although we cannot use children specifically, showing the actual items donated or purchased for the foster children would be rewarding. Sharing relevant information regarding foster care or the foster system is also a way to increase authenticity and display the company's mission and values. Since the company logo/ profile picture displays very little of what the company is about or stands for, the posts need to give the audi-

Summary

Instagram has great potential, but it would be helpful to utilize the account more. There is not a clear strategy and posting seems to stick to "in-the moment" issues or needs of the company. Due to this the account lacks engagement from the community and isn't serving a helpful purpose to the organization.

Profile Picture



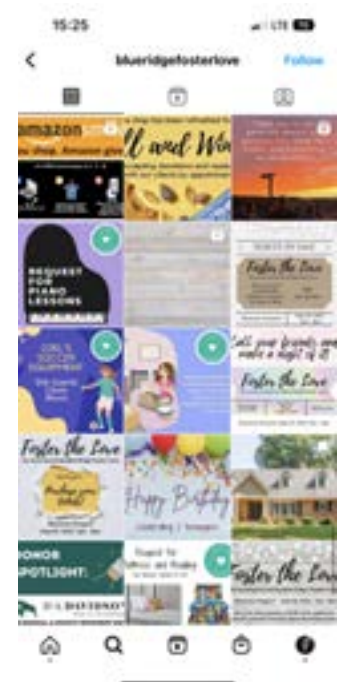
Handle: @blueridgefosterlove
URL: www.instagram.com/blueridgefosterlove/

Biography

"Supporting foster and kinship families during their time in the foster care system."

Followers	Following	Post Frequency	Shares
144	199	Everyday	10 on average
Pinned	Comments	Likes	Top Post
N/A	Mostly None	3-60 per post	69 Likes

Profile Feed



FACEBOOK

Audit completed between September 5, 2022 and September 12, 2022.

Summary

Overall, Facebook is doing well for a company that is just getting off the ground. There is significant room for improvement with consistent messaging. This page highlights the events and productivity of the organization, but lacks the necessary audience interaction to gain the engagement needed for further exposure.

Recommendations

It would be a good idea to create posts that warrant audience engagement with games, giveaways, and more spotlights either of donors or the foster families themselves. The audience needs to understand the mission of the company within the first few seconds they spend on the page. Creating posts that are mission and vision centered as well as updating the profile can lift brand awareness.

Followers	Comments	Shares	Engagement
4,000	0	2-8 per post	0.13%
Top Post	Types	Post Freq.	
67 Likes	Graphics	2-3 per week	

Biography

“Serving the Shenandoah Valley’s foster/kinship care families.”
Nonprofit Organization
Address: 255-B College Street, Dayton, VA, United States, Virginia
Phone Number: (540) 324-9765
Email: blueridgefosterlove@gmail.com

Profile Picture



Analysis

With 631 followers, most posts receiving less than 5 likes, top posts receiving 15-17 likes, posts averaging 3-10 shares, between 0-4 comments, and a 0.34 engagement rate, Facebook is the top social platform for Blue Ridge Foster Love. Although engagement is still considerably low for a community based company, the Facebook page has better engagement and consistency. The posts are mainly informational and consist of brand event reminders and showcasing donations. There isn’t much engagement other than likes and shares, and donation posts that show items being given to the foster kids receive the most attention.

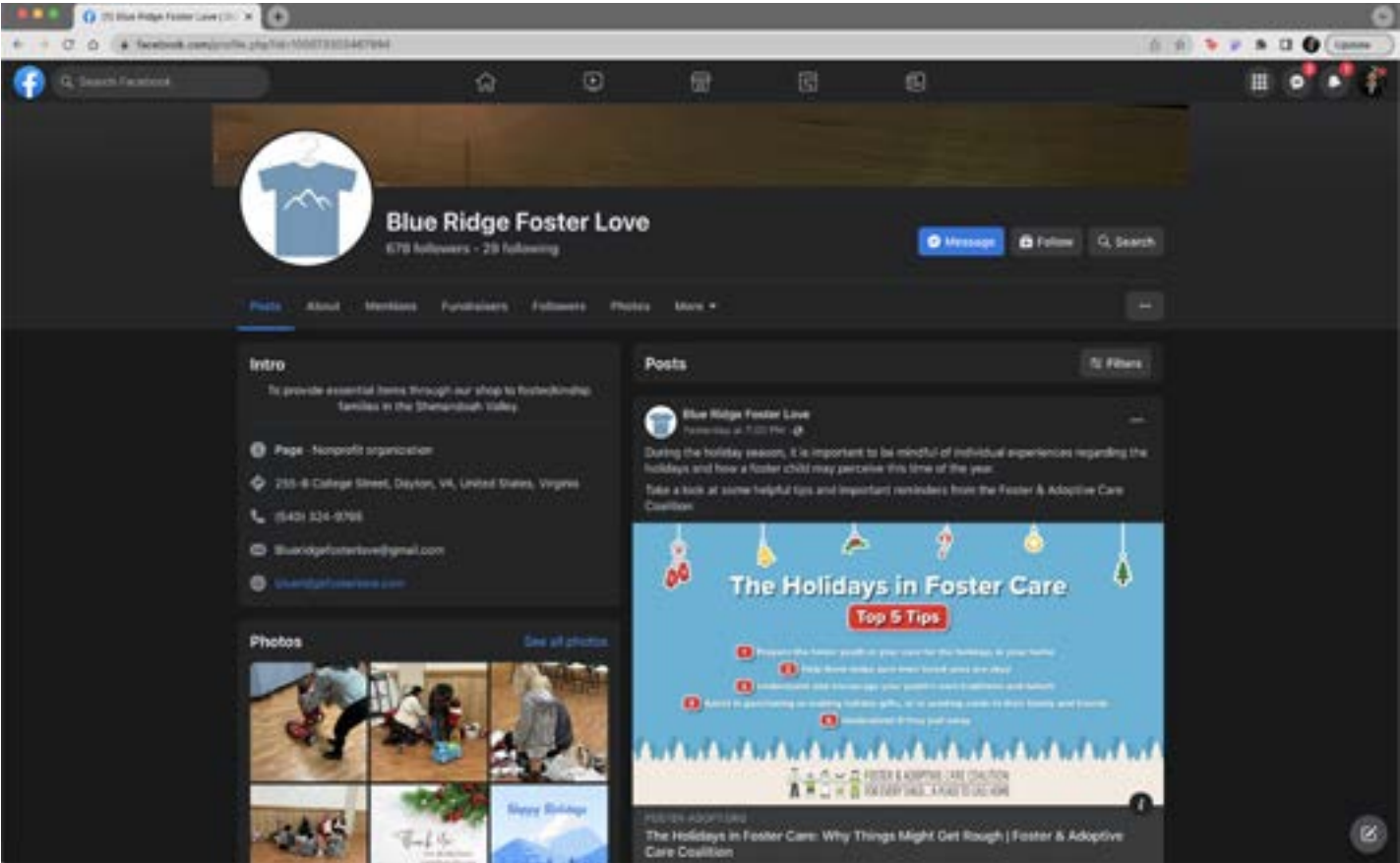
Handle:

Blue Ridge Foster Love

URL:

URL: <https://www.facebook.com/profile.php?id=100073302467994>

Cover Photo



LINKEDIN

Audit completed between September 5, 2022 and September 12, 2022.

Analysis

This page has 46 followers, less than 15 likes, and a very low posting rate. The mission and vision are not clearly communicated and graphics are not eye catching. The profile is underdeveloped and engagement rate is difficult to calculate due to very few posts.

Summarize

Overall, LinkedIn is a weak platform for Blue Ridge Foster Love. The platform is geared for business to business interaction but the page doesn’t elicit any needs that other businesses could provide for or assist with. The company is also not posting hiring or employment opportunities so the audience on LinkedIn is not likely to interact with the page. The page is being treated similarly to Instagram and Facebook and since LinkedIn is such a different platform they are not seeing any real return on investments.

Recommendations

If Blue Ridge Foster Love is looking to grow, hire more employees, or partner with specific business for beneficial opportunities, then they will need to change the strategy of current postings. Creating posts that explain the business, hiring opportunities, mission, vision, and values of the company, as well as posts geared toward the mutual benefits of partnering with Blue Ridge Foster Love will help use the platform for its intended purposes. If Blue Ridge Foster Love doesn’t aim for these business or employee goals we recommend removing or deleting this page.



YOUTUBE

Audit completed between September 5, 2022 and September 12, 2022.

Summary

Overall this page is not being utilized by Blue Ridge Foster Love. It is the brand's weakest social media page and is severely underdeveloped. Youtube is a visual social platform that helps viewers get a holistic view of a company through informational videos, visuals of the companies products, advertisements, and employees. Blue Ridge Foster Love's current content does not align with the intentions of the platform.

Analysis

This account has one subscriber, no biography, one post that has 22 likes, comments are disabled on said video, and the video does not have a description. The video is a content entry video trying to win a Beddy's Bed Give away. That was not clear in the "music video" style video which has 1248 views. This page delivers very low brand awareness, engagement, and lacks overall online presence.



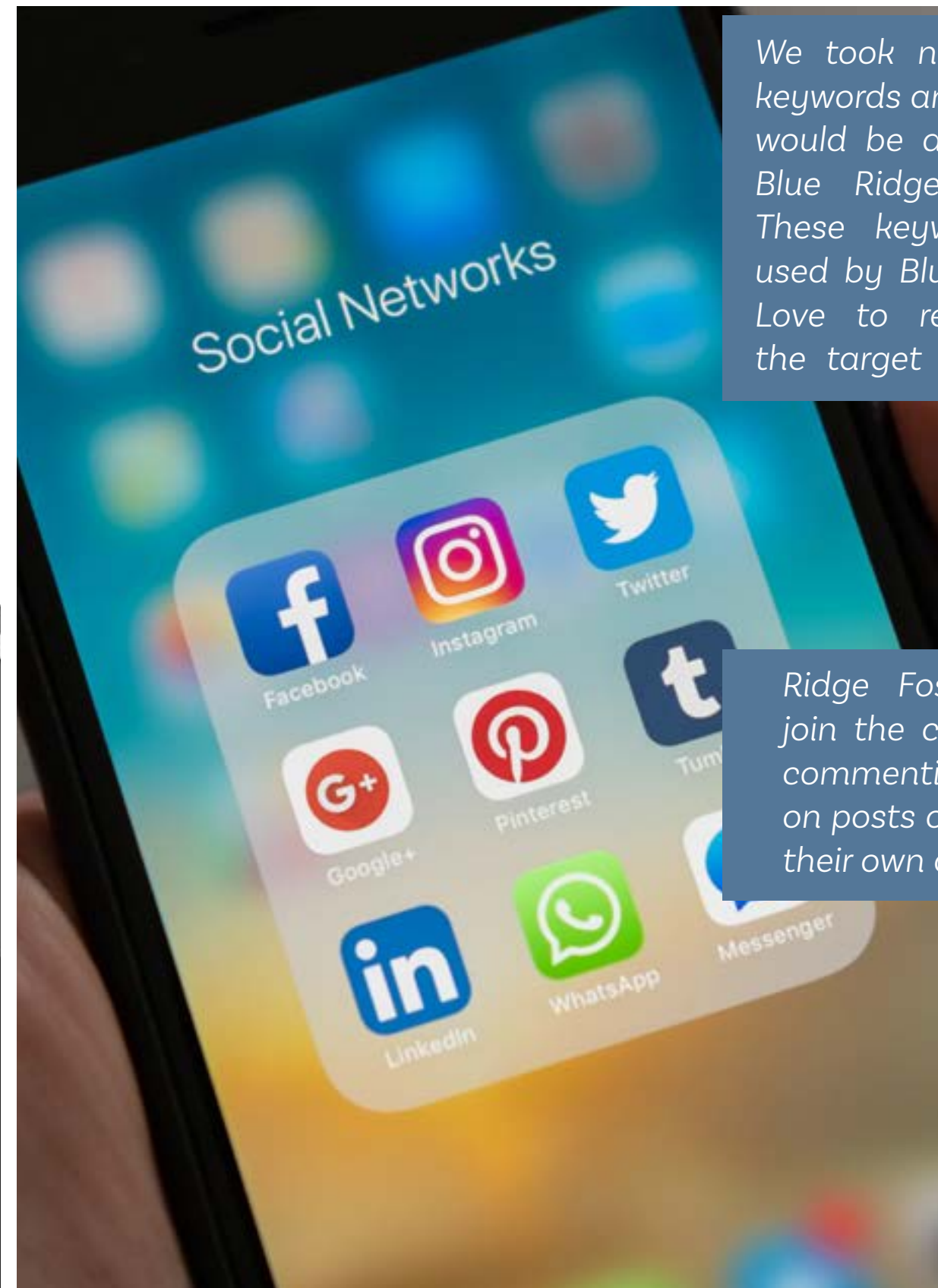
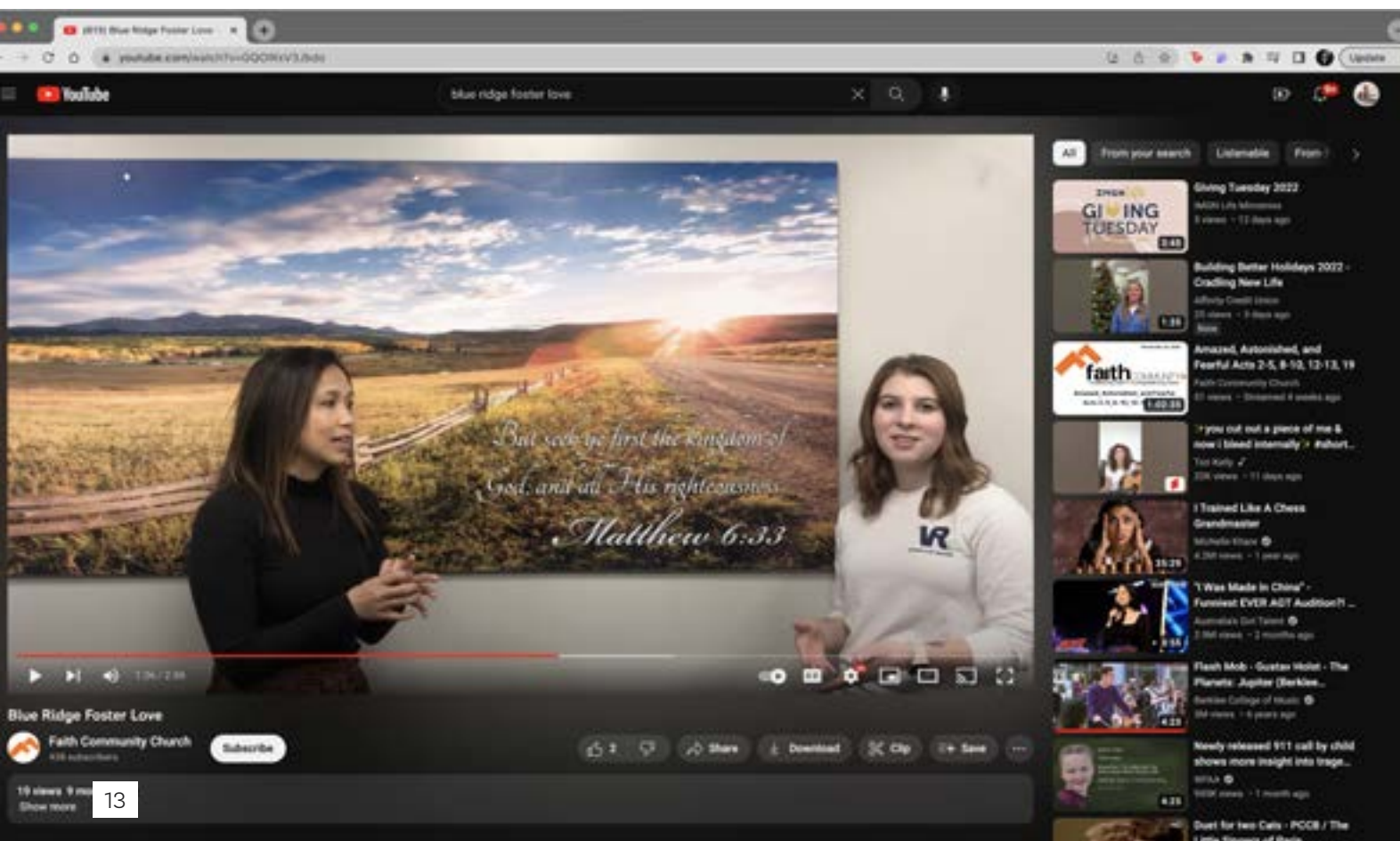
Recommendations

We recommend that BRFL delete this page. The type of content that succeeds on Youtube will be very difficult to maintain since BRFL has limitations on what they can share visually due to the protection of minors. Youtube is also much more time consuming than other platforms with video production, editing, and needed media expertise. For a relatively new local non-profit, better audience engagement and brand awareness can be gained much easier on other platforms like Facebook and Instagram.

SOCIAL MEDIA MONITORING

We took note about the keywords and phrases that would be associated with Blue Ridge Foster Love. These keywords can be used by Blue Ridge Foster Love to reach more of the target audience. Blue

Ridge Foster Love can join the conversation by commenting keywords on posts or using them in their own content.





KEYWORDS

- Foster Love Family**
Blue Ridge
Harrisonburg Foster Family
Foster Children
Donation
Sponsor
Kinship
Kinship Families
Children
Care
Support
Essential Care
Closet
Help
Time
Effort
Appointment
Harrisonburg Donations
Toy Donations
Book Donations

Clothing Donations
Lessons
Programs
Clothing
Charity
Harrisonburg Clothing
School Supplies
Activity Sponsor
Activity Request
Wishlist
Accommodations
Donation Closet
Blessings
Supplies
Bedding
Experience
Monetary Donation
Backpack
Make a Difference
Inspiration
Together
Provide
Advocate

Commitment
Mentor
Enable
Involved

*The top ten keywords are bolded. Use keywords or phrases in posts, captions, hashtags, or searches. These can help your posts fit into the online conversations you want your organization to be a part of.



Foster AND Family Instagram

Most conversations are centered around foster animals, and loving fostering animals. Other conversations include foster children and giving them experiences they love. Widely known companies donating to foster programs is a recurring theme. All results are positive. Joining this conversation helps the audience understand Blue Ridge Foster Love’s positive impact on a foster child’s journey.

Foster AND System Instagram

This conversation is mainly dominated by the issues facing the foster care system. This conversation has political themes, and threads can get tense due to varying opinions. Roe v Wade is a recurring theme. Positive conversations center around government policies aiming to fix issues in the system. Joining this conversation and publicly supporting policy changes as a non-profit can help authenticity and brand loyalty.

Foster Children Facebook

The conversations mainly surround positive testimonials of foster parents sharing common fears, worries, and successes. Many are success stories, celebrities giving back to the foster community are common themes. Blue Ridge Foster Love would do very well joining this conversation with their own client testimonials. Giving real stories to those in the community add a personal emotional appeal to those most likely to donate.

Kinship AND Support Instagram

These conversations are issues related to the lack of funding kinship care families receive related to foster parents. Positive conversations include testimonials of kinship care parents and grandparents. Adding to this conversation would diversify the conversations currently surrounding Blue Ridge Foster Love. This would also give recognition to kinship care’s lesser known status in the community.

Kinship Family Facebook

These conversations mainly pertain to the positive aspect of kinship care or adoption. Children seeing a resemblance between them and their guardians, maintaining childhood family bonds, guardians having previous relationships w/ parents, familiarity when in guardianship transition, etc. These are all very positive conversations with “blood relation” being a recurring theme. Joining this conversation can help find the audience in the community that is already experiencing these things and gaining more clients, those that are in need.

Harrisonburg AND Donations Facebook

These conversations include the other charitable organizations in the area that are receiving notoriety. Homelessness and shelter donations, as well as holiday seasons are recurring themes. All of these conversations are positive, celebrating how the community has donated to fill the needs gap. Joining this conversation can elevate BRFL as a prominent shenandoah valley non-profit, becoming a go-to for donations for more and more people.

Using these keywords in the search bar on platforms can give Blue Ridge Foster Love access to posts in their target audience. Blue Ridge Foster Love can join the conversation by commenting on these posts, creating their own posts using these keywords, or trying to partner with other companies or programs prominent in these conversations.



SOCIAL MEDIA LISTENING

Mentions

Organizations that have given shoutouts to Blue Ridge Foster Love

Formed Families Forward

This organization is dedicated to serving the foster care, kinship, and adoptive families in the northern Virginia area.

JMU Community Service Learning

This is a JMU Community Service Learning post explaining that BRFL is one of JMU's community partners, highlighting the non-profit as a way students and faculty can give back to the Harrisonburg community.

In The News

Outlets that have mentioned Blue Ridge Foster Love

"Blue Ridge Foster Love opening shop, providing clothing, essentials to foster and kinship families" (WHSV)

This article details the opening of BRFL, its mission, purpose, and community engagement. By Cayley Urenko Published: Dec. 9, 2021

"Blue Ridge Foster Love continues to help foster and kinship families in the Valley" (WHSV)

This article By Cayley Urenko, published: Apr. 12, 2022, details how BRFL grew in the first few months being open, as well as items the non-profit needs or is having trouble finding.

Times and Days

Due to a low number of mentions there is no consistent day or time that is most popular for BRFL's audience engagement.

Products

Donation items are the most talked about products online such as clothes, toys, shoes, and baby formula.

Social Media Platforms

There is no clear social media platform that stands out due to a low number of mentions

Brand Sentiments

All mentions of the brand are positive so brand sentiment is very good.

Themes and Keywords

#FosterCare #KinshipFamily #FosterCareCloset

Takeaways

It is surprising that the presence of Blue Ridge Foster Love is so low on social media given that they have so many benefits and causes they are providing for the community. It was great to see that local news stations have covered Blue Ridge Foster Love's story and organization. This is called earned media and can greatly benefit the awareness of an organization. We recommend creating a posting schedule to help push the mission and advertise any events that they have coming up. They should also include hashtags on their posts to link them to community conversations about topics relevant to the organization. We also recommend following community leaders, church leaders, prominent figures known to give back to the community like the mayor, city council, or other organizations that post about donations and charity in the Rockingham County area. Commenting on others' posts about foster care, charities, community donations, etc can greatly increase audience awareness. Even comments like "thank you for giving back to the community" still makes your logo and profile show up on more people's feeds.





COMPETITIVE ANALYSIS

We audited Blue Ridge Foster Love’s competitors and their activity on social media. With this information, we were able to see what they were doing that could be implented in Blue Ridge Foster Love’s social media strategy.

Once Upon a Child Harrisonburg, VA

Website Analysis

Home page is basic with hours of business and location and has an embedded image of their holiday hours. Mix of small san serif and serif font throughout the web page. 3 different sections for information with a blog about what families have purchased for their children. This section is heart filling and personable.

Facebook

Handle:
Once Upon A Child - Harrisonburg, VA

Competitor Activity

Facebook: September 13th
Instagram: September 14th

Bio:
“At Once Upon A Child we offer parents a fun and convenient way to buy and sell gently used kids stuff, making saving money on children’s clothes, toys, baby furniture and equipment a reality every day. We focus on quality, safety, and value – the same things you feel important for your own families.”

Followers	Following	Post Frequency	Shares
7,000	17	2 per day	N/A
Pinned	Comments	Likes	Top Post
Hiring Post	6-10 on average	1-3 per post	5 Likes

Profile Picture



Instagram

Handle: @onceuponachildharrisonburg
Bio:
Buy, Sell, Trade
24 hr holds on social media posts
Mon-Sat 9:30am-8pm| Sun 12-5pm
We Ship
Text OUACH to 578-277 for rewards
We’re HIRING

Followers	Following	Post Frequency	Comments
1,807	1,911	2 per day	Typically None
Likes	Post Count		
2-15 per post	6,224		

Profile Picture



Overall Analysis

These accounts have a lot of likes and followers, which is greater than all competitors we are looking at. The strange thing about them is their complete lack of engagement. There are hardly any likes, comments, shares, etc. The follower count does not match the analytics received due to only getting around 1-3 likes per post but they have 7k followers. They don’t seem to engage with their audience. People respond to the posts asking for the store to give prices or hold an item for them, and they do not respond to them. Their lack of customer service is shown through their socials. This brand also has a high rate of negative reviews about their pricing and rude customer service and the company shows no initiative to correct or rectify these issues.

F.R.O.G/Froggy's Closet

Website Analysis

Green theme with logo consistent throughout the page. Uses the same font on the website and social media platforms. Easy to follow layout. Has a chat option available. Social media is linked and important info easily accessible. Includes multiple sections (home, about us, fundraising/events, get involved, and donate)

Facebook

Handle:
F.R.O.G./Froggy's Closet

Bio:
Hours: Tuesday and Wednesday 10 - 5
DONATIONS - Accepted Tuesday and Wednesday 10-5
540/773-4192

Followers	Following	Post Frequency	Shares
4,000	199	Everyday	10 on average
Pinned	Comments	Likes	Top Post
N/A	Mostly None	3-60 per post	69 Likes

Instagram

Handle:
@familiesreachingoutgroup

Bio:
"F.R.O.G.- A local nonprofit with a goal of providing the basics and beyond for all children."

Followers	Following	Post Frequency	Likes
196	132	Everyday	5-10 per post
Post Count	Comments		
125	Mostly None		

Competitor Activity

Facebook Last Post: September 11th
Instagram Last Post: September 8th

Overall Analysis

Both the Facebook and Instagram accounts do not have high engagement rates and can be improved in many areas. The Facebook account has significantly more followers than their Instagram account. The posts on both platforms do not get many likes, shares, or comments. The company also does not respond to comments. The website and mission of the company make up for social media presence, but there is room for improvement.

Big Brothers, Big Sisters of Harrisonburg-Rockingham County

Website Analysis

Black and lime green theme. Typewriter font. Sections for Events, Get Involved, Enroll a Child, Programs, Partners, About, and Contact. Big emphasis on the "Donate Today" icon. At bottom, it has icons for Twitter and Facebook. Includes pictures that match the theme under every section. Good embedded video on the home page. Has a mix of serif and sans serif fonts.

Facebook

Handle:
Big Brothers, Big Sisters of Harrisonburg-Rockingham County
Bio:
"Big Brothers Big Sisters creates and supports one-to-one mentoring relationships that ignite the power and promise of youth."

Followers	Following	Post Frequency	Shares
1,870	0	1 per day	0-13 per post
Pinned	Comments	Likes	Top Post
N/A	0-2 per post	3-13 per post	35 Likes

Twitter

Handle:
@bbbshr
Bio:
"Creating and supporting one-to-one mentoring relationships that ignite the power and promise of local youth."

Followers	Comments	Post Frequency	Retweets
953	Very Few	Inconsistent	0-5 per post
Likes			
0-5 per post			

LinkedIn

Handle:
Big Brothers Big Sisters of Harrisonburg-Rockingham Co
Bio:
"Big Brothers Big Sisters of Harrisonburg-Rockingham County provides one-to-one mentoring relationships for children to promote self-esteem, expand awareness of life's opportunities and provide education and guidance. The agency serves over 800 children per year."

Followers	Post Frequency	Reactions	Post Count
81	0	0	0

Competitor Activity

Facebook Last Post: September 11th
Instagram Last Post: September 8th

Profile Picture



Profile Picture



Overall Analysis

All of their social media platforms need work. None of them are cohesive with a set theme, message, or design layout. They are not consistent with their posting schedule and they don't post engaging content for their audience. Though they have a larger following that Blue Ridge Foster Love, their social media content is on the same level.

DePaul

Community

Website Analysis

Open, approachable, relaxed color palette; Well-organized; provides most of the relevant/descriptive information. Includes 4 different sections to find the information you need. Has good quality images and graphics.

Facebook

Handle:
DePaul Community Resources

Bio:
“Child and Family Services Mission: We work to ensure safety, promote permanency, facilitate healing, and support independence for the children and families we serve. We do this through foster care, adoption, independent living, and community-based services.

Followers	Following	Post Frequency	Shares
3,300	157	Everyday	1-5 on average
Pinned	Comments	Likes	Top Post
Video	Mostly None	1-10 per post	73 Likes

Instagram

Handle:
@depaulcommunityresources

Bio:
“Every day we work to change the world by improving the lives of children, families, and individuals with developmental disabilities.”

Followers	Following	Post Frequency	Shares
3,300	157	Everyday	1-5 on average
Pinned	Comments	Likes	Top Post
Video	Mostly None	1-10 per post	73 Likes

LinkedIn

Handle:
DePaul Community Resources

Bio:
“Opening doors to hope and belonging”

Followers	Following	Post Frequency	Shares
3,300	157	Everyday	1-5 on average

Profile Picture



Profile Picture



Profile Picture



YouTube

Handle:
depaulcr

Bio:
“At the heart of DePaul Community Resources is the belief that new things are possible when you belong. Since 1977, we have opened doors to hope and belonging for countless children and families in the foster care system and individuals with disabilities across Central and Southwest Virginia. The work of hope and belonging is bigger than social work—it is work that builds communities, strengthens economies, supports health, and renews promise. Our staff, providers, volunteers, and the 700 individuals and families they support work every day to help make our vision a reality.”

Followers	Following	Post Frequency	Shares
3,300	157	Everyday	1-5 on average
Pinned	Comments	Likes	Top Post
Video	Mostly None	1-10 per post	73 Likes

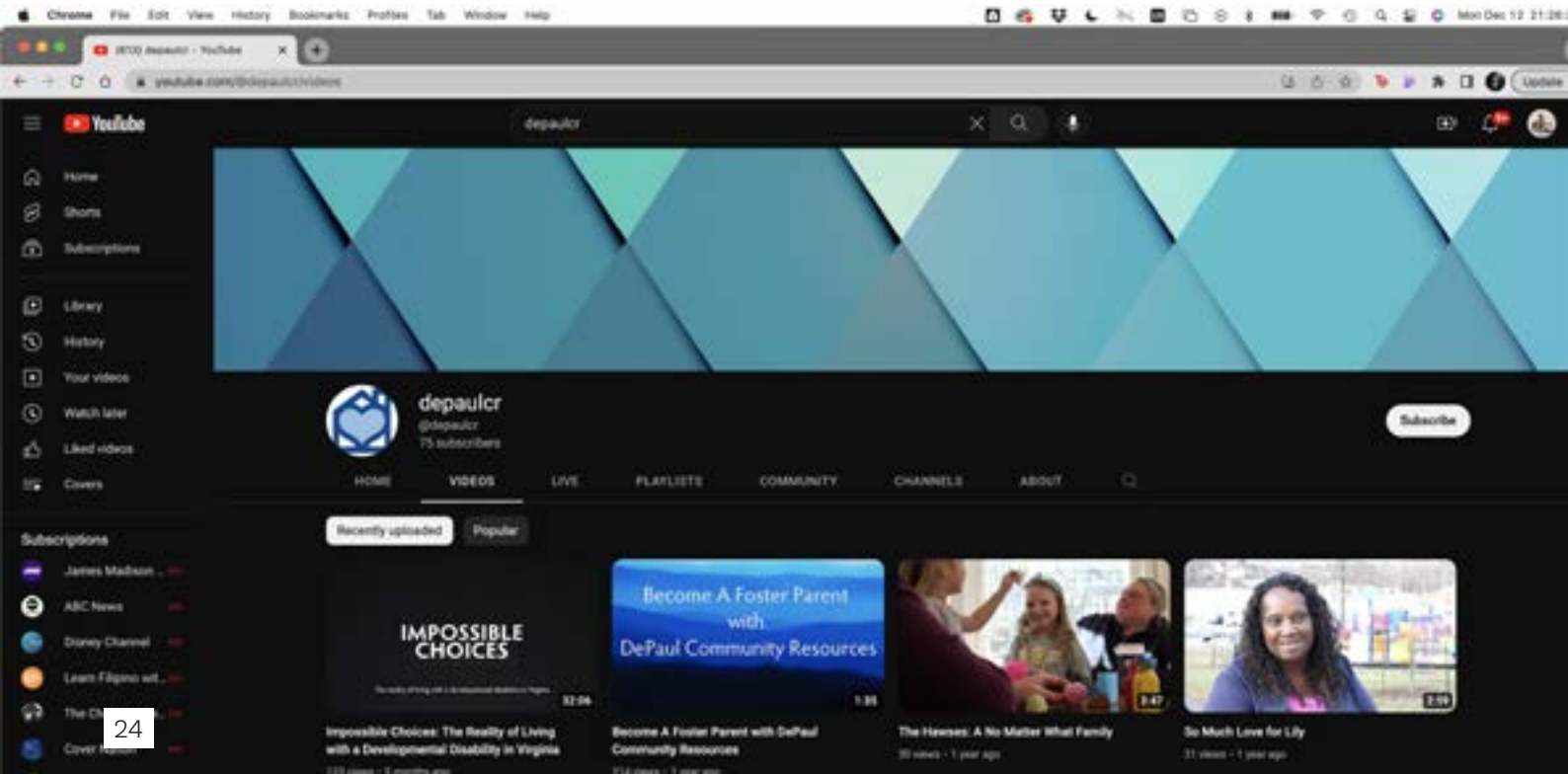
Competitor Activity

Latest Posts: Facebook: 9/14/22, 7:47 AM
Instagram: 9/14/22, 7:47 AM
YouTube: July 2022
LinkedIn: July 2022

Overall Analysis

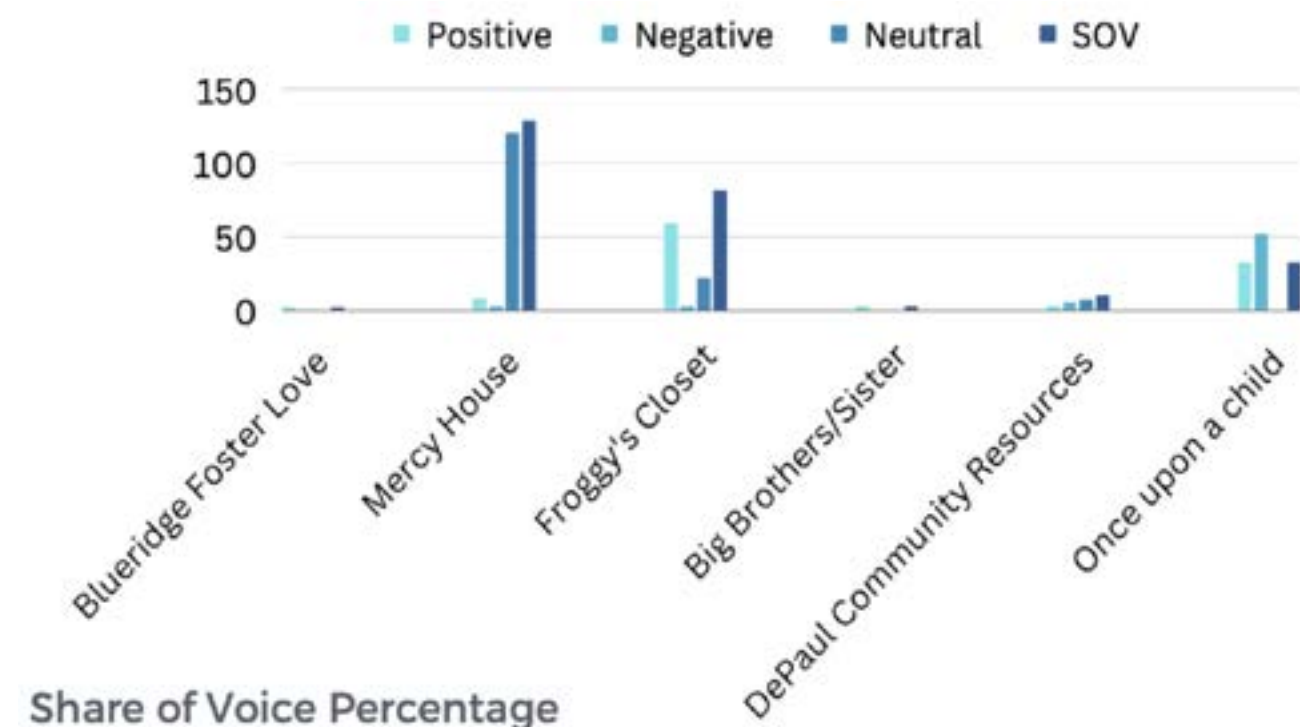
DePaul Community Resources has a strong and uniform media presence. Their branding is fairly consistent across all four platforms, while still retaining individual autonomy depending on the media content. It seems that their Facebook has the most reach, with over three thousand followers. Although their videos have a net watch of nearly 35k, these are collective lifetime views that have accumulated over 12 years. Some videos peaked over 1.5k views, but most of them average less than 500. Across available media, DePaul utilizes platform features such as pinned posts, public events, and a larger database with in-depth information. Posting in general is fairly inconsistent when observing their media presence as a whole. Furthermore, providing relevant metadata with their blog would be beneficial when referencing posts or moments that are important to their brand image. Overall, it appears that they have a relatively solid presence when compared to other similar brands.

Profile Picture

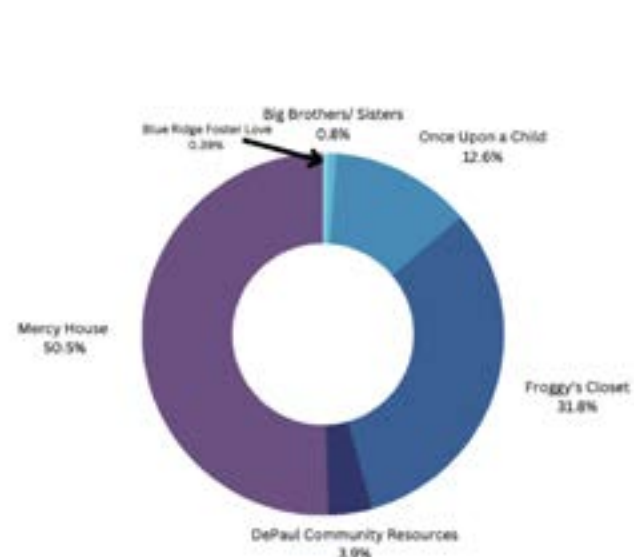


SHARE OF VOICE

A company's share of voice is their presence in on-line conversations about related topics compared to their competitors. Our data shows the online conversations that involve Blue Ridge Foster Love or their competitors.



Share of Voice Percentage



Share of Voice Percentage

Comparatively Blue Ridge Foster Love has a very low share of voice. Online conversations about donations, secondhand clothing, foster care, and other surrounding topics are mainly dominated by Mercy House, Froggy's Closet, and Once Upon a Child. Improving the company's social media presence can help them increase their share of voice.

SWOT ANALYSIS & MATRIX

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT analysis is a technique for assessing these four aspects of your business. SWOT Analysis is a tool that can help you to analyze what your company does best now, and to devise a successful strategy for the future.

Strengths

- Active on many platforms
- Welcoming aesthetic and bright graphics
- Good cause, makes people inclined to engage and donate
- Local company - looks like they capitalize on being here in the Shenandoah Valley

Weaknesses

- Little engagement
- Poor ratio of likes to follower count
- Profile set up could be improved with more information to give the audience a better understanding of what they do. It was confusing in the beginning to know what the main purpose of Blue Ridge Foster Love is

Opportunities

- Respond to customers and provide customer service through social media
- Use less graphics and more real images like competitors do
- Use the Instagram Fundraising option to keep a constant fundraiser going

Threats

- Companies with better images and more interaction
- People who donate to competitors or other charities
- Not having enough notoriety to beat out other companies that are doing similar work

SWOT Matrix

Strengths-Opportunities

- Continue being active on all platforms including being responsive to the audience.
- Showcase positive mission of the brand through images.
- Consider the location of the company and spread awareness to other local brands and individuals.

Weaknesses-Opportunities

- Interact with audience and create more opportunities for them to engage through brand's platforms
- Encourage audience to follow accounts for further brand events and information
- Create a clear and concise biography for each platform to ensure audience understands the brand's goals.

Strengths-Threats

- Post 3-5 times a week. Staying active and engaged throughout the brand's accounts will help make you stand out from competitors.
- Diversity of posts: Having an online presence that captures the audience's attention visually will help keep people invested.
- Connect with the community: The brand has a good mission. This can peak the interest of other local brands and incline people to get involved

Weaknesses-Threats

- Work on encouraging people to follow the accounts so that they will stay involved rather than forgetting about the organization.
- Make profile information clear to reflect the brand's mission.
- Create posts that encourage engagement with the brand.
- Create posts showcasing the personal aspect of the company.

AUDIENCE ANALYSIS

We analyzed Blue Ridge Foster Love’s target audience and create personas to represent them.

Target & Personas

The target markets that are the most beneficial to focus on are Moms (Millenial and Generation X moms), Local Harrisonburg Businesses (Boutiques and Restaurants), and Foster Families.

Katherine Bloom

Demographics

- Age: 28
- Gender: Female
- Income: \$70,000/year
- Job: Financial Advisor
- Education: College Bachelor’s Degree
- Location: Harrisonburg, VA
- Marital Status: Married
- Kids: 18 month old son

Online Behavior

- Uses Instagram, Pinterest, TikTok (buying and researching products, find inspiration, and write reviews)
- Main way she finds information is through social media
- Posts food, friends, kids, partner, and vacation pictures
- Spends around 17 hours a week on social media

Psychographics (AIOs)

Activities

- Pilates/Yoga Classes
- Book Club
- Volunteer Work

Interests

- Beauty
- Fashion
- Cooking

Opinions

- Loves TikTok but makes her attention span low.
- Her kids should eat organic foods.
- Career is important.

Behavioral

- Loves coupons
- Shops online (Amazon)
- Gets pick-up orders from Target & Kroger

VALS

This persona falls under the **achievers** group of individual who are committed to their family and job, goal-oriented, hard-working, and peer conscious.



Tanya Wood

Demographics

- Age: 52
- Gender: Female
- Income: \$80,000/year
- Job: Accounts Manager @ Digital Marketing Agency
- Education: Master’s Degree
- Location: Harrisonburg, VA
- Marital Status: Divorced

Online Behavior

- Uses Facebook
- Posts food, friends, and family
- Likes to post vacation pictures

Behavioral

- Loves to use coupons
- Buys toys for grandkids
- Loyal to brands
- Bi-weekly grocery shopping

Psychographics (AIOs)

Activities

- Homeowner’s Association
- Book Club
- Church choir

Interests

- Cooking/baking
- Ladies luncheons
- Wine
- Soap operas
- Ellen Degeneres

Opinions

- Kids shouldn’t be out late at night
- Family first
- Focus on school

VALS

This persona falls under the **believers** group of individuals who want friendly communities, believe in basic rights and wrongs, and value consistency/stability.



Local Boutiques

Online Behavior

- Posts on Facebook and Instagram consistently
- Promote outfit inspiration that can be purchased
- Uses reels, main feed posts, and stories

Geographic

- Harrisonburg, VA

Behavioral

- Stays up to with fashion and trends

Psychographics (AIOs)

Activities

- Sell Clothing

Interests

- Clothing, shoes, and accessories

Opinions

- Want to provide trendy clothing while still selling the classics

VALS

- This persona falls under the **innovators** group of individuals who are always taking in information, make the highest number of financial transactions, and are future oriented.



Local Restaurants

Online Behavior

- Posts on Facebook and Instagram
- Promotes specials, coupons, and events
- Uses reels, stories, regular posts

Geographic

- Harrisonburg, VA

Other

- Employs students

Psychographics (AIOs)

Activities

- Donation drives, Greek Life proceeds nights

Interests

- Burgers, beer, appetizers

Behavioral

- Purchases supplies for resale, merchandise and food

VALS

- This persona falls under the **thinkers** group of individuals who plan before they act, enjoy a historical perspective, and are financially established.



Connie Montez

Demographics

- Age: 52
- Gender: Female
- Income: \$45,000/year
- Job: Front Desk at Aesthetician Office
- Education: High School GED
- Location: Harrisonburg, VA
- Marital Status: Married

Online Behavior

- Facebook junkie
- Follows Foster-Tok
- Follows lift hack accounts
- Re-shares dog memes on Facebook

VALS

This persona falls under the **achievers** group of individuals who are committed to their family and job, goal-oriented, hard-working, and peer concious.

Behavioral

- Coupons
- Budgeter
- Convenience shopper
- Typical name brand buyer
- Organized

Psychographics (AIOs)

Activities

- Drinking/Eating with friends
- Book club
- Shopping
- Reading
- Active church go-er

Interests

- Learning
- Shopping
- Donating/Volunteering

Opinions

- Kids should all have a safe home
- Everyone should get a fair chance at a happy life
- Live, Laugh, Love



Theresa Day

Demographics

- Age: 34
- Gender: Female
- Income: \$53,000/year
- Job: Biology Teacher
- Education: Master's Degree Teaching
- Location: Broadway, VA
- Marital Status: Married

Online Behavior

- Mainly Facebook, some Instagram

VALS

This persona falls under the **believers** group of individuals who want friendly communities, believe in basic rights and wrongs, and value consistency/stability.

Behavioral

- Gift-giving centric
- Buys to ensure others have what they need
- Values having necessities of life while enjoying the small pleasures of life.

Psychographics (AIOs)

Activities

- Prayer club at church
- Volunteering
- Spending time with friends
- Hiking/exploring

Interests

- Friends' events
- Spending time with family
- Keeping up with local activities/farmer's market

Opinions

- Don't judge others without judging self first
- Understanding the world around them
- Finding appreciation in those around you



Other

2 kids by birth, 1 by fostering (ages 11, 13, and 14)

SOCIAL MEDIA PLATFORMS & RATIONALES

Based on our target markets (Foster Parents, mothers, and local businesses) we suggest that Blue Ridge Foster Love utilize Facebook, Instagram, and Pinterest.

These social media platforms include the age and income demographics that are most likely to engage with a company like Blue Ridge Foster Love. All three platforms we recommend have a large percentage of users between the ages of 25-34 which is where most of our target audience falls under. Our target market includes millennial moms, gen z moms, as well as local businesses which are all present on these platforms. From the research we conducted on the demographics of these platforms, between 40-70% of the users have an income of 75,000+ and between 40-90% of users use the platforms daily which shows that we can reach our target market efficiently. We don't recommend using TikTok as one of the brand's platforms because through research, the age demographic on the platform is mainly younger users which isn't the

audience we are trying to reach.

- Almost one-third of all charitable donations go to religion-related organizations.
- About 30% of all American adults volunteer.
- Facebook is the top social platform for inspiring charity giving.

(Charitable Giving Statistics)

“Women give more than their male peers at virtually all income levels, even though women in general earn less and have less money in retirement than men.”

(Wall Street Journal)

GOALS, OBJECTIVES, & METRICS

Facebook SMART Goals

- Increase Brand Awareness
 - Objectives:
 - Grow followers by 5% in three months
 - Put up flyers around town ASAP and see progress by May
 - Metrics: Followers, donations, interactions
- Get new donors
 - Objective:
 - Obtain 5 new donors in one month
 - Metrics: Number of donors
- Open a fundraising drive
 - Objective: Raise \$1,000 in three months
 - Metrics: donations, # of donors

Instagram SMART Goals

- Build Brand Awareness
 - Objective:
 - Post under hashtags and follow accounts that relate to fosters and kinship families
 - Gain 50 followers in one month
 - Metrics:
 - Number of followers
 - Story click-through-rates
- Grow audience engagement
 - Objective:
 - Post stories that include polls, Q&A's and post images that provoke the audience to like, comment, and share
 - Engagement increases 25% with one month
 - Metrics:
 - Number of posts per week,
 - Number of comments, shares, and likes
 - Amount of profile visits
- Increase website views
 - Objective: Add clickable links to instagram stories to encourage traffic to website
 - Metrics: Amount of website visits

Pinterest SMART Goals

- Connect with target audience
 - Objective:
 - Create unique content for consumer
 - Follow account/brands interested in foster care
 - Metrics:
 - Followers gained and amount of posts
- Build brand awareness
 - Objective:
 - Showcase info that can be highlighted and featured across Pinterest, like company events
 - Metrics:
 - Gain 100 followers over 3 months
- Reach a new audience
 - Objective:
 - Utilize the advertising features Pinterest provides
 - Metrics:
 - Track performance of pins

Instagram Demographics					
References	Age	Gender	Income	Education	Usage
Stukent Chapter 5 Section 2	30-49 = 47%	43% Female 31% Male	42% of users make \$75k+	College +	N/A
Pew and Research Data	18-34	54% Female 46% Male	47% of users make \$75k+	49% College+	38% of users use several times a day 21% of users about once a day
Omnicores	25-34	48.4% Female 51.6% Male	N/A	N/A	500 million+ daily active users

Pinterest Demographics					
References	Age	Gender	Income	Education	Usage
Stukent Chapter 8 Section 2	N/A	77% Female 15% Male	N/A	College +	93% use it to plan purchases
JMU Database Resource	38% aged 50-64	70% Female 30% Male	40% make \$75k+	47% College+	71% use daily 15% use several times a week
Omnicores	38% is 50-64 32% is 18-29 Avg Age = 40	77% Female 15% Male	\$50k-\$75k per year	N/A	478 million+ daily active users

Facebook Demographics					
References	Age	Gender	Income	Education	Usage
Stukent Chapter 4 Section 2	25-34	43% Female 57% Male	70% earn \$75k per year	73% college-educated users	70% visit daily 49% several times per day
Statista	35-34	54% Female 46% Male	\$75k+	64% highschool 71% some college education 73% graduated college+	73% visit daily, 93% visit weekly, 98% visit monthly
Omnicores	25-35	56% Male 44% Female	\$75k+	83% college graduates	1.93 billion active users daily



CONTENT MARKETING

Brand Voice

Welcoming, Compassionate, Caring, and Friendly

Relevant Content Ideas

1. Facebook and Instagram Fundraisers
2. “Meet the Family” - promo the families who are making an impact in the foster community and what they need
3. “Meet the staff”- Learn more about the organization and the story behind the brand
4. “Former Foster Child Stories” - Share stories of willing adults of what foster care was like for them to inspire people to donate.
5. WHY Blue Ridge Foster Love? - stories of those who donated
6. Donation Fridays - decorate outside with balloons and invite people to stop by and bring by goods
7. Fundraising night at local restaurants - post flyers to bulletins across town and on social media percent of proceeds goes to us
8. Instagram Story Takeovers
9. Post FAQ Highlight to Instagram Story
10. Join local Facebook donation groups to acquire clothes, games, etc.
11. Host a virtual raffle / giveaway with partners
12. Give a Gift, Receive a Gift (for foster families, promoted through socials)
13. Did You Know? graphics - informative facts about foster kids / families
14. Donate a Holiday gift
15. Inspirational Quotes (adversity, giving back, families in need, etc)
16. Share News about recent Foster Care policy or legislation
17. Share Behind the Scenes Blue Ridge Foster Love (packing, organizing, donations, etc)
18. Promote Foster Care (How to get started, how you can help)
19. Highlight new Merch
20. “Favorite Things” Post (Share what Blue Ridge Foster Love likes getting the most)
21. Highlight Foster Success Stories (Oprah Winfrey grew up in Kinship Care and became one of the world’s most influential people)

CONTENT GOALS

The content goals are used as motivation to grow Blue Ridge Foster Love’s social media presence. There are three goals for each platform, and for each goal there are five essential things to focus on.

Instagram

- Build Brand Awareness
 - Post at least once a day
 - Follow more local Harrisonburg / Dayton businesses
 - Table at the farmer’s market and local events to get donors (promoted through Instagram stories)
 - Utilize hashtagging and location adding to gain more traction
 - Do collabs with local businesses / local news for more notoriety
- Grow audience engagement
 - Thank everyone for their engagement on all posts
 - Encourage followers to tag a friend who can donate
 - Donation pyramids
 - Encourage UGC (User-generated content) from people who benefit from your business
 - Utilize polls, question boxes, slide-to-votes, multiple choice questions, etc. on Instagram stories
- Increase website views
 - Link to the website in every story
 - Refer to “Link in Bio” in all captions
 - “How to Donate” a Step by step tutorial on how to use the website in a series of graphics on Instagram
 - In need of XYZ for your foster child? Request an appointment here: *insert link*
 - Promote content

Facebook

- Increase Brand Awareness
 - Post twice a day
 - Use hashtags on posts
 - Take advantage of Facebook Ads
 - Respond to comments
 - Join different Facebook groups
- Get new monetary and closet donors
 - Add variety to posts so they stand out
 - Reach out to a certain amount of donors each month
 - Create a monthly “potential donor list”
 - Do proper research when looking for donors
 - Join Facebook groups with people holding similar goals
- Open a fundraising drive
 - Take advantage of Facebook Fundraisers
 - Promote fundraising drive on Facebook
 - Promote fundraising drive on all platforms
 - Set up fundraising drive
 - Track and pay attention to traction

Pinterest

- Connect with target audience
 - Create unique content for consumer
 - Repost content from followers
 - Respond to comments on pins and engage with followers
 - Use hashtags to promote pins
 - Follow account/brands interested in foster care
- Build brand awareness
 - Create a Pinterest business account
 - Promote company events
 - Use Pinterest advertising features
 - Track performance of pins
 - Link website in pins
- Reach a new audience
 - Post consistently
 - Join groups that are interested in foster care
 - Use boards to organize content
 - Track analytics of account
 - Track performance of pins

BRANDING GUIDE

Fonts

Arial - Regular
Georgia - Regular

Colors

#4D7A9B	#174983	#666666
#27255E	#221E52	#FFFFFF
#E12829	#000000	#1E0000

The colors are cool toned and muted, with a touch of red for a pop in the logo. Blue Ridge Foster Love's colors are consistent across the website. It is beneficial to implement these colors throughout all social media platforms.

Hashtags & Optimization

#fostermom #fosterparents #fosterfamily #fostering #family #donation #blueridgefosterlove #harrisonburg #fostercare #fostercareharrisonburg #fosteringsaveslives #thisisfostercare #fostercaresaveslives #fostertheteens #fosterthefamily #kinship #fostercaresystem #fostering #thesystem

How many hashtags should be used?

Facebook: None

Instagram: 1-3

Pinterest: 20



PROFILE OPTIMIZATION & MOCKUPS

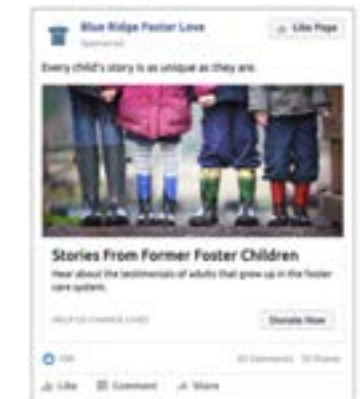
Facebook



Build Brand Awareness



Increase Website Visits/
Start a Donation Drive



Grow Audience
Engagement

Instagram



Build Brand Awareness



Grow Audience



Increase Traffic to the
Website

Pinterest



Set Up Business
Account for Pinterest



Increase Brand
Awareness



Use Pins to Gain
Attraction

CONTENT CREATION & PLANNING


Posting Strategy and Content Calendars

We researched four different social media monitoring platforms to find when the best times to post on certain social media platforms is.

	Hubspot	CoSchedule	Hootsuite	Sprout Social
Instagram	<ul style="list-style-type: none"> Saturday 	<ul style="list-style-type: none"> 9:01am 7:59pm 9:00am 	<ul style="list-style-type: none"> Wednesday at 11:00am 	<ul style="list-style-type: none"> Monday at 11:00am Tuesday and Wednesday at 10am-1pm Thursday and Friday at 10am-11am
Facebook	<ul style="list-style-type: none"> 6:00pm-9:00pm 3:00pm-6:00pm 9:00pm-12:00pm 	<ul style="list-style-type: none"> 7:00am 7:00pm 3:15pm 	<ul style="list-style-type: none"> Tuesday and Thursday at 10:00am-12:00pm 	<ul style="list-style-type: none"> Mon-Fri at 3:00am Tuesday at 10:00am-12:00pm
Pinterest	<ul style="list-style-type: none"> Sunday at 6:00pm-9:00pm 	<ul style="list-style-type: none"> Tuesday, Thursday, and Friday at 12:00pm, 6:00pm, and 8:00pm 		

DECEMBER INSTAGRAM 2022 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 POST 11 AM "Donation December" One month of donations for holiday gifts - promoting "Wish Tree" -> Increase donations - Website Traffic	2	3
4 POST 11 AM Service Sunday - service opportunities with BRFL (could be a time to advertise parent wrapping?) - Audience Engagement	5	6	7 POST 11 AM Testimonial Wednesday Audience Engagement	8	9 POST 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	10
11	12	13 POST 11 AM Testimonial Tuesday Audience Engagement	14 POST 10 AM Peterson Shortlist Getting people to follow our Instagram page Brand awareness	15	16 Post 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	17
19 Newsletter POST 11 AM "Donation December" One month of donations for holiday gifts - promoting "Wish Tree" -> Increase donations, Website Traffic and Brand Awareness	19	20 POST 11 AM Testimonial Tuesday Audience Engagement	21	22	23 POST 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	24 POST 9 AM Christmas Eve graphic Brand awareness
25 Christmas POST 11 AM Summary of a list of presents that foster children will be working up to this morning. List of donations received this month from Donation December	26 POST 11 AM Newsletter Ends Thank you for your donations this holiday season! Update on wish tree Amazon storefront	27	28	29	30 POST 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	31 POST 9 AM New Year Eve Year recap - donations received, gifts sent, events, etc. (one slide for every month of yr)


JANUARY INSTAGRAM 2023 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day POST 10am Audience Engagement New Year's Day Graphic	2	3	4 POST 11am Increase Website Views Story Post with linked website promoting an article from BRFL about the "wish tree" project	5	6 POST 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	7
8	9 POST 5pm Audience Engagement Why BRFL? Story Post: donation box for donations to also allow them closer to donate to BRFL	10	11 POST 11am Audience Engagement Eggsen BRFL goals for the new year and ask people what their new year goals are	12	13 POST 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	14
16	16 MLK Day POST 10am Audience Engagement MLK Graphic	17	18 POST 11am Increase Website Views "Sponsor a Cuddle Bag" Get people to go to website to learn more and donate \$20 for a jacketed cuddle bag	19	20 POST 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	21
23	23 POST 5pm Brand Awareness Photo of Fosters and Volunteers and how they make an impact on the company	24	25 POST 11am Audience Engagement Fun Story Post relating to going back to the community	26	27 POST 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	28
29	30 POST 5pm Website Traffic Where to donate Post getting people to go to the website and donate	31				


FEBRUARY 1-6 INSTAGRAM 2023 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 POST 11 AM New month, new donations -> increase link to website for Audience engagement/website	2	3 POST 11 AM "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement / Website Traffic	4
5	6					

NOVEMBER INSTAGRAM 2022 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 (11am) What is BRFL? Photo Series Pin to Profile Brand Awareness	8 (11am) Testimonial Tuesday Share the owner's story/ staff stories. Why BRFL? Brand Awareness/ Audience engagement	9	10	11 (10am) "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement	12
13	14 (11am) Highlight Christine on local TV -Launch Wish Tree -Launch Amazon wish list Brand Awareness/ Website Traffic	15 (12pm) Testimonial Tuesday Share story from local foster care adult Brand Awareness	16	17 (12pm) Website Traffic highlight one item on the amazon wish list that needs to be bought (Why a child would want or need it)	18 (10am) "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement	19
26	27 (11am) Highlight Wish Tree (Why a child would want or need this in the caption) (Website Traffic)	22 (1pm) Testimonial Tuesday Share speech from Fundraiser Brand Awareness	23	24	25 (10am) "Foster Friday" Weekly round-up of donations we received this week -> Audience engagement	26
27	28 (11am) Highlight one item on the amazon wish list that needs to be bought (Why a child would want or need it) (Website Traffic)	29 (2pm) Giving Tuesday "We take donations via FB, Venmo or our website" -> Brand Awareness	30			

NOVEMBER FACEBOOK 2022 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8 Testimonial Tuesday! Post a video speech from 2021-2022 Increase Brand Awareness	9	10 Share images of recent donations highlight recent donors & 1PM-2PM Increase Brand Awareness	11 Foster Friday - Facts, info, interest & Day 2 1PM-2PM Get New Donors & Raise Brand Awareness	12
13	14 Catch Us Today On TV 11 AM Launch Wish Tree & open donation board & fundraising drive	15 Testimonial Tuesday 11 AM-2PM Open a fundraising drive Testimonial Tuesday 11 AM-2PM Get New Donors	16	17	18 Foster Friday - Facts, info 11 AM-2PM Get New Donors & Raise Brand Awareness	19
20 Catch Us Today On TV 11 AM-2PM Open a fundraising drive Wish tree reminder post	21	22	23 Black Friday - Thank Of Us! Wish Tree 11 AM-2PM Get New Donors & Open a fundraising drive	24 Thanksgiving - "Thankful For" Testimony 11 AM-2PM Get New Donors & Raise Brand Awareness	25 Foster Friday - Facts, info, Black Friday - Thank Of Us! Wish Tree 11 AM-2PM Get New Donors & Raise Brand Awareness	26 Cyber Monday - Thank Of Us! Wish Tree 11 AM-2PM Get New Donors & Open a fundraising drive
27	28 Cyber Monday - Thank Of Us! Wish Tree 11 AM-2PM Get New Donors & Open a fundraising drive	29 Testimonial Tuesday 11 AM-2PM Get New Donors Giving Tuesday	30 No post. End of November week of donations appreciation post 11 AM-2PM Get New Donors End of year. Reminder of wish tree 11 AM-2PM Open a fundraising drive			

DECEMBER FACEBOOK 2022 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 Last day to send in gifts for Wish Tree! Foster Friday - Facts, info 11 AM-2PM Get New Donors & Raise Brand Awareness	3
4	5	6 Testimonial Tuesday	7 Post a question or topic to audience to increase engagement (ex. Share your personal stories with foster care during the holidays) 1 PM-2 PM Increase Brand Awareness	8	9 Foster Friday - Facts, info 11 AM-2PM Get New Donors & Raise Brand Awareness	10
11 International post outreach to communities of foster children during holidays 1 PM-2 PM Increase Brand Awareness	12	13 Testimonial Tuesday. Related to foster children experience with holidays 11 AM-2 PM Get New Donors	14	15 Post any items still needed for donations or Thanksgiving donations 11 AM-2 PM Get New Donors	16 Foster Friday - Facts, info 11 AM-2PM Get New Donors & Raise Brand Awareness	17
18 Resolution Special 11 AM-2 PM Raise Brand Awareness, Get New Donors	19	20 Testimonial Tuesday 11 AM-2 PM Raise Brand Awareness, Get New Donors	21	22	23 Foster Friday - Facts, info 11 AM-2PM Get New Donors & Raise Brand Awareness	24 Christmas Eve Special 11 AM-2 PM Raise Brand Awareness
25 Christmas Special 11 AM-2 PM Raise Brand Awareness	26	27 Testimonial Tuesday 11 AM-2 PM Get New Donors Wish Tree update and Thank You post to donors 11 AM-2 PM Increase Brand Awareness	28	29 Around New Year - Resolutions? Donated 11 AM-2 PM Get New Donors	30 Foster Friday - Facts, info 11 AM-2PM Get New Donors & Raise Brand Awareness	31 New Year's Eve - New Year Resolutions 11 AM-2 PM Raise Brand Awareness

JANUARY FACEBOOK 2023 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Happy New Year! Resolutions - donated 11 AM-2 PM Raise Brand Awareness, Get New Donors	2 What's coming up in 2023 for BMFL? Upcoming events and goals for this year 11 AM-2 PM Increase Brand Awareness	3 Testimonial Tuesday 11 AM-2 PM Get New Donors	4 Mid-week Check-in (What do we need?) 11 AM-2 PM Get New Donors & Raise Brand Awareness	5	6 Foster Friday - Facts, info 11 AM-2 PM Get New Donors & Raise Brand Awareness	7 Reminder of monetary donations needed and what they do towards BMFL 11 AM-2 PM Get New Donors
8 Start the week off right. Testimonial story 11 AM-2 PM Raise Brand Awareness	9	10 Testimonial Tuesday 11 AM-2 PM Get New Donors	11 Mid-week Check-in (What do we need?) 11 AM-2 PM Get New Donors & Raise Brand Awareness	12 Why BMFL? Brand testament of how donations help foster families in the area 11 AM-2 PM Get New Donors & Increase Brand Awareness	13 Foster Friday - Facts, info 11 AM-2 PM Get New Donors & Raise Brand Awareness	14
15 Creating, Reaching and Meeting Foster Family Goals - informational story 11 AM-2 PM Increase Brand Awareness (upc) awareness	16 Martin Luther King, Jr. Day - Service to the Community & recognizing foster families 11 AM-2 PM Information & raising brand (upc) awareness	17 Testimonial Tuesday 11 AM-2 PM Get New Donors	18 Mid-week Check-in (What do we need?) 11 AM-2 PM Get New Donors & Raise Brand Awareness	19	20 Foster Friday - Facts, info 11 AM-2 PM Get New Donors & Raise Brand Awareness	21 Enjoy your weekend! Ideas of free activities for families to do 11 AM-2 PM Increase Brand Awareness
22 Start the week off right. Testimonial story 11 AM-2 PM Raise Brand Awareness	23	24 Testimonial Tuesday 11 AM-2 PM Get New Donors	25 Mid-week Check-in (What do we need?) 11 AM-2 PM Get New Donors & Raise Brand Awareness	26 Post a question or topic to audience to increase engagement 11 AM-2 PM Increase Brand Awareness	27 Foster Friday - Facts, info 11 AM-2 PM Get New Donors & Raise Brand Awareness	28
29	30	31 Testimonial Tuesday 11 AM-2 PM Get New Donors End of month recap of donations/appreciation post 11 AM-2 PM Get New Donors				

FEBRUARY 1-6 FACEBOOK 2023 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Mid-week Check-in (What do we need?) 11 AM-2 PM Get New Donors & Raise Brand Awareness	2	3 Foster Friday - Facts, info 11 AM-2 PM Get New Donors & Raise Brand Awareness	4
5 Start the week off right. Testimonial story 11 AM-2 PM Raise Brand Awareness	6 Engagement post 11 AM-2 PM Raise Brand Awareness					

NOVEMBER PINTEREST 2022 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8 - Election Day New board - Blue Ridge Board - Who we are @ 12:00pm (Increase Brand Awareness)	9	10 New board - Thanksgiving Recipes REALS @ 11:00pm (Connect with Target Audience)	11 - Veterans Day New board - Fun Fridays (new section for Fall activities) @ 6:00pm (Reach New Target Audience)	12
13	14	15 New board - Wish Tree @ 6:00pm (Increase Brand Awareness)	16	17 Add to board - Thanksgiving Recipes DESSERTS @ 12:00pm (Connect with Target Audience)	18 Add to board - Fun Fridays (new section for Thanksgiving crafts) @ 6:00pm (Reach New Target Audience)	19
20	21	22 Add to board - Wish Tree @ 12:00pm (Increase Brand Awareness)	23	24 - Thanksgiving Add to board - Thanksgiving Recipes HAPPY THANKSGIVING @ 12:00pm (Connect with Target Audience)	25 Add to board - Fun Fridays (new section for winter activities) @ 6:00pm (Reach New Target Audience)	26
27	28	29 Add to board - Wish Tree @ 12:00pm (Increase Brand Awareness)	30			

DECEMBER PINTEREST 2022 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Add to board - Blue Ridge Board - Program info @ 12:00pm (Increase Brand Awareness)	2 Add to Fun Fridays Board (new section for holiday countdowns) @ 6 pm (reach new target audience)	3
4	5	6 New Board- Donations @ 6 pm (connect with target market)	7	8	9 Add to Fun Fridays Board (new section for holiday crafts) @ 6 pm (reach new target audience)	10
11	12	13	14	15 Add to Donations Board @ 12 pm (connect with target market)	16 Add to Fun Fridays Board (new section for gift ideas) @ 6 pm (reach new target audience)	17
18	19	20 New Board- Holiday Recipes @ 12 pm (connect with target market)	21	22 Add to Holiday Recipe board (new section for gift ideas) @ 6 pm (connect with target market)	23 Add to Fun Fridays Board (new section for Christmas pajamas) @ 6 pm (reach new audience)	24
25	26	27 Add to board - Blue Ridge Board - Testimonial Promotions @ 12:00pm (Connect with Target)	28	29	30 Add to Fun Fridays Board (new section for new year's resolutions) @ 6 pm (reach a new target audience)	31

JANUARY PINTEREST 2023 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 Add to board - New Year's Resolutions (tips to keep up) @ 12:30pm (Connect with Target Audience)	4	5 New board - Activities if you don't have snow @ 12:00pm (Connect with Target Audience)	6 Add to board - Fun Fridays (New Year's themed activities) @ 6:00pm (Reach New Target Audience)	7
8	9	10 Add to board - Blue Ridge Board - Testimonial @ 12:00pm (Increase Brand Awareness)	11	12 Add to board - Activities if you don't have snow @ 12:00pm (Connect with Target Audience)	13 Add to board - Fun Fridays (Fun things to do at home) @ 6:00pm (Reach New Target Audience)	14
15	16	17 Add to board - New Year's Resolutions (tips to keep up) @ 12:30pm (Connect with Target Audience)	18	19 Add to board - Blue Ridge Board - Testimonial @ 12:00pm (Increase Brand Awareness)	20 Add to board - Fun Fridays (Things to do this weekend) @ 6:00pm (Reach New Target Audience)	21
22	23	24 Add to board - Blue Ridge Board - Testimonial @ 12:00pm (Increase Brand Awareness)	25	26 New Board - Valentine's Day (things to do with kids) @ 12:00pm (Connect with Target Audience)	27 Add to board - Fun Fridays (weekend's Day crafts) @ 6:00pm (Reach New Target Audience)	28
29	30	31				

FEBRUARY 1-6 PINTEREST 2023 						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 Add to board - Valentine's Day (valentine's themed snacks) @ 12:00pm (Connect with Target Audience)	4	5	6 Add to board - Fun Fridays (indoor weekend activities) @ 6:00pm (Reach New Target Audience)	

Content Posted 11/13/2022-12/9/2022 & Metrics

Instagram

- 11/16 @ 3:12 PM // Hear from Christine Costello
 - 42 Likes
 - 3 Comments
 - 3 Shares
 - 219 Impressions
 - 146 Accounts reached
 - 125 followers
 - 21 non-followers
 - 42 Accounts engaged
 - 38 followers
 - 4 non-followers
 - 8 Profile engagements
 - 7 profile visits
 - 1 website tap
- 11/17 @ 12 PM // website traffic: highlight one item on the Amazon wish list that needs to be bought (why a child would want or need it)
 - 9 Likes
 - 0 Comments
 - 7 Shares
 - 116 Impressions
 - 104 Accounts reached
 - 66 followers
 - 38 non-followers
 - 12 Accounts engaged
 - 9 followers
 - 3 non-followers
 - 7 Profile engagements
 - 5 profile visits
 - 2 website taps

- 11/18 @ 10 AM // Foster Friday, weekly round-up of donations we received this week, audience engagement
 - 6 Likes
 - 2 Comments
 - 0 Shares
 - 129 Impressions
 - 116 Accounts reached
 - 67 followers
 - 49 non-followers
 - 7 Accounts engaged
 - 5 followers
 - 2 non-followers
 - 2 Profile engagements
 - 1 profile visit
 - 1 website tap
- 11/22 @ 1 PM // Testimonial Tuesday, share speech from fundraiser, brand awareness
 - 7 Likes
 - 0 Comments
 - 1 Share
 - 138 Impressions
 - 131 Accounts reached
 - 79 followers
 - 52 non-followers
 - 8 Accounts engaged
 - 8 followers
 - 1 Profile engagement
 - 1 profile visit
- 11/28 @ 11 AM // Highlight one item on the Amazon wish list that needs to be bought (why a child would want or need it), website traffic
 - 1 Like
 - 0 Comments
 - 1 Share
 - 69 Impressions
 - 59 Accounts reached
 - 49 followers
 - 10 non-followers
 - 2 Accounts engaged
 - 6 Profile engagements
 - 4 profile visits
 - 2 website taps
- 12/1 @ 11 AM // Donation December: one month of donations for holiday gifts, promoting the Wish tree - increasing donations and website traffic
 - 7 Likes
 - 0 Comments
 - 2 Shares
 - 78 Impressions
 - 71 Accounts reached
 - 59 followers
 - 12 non-followers
 - 8 Accounts engaged
 - 8 followers
 - 3 Profile engagements
 - 2 profile visits
 - website tap
- 11/21 @ 11 AM // Highlight wish tree (why a child would want or need this in the caption), website traffic
 - 5 Likes
 - 0 Comments
 - 2 Shares
 - 242 Impressions
 - 216 Accounts reached
 - 72 followers
 - 144 non-followers
 - n/a Accounts engaged
 - n/a Profile engagements
- 11/25 @ 10 AM // Foster Friday, weekly round-up of donations we received this week, audience engagement
 - 4 Likes
 - 0 Comments
 - 1 Share
 - 120 Impressions
 - 111 Accounts reached
 - 52 followers
 - 59 non-followers
 - 4 Accounts engaged
 - 1 Profile engagement
 - 1 profile visit
- 11/30 1:58 PM // What is Kinship Care? Informational Brand Awareness
 - 12 Likes
 - 0 Comments
 - 2 Shares
 - 96 Impressions
 - 69 Accounts reached
 - 60 followers
 - 9 non-followers
 - 14 Accounts engaged
 - 13 followers
 - 1 non-follower
 - 4 Profile engagements
 - 3 profile visits
 - 1 follow
- 12/2 @ 2 PM // Foster Friday - end of wish tree gift drive
 - 6 Likes
 - 0 Comments
 - 0 Shares
 - 83 Impressions
 - 78 Accounts reached
 - 56 followers
 - 22 non-followers
 - 6 Accounts engaged
 - 6 followers
 - 1 non-follower
 - 0 Profile engagements

- 12/7 @ 11 AM // Testimonial Wednesday, audience engagement
 - 7 Likes
 - 0 Comments
 - 1 Share
 - 87 Impressions
 - 82 Accounts reached
 - 68 followers
 - 14 non-followers
 - 8 Accounts engaged
 - 8 followers
 - 10 Profile engagements
 - 8 profile visits
 - 1 website tap
 - 1 follow
- 12/9 @ 11 AM // Foster Friday - weekly round-up of donations we received this week, audience engagement/website traffic
 - 6 Likes
 - 0 Comments
 - 1 Share
 - 66 Impressions
 - 58 Accounts reached
 - 55 followers
 - 3 non-followers
 - 7 Accounts engaged
 - 7 followers
 - 2 Profile engagements
 - 1 profile visit
 - 1 website tap

Facebook

- 11/15 @ 11 AM // Yesterday's TV recap, open a fundraising drive
 - 1,559 Post impressions
 - 1,470 Post reach
 - 180 Post engagement
 - Interactions
 - 30 reactions
 - 4 comments
 - 82 link clicks
 - 11 shares
 - 48 other clicks
- 11/16 @ 9:03 PM // Update
 - 450 Post impressions
 - 406 Post reach
 - 10 Post engagement
 - Interactions
 - 1 reaction
 - 0 comments
 - 3 shares
 - 6 other clicks
- 11/18 @ 7 AM // Foster Friday (facts, info), get new donors & raise brand awareness
 - 314 Post impressions
 - 293 Post reach
 - 8 Post engagement
 - Interactions
 - 5 reactions
 - 0 comments
 - 1 share
 - 2 other clicks
- 11/15 @ 11 AM // Testimonial Tuesday, get new donors
 - 154 Post impressions
 - 141 Post reach
 - 29 Post engagement
 - Interactions
 - 8 reactions
 - 1 comment
 - 3 link clicks
 - 0 shares
 - 15 other clicks
- 11/17 @ 12:59 PM // Wish Tree Launch
 - 445 Post impressions
 - 422 Post reach
 - 28 Post engagement
 - Interactions
 - 4 reactions
 - 0 comments
 - 4 shares
 - 7 other clicks
- 11/18 @ 1:10 PM // Cold weather clothing needed
 - 486 Post impressions
 - 463 Post reach
 - 24 Post engagement
 - Interactions
 - 7 reactions
 - 1 comment
 - 4 shares
 - 11 other clicks

- 11/20 @ 9:15 AM // Catch us on TV today, open a fundraising drive, wish tree reminder post
 - 613 Post impressions
 - 571 Post reach
 - 45 Post engagement
 - Interactions
 - 6 reactions
 - 0 comments
 - 23 link clicks
 - 4 shares
 - 10 other clicks
- 11/23 @ 8 AM // Think of us (Black Friday) wish tree, get a new donors and open a fundraising drive
 - 653 Post impressions
 - 616 Post reach
 - 26 Post engagement
 - Interactions
 - 13 reactions
 - 0 comments
 - 3 link clicks
 - 10 shares
 - 0 other clicks
- 11/29 @ 9:01 AM // Testimonial Tuesday, get new donors, Giving Tuesday
 - 485 Post impressions
 - 471 Post reach
 - 15 Post engagement
 - Interactions
 - 4 reactions
 - 0 comments
 - 7 shares
 - 3 other clicks
- 12/2 @ 9:01 AM // Follow other socials
 - 177 Post impressions
 - 169 Post reach
 - 9 Post engagement
 - Interactions
 - 3 reactions
 - 0 comments
 - 4 link clicks
 - 1 share
 - 1 other click
- 12/7 @ 8 PM // Holiday reflection
 - 122 Post impressions
 - 121 Post reach
 - 8 Post engagement
 - Interactions
 - 0 reactions
 - 1 comment
 - 0 shares
 - 7 other clicks
- 11/22 @ 11:20 AM // Testimonial Tuesday
 - 461 Post impressions
 - 407 Post reach
 - 90 Post engagement
 - Interactions
 - 10 reactions
 - 0 comments
 - 28 link clicks
 - 7 shares
 - 19 other clicks
- 11/27 @ 7 PM // Wish tree donation drive still open
 - 3,809 Post impressions
 - 3,319 Post reach
 - 428 Post engagement
 - Interactions
 - 29 reactions
 - 15 comments
 - 202 link clicks
 - 22 shares
 - 144 other clicks
- 12/1 @ 7:00 PM // Few items left on wish tree
 - 422 Post impressions
 - 385 Post reach
 - 40 Post engagement
 - Interactions
 - 4 reactions
 - 1 comment
 - 27 link clicks
 - 2 shares
 - 5 other clicks
- 12/2 @ 7 PM // Wish Tree event thank you
 - 311 Post impressions
 - 286 Post reach
 - 8 Post engagement
 - Interactions
 - 6 reactions
 - 0 comments
 - 1 share
 - 1 other click
- 12/9 @ 6 PM // Foster Friday BRCS Thank you
 - 326 Post impressions
 - 319 Post reach
 - 25 Post engagement
 - Interactions
 - 22 reactions
 - 0 comments
 - 1 share
 - 2 other clicks

Pinterest

- Fun Fridays

1,523 Impressions

27 Engagement

21 Pin clicks

3 Outbound clicks

3 Saves

• Blue Ridge Foster Love

20 Impressions

3 Engagement

3 Pin clicks

0 Outbound clicks

0 saves

• Impressions Per Post

11/13: 0

11/14: 960

11/15: 52

11/16: 158

11/17: 16

11/18: 4

11/19: 1

11/20: 0

11/21: 0

11/22: 1

11/23: 0

11/24: 1

11/25: 0

11/26: 44

11/27: 33

11/28: 41

11/29: 44

11/30: 51

12/1: 27

12/2: 49

12/3: 35

12/4: 39

12/5: 49

12/6: 39

12/7: 302

12/8: 81

12/9: 35
- Thanksgiving Recipes

553 Impressions

24 Engagement

15 Pin clicks

7 Outbound clicks

2 saves

• Wish Tree

12 Impressions

2 Engagement

2 Pin clicks

0 Outbound clicks

0 Saves

Post	Engagement	Impressions	Outbound Clicks	Pin Clicks	Saves
Conutdown to Christmas Movies	7	119	6	6	1
Gingerbread Cake	6	85	1	3	2
Christmas Traditions	5	69		4	1
Salt Crystal Snowflake	4	168	1	2	1
Pumpkin Salted Caramel	3	71	1	2	
Kindergarten Activities	2	70		2	
Give A Gift/ Wish Tree	2	10		2	
30+ Fall DIYs	2	21	1	1	
100+ Outdoor Winter Activities	2	95	1	1	
25 Thanksgiving Sides	2	22	1	1	
36 Make Ahead Recipes	2	13	1	1	
100 Best Thanksgiving Casseroles	2	19	1	1	

Post	Engagement	Impressions	Outbound Clicks	Pin Clicks	Saves
Wish Tree Facebook Link	2	12		2	
40 Activities to Cross Off Winter Bucket List	1	37		1	
Chocolate Strawberry Turkeys	1	18		1	
Garlic Parm Carrots	1	9		1	
DIY Waterless Snow Globes	1	103		1	
Fingerprint Fall Tree	1	30		1	
2019 Fall Bucket List	1	27		1	
Fabric Pumpkins	1	77		1	
25 Make Ahead Recipes	1	13		1	
Meet BRFL Team	1	8		1	
15 of 1 Hour Fall Crafts		92			
Fall Activities		91	89		
Snowstorm in a Jar		89			
Fall Activities		63			
Winter Bucket List Ideas		57			
24 Days of Crafty Countdown		47			
Pumpkin Feta Dip		36			
100 Best DIY Fall Crafts		35			

Post	Engagement	Impressions	Outbound Clicks	Pin Clicks	Saves
Maple Syrup Snow Candy		31			
Fall Bucket List Ideas		30			
Fall Craft Night		30			
Cheesy Broccoli Rice Casserole		24			
Bacon Green Beans		20			
Fall Paper Plates		18			
Caramel Apple Cheesecake Bars		17			
Fall Bucket List		16			
40 Advent Calendars		15			
Roasted Carrots/ Pecans		15			
Snowflake Painting with Salt		13			
Garlic Parm Brussel Sprouts		13			
Paper Plate Pumpkin		12			
Homemade Advent Calendar		11			



Content Scheduled 12/10/2022-12/17/2022

Instagram

- 12/13 @ 11 AM // Testimonial Tuesday, Audience Engagement
- 12/14 @ 10 AM // Pinterest Shoutout, Getting people to follow our Pinterest Page, Brand awareness
- 12/16 @ 11 AM // “Foster Friday” Weekly round-up of donations we received this week Audience engagement / Website Traffic

Facebook

- 12/11 @ 7 PM // Informational post on how to be considerate of foster children during the holidays, increase brand awareness
- 12/13 @ 11 AM // Testimonial Tuesday, Related to foster children experience with holidays, Get New Donors
- 12/15 @ 11 AM // Post any items still needed for donations or highlight recent donations, Get New Donors
- 12/16 @ 7 AM // Foster Friday - Facts, info, Get New Donors & Raise Brand Awareness

Pinterest

- 12/15 @ 12 PM // Add to Donations Board (connect with target market)
- 12/16 @ 6 PM // Add to Fun Fridays Board (new section for gift ideas) (reach new target audience)

ADVERTISING (PAID) STRATEGY

Rationale

When it comes to advertising, we do not believe it is completely necessary for Blue Ridge Foster Love to take part. There are many great donations that are being made, and there doesn't seem to be a dire need. If paid advertising was to be used, we recommend asking for donations within the Shenandoah Valley community.

Types of Each Ad (Briefly)

This type of branding and advertising would be very simplified. The language should be clear and concise with what you're looking for. Whether that be monetary donations or certain items, the copy should be simple and effective. Basic photo image ads or story ads would be best for the audience you are hoping to appeal to.

Suggested Budget

\$20/week on paid advertising throughout the Shenandoah Valley

INFLUENCER MARKETING STRATEGY

Rationale

Blue Ridge Foster Love is a well-liked company with goals that many people inside and outside of the community resonate with, it's necessary that this relationship is taken advantage of in the use of influencer marketing. These influencers can just be local clients that have been helped by Blue Ridge Foster Love that post on their pages about their experience, or collaborations with local businesses. Spreading the word through small influencers, such as one of the foster parents, is more effective than a larger influencer promoting the company because people are more likely to listen to their trusted peers online over influencers with more followers.

Goals and Objective

1. Increase Brand Awareness
2. Increase Engagement
3. Get new Donors

Budget

\$0. The focus should be on getting user-generated content such as posts by clients who had a good experience with BRFL rather than paying influencers to make content about the company. See if local businesses want to collaborate for donation drives in which both Blue Ridge Foster Love and the collaborator benefit from the event without having to pay for the promotion.

Strategy For Searching

In finding influencers for your brand it's imperative to make sure those individuals reflect your brand voice by maintaining a welcoming, compassionate, caring and friendly tone.

1. Find people that are already advocates of your brand by looking through who is already engaging with your brand through commenting, liking or sharing your posts.
2. Reach out to past clients that had a good experience with BRFL.
3. Determine what local businesses would be a good fit for collaboration based on their target audience and clientele.
4. Use applications such as 'FollowerWonk' to find people that have keywords in their bio and content that relate to foster or kinship families.

Suggested Pitch

1. For Clients:

"We were happy to have been able to help you with getting everything you need to make your foster children as comfortable as possible in their new home. We want to be able to help as many foster and kinship families in the area as possible. To do this we need to spread the word to other families about our services, would you be willing to post about your experience with us on your social media platforms?"

2. For Local Businesses:

Hello, I'm __ from Blue Ridge Foster Love, I'm familiar with your business and admire the reputation it has created within this community. I am reaching out to see if you would be interested in collaborating with us to drive sales for your business as well as donations to our non-profit through a proceeds night. This event would include a percentage of total sales from the designated dates of the event going to Blue Ridge Foster Love

(dates and percentage can be further discussed). There would also be multiple social media posts on both accounts promoting this event to gain the attention of our online audiences. This would encourage people to purchase from your business as well as raise proceeds for ours. Let us know if this is something your business would be interested in.

Type of Influencer & Rationale

In finding influencers for your brand it's imperative to make sure those individuals or businesses reflect your brand voice by maintaining a welcoming, compassionate, caring and friendly tone. The types of influencers you should be looking for are individuals that reflect an honorable tone online through their posts and reposts and have an inter circle of followers that trust them. In finding local businesses to work with you should find ones that have a fairly large clientele, are well-known in the community, and reflect a similar target audience to your brand.

Suggested Influencers

- Examples of local businesses: 'Billy Jacks', 'Vito's Italian Restaurant', and 'Clementine's'
- Examples of past clients would be any of the individuals that sent testimonials as advocates of Blue Ridge Foster Love.
- Examples of other influencers would be foster moms that have a blog or vlog channel, as well as influencers that openly speak about their foster experience such as Simone Biles.

Metrics & Measurements

- Track the engagement on the influencer posts by counting the number of likes, shares, comments, and new followers gained on the BRFL accounts.
- Track the brand awareness by keeping count of donations and website clicks received after influencer posts.
- From the business collaborations: Require the customers to specifically mention that they are there for the Blue Ridge Foster Love event before paying to track the total sales and number of people reached through this collaboration.



EMPLOYEE ADVOCACY PLAN

Define

Employee advocacy is the promotion of a company or brand by employees who share information about their company's brand, product, or services on their social media networks. It is also part of word-of-mouth marketing that establishes trust between consumers and their family and friends.

Rationale

1. Organic reach and efficacy is rapidly decreasing for brands utilizing social media. Employee advocacy is a low-cost solution to bridge the gap between a brand and its consumers, as well as establishing an authentic connection with their audience through social media.
2. With the uniqueness of Blue Ridge Foster Love's brand, relying on employees to do some heavy lifting becomes necessary. In terms of reaching new audiences and developing some content engagement, developing an employee advocacy plan paves the way to alternative methods of reach besides the traditional social media posting.

Advantages

1. Greater reach, especially considering social circles in the Shenandoah Valley. Research suggests a company's employees have nearly 10x the amount of connections as a company has with followers. Furthermore, people are more likely to read/interact with a friend's post than a brand's post.
2. This leads to greater brand engagement, with more followers regularly being led to and interacting with the brand from the individual employee's pages.
3. Business increases as well, which in Blue Ridge Foster Love's case, allows for more donors and donations to be accepted. This may also lead to higher retention rates, keeping more people on to donate regularly.
4. Though probably not specifically necessary at the moment, this also attracts top employee talent and retains loyal workers, as it puts more trust into employees to demonstrate intelligence and knowledge.

Potential Reach Examples

1. Sharing/reposting main brand posts
2. Providing personal insight
"Check out next week's donation drive event at Blue Ridge Christian School!"
3. Emphasizing needs of the brand
"We are in search of a girls bicycle and a sponsor for a piano lesson. Would any of you be interested in sponsoring or donating towards our goals?"
4. Community Acknowledgement
"I am so thankful that I get to support such an integral part of our community through foster care support!"
5. Company Accomplishments
"We have helped raise over \$15,000 in donations for our Harrisonburg and Rockingham foster families!"
6. Daily work life posts
"Behind the scenes at Blue Ridge Foster Love!"
"Traveling to North Carolina today to retrieve a very generous donation from ECU!"

Potential Value Examples

1. This section denotes what the potential savings are by utilizing employee advocacy instead of the standard cost of advertising.
2. This metric is calculated by tabulating each employee's individual follower account per social platform (not necessarily specific to the three main platforms utilized by the brand) and multiplying that number by the cost of advertising.
3. Essentially, this metric helps a brand understand how much they would have paid, had they desired the same engagement, instead of getting it for free via employees (earned media value).
4. The following examples include hypothetical data, solely for demonstration purposes - no research or investigation was completed to determine private profile follower numbers of Blue Ridge Foster Love staff.
5. For example, if Christine had 258 followers on Facebook, multiplied by the average cost per post (\$0.12), Blue Ridge Foster Love would have a projected earned media value of \$30.96 instead of having to utilize advertisement posts.
6. Charity with 187 followers on Twitter x \$0.40 = \$74.80 earned media value.
7. Kristina with 493 followers on Instagram x \$0.53 = \$261.29 earned media value.
8. John with 59 followers on TikTok x \$0.93 = \$54.87 earned media value.

Suggested Program

1. Develop an advocacy team to address what content is appropriate, how often, and when
Develop a brand presence/brand guide to retain consistency across platforms and posts
2. Set attainable goals
Increase reach, engagement, website traffic, donations
3. Educate employees
Specify and explain rules and goals
Demonstrate what posting looks like
4. Use tools and resources
Hootsuite, posting platform analytics
Content calendar
Media planning
Content library
Employer feedback
Knowledge center/database to access information easily
5. Recognize good work
Regularly address work that has been done, and thoroughly express sincere gratitude for employee posting
6. Track and report
Keep track of all data, cross-referencing by platform and content to see what's working and where to post more
7. Data to monitor:
Employee participation rate
Top contributors
Most engaging posts
Average engagement per post
Traffic
Donations (increasing or decreasing?)
Audience growth
8. Tips for success:
Customize an employee advocacy plan to fit for your business
Communicate clearly, regularly, effectively
Don't require employees to engage but politely encourage
Provide access to the right tools
Keep leadership involved & leading by example
Provide related and engaging content

Incentive

1. Working with a non-profit, it is hard to incentivize employees. Perhaps verbal recognition and sign-offs to indicate on a resume or job log that the work was done could benefit.
2. Alternatively, a low-cost reward like a provided lunch/dinner or other relatively priced gift of sorts could be provided to top performers.
3. Essentially, incentivizing would depend solely on the personality makeup of the team - would you need to incentive? This depends on who your team is comprised of and what it takes to motivate them.

CRISIS & RESPONSE STRATEGY

Define

A social media crisis is any negative activity on a social media platform that impacts a brand's reputation in a negative way.

Rationale

A social media crisis can negatively affect many things for a brand. Whether it be brand image, customer loyalty, etc., the way things are phrased on social media is very important. It is very important to never use negative words in responses, as well as providing a solution or incentive for any negativity that may be shed on the company.

Two Potential Crisis and Solutions

1. A potential crisis would be that Blue Ridge Foster Love posts something on Instagram that may feel like a security breach to the families and children involved in the Foster process. To meet their expectations, one could provide them with reasoning and an apology regarding how the matter occurred. This could be done through a formal statement via email or on social media.
2. Another example of a crisis would be if Blue Ridge Foster Love received a bad review. This could negatively impact your brand image, as well as lead donors to find other organizations to donate to. A way to fix this issue would be to have many people read over the response, and make sure the thoughts and feelings regarding the bad review are perceived in a positive way by the person who left the review. Everything must be flipped in a positive manner to keep the brand image intact.



CONTENT

12/18/2022-2/9/2023

Instagram

[Link to Content](#)



12/18
Brand Awareness

It's the beginning of Hanukkah. Our team at Blue Ridge Foster Love wishes you much love, blessings, and happiness!
#holidayseason #love #happiness #fostercare
#fosterfamilies #giving #celebrating



12/20
Brand Awareness

Sometimes foster parents are given just hours notice before taking a placement. BRFL is dedicated to helping foster parents prepare, no matter the circumstances. If your little one is growing out of toys, clothes, or other items, head to our bio to donate!

12/23
Customizable Weekly Foster Friday



12/24
Brand Awareness

It's Christmas Eve, which means our foster kids are counting down the minutes to open their new presents thanks to YOUR donations.
#fostercare #fosterkids #holidaygifts #holidaydonations
#BRFL #kinship #nonprofit
#daytonVA #Harrisonburg



12/25
Brand Awareness

This time of year can be very difficult for foster families. Thank you to everyone that donated to make sure our foster kids had gifts to open for the holidays!
#fostercare #fosterkids #holidaygifts #holidaydonations
#BRFL #kinship #nonprofit
#daytonVA #Harrisonburg



12/26
Audience Engagement

Today we celebrate the last day of Hanukkah and the first day of Kwanzaa. Comment how you plan on being the light in somebody's life today.

#donate #growing #toddlers #babyformula
#formulashortage #fostercare #fostermom #singlemom



12/30
Customizable Weekly Foster Friday

12/31
Brand Awareness

Happy New Year's Eve. We've had a great year and it couldn't have been accomplished if it wasn't for you all and our wonderful team. We hope for great blessings for everyone this upcoming new year.

#2023 #newyear #fostercare #kinship #BRFL #celebrate
#resolutions



1/1
Audience Engagement & Website Views

Today is the start of a new year! We plan to complete all of our resolutions. Check out our website to make any new year donations. Comment your resolutions for the new year

#2023 #newyearresolutions #BRFL #kinshipcare
#fosterchildren #fostermom



1/3
Many foster children are placed into foster care after school, or within a few hours notice, making it difficult for them to take more than a backpack's worth of personal items. If you have clothes, toys, or other items no longer in use, please consider donating to help the foster children in our community. Find out how to donate by clicking the link in our bio!

#donate #charity #fostercare #childhood #toddler
#fosterfamily #nonprofit #fosterthelove



1/9
Story post
Make highlight and title it "Meet the Team"



1/10
Shortages greatly affect the foster community. Head to the link in our bio and donate to make sure none of our babies go hungry in the new year!

#formula #shortage #fosterthelove
#fostercare #babies #kinshipcare #nutrition #infant



1/13
Customizable Weekly Foster Friday

1/16
Wishing everyone an enlightening and motivating Martin Luther King, Jr. Day. We recognize the importance of community and continue to strive to meet the needs of everyone.



1/17
Do you have a pair of boots or shoes laying around that your kiddo has outgrown? Head to the link in our bio to find out how to donate to the foster kids in our area!

#donate #giveback #repurpose #cowboy #boots #fosterkid
#kinshipcare #love



1/20
Customizable Weekly Foster Friday

1/23
Story Post
Add to "Meet the Team" highlight



1/24
Unfortunately due to current state regulations, family members or close relatives who take in children are not considered foster parents, it's considered "kinship care." This means they don't get the same resources but are left with very similar struggles. Luckily Blue Ridge Foster Love works and provides children and families in both circumstances. Click the link in our bio to learn how you can help!

#fostercare #kinshipcare #fosterprogram #assistance
#donate #nonprofit #forthechildren #fostersystem

1/27
Customizable Weekly Foster Friday



1/30
Click the link in our bio to visit our website and find out more information about donating. There, you can also learn about other ways you can be involved.

#fostercare #donations #families #kinship #BRFL
#fostermom #children

2/3
Customizable Weekly Foster Friday

Facebook



12/18
Brand Awareness
Wishing a Happy Hanukkah to all of those who celebrate! We hope your holidays are full of joy! If anyone needs any last minute items over the holidays don't hesitate to message us.



12/20
Brand Awareness
!Testimonial Tuesday!
Here's Ken and Brandy's testimony about Blue Ridge Foster Love.



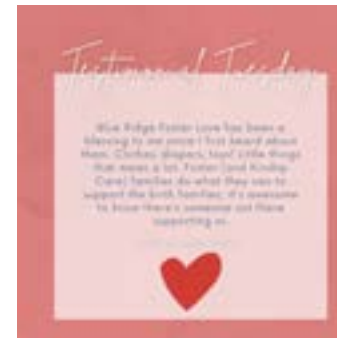
12/23
Foster Friday
Sharing important facts, information, and other related helpful points.



12/24
Increase Brand Awareness
Wishing you all a Merry Christmas Eve! We are so thankful for everyone who has helped us throughout this journey for making it possible to impact so many lives. We hope every family has a magical holiday!



12/25
Increase Brand Awareness
Merry Christmas from Blue Ridge Foster Love to you!



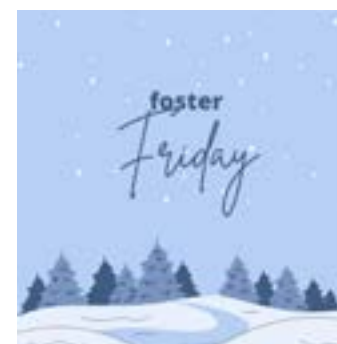
12/27
Increase Brand Awareness
Here's foster mom Kara's testimony about Blue Ridge Foster Love.



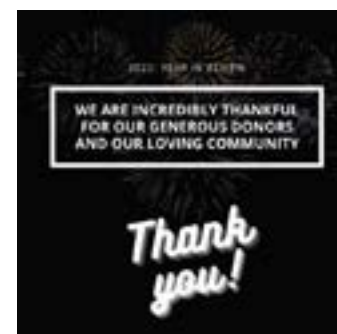
12/27
Increase Brand Awareness , Open Fundraising drive
(include pictures of presents from event or checklist of presents received)
Thank you to everyone who contributed to our wish tree donation drive! We were able to provide all of our kids with presents for christmas!



12/29
Resolutions
Got any resolutions? We do! Share below what you plan to do in the new year:



12/30
Foster Friday
Sharing important facts, information, and other related helpful points.



12/31
Year In Review
Reviewing content from the past year (2022), including key highlights of the campaign, any milestones reached, big-ticket factors, etc. Grateful for our donors and volunteers!



1/1
Brand Awareness, Get New Donors
Happy New Year! We're so thankful for all that have helped make this past year possible and look forward to continuing to help more foster and kinship families this year.
(add any upcoming events or donations needed)



1/2
Coming Soon in 2023
Events coming to you in 2023! Keep an eye out as we update our calendar and plan for future events.



1/3
Increase Brand Awareness
Here's a testimony from foster mom Jamie on Blue Ridge Foster Love.



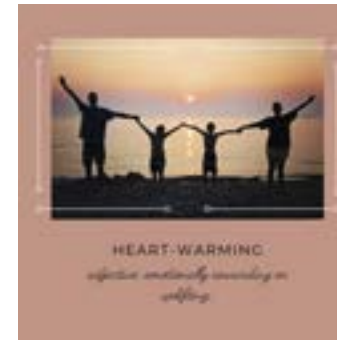
1/4
Get New Donors, Brand Awareness
Here's our weekly donation highlights! Thank you to everyone who has been donating, we're so appreciative of all of you! Check out what items we're in need of this following week.
Make sure to message us to schedule a drop off!



1/6
Foster Friday
Sharing important facts, information, and other related helpful points.



1/7
Get New Donors
We're in need of some monetary donations to get the needed items for these upcoming weeks. If you're feeling generous please consider making a donation to help us out.



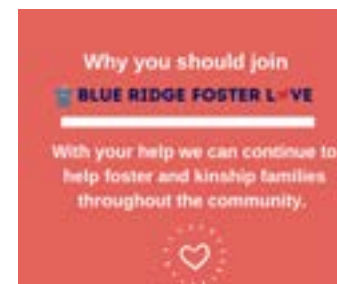
1/18
Heart-Warming Story
Sharing a feel good, heart-warming story from a foster care resource.



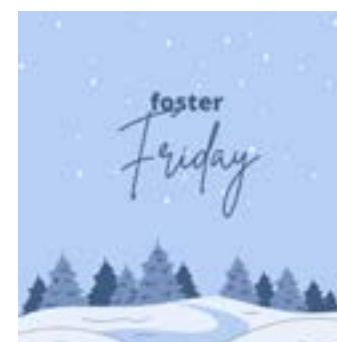
1/10
Increase Brand Awareness
Here's foster mom Ellen's testimony about Blue Ridge Foster Love.



1/11
Get New Donors, Brand Awareness
Here's our weekly donation highlights! Thank you to everyone who has been donating, we're so appreciative of all of you! Check out what items we're in need of this following week.
Make sure to message us to schedule a drop off!



1/12
Get New Donors, Increase Brand Awareness
(detail how many families have been helped by BRFL)



1/13
Foster Friday
Sharing important facts, information, and other related helpful points.



1/15
Foster Family Goals
What kinds of goals do you set to help develop your foster family relationship?



1/16
Brand Awareness
Wishing everyone an enlightening and motivating Martin Luther King, Jr. Day. We recognize the importance of community and continue to strive to meet the needs of everyone.



1/17
Brand Awareness
Here's a testimony from Shawn and Jennifer about Blue Ridge Foster Love.



1/18
Get New Donors, Brand Awareness

Here's our weekly donation highlights! Thank you to everyone who has been donating, we're so appreciative of all of you! Check out what items we're in need of this following week.

Make sure to message us to schedule a drop off!



1/20
Foster Friday
Sharing important facts, information, and other related helpful points.



1/21
Brand Awareness
It's important that kids get some fresh air and get their energy out. Make sure to enjoy the weekend and do some outside activities with your kids. Here's a list of great activities you could do: (either list or link activities)



1/22
Heart-Warming Story

Sharing a feel good, heart-warming story from a foster care resource.



1/24
Brand Awareness
Here's foster mom Lyn's testimony about Blue Ridge Foster Love.



1/25
Get New Donors, Brand Awareness

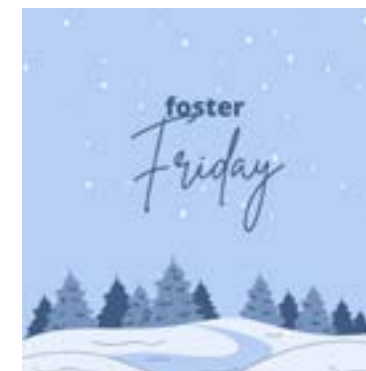
Here's our weekly donation highlights! Thank you to everyone who has been donating, we're so appreciative of all of you! Check out what items we're in need of this following week.

Make sure to message us to schedule a drop off!



1/26
Increase Engagement, Brand Awareness

To all the foster parents, what's been the most difficult part of your fostering journey?
We want to spread awareness of the hardships of fostering and start a conversation about how to make it easier.
Let us know in the comments.



1/20
Foster Friday
Sharing important facts, information, and other related helpful points.



1/31
Brand Awareness
Here's a testimony from foster mom Bree about Blue Ridge Foster Love



2/1
Get New Donors, Brand Awareness

Here's our weekly donation highlights! Thank you to everyone who has been donating, we're so appreciative of all of you! Check out what items we're in need of this following week.

Make sure to message us to schedule a drop off!



2/3
Foster Friday
Sharing important facts, information, and other related helpful points.



2/5
Heart-Warming Story

Sharing a feel good, heart-warming story from a foster care resource.



2/6
Increase Engagement, Brand Awareness

What is the most important aspect in a family dynamic? How should a family approach a situation?
Let us know in the comments.

Pinterest

12/20
Create New Board
“Holiday Recipes”

5 days until Christmas! Here are some yummy recipes you can cook up to try for this year’s Christmas dinner!

12/22
Add to Holiday Recipe Board
New section for desserts

You can’t have a big dinner celebration without dessert! Here are some eye-catching and mouth-watering desserts to try!

12/23
Add to Fun Fridays Board
New section for Christmas Pajamas

Take a look at these festive holiday pajamas!



12/27
Add to Board - Blue Ridge Board
“Testimonial Promotion”

12/30
Create New Board
“New Year’s Resolutions”

Not sure what your New Year’s Resolution should be? Here are some great things people will be trying new in 2023!

1/3
Add to New Year’s Resolutions Board
*New section for New Year’s Resolutions

Scared you won’t be able to keep up with your 2023 resolutions? Here are some tips so that you can stay consistent!

1/5
Create New Board
“Activities if You Don’t Have Snow”

No snow? No problem! Here are some fun winter-themed activities to do indoors and outdoors!

1/6
Add to Fun Fridays Board
*New Year’s Themed Activities

Happy New Year! Check out these fun activities to do to celebrate the new year!



1/10
Add to Board - Blue Ridge Board
“Testimonial Promotion”

1/12
Add to Activities if You Don’t Have Snow Board

1/13
Add to Fun Fridays Board
*Fun things to do at home

Stuck inside because of the snow, but it’s too cold to go out? We’ve got you covered. Here are a bunch of warm activities to do inside!

1/17
Add to New Year’s Resolutions Board

1/19
Add to Board - Blue Ridge Board
“Testimonial Promotion”



1/20
Add to Fun Fridays Board
*Things to do this weekend

Don’t have weekend plans? Here are some fun things to do with the family!

1/23
Add to Board - Blue Ridge Board
“Testimonial Promotion”



1/26
Create New Board
“Valentine’s Day”

Here are some fun things to do as a family this coming Valentine’s Day!

1/27
Add to Fun Fridays Board
*Valentine’s Day crafts

2/3
Add to Valentine’s Day Board
*Valentine’s Day themed snacks

2/6
Add to Fun Fridays Board
*Indoor weekend activities

Don’t have weekend plans? Here are some fun things to do with the family!

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