Paris Hunter Social Media Coordinator



Prepared for

Living Beyond Breast Cancer

Executive Summary

This Social Media Proposal sets out some ideas that I will provide to Living Beyond Breast Cancer (LBBC) as a Social Media Coordinator.

This paper will outline:

- A quick look at the strengths and challenges of the current social media strategy
- Determine LBBC's core audience based on public analytics
- Outline a strategy that resonates with the perceived core audience of each platform and the goals of Living Beyond Breast Cancer

This report will provide a framework for an effective social media strategy and demonstrate that I approach challenges in a methodical and analytical way. In this report, I use information based on free analytics sites regarding Living Beyond Breast Cancer social media accounts to support my ideas and suggestions.

Objectives

This report is a snippet of the plans that I would bring to LBBC in order to help increase the social media reach and awareness of their brand through their main channels: Facebook, Twitter, Youtube & Instagram.

All information in this report has been gathered using free tools available on the internet.

Current Social Media Strategy

Strengths & Challenges

The current social media strategy for Living Beyond Breast Cancer (LBBC) employs the following 4 social media channels:

- Facebook
- Twitter
- YouTube
- Instagram

Each channel has its own content and I will go over in detail along with my own suggestions for further engagement and social reach. Here are my viewpoints on the strengths and challenges of the current social media strategy:

Strengths:

- Recognised brand
- Social media profiles already established
- Branding and logos already created

Challenges:

- Repeating content on multiple channels (such as #TellUsTuesdays)
- Lack of a funnel in the social media strategy

Quickly looking over LBBC social media channels, we can see that the brand is popular, and there is a decent amount of engagement and follows on every post and channel. I have a few ideas which should increase engagement and reach for the Living Beyond Breast Cancer brand.

Target Audience

"29 y/o Woman"



I do not have access to LBBC's Instagram or Facebook page, I cannot pull down more insightful audience statistics. Instead, I used a free analytics software for Twitter, to determine (on average) that Living Beyond Breast Cancer's Twitter audience is a majority women (89% actually) with an average age of 29.

A report compiled by FinancesOnline.com in 2014 found that women use social media more than men for sharing information, relationships, self-help, and entertainment. On the same token, women used Facebook more than men for the roughly the same reasons. The report also stated that women resonate more with brands versus quick deals and that women values more family-oriented and real-life themes in regards to online advertising, among other findings.

With this information, my ideas for LBBC focuses on building a community and funneling most user engagement towards Facebook because of the stickiness of the platform and the high followers and likes that the brand has garnered on the site.

Recommended Social Media Strategy

Current platforms



Facebook Discussion

As stated above in Target Audience, Facebook is major social media place for women to hang out, chat, connect and share content (videos, articles, images, etc). Currently, Living Beyond Breast Cancer (LBBC) has over 71,627 likes and 68,071 followers of the page. Additional stats include that 166 people "checked-in" into the facility according to Facebook. In terms of Living Beyond Breast Cancer's social media platform, it is the number one platform in terms of numerical reach.

According to Klear, every Facebook post averages the following:

- 12 likes on average
- 0.0 comments on average

Living Beyond Breast Cancer Facebook Page

Method

My plan for Facebook is to use it as the focal point for all other social media channels for LBBC. The idea is to have the content from Twitter, Instagram, and Youtube funneled into Facebook for archival (and conversation) purposes. For a brief example, let's use #TellUsTuesdays which I have seen posted on Facebook, Twitter, and Instagram. Instead of expecting people to reply on the platform which they are on, I would add a link to each post that links back to the main post on Facebook. This allows users to share their story in a central platform (Facebook) rather than having them fractured across Instagram, Twitter & Facebook. By doing this, this also allows users to create a sense of community by being able to read and reply to other people conversations on LBBC Facebook page, increasing views, organic reach and activity on the page.

Twitter

Discussion

Twitter is the place where anyone can (technically) talk to anyone else and where breaking news and events can occur naturally in real-time. The barrier to entry is low so everyone who is inclined can join into a topic, whether LBBC started the topic or simply comments on a shared opinion. Twitter seems to be the easiest way to raise engagement since a retweet or a like could bring more exposure to our non-profit without much more effort. Currently, Living Beyond Breast Cancer (LBBC) has over 7,252 tweets, and 8,549 followers while following 1,958 other accounts on Twitter. In terms of Living Beyond Breast Cancer's social media platform, it is the number two platform in terms of numerical reach.

According to Klear, every tweet averages the following:

- 1.43 retweets on average
- 0.70 replies on average
- 3 likes on average

Living Beyond Breast Cancer Twitter Profile

Method

My plan for Twitter is to use the platform for short, punchy content that links to other content (such as LBBC YouTube or Facebook) and/or shares articles and news stories that are relevant to the battle against breast cancer (and to some extent, women in general). Additionally, when it is appropriate, I would suggest that LBBC tries to enter conversations regarding breast cancer with a focus on the tri-state area. Maybe someone might post a comment about breast cancer with the corresponding hashtags and it might be helpful if LBBC chimes in a non-pushy way (to provide information, resources, etc). Additionally, using Twitter to re-show content from previous posts on the other social media platforms could be a decent angle to focus on, such as highlighting a specific clip from a conference that previously occured.

YouTube

Discussion

YouTube is obviously the best for video in this online world in 2017. LBBC has an active channel that has been neglected in some ways but I have a few ideas to correct that. There is a lot of content that LBBC has uploaded to YouTube but it doesn't seem to be resonating with the audience as compared to the other social media channels. I will attribute this decline to technical knowledge. Video creation and editing require a lot of time and even then, maybe the audience are not being properly engaged. In terms of Living Beyond Breast Cancer's social media platform, YouTube places behind all the others in terms of numerical reach. I would love to know how the Watch Time is on average for the channel.

According to Klear, here are some stats on the YouTube channel:

- 1,565 views on average per video
- 582 subscribers
- 196,173 total channel views

Living Beyond Breast Cancer YouTube Channel

Method

I have few a ideas for increasing growth and engagement on YouTube. The first of which is simply branding. At the start of this document, I created a quick 13-second animated video which could be used as an intro (or outro) for all of Living Beyond Breast Cancer's video footage. I think the repetition and inclusion on all future videos could help with brand awareness. Secondly, I would split up the YouTube videos and share them through Twitter and Facebook. Some videos on LBBC's YouTube channels are 1.5 hours long. I think they could get better engagement if snippets of the content were shared throughout Twitter/Facebook on a regular basis. Everything is vying for our audience attention in this day and age and by splitting the content into more bite-sized pieces, we can increase consumer engagement. And lastly, I would disable YouTube comments and include a section in the description to move the conversation over to Facebook and/or the LBBC website. This is again to reduce the fracturing of the audience across 4 social media channels and get natural conversations on the most popular avenues.

Instagram Discussion

Instagram is doing pretty well for Living Beyond Breast Cancer with the account coming in 3rd place in regards to followers versus the other forms social media that are in use. Interestingly enough, over the last 3 months, it seems that the top 3 posts on the Instagram account were the following posts:

- "Courage doesn't always roar. Sometimes it's the quiet voice at the end of the day saying, I will..." on February 6, 2017 with 102 likes and 1 comment
- 2. #mondaymotivation #mlkday on January 16, 2017 with 93 likes and 2 comments
- 3. Dana Allen, one of the #yoga on February 1, 2017 with 85 likes and 3 comments

Here are some key metrics provided by Keyhole for LBBC's Instagram account:

- 760 total posts
- 2,598 followers
- 408 following
- 41.7 average likes per post
- 2.2 average comments per post

Living Beyond Breast Cancer Instagram Account

Method

Instagram has a neat place in the line up of Living Beyond Breast Cancer's social media plan. Currently, I have a few ideas relating to the top posts from the last 3 months. For example, include more of the staff and/or breast cancer survivors of LBBC in the Instagram posts. They can share their favorite quotes and a story behind it as it relates to their life. And like my other ideas, have that story hosted on your Facebook page with a link from Instagram to the Facebook page. Judging from the statistics from this **bit.ly link**, 71% of the 42 clicks came through Facebook. Which further solidifies my idea to make Facebook the central focus.

I have a few more ideas for Instagram, one of which is to take behind-the-scenes pictures of events and activities hosted by the Living Beyond Breast Cancer facility. Real people are volunteering their time and energy at LBBC and it is important to show their side as well. Additionally, using LBBC's Instagram account to re-share cool pictures from other Breast Cancer survivors worldwide (like a survivor who runs a 30-mile marathon) would help to foster a sense of community as well. I would personally remove any content that isn't easy to consume in a picture form (such as #TellUsTuesdays) because the dialogue gets lost in the quick picture nature of Instagram.

Implementation

Key Measurement Metrics

I will look at 3 metrics for all of these ideas:

- 1. **Follower metrics:** How many people are following our social accounts and is the number steadily growing?
- 2. **Consumption metrics:** How many people viewed, downloaded, or listened to this piece of content since I started to take over for the Social Media Coordinator?
- 3. **Sharing metrics**: How resonant is this content, and how often is it shared with others?

I will track and record all campaigns from start to finish to make sure these target metrics are trending upwards noticeably over time.

Salary Reqs

INDEPENDENT CONTRACTOR FOR LIVING BEYOND BREAST **CANCER**

\$21.45 per Hour x \$44,616.00 2080 Independent Contractor (1099) ----- OR -----

FULL TIME EMPLOYEE FOR LIVING BEYOND BREAST CANCER

Full Time Employee

\$19.35 per Hour x \$40,248.00 2080

Prepared by

Paris Hunter

for

Living Beyond Breast Cancer

Meet Me...



Hi, Nice to meet you! I am Technology Professional who prefers to solve challenges simply and efficiently using whatever tools I have available, whether that is a screwdriver, Adobe Creative Suite, glue or anything in between.

