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# Social Media Engagement Strategy

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February 1 – May 1

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# Overview

## Overall of Goals:

- To increase following to 1000 from DRM
- To create a community of college bound students from Boston’s Spine and provide a forum to communicate with them on a regular basis
- Use social media as a tool to connect with, engage, and excite young people from the Spine as well as to celebrate our work, the work of our community partners and announce important opportunities and resources
- Social media drives 10% more users to [www.btmb.org](http://www.btmb.org) (260 people)

## Social Media Goals:

	GOALS	MEASUREMENTS
<b>Facebook</b>	<ul style="list-style-type: none"> <li>• <b>Increase following to 1000</b></li> <li>• Use Facebook to maintain student engagement and daily information to fans.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase total followers to 1000</li> <li>• Weekly Website Clicks: 30</li> <li>• Increase Spine followers from 300 to 800               <ul style="list-style-type: none"> <li>o Secondary Measurements                   <ul style="list-style-type: none"> <li>▪ Increase 13-17 age group from 4.4% to 15% (225 students)</li> <li>▪ Produce an accurate and monthly dashboard for LFF team</li> </ul> </li> </ul> </li> </ul>
<b>Instagram</b>	<ul style="list-style-type: none"> <li>• <b>Increase following to 1000</b></li> <li>• Create original Creative Content (highlighting 2 community voices, social issues, quotes, events)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Increase total followers to 1000</b></li> <li>• 15+ views per video/animated posts</li> <li>• Weekly YAC IG Takeover</li> </ul>
<b>Twitter</b>	<ul style="list-style-type: none"> <li>• Increase total followers to 500</li> <li>• Engage 10+ followers from Boston community during monthly Twitter Town Hall</li> </ul>	<ul style="list-style-type: none"> <li>o Increase Tweet Impression to 8,500 over 28 day period</li> </ul>
<b>BTMB website</b>	<ul style="list-style-type: none"> <li>• Collect data on traffic to page via Facebook to</li> <li>• Develop BTMB website by providing feedback based on Social Media engagement</li> </ul>	<ul style="list-style-type: none"> <li>• 2 or more comments to blog posting on website</li> <li>• Tracking Social Media response by collecting data on “page clicks” via HootSuite &amp; Google Analytics</li> </ul>
<b>Snapchat</b>	<ul style="list-style-type: none"> <li>• FOLLOW and gain 10+ BPS students at each community events</li> <li>• Increase followers to 150</li> </ul>	<ul style="list-style-type: none"> <li>• 15+ views for per story</li> </ul>

# Social Media Launch Plan

**Summary:** This launch plan highlights how we will relaunch our social media and implement the Lewis Family Foundation’s Social Media marketing to increase traffic on the Bigger Than My Block website.

**Goals:**

- Develop social media content to drive action that impacts college readiness, access, and choice.
- Remain up to date on current events in the Boston Community and ensure that BTMB members have access to information about community events and resources.

**Measurements:** Recruit 1,000 new social media members on Facebook, Instagram, Twitter

Part 1: Review/Re-Strategize  February 1-26	Part 2: Rebranding Launch  February 23-March 23	Part 3: BTMB Website Launch Led by YAC  March 2-May 1
<p><b>Who:</b> Adebukola, Renee  <b>What:</b> Review all social media platforms and provide feedback to LFF in order to prepare for launch  <b>Results:</b></p> <ul style="list-style-type: none"> <li>▪ Social media feedback provided to Renee on 2/18/16</li> <li>▪ Draft Social Media Strategy submitted 2/22/16</li> <li>▪ Final Social Media Plan 2/25/16</li> </ul>	<p><b>Who:</b> YAC  <b>What:</b> YAC members act as BTMB brand ambassadors on social media platforms; Bigger Than My Block engages with various community platforms  <b>Results:</b></p> <ul style="list-style-type: none"> <li>▪ YAC Social Media Strategy Training 2/23/16</li> <li>▪ Twitter Town Hall 3/2, 3/23, 4/20</li> <li>▪ WCVB CityLine appearance 2/26</li> <li>▪ The Museum TV interview 3/18-20</li> <li>▪ Everyday Boston Conversation 2/29</li> <li>▪ Our Bloc collabo 3/7</li> <li>▪ DSNI tabling (TBD)</li> </ul>	<p><b>Who:</b> LFF Team and YAC  <b>What:</b> Remain up to date on current events in the Boston Community and ensure that BTMB members have access to information about community events and resources; Develop Blog Content  <b>Results:</b></p> <ul style="list-style-type: none"> <li>▪ Monthly Blog Content on Social Issues, Community Voices, and Highlighting website’s special features</li> <li>▪ 600<sup>th</sup> Follower Raffle (per site): Dre Beats Headphones</li> </ul>

# Part 1: Rebranding Launch

## Goals:

1. Review and provide feedback on all social media
2. Give feedback on BTMB website design for March 1 relaunch
3. Present strategy ideas to LFF Team

### **ADEBUKOLA BTMB SOCIAL MEDIA FEEDBACK**

FEEDBACK	SUGGESTIONS
<b>In General</b>	
<ul style="list-style-type: none"> <li>• Following=Followers</li> <li>• YAC need social media training at every meeting (10-15 minutes)</li> <li>• One logo for every site, that's sizable</li> <li>• Collabo with LFF partners/community orgs to promote our social media, tap into their network</li> <li>• Complete or Semi do overs of media sites</li> <li>• Periscope or Snapchat?</li> <li>• Engaging young people (high school and college)</li> </ul>	
<b>FACEBOOK</b>	
<ul style="list-style-type: none"> <li>• 832 likes, low following</li> <li>• College Works has an important network we should not lose</li> </ul>	<ul style="list-style-type: none"> <li>• Create exclusive BTMB page to launch on February 23</li> <li>• once a week, schedule weeks' worth of posts that will also prompt people to new page</li> </ul>
<b>INSTAGRAM</b>	
<ul style="list-style-type: none"> <li>• Followers typically cant handle lots of posts</li> <li>• Posts need to be intentional</li> <li>• There's no sense of what BTMB offers</li> </ul>	<ul style="list-style-type: none"> <li>• Deleting old posts (most, not all)</li> <li>• Posting aesthetically</li> <li>• Post clips of story videos to IG</li> </ul>
<b>BTMB.org</b>	
<ul style="list-style-type: none"> <li>• BTMB needs to be highly social media and mobile friendly</li> <li>• BTMB needs a smoother/clearer log-in/sign-in process</li> <li>• Most powerful thing on site is stories.</li> </ul>	<ul style="list-style-type: none"> <li>📱 Mobile Application</li> <li>📱 Should be in upper right-hand corner</li> <li>📱 Automatic Play</li> </ul>
<b>TWITTER</b>	
<ul style="list-style-type: none"> <li>• Little to no posts are made regularly</li> <li>• Posts that are made are not engaging with users</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Twitter Town Hall on Hot Issues (HootSuite)</li> </ul>
<b>YAC</b>	
<ul style="list-style-type: none"> <li>• No YAC member is highly engaged with any of the sites</li> </ul>	<ul style="list-style-type: none"> <li>• YAC member takeover days</li> <li>• Requiring Social Media activity from all members</li> </ul>

# Part 2: Review/Re-Strategize

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## **Goals:**

1. YAC Social Media Strategy Training
2. To increase following on all social media platforms through community engagement, community organization collaborations,
3. To make BTMB go viral online with re-circulation of our original content
4. BTMB gear and backgrounds

## **Action Plan:**

### **1. WCVB CityLine appearance**

- a. **About:** CityLine is a show produced by WCVB ABC news Boston dedicated to highlighting hot topics in the community; airs on Sunday mornings
- b. BTMB will be included on a segment regarding Women of Color in Boston
- c. <http://www.wcvb.com/CityLine/13025924>

### **2. The MuseumTV interview**

- a. **About:** Outlet that provides a platform to display a collective of Creators of Boston
- b. **Collabo:** BTMB reps will be informally interviewed by Noble (TMTV host) on our mission, vision, goals, and website launch
- c. [tmtv.world](http://tmtv.world)

### **3. Everyday Boston**

- a. **About:** "A portrait of the people of Boston, by the people of Boston." Boston equivalent to Humans of New York
- b. **Collabo:** BTMB ambassadors will be featured on all EvBos social media and interviewed for their blog post (Meeting w/ Founder Cara Solomon 2/29)
- c. <http://everydayboston.tumblr.com/>

### **4. Our Bloc**

- a. **About:** Collective of leaders and visionaries committed to the common pursuit of black collegiate excellence and black communal empowerment; College/Young professional equivalent of BTMB
- b. **Collabo:** Pending (meeting w/ CEO Amina Yamusah expected week of 3/8)
- c. <http://www.ourbloc.co/>

### **5. Dudley Street Neighborhood Initiative**

- a. **About:** Nonprofit community-based planning and organizing entity
- b. **Collabo:** We are welcome to table a their weekly events and register students for BTMB on site
- c. <http://www.dsni.org/>

### **6. Twitter Town Hall**

- a. **About:** YAC members engage in conversation using #btmb and a topic of choice
- b. **Collabo:** This event will highlight a YAC member to attract more participants outside of LFF
- c. <https://twitter.com/NBUF/status/692448205229969408>

## **Roles:**

- WCVB CityLine appearance
  - Adebukola, Renee
- The MuseumTV interview
  - YAC members
- Everyday Boston Feature
  - YAC members
- Our Bloc Collaboration
  - Adebukola
- DSNI Collaboration
  - Adebukola

# Part 3: BTMB Website Launch

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## **Goals:**

1. Increase traffic to BTMB page by engaging in social media campaign
2. Give feedback on BTMB website design for March 1 relaunch to
3. Produce Blog Content that corresponds to the Hot Issues w/ The Connect (Makyschia)

## **Action Plan:**

1. Monthly Blog
  - a. 2-3 blogs per month = 6-7 blogs
  - b. Themes will include:
    - i. Social Issues in Boston and Around U.S.
    - ii. Interviews of Community Members (YAC members included)
    - iii. Highlighting Special Features of BTMB site
    - iv. GIPHY Based articles on College experience (BUZZFEED STYLE)
2. 600<sup>th</sup> Follower Raffle
  - a. Create weekly original posts to attract followers w/ giveaway incentive
  - b. Track following increase/engagement to collect data on how well Giveaway method works
3. Partner Collaborations
  - a. Contact 2+ partners to promote BTMB social media and [www.btmb.org](http://www.btmb.org)

# **ADDENDUMS**

**YAC Social Media Training**  
**LFF Conference Room**  
**7:35PM – 7:55PM**  
**Tuesday, February 23, 2016**

**Attendees:** LFF Youth Advisory Council

**LFF Social Media Intern:** Adebukola Ajao

**Goals:**

- Provide YAC members with social media training on ALL BTMB media
- Increasing followers to 1,000+ on Facebook, IG, Twitter
- **BTMB Ambassadorship: Eat, Breathe, Sleep**
- Relaunch BTMB social media (Twitter, Facebook, IG)

**Agenda**

<b>Time</b>	<b>Task</b>
7:35 – 7:40PM	● FACEBOOK relaunch: Bigger Than My Block
7:40 – 7:45PM	● INSTAGRAM @biggerthanmyblock
7:45 – 7:50PM	● TWITTER @btmbmovment
7:50 – 7:55PM	● BTMB WEBSITE <a href="http://www.btmb.org">www.btmb.org</a>
7:55 – 8:00PM	● The Museum TV interview



## Internal Agenda

Time	Task
7:35 – 7:37PM	<b>INTRODUCTION</b> <ul style="list-style-type: none"> <li>• New Social Media Intern at LFF</li> <li>• Reevaluated Media Plan, Presented to LFF</li> <li>• Importance of BTMB Ambassadorship</li> </ul>
7:35 – 7:40PM	<b>FACEBOOK</b> <ul style="list-style-type: none"> <li>• Invite 25-30 people (Weekly)</li> <li>• Like, Share, Comment (Daily)</li> </ul>
7:40 – 7:45PM	<b>INSTAGRAM</b> <ul style="list-style-type: none"> <li>• Tag, Like, Repost, Comment</li> <li>• Weekly IG Saturday Takeovers (Assign names to dates)</li> <li>• <b>Bio:</b> "BTMB Ambassador @biggerthanmyblock"</li> <li>• Post Giphy (send to all via email)</li> </ul>
7:45 – 7:50PM	<b>TWITTER</b> <ul style="list-style-type: none"> <li>• Twitter Town Hall (Monthly) March 2, 23 and April 20</li> <li>• <b>TOPIC (3/2):</b> Why So Many Minority Millennials Can't Get Ahead</li> <li>• <b>GIVE A COPY:</b>  <a href="http://www.theatlantic.com/business/archive/2015/11/gifts-debts-inheritances/417423/">http://www.theatlantic.com/business/archive/2015/11/gifts-debts-inheritances/417423/</a> </li> </ul>
7:50 – 7:55PM	<b>BTMB WEBSITE</b> <ul style="list-style-type: none"> <li>• Mobile Application (COMING SOON)</li> <li>• UNDER CONSTRUCTION (Launching March 1)</li> <li>• Blog Content via Medium.com</li> </ul>
7:55 – 8:00PM	<b>COMMUNITY ENGAGEMENT</b> <ul style="list-style-type: none"> <li>• Museum TV: Who is available March 18-20 to have an interview? Time?</li> <li>• Everyday Boston Photoshoot (March)</li> </ul>

### OTHER:

- Boomerang
- Medium.com - <https://medium.com/@BiggerThanMyBlock>
- GIPHY - <http://giphy.com/channel/btmbmovement>
- HootSuite
- Linked-In: ADD YAC AS POSITION and link [www.btmb.org](http://www.btmb.org)

## MEMO

**To:** Renee Omolade, Juma Crawford, Elizabeth Najjar, Makyshia Brathwaite  
**From:** Adebukola Ajao  
**Subject:** Social Media Analytics and Cost (March-April 2016)  
**Date:** 3/10/2016

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### Summary

One of our Hot Issues for the social media strategy is ensuring that our target audience is being reached and the ability to measure whether or not our target is being engaged. Facebook, Instagram, and Twitter offer post/ video promotion, website traffic/clicks, and target audience reach at a cost.

### Goal

To increase our target audience engagement and elicit follows/likes to our social media pages so that we organically attract users.

Site	Notes	Analytics	Marketing	Cost
<b>Facebook</b>	<ul style="list-style-type: none"><li>• Facebook has the most comprehensive analytics and marketing tools.</li><li>• Most of the analytics and marketing function are free.</li><li>• Marketing tools that we NEED has a fee.</li></ul>	<ul style="list-style-type: none"><li>• <b>FREE:</b><ul style="list-style-type: none"><li>o Weekly Post Reach</li><li>o People Engaged</li><li>o Post Likes</li><li>o Website Clicks</li></ul></li></ul>	<ul style="list-style-type: none"><li>• 1-2 weekly sponsored posts will engage target audience and produce:<ul style="list-style-type: none"><li>o Higher engagement of overall users</li></ul></li></ul>	\$10/week
<b>Twitter</b>	<ul style="list-style-type: none"><li>• Info on adverts are not available w/o credit card info</li><li>• Will add credit card on 3/14</li></ul>	<ul style="list-style-type: none"><li>• <b>FREE:</b><ul style="list-style-type: none"><li>o Total Tweets</li><li>o Impressions</li><li>o Profile Visits</li></ul></li></ul>	<ul style="list-style-type: none"><li>o Direct users to <a href="http://www.btmb.org">www.btmb.org</a></li><li>o Produce more followers and likers</li></ul>	\$10/week
<b>Instagram</b>	<ul style="list-style-type: none"><li>• <u>Our free trial on <a href="http://Statigram.com">Statigram.com</a> is over</u></li><li>• <u>We can purchase it for \$28+/year</u></li></ul>	<ul style="list-style-type: none"><li>• <b>COST:</b> \$28/year</li><li>• Total Likes</li><li>• Total Views</li><li>• Total Comments</li><li>• Love Rate</li><li>• Talk Rate</li><li>• Spread Rate</li></ul>	<ul style="list-style-type: none"><li>o Inform more people about our social media content</li></ul>	\$28.80/year + \$10/week

<b>SnapChat</b>	<ul style="list-style-type: none"> <li>• “Snaplytics” offers story performance metrics.</li> <li>• I contacted them for pricing</li> </ul>	<ul style="list-style-type: none"> <li>• <b>COST: TBD</b></li> <li>• Views</li> <li>• Screenshots</li> <li>• Score</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
<b>TOTAL</b>				<b>\$268.80</b>

## MEMO

**To: Wheelock Youth Symposium Organizing Team**

**From: Bigger Than My Block**

**Subject: Social Media Engagement Strategy Plan**

**Date: 3/29/2016**

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**Summary:** Youth Symposium Social Media Engagement Plan that will appear on [www.btmb.org](http://www.btmb.org)

**Goal:** Get young people talking about the hot issues that affect them in school and in their neighborhoods

**Overall Hashtag:** #WhenYouthLead

Topic	Date Published	Description	Blog Title
<b>Hot Issue:</b> College Access  #KeepingUp	April 4	Being prepared academically, socially, financially for 4-year colleges	Most Students Are Not Adequately Prepared for College and Here’s the Reasons Why
<b>Hot Issue:</b> Jobs  #StayingUp	April 11	Having access to summer jobs, meaningful internships, and workforce readiness (resume building, soft skills, etc).	<b>Wait Til’ I Get My Money Right</b>
<b>Hot Issue:</b> Having a Voice In School  #SpeakingUp	April 18	Diversity, Funding, and Structure, expressing issues of injustice	BPS students are Woke and They’re not going back to Sleep

<b>Hot Issue:</b> Community Violence  #StandingUp	April 25	How to overcome violence they may have experienced, bring active change agents in their communities	"We're no Chiraq, But People Get Killed in Boston, Too"
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## MEMO

**To: LFF Team**

**From: Adebukola Ajao**

**Subject: Sponsored Posts Trial**

**Date: 5/2/2016**

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**Summary:** This document highlights the estimated results of the Facebook and Instagram 48-hour Sponsored Trial 3/22–24, 4/5-11, 4/12-16, and 4/21-25

**Goal:** To increase post reach and engagement from target audience.

### Detailed Targeting in the following Areas:

- Schools
  - BPS
    - TechBoston
    - Jeremiah E. Burke
    - Boston Latin Academy
    - Boston Latin Schol
    - Codman Academy
- Age
  - 13-17
- Gender
  - Female
  - Male
- Location
  - Boston, MA
  - DRM

### Estimated Daily reach by costs: \$10

Site	Cost	Reach
Facebook	\$0.02	2,000
Instagram	\$9.98	24,000

### Results:

Site	Likes	Reach	Engagement
Facebook	9	3,000	2,249
Instagram	308	24,000	

## Audience Details:

### Delivery

Active



### Objective

Page Post Engagement

See Post

See Instagram Post

### Amount Spent Today

\$0.48 of \$3.59

\$0.48 total spent of \$10.00 budget

### Total Schedule

Mar 22, 2016 12:20pm – Mar 24, 2016 12:20pm

#### Budget & Schedule

Budget  \$10.00  
\$10.00 USD

Up to \$10.00, including \$0.48 you've spent so far.

Schedule

Optimization for Ad Delivery

Bid Amount  Automatic - Let Facebook set the bid that helps you get the most post engagements at the best price.  
 Manual - Enter a bid based on what post engagements are worth to you.

When You Get Charged  More Options

Ad Scheduling  More Options

Delivery Type  More Options

[Hide Advanced Options](#)

#### AUDIENCE DETAILS

Location: United States: Boston (+25 mi), Mattapan (+25 mi), Dorchester (+25 mi), Roxbury (+25 mi) Massachusetts

Age: 13 - 17

People Who Match: Interests: Roxbury, Boston, Youth, Urban area, Boston Latin School, High school, Education, Student, Dorchester, Boston or Boston Latin Academy, Behaviors: Photo uploaders or Drama shows, School: TechBoston Academy, Cambridge Rindge and Latin School or Jeremiah E. Burke High School

### Boston, Roxbury, Mattapan, Dorcheste... POST ENGAGEMENT

#### AUDIENCE DEFINITION



Your audience is defined.

Potential Reach: 55,000 people

#### ESTIMATED DAILY REACH

750 - 2,000 people on Facebook

?

13,000 - 24,000 people on Instagram

?

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

## How the ads appeared during trial:

**DRE Beats Giveaway**

**Criteria to Win:**

1. Be one of the first 1000 followers
2. Follow Bigger Than My Block on FB, IG, Twitter
3. Invite 2 Friends to like our FB page
4. Write why you're BIG, BRAVE, & BOLD on our timeline

Facebook: Bigger Than My Block  
 Instagram: @biggerthanmyblock  
 Twitter: @btmbovement

You, Rachael Robinson and 6 others 7 Shares

Like Comment Share

1,127 people saw this post

Boost Post

273 Organic Reach 854 Paid Reach 16 Post Clicks

**DRE Beats Giveaway**

**Criteria to Win:**

1. Be one of the first 1000 followers
2. Follow Bigger Than My Block on FB, IG, Twitter
3. Invite 2 Friends to like our FB page
4. Write why you're BIG, BRAVE, & BOLD on our timeline

Facebook: Bigger Than My Block  
 Instagram: @biggerthanmyblock  
 Twitter: @btmbovement

Heart Comment Share

99 likes

biggerthanmyblock Enter to win our Dre Beats

**Date: 4/11/2016**

**Goal:** To increase page likes and promotion in order to reach 1,000 goal.

**Detailed Targeting in the following Areas:**

- Schools
  - o BPS
    - TechBoston
    - Jeremiah E. Burke
    - Boston Latin Academy
    - Boston Latin Schol
    - Codman Academy
- Age
  - o 13-18
- Gender
  - o Female
  - o Male
- Location
  - o Boston, MA
  - o DRM

**Estimated Daily reach by costs: \$50**


Site	Cost	Reach
Facebook	\$1.72	2,000

**Results:**

Site	Likes	Reach	Impression
Facebook	29	3,347	3,894


Suggested Page

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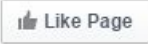


**Bigger Than My Block**  
Sponsored

Website dedicated to making right college choices through community voices!



**Bigger Than My Block**  
Education Website  
544 people like this.

 Like Page

**Date: 4/16/2016**

**Goal:** To increase page likes and promotion in order to reach 1,000 goal from target audience.

**Detailed Targeting in the following Areas:**

- Schools
  - o BPS
    - TechBoston
    - Jeremiah E. Burke
    - Boston Latin Academy
    - Boston Latin Schol
    - Codman Academy
- Age
  - o 13-21
- Gender
  - o Female
  - o Male
- Location
  - o Boston, MA
  - o DRM

**Estimated Daily reach by costs: \$60**

Site	Cost	Reach
Facebook	\$3.00	2,000

**Results:**

Site	Likes	Reach	Impression
Facebook	29	5,882	9,078

Suggested Page



**Bigger Than My Block**  
Sponsored

Website dedicated to making right college choices through community voices.



**Bigger Than My Block**  
Education Website  
604 people like this.

Like Page

**Date: 4/25/2016**

**Goal:** To increase page likes and promotion in order to reach 1,000 goal from target audience.

**Detailed Targeting in the following Areas:**

- Schools
  - o BPS
    - TechBoston
    - Jeremiah E. Burke
    - Boston Latin Academy
    - Boston Latin Schol
    - Codman Academy
- Age
  - o 13-23
- Gender
  - o Female
  - o Male
- Location
  - o Boston, MA
  - o DRM

**Audience Definition**



**Audience Details:**

- Location:
  - o United States: Boston (+25 mi), Hyde Park (+25 mi), Mattapan (+25 mi), Dorchester (+25 mi), Roxbury (+25 mi) Massachusetts
- Excluded Connections:
  - o Exclude people who like Bigger Than My Block
- Age:
  - o 13 - 23
- Placements:
  - o News Feed on desktop computers, News Feed on mobile devices or Right column on desktop computers
- People Who Match:
  - o Interests: Boston, Education, Hip hop music, Music videos, Writing, Pop music or Rhythm and blues music
  - o Behaviors: Photo uploaders or Event creators

**Estimated Daily reach by costs: \$80**

Site	Cost/Post	Daily Reach
Facebook	\$2.11	3,700

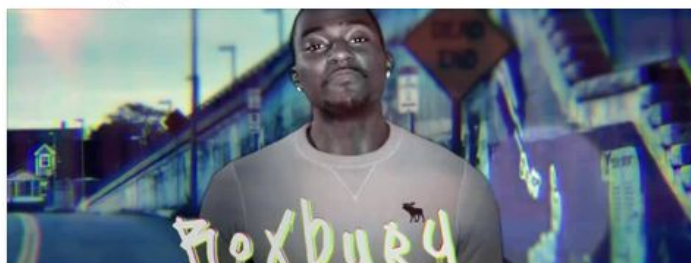
**Results:**

Site	Likes	Reach	Impressions
Facebook	37	6,747	2,249

Potential Reach: 430,000 people



Website dedicated to making right college choices through community voices.  
www.btmb.org



**Bigger Than My Block**  
Education Website  
604 people like this.

Like Page

**Estimated Daily Reach**



This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Ad set duration: 5 days



**Social Media Update Meeting**  
LFF Conference Room  
Date: Monday, May 2, 2016  
Time: 12:00PM- 01:00PM

**ATTENDEES:** LFF Team  
**Social Media Intern:** Adebukola Ajao

**GOALS:**

- Review 90-Day Goals Progress
- Review of Sponsored Ad Trial
- Discuss Summer 2016 Strategy Plan

**ROLES:**

Meeting Chair: Adebukola Ajao  
Note Taker: Makyshia Brathwaite  
Time Keeper: Renee Omolade

**AGENDA**

<b>Time</b>	<b>Task</b>
12:00 AM - 12:15 PM	Discuss 90-Day Goals
12:15 PM - 12:30 PM	Review Sponsored Ad Trial Results
12:30 PM - 12:45 PM	Discuss Summer 2016 Strategy Plan

## Social Media Update Meeting

LFF Conference Room

Date: Monday, May 2, 2016

Time: 12:00PM- 01:00PM

Time	Meeting Notes
12:00 PM - 12:20 PM	<p><b>Welcome:</b></p> <ol style="list-style-type: none"><li>1. Purpose of Meeting: Review 90 day goals, results, sponsored ad and how well it works, and to discuss summer strategy plan. I am also expecting feedback in order to strengthen this social media plan to really engage with folks.</li><li>2. Go over 90 Day Goals Results (See Summer Memo) <b>Review Strategy for Media</b> FB: 690 followePOSTS, 1000<sup>TH</sup> FOLLOWER Giveaway IG: TMTV Twitter: TTH SnapChat: OVER 150 friends, average of 40 people tune into stories</li><li>3. FB, IG, Twitter Peaks/Lows<ul style="list-style-type: none"><li>● <b>FB:</b> Posts on race specific to DRM - Target Audience Not Reached (Use Dashboard for stats)</li><li>● <b>IG:</b> Featured on TMTV/Shout outs - People kept unfollowing/YAC not engaged</li><li>● <b>Twitter:</b> TTH - Twitter organically works, made a lot of connections, Twitter was highly successful w/ engaging with politicians, community members, and our target audience.</li></ul></li></ol>
12:20 PM - 12:40 PM	<p><b>Review Sponsored Ad Results</b></p> <ol style="list-style-type: none"><li>1. Show Basic Results on screen and on paper</li><li>2. Get Feedback on it</li></ol>
12:40 PM - 01:00 PM	<p><b>Discuss Summer 2016 Strategy Plan</b></p> <ul style="list-style-type: none"><li>● Show 90-Day goals again</li><li>● Recommendations for Summer</li></ul>

## Summary

Please find below a recommendation on extending my work stay as Social Media Intern for maximum of 25 hours/week for Summer 2016. Please find Key Updates, Hot Issues and Current Progress on 90-day goals below.

## Recommendation

- Extend Social Media Internship from May 2016 through August 2016
- Extend hour from 15 hours/week to 25 hours/week to increase community engagement

## Key Updates

- In order to create an online media presence a Bigger Than My Block Facebook page and monthly Twitter Town Hall was launched.
  - o YAC members were crucial in gaining 440 Facebook fans in 24 hours and engaged 1,100 people during TTH.

## Hot Issues

- BTMB Website: Website re-launch pushbacks delayed blog content publication which highly impacted goal of driving 10% more traffic to site
  - o BTMB blog channel was created via Medium.com to supplement that

## Current Progress on 90 Day Goals

	Results
<b>Goal 1: Creating Content and Distributing Information</b> Recruit 200 new social media members and develop social media content to drive action that impacts college readiness, access, and choice	<ul style="list-style-type: none"><li>• Social Media Re-launch on February 23, 2015 to gain 1,000 followers<ul style="list-style-type: none"><li>o Facebook reached over 40% of recruitment goal in 24 hours</li><li>o Instagram: 50% of goal halfway through 90 day period</li></ul></li><li>• Current Followers:<ul style="list-style-type: none"><li>o Facebook (BTMB): 559</li><li>o Facebook (College Works): 839</li><li>o Instagram: 511</li></ul></li></ul>
<b>Goal 2: Research and Current Events</b> Remain up to date on current events in the Boston Community and ensure that BTMB members have access to information about community events and resources.	<ul style="list-style-type: none"><li>• Established BTMB independent blog channel, w/ an engagement of 30 people</li><li>• Established Monthly Twitter Town Hall</li><li>• Created partnerships with other organizations to promote and engage with BTMB including: The Museum TV and Everyday Boston</li></ul>
<b>Goal 3: Pre-planning and creating strategies</b> Provide Renee and Makyshia with a clear strategy for each month that ensures we are on target to hit key social media targets	<ul style="list-style-type: none"><li>• Updated a Social Media Strategy within first 30 Days</li><li>• Created an editorial calendar for engagement<ul style="list-style-type: none"><li>o Utilize Hootsuite to schedule posts during off hours.</li></ul></li><li>• Officially established BTMB Ambassadorship w/ YAC as media presence</li><li>• Increased online engagement strategies”<ul style="list-style-type: none"><li>o Launched Dre Beat Giveaway after 1000 follower goal reach</li><li>o Utilized snapchat, approx. 80 friends engaged</li><li>o Attended events in the community including Boston Debate League Tournaments</li><li>o Engaged young people directly (invited over 1,000 high school students to page)</li></ul></li></ul>

**Updated 5.2.201**