



# **Social Media Strategy**

**St. Mary's Food Bank Alliance**

Compiled by Erika Sigl

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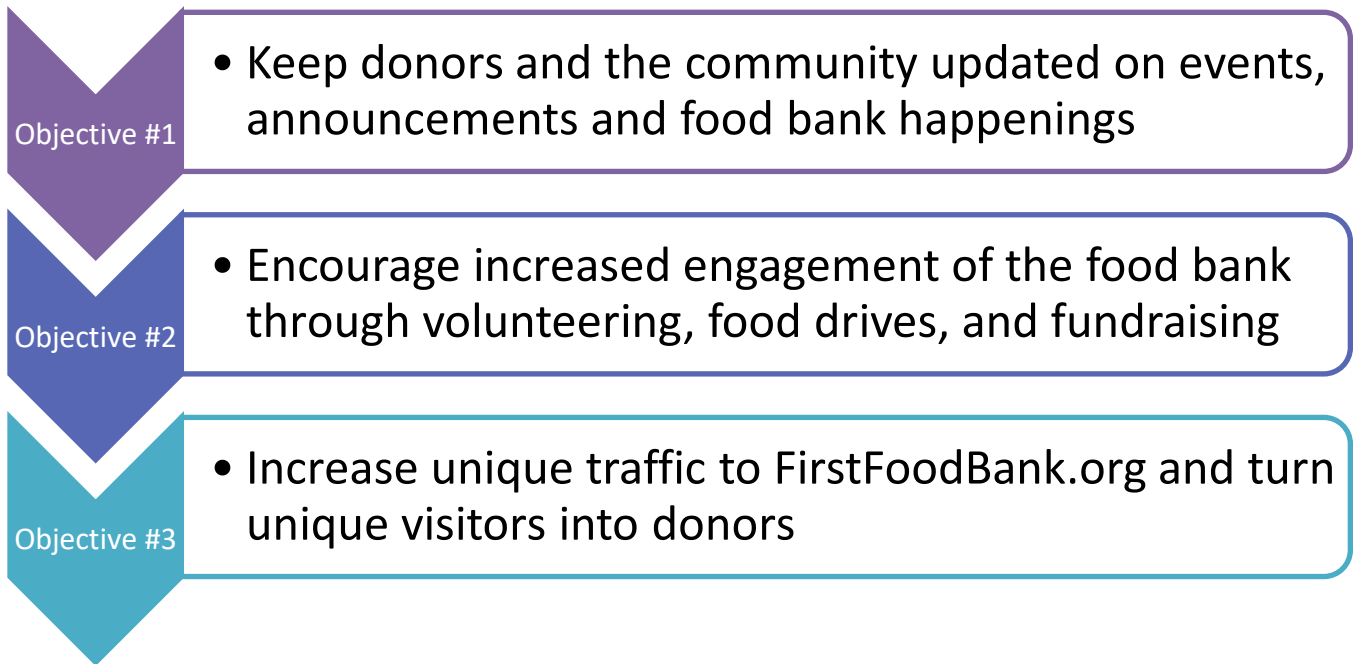
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# Social Media Objectives

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# Target Audiences

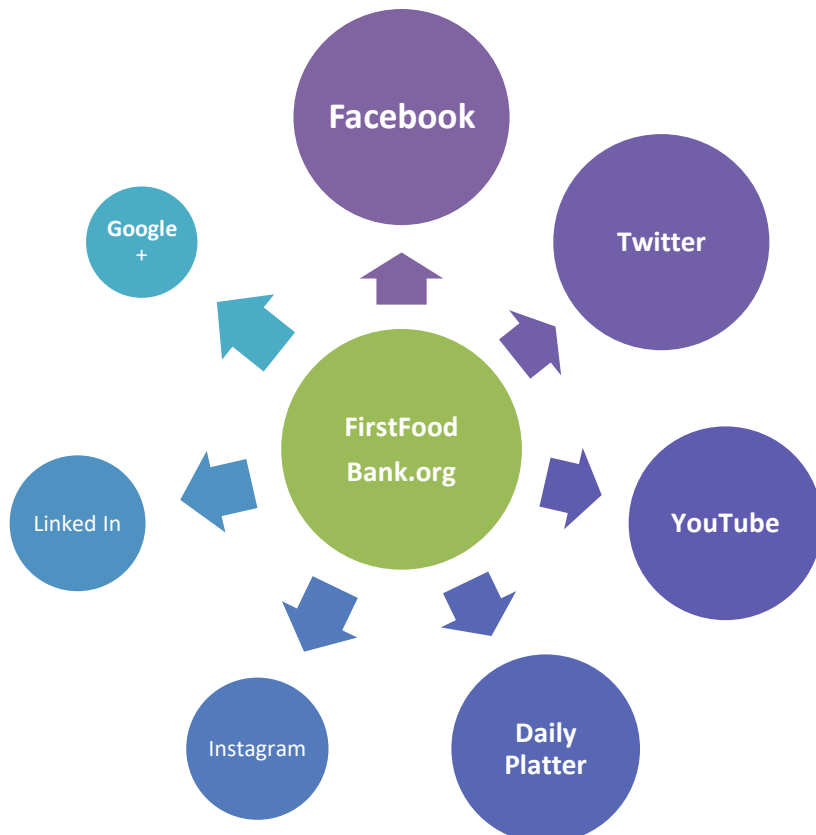
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# Existing Social Media Summary

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1. FirstFoodBank.org Blog
  - a. Currently utilizing the three blog spots for special events and major donors
2. Facebook
  - a. Currently use as main social media platform for our audience
  - b. Use for photos, videos and interactive posts
3. Twitter
  - a. Currently use as secondary social media platform for our audience
  - b. Use for link posts and to get stories to the media and governmental agencies
4. Youtube
  - a. Currently 4 channels with approximately 180 videos
  - b. Managed by Elizabeth Wunsch
5. Daily Platter Blog
  - a. Currently post weekly to thank major donors, and to promote and wrap-up events
6. LinkedIn
  - a. Basic page created
  - b. Maintain business page
  - c. Recommend management by Human Resources
7. Instagram
  - a. No presence
  - b. Recommend create profile and utilize for engaging our younger audiences
8. Google +
  - a. No presence
  - b. Recommendation to create basic page purely for search engine optimization



# Facebook



**Purpose:** Increase recognition, social engagement and searchability

**Metrics for Success:** Page ‘Likes,’ Post shares, likes, comments, follows, answers and clicks

**Management:** 7 to 10 hours weekly

**Fiscal Year Goal:** Increase Page Likes and Interactions (Click, Follow, Share, Comment, Answer, Like) by 25%.

**July 2012 to June 2013:**

Reach - 1,011,881, Stories Created – 34,050, Clicks – 51,372

**Goal for July 2013 to June 2014:**

Reach – 1,250,000, Stories Created – 42,000, Clicks – 64,000

| Action Type                                 | Action Details   | Frequency                 | Tracking   | Time       | Means   |
|---|--|---------------------------|--|------------|---|
| <b>Update profile page</b>                  | Change profile photo, update company details, change ‘tabs’                  | Monthly                   | Cover photo analytics<br># Tab views                     | 2 hr/month | Facebook platform, Photoshop, Woobox Custom Tab     |
| <b>Post Content</b>                         | Regular posts with text updates, photos, links, videos                       | 3 posts daily             | # Reach<br># Clicks<br># Stories created<br># Follows    | 3 hrs/week | Facebook platform, iPhone/iPad Pages App            |
| <b>Promote posts</b>                        | Pay for promoted posts to reach larger audience                              | 1 per week - \$50 monthly | # Reach<br># Clicks<br># Stories created<br># Follows    | 1 hr/week  | Facebook platform                                   |
| <b>Specialized posts</b>                    | Trivia Tuesday, Warehouse Wednesday, Throwback Thursday, Volunteer Spotlight | 3 per week                | # Reach<br># Clicks<br># Stories created<br># Follows    | 1 hr/week  | Photoshop, Facebook platform, iPhone/iPad Pages App |
| <b>Community Development and Engagement</b> | Reply to comments, monitor competitors and relevant posts                    | Daily                     | # Feedback   | 2 hr/week  | Facebook platform, iPhone/iPad Pages App            |
| <b>Monthly Report</b>                       | Track analytics and create monthly report                                    | Monthly                   | # Page likes<br># Clicks<br># Stories created<br># Reach | 3 hr/month | Facebook Analytics                                  |

## **Facebook Summary:**

Based upon research into other food banks social media tactics, (Figure 1) At this rate, most of the posts get over 1000 views, but when the rate is increased, view amounts go down.

Posts will be scheduled throughout the week, including evenings and weekends. Studies show that evening posts Monday through Thursday, and Sunday evening, do very well with interaction statistics. (Figure 2)

Post types should vary. My recommendation is one Call to Action, one Advocacy and one Donor Highlight. A Call to Action could be an ask to volunteer, donate, host a food drive, sign up for the newsletter etc. The Advocacy would be informational or engaging, 'Did you know,' or a fill in the blank. The Donor Highlight could be a volunteer photo, check presentation, food drive, or special donation.

Integrated in these three posts, there would also be specialized weekly posts: Trivia Tuesday, Volunteer Spotlight, and Throwback Thursday.

Trivia Tuesday is a factoid about the Food Bank or hunger in Arizona, asking the public to fill in the blank or answer a question. Warehouse Wednesday (both Instagram and Facebook) is photo of what is going on in the warehouse that day, or what kind of food is in stock. The Volunteer Spotlight is of a group or individual who is a regular volunteer or went above and beyond in some way. The photo is posted in a specific template and could include a Call to Action or Advocacy. Throwback Thursday pulls an old photo, also in the specific template (Figure 3) and could include a Call to Action or Advocacy.

# Twitter



**Purpose:** Increase recognition; increase social engagement; establish brand and voice

**Metrics for Success:** Follower numbers, Retweets, Posts Favorited, Replies to our Tweets, Mentions and Interactions

**Management:** 3 to 6 hours weekly

**Fiscal Year Goal:** Increase Followers and Interactions (Retweets, Favorites, Replies, Mentions) by 25%.

**Stats as of June 30, 2013** – 2604, Favorites – 100, Retweets – 500, Replies - 75

**Goal for June 30, 2014** – 3250, Favorites – 125, Retweets – 625, Replies - 95

| Action Type                                 | Action Details   | Frequency        | Tracking   | Time         | Means   |
|---|--|------------------|--|--------------|---|
| <b>Update profile page</b>                  | Change profile photo and background and keep company details up to date                                    | Monthly          | N/A  | 2 hr/month   | Twitter platform, Photoshop                                     |
| <b>Tweet</b>                                | Regular posts with text updates, photos, links, videos   | 3-5 posts daily  | #'s for Retweet, Fave, Reply, Mention, Followers | 3 hrs/week   | Twitter platform, Tweetdeck, iPhone/iPad Twitter App            |
| <b>Specialized Tweets</b>                   | Trivia Tuesday, Warehouse Wednesday, Throwback Thursday  | 3 per week       | #'s for Retweet, Fave, Reply, Mention, Followers | 1 hr/week    | Photoshop, Twitter platform, Tweetdeck, iPhone/iPad Twitter App |
| <b>Follow Users Follow Back</b>             | Search and follow media, government agencies and relevant companies. Follow back                           | 2 follows a week | # Following Follow : Following Ratio             | 30 min /week | Twitter platform, Tweetdeck, iPhone/iPad Twitter App            |
| <b>Community Development and Engagement</b> | Reply to comments, Retweet other user's content. Comment on tweets. Monitor competitors and relevant posts | Daily            | # Mentions, Replies, Faves, Followers            | 2 hr/week    | Twitter platform, Tweetdeck, iPhone/iPad Twitter App            |
| <b>Monthly Report</b>                       | Track analytics and create monthly report  | Monthly          | #'s for Retweet, Fave, Reply, Mention, Followers | 3 hr/month   | Twitter Analytics (Figure 4)                                    |

# Blog: The Daily Platter



**Purpose:** Expand searchability; increase recognition and social engagement; establish brand and voice

**Metrics for Success:** Number of posts, all-time views, monthly views, views by post

**Management:** 2 to 4 hours weekly

**Fiscal Year Goal:** Increase all-time views by 25%

**All-time views as of June 30, 2013** – 175,909

**Goal for all-time views as of June 30, 2013** – 220,886

| Action Type                  | Action Details   | Frequency  | Tracking                    | Time        | Means                    |
|------------------------------|--|------------|-----------------------------|-------------|--------------------------|
| <b>Blog posts</b>            | Post content on events, donors, volunteers and daily events                      | 2 per week | # views                     | 2 hr/week   | Wordpress                |
| <b>Reputation management</b> | Reply to comments on blog posts<br>Search for mentions                           | Ongoing    | # mentions                  | 45 min/week | Wordpress                |
| <b>Blogger outreach</b>      | Like and comment on relevant blog posts related to key words phrases, industries | Ongoing    | # replies<br># comments     | 30 min/week | Wordpress                |
| <b>Monthly Report</b>        | Track analytics and create monthly report  | Monthly    | # views, mentions, comments | 1 hr/month  | Wordpress, Jetpack Stats |



# LinkedIn



**Purpose:** Establish professional network; increase traffic to firstfoodbank.org

**Metrics for Success:** Followers

**Management:** 2 to 4 hours monthly – Recommend management by Human Resources

**Fiscal Year Goal:** Complete business page and increase followers

**July 2012 to June 2013:** 200 followers

**Goal for July 2013 to June 2014:** 250 followers

| Action Type                 | Action Details   | Frequency           | Tracking                  | Time       | Means                             |
|-----------------------------|--|---------------------|---------------------------|------------|-----------------------------------|
| <b>Update Business Page</b> | Add company details, ensure consistency across platforms   | Ongoing             | % Profile completion      | 2 hr/month | LinkedIn platform                 |
| <b>Increase Followers</b>   | Engage LinkedIn users to follow for updates  | Ongoing             | # Followers<br>% Increase | 30min/week | LinkedIn platform                 |
| <b>Post Content</b>         | Posts direct viewers to blog/Facebook  | 2 updates per month | # Clicks                  | 1 hr/month | LinkedIn platform, Wordpress Blog |
| <b>Community Engagement</b> | Engage in group Discussions.<br>Reply to users.<br>Comment on updates related to key words, phrases, industries. | Ongoing             | % Feedback                | 30min/week | LinkedIn platform                 |

# Instagram

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**Purpose:** Establish presence; utilize social media cross-promotions

**Metrics for Success:** Followers, Likes, Comments

**Management:** 4 hours weekly to begin, 2 hours weekly to maintain

**Fiscal Year Goal:** Develop profile and increase followers to 300; establish analytics program to track ROI.

| Action Type                                 | Action Details  | Frequency           | Tracking                               | Time              | Means  |
|---|---|---------------------|--|-------------------|--|
| <b>Update profile page</b>                  | Create page and link to other social media and website.<br>Ensure consistency across platforms  | Ongoing             | % page completion                      | 3-5 hrs to set up | Instagram iPhone platform, Gramblr PC App            |
| <b>Post content</b>                         | Regular posts with photos and videos of events, behind the scenes, donors, volunteers etc.      | 1 to 2 posts weekly | #'s of Likes<br>Comments,<br>Followers | 1 hr/week         | Instagram iPhone platform, Gramblr PC App, Photoshop |
| <b>Follow Users<br/>Follow Back</b>         | Search and follow food banks, media, government agencies and relevant companies.<br>Follow back | 2 follows a week    | # Following                            | 1 hr/week         | Instagram iPhone platform                            |
| <b>Community Development and Engagement</b> | Reply to comments, Monitor competitors and relevant posts, Research relevant hashtags           | Daily               | # Followers                            | 1 hr/week         | Instagram iPhone platform, Gramblr PC App            |
| <b>Monthly Report</b>                       | Track analytics and create monthly report   | Monthly             | #'s of Likes<br>Comments,<br>Followers | 2 hr/month        | Very little analytics so tracking done manually      |

# Appendix

| <b>Food Bank Comparisons</b>  | <b>Facebook daily posts</b>         | <b>Twitter daily posts</b>                | <b>Notes</b>   | <b>Extra SM</b>                           |
|---|-------------------------------------|---|--|---|
| <b>City Harvest</b>   | 3 per day including weekends        | 3 per day including weekends              | -Twitter feed directly to FB<br>-mostly photos of food being distributed |   |
| <b>Food Bank For New York City</b>                                      | 1 per day including 1 on weekends   | 4 per day                                 | Blog updated weekly  | Instagram                                 |
| <b>Greater Chicago Food Depository</b>                                  | Less than 1 a day                   | Less than 1 a day unless during event     |  | Flickr, 4Square                           |
| <b>Gleaners Community Food Bank of Southeastern Michigan</b>            | 1 or 2 a day including weekends     | 2 or 3 daily                              |  | Instagram (not linked to webpage)         |
| <b>Second Harvest Food Bank of Santa Clara &amp; San Mateo Counties</b> | 2 or 3 daily. Not weekends          | 2 or 3 daily, not counting RT and replies |  | LinkedIn, Flickr                          |
| <b>San Francisco Food Bank</b>  | Less than 1 a day                   | Less than 1 a day – only replies and RT   |  | Instagram (not linked to webpage)         |
| <b>OK Regional Food Bank</b>  | 2 including weekends                | 2 daily, not counting RT and replies      | -Same content in FB/Twitter  | Instagram (not linked to webpage)         |
| <b>Houston Food Bank</b>  | 3 most days, not including weekends | 1 daily, not counting RT and replies      | -FB not posted on every day  | Flickr, Instagram (not linked to webpage) |
| <b>North Texas Food Bank</b>  | 2 daily, including 1 on weekends    | 1 or 2 daily, not counting RT and replies |  | Pintrist                                  |

Figure 1

## Example of Monday evening post with high interaction



**St. Mary's Food Bank Alliance**  
Like This Page · Yesterday

This 4th grader collected cereal at her birthday party. Thanks Aine! Read more here: <http://bit.ly/17Zc0E5>

Tag Photo · Add Location · Edit

Unlike · Comment · Share · Edit

St. Mary's Food Bank Alliance and 191 others like this.

35 shares

- Charlotte Roberts Fortier** Love that!!!!  
20 hours ago via mobile · Unlike · 1
- Lisa Salemmo-Scott** God bless her heart!  
19 hours ago via mobile · Unlike · 1
- Broxy Meyers** Awesome  
18 hours ago via mobile · Unlike · 1
- Barbara Cobb** Bless you, and thanks.  
17 hours ago · Unlike · 1
- Claire Charlebois-Jackson** A 4th grader teaching the rest of us how to help others! Wow!  
16 hours ago · Unlike · 1
- Anita Sayers** Bless you young lady ❤️  
15 hours ago · Unlike · 1
- Philabundance** What a great gift to give on her special day!  
2 hours ago · Like
- Cynthia A. Bower** Such a great gift Aine you are a special girl!!  
26 minutes ago · Like

Write a comment...

Figure 2

## Example of specialized Facebook Post



**St. Mary's Food Bank Alliance**  
Like This Page · August 15

Throwback Thursday: Six years after it began, the Emergency Food Box Distribution was up 14,431 boxes.

Can you guess the year? (Hint: look at last week's Throwback Thursday)

Tag Photo · Add Location · Edit

Like · Comment · Share · Edit

30 people like this.

1 share

View 2 more comments

- St. Mary's Food Bank Alliance** Yes, that is John on the left!  
August 15 at 10:58am · Like
- Judith Marini** I only played poker with him when he was older. Every week he would bring a cake to poker night. Wouldn't recognize him from this picture. Thanks. Hugs to all. Can't wait to come back.  
August 15 at 11:01am via mobile · Like
- Terry McCarty** I'd Love to see an old picture of my Dad... Robert (Bob) McCarty!  
August 15 at 11:21am · Like
- Pam Selthun** Clever marketing.  
August 15 at 11:28am via mobile · Like
- Chris Grochmal** in the 50's  
August 15 at 12:28pm · Like
- St. Mary's Food Bank Alliance** Close! It was 1969 that the EFB program began and in 1975 it was moving out 14,431 boxes.

Write a comment...

**THROWBACK THURSDAY**

Figure 3

## Example of Twitter Analytics

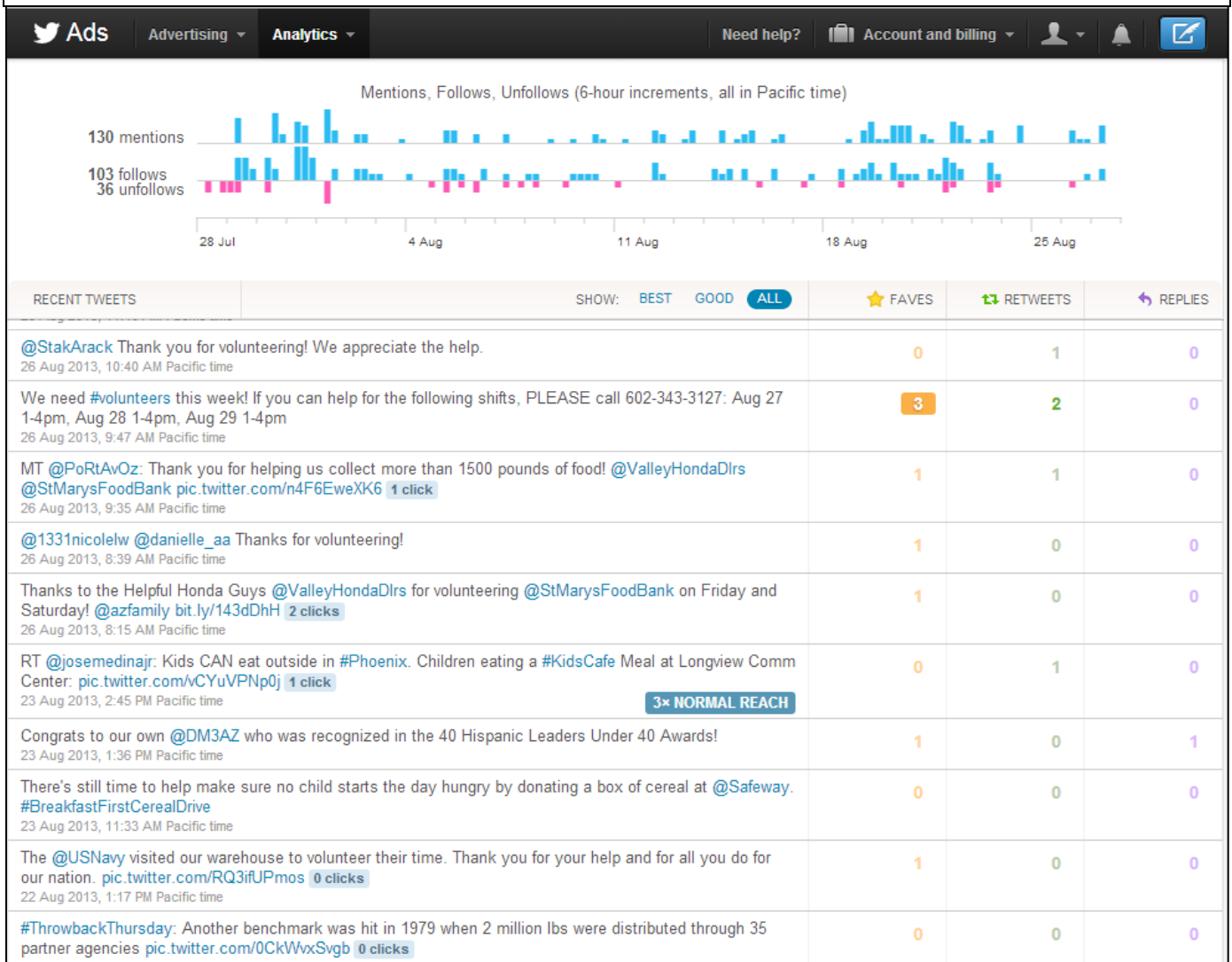


Figure 4