Campaign Report:

Digital and Social Media Rebranding Campaign

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Executive Summary

- Nonprofit - Human Trafficking Prevention
- Patented Curriculum
- Community Presence in Nebraska and across Midwest, but not online and on social media
- Rebranding Process
  - Digital and Social Media Rebranding Campaign

Situation Analysis

Company Information

- Founded in 2014

Communication Need

- Sex and human trafficking had never been exposed to the children of the Omaha community, their parents never realized their children were at risk and no Nebraska schools were teaching prevention education on the topics (Strategic Plan, 2017-2020).
- Since conception, expanded to over 400 schools in Nebraska and Iowa with reach in South Dakota, Kansas and Illinois (Annual Report, 2020).

Situation Analysis

Product/Services

- READY to Stand Curriculum
  - 3rd grade to college, community groups and agencies and taught based on developmental levels
  - Activates critical thinking skill in a bold, fun and interactive way (Annual Report, 2020).
  - Addresses healthy relationships, social media safety, SEL, and beginning in middle school human trafficking is introduced (Annual Report, 2020).

SET ME FREE

Elementary Level One

Recommended for Grades 3 & 4
60 Minutes
In-person & Virtual Options available

- What is value and why is it UNIQUE to every person?
- Assessing the trustworthiness of online information and activity.
- Be aware of what you share!

Elementary Level Two

Recommended for Grades 5 & 6
60-90 Minutes
In-person & Virtual Options available

- How do you KNOW a person online and are they TRUSTWORTHY?
- Practicing consent at home, at school and everywhere.
- Bullying and Cyberbullying - Are we treating others with value?
- Upstander - Your Superpower!

Situation Analysis

SWOT Analysis - Strengths

- Organization and curriculum are well established in the community.
- The only anti-human trafficking organization that provides prevention education on the subject.
- Patented curriculum with trained educators who present.
- Curriculum is not freely available – sell it.
- Going through a rebranding.
- CEO and Operations Director want social media presence to catch up with organization's community presence.

Situation Analysis

Weaknesses

- Social Media presence began in 2019 with no true strategic plan.
- Fairly new organization and going through a rebranding.
- Going through a rebranding and not solidifying the brand.

Opportunities

· Can use the rebranding to elevate the organization's online and social media presence.

· Can differentiate itself from its competitors.

· Establish brand as the "go-to" organization for prevention education. Build a stronger following on social media accounts.

Situtation Analysis

Threats
- Competitors have more of an online presence.
- It will take time for social media to catch up with community presence.

Being realistic
- Require more time and effort to overcome or even come close.
- Understand that these threats may remain as such for an undesignated amount of time.

Situation Analysis

Past/Existing Communications Plans

- None set in place
- Communication channels

Proposed Budget

- $12,000 marketing budget
- social media = 15% ($1,800)

Campaign Proposal

Relevant Publics and Audiences

- Adults, aged 18-60

Media Choices and Communication Tools

- Facebook, Instagram and Twitter
- LinkedIn (business-to-business (B2B))
  - potential donors, partners, sponsors and other businesses and individuals into philanthropy
- Mailchimp
  - current newsletter subscribers and donors

Campaign Proposal

Statistics

- 57% of millennials use social media for news daily (Watson, 2019).
- Weekly radio reach of U.S adults, ages 18-34 is 83.8% (Watson, 2019).
- Monthly online radio reach among U.S. adults, ages 25-54 is 74% (Watson, 2019).

- As of February 2021, 70% aged 18-29, 77% aged 30-49 and 73% aged 50-64 use Facebook (Tankovska, 2021).
- 71% aged 18-29, 48% aged 30-49 and 29% aged 50-64 use Instagram (Tankovska, 2021).
- 42% aged 18-29, 27% aged 30-49 and 18% aged 50-64 use Twitter (Tankovska, 2021).

Campaign Proposal

Goal

- To differentiate TSMFP's brand from its competitors online and on social media while driving traffic to the website.

Strategies

- Establish trust by acknowledging and addressing the rebranding by providing a statement on the website and social media.
- Create original content that draws specification to TSMFP's mission and values.
- Produce content and utilize email marketing efforts that enhance user experience through engagement, which is driven to the website.
- Monitor content and campaign throughout each quarter on a weekly/bi-weekly basis.

Campaign Proposal

Objectives

- Establish trust - announce rebranding with 1 website post, 1 post on each social account and 1 mass email.
- Publish 4-6 social media posts that distinguish what was done previously versus what is done now.
- Create inspirational and educational content on Facebook, Instagram, Twitter and LinkedIn to reach specific audiences and post at least 1-3x a day

- Incorporate engagement strategies to enhance user experience through social media and email marketing campaigns to help drive traffic to the website.
- Incorporate a variety of campaigns and other opportunities (hashtag campaigns, real-time marketing, contests—specific to a social platform, cross promote).

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Tactics

- Announce rebrand on the website homepage and create posts with a side-by-side view of 'Then and Now' images

- Did You Know Wednesdays – facts about human trafficking

- Set Me Free Mondays – inspirational quotes, phrases

- Facebook & Instagram Live, podcasts

- Q&A sessions and surveys, newsletters, blogs, call to action (CTA)

- Contests – trivia, digital scavenger hunt, comment to win

Campaign Proposal

Cost of Campaign

- Social Media and studio time
  - boosted content - all events, Facebook and Instagram Lives, podcasts, blogs and specific curated content
    - Linked back to website - increases website traffic
- For every boosted post, $15-$20 will be spent and last 2-3 days.
- Based on the timeline, an estimate of $450-$500 each month will be spent.

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Timeline

- 3 months = Q2
- Rebranding announcement - website post and social media
  - 'Then and Now' content - throughout April only
  - Other original branded content will be incorporated

- Example: Two days of April
  - April 5th - rebrand announcement post on website, Mailchimp email, & all social media platforms (boosted post on all)
    - Set Me Free Mondays (SMFM)
  - April 6th - Then and Now post explains difference on all social media platforms
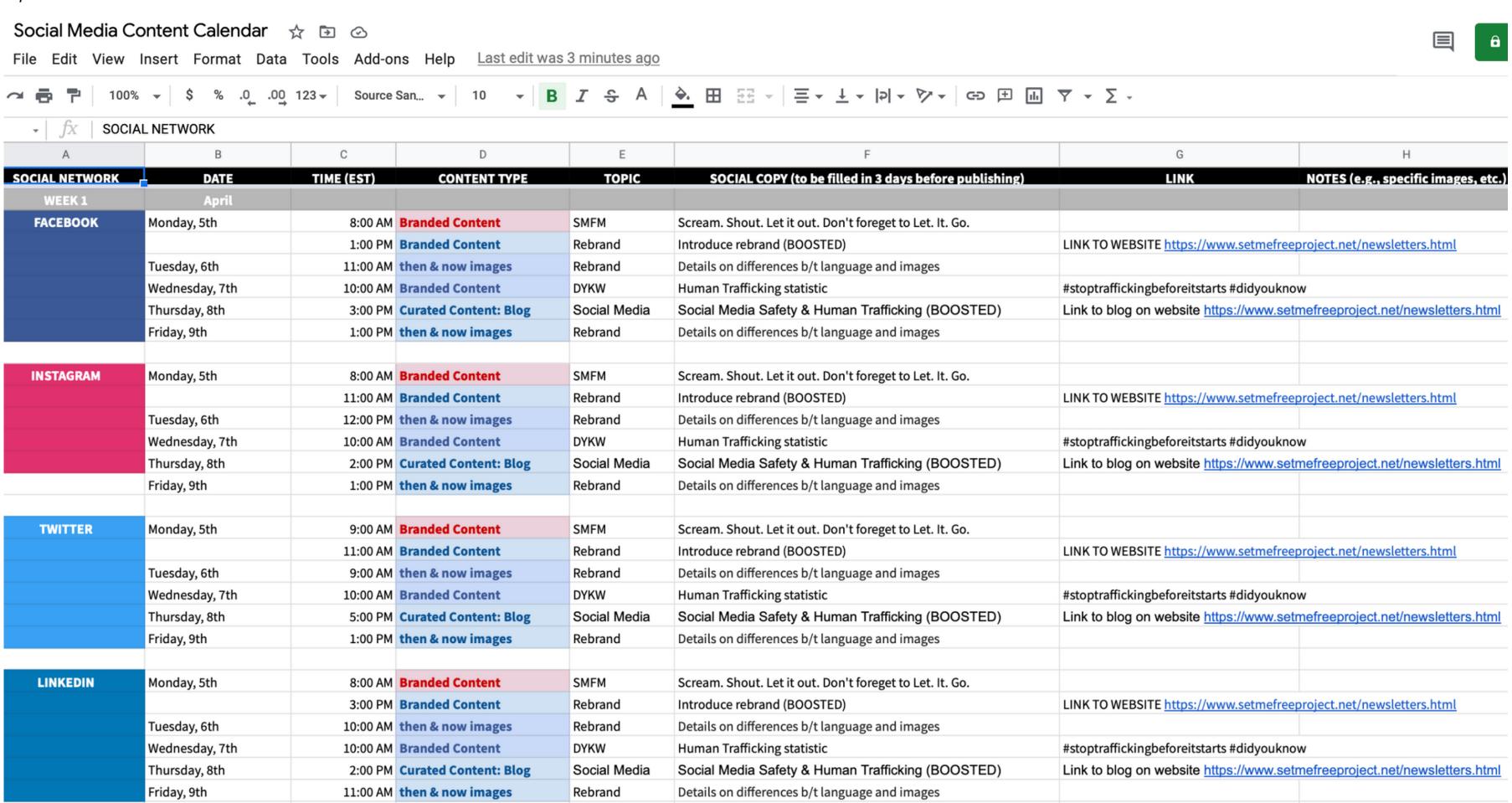
Figure 7.1
April Content Calendar Week 1

Social Media Content Calendar
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SOCIAL NETWORK

SOCIAL NETWORK	DATE	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK	NOTES (e.g., specific images, etc.)
WEEK 1	April						
FACEBOOK	Monday, 5th	8:00 AM	Branded Content	SMFM	Scream. Shout. Let it out. Don't foreget to Let. It. Go.		
		1:00 PM	Branded Content	Rebrand	Introduce rebrand (BOOSTED)	LINK TO WEBSITE https://www.setmefreeproject.net/newsletters.html	
	Tuesday, 6th	11:00 AM	then & now images	Rebrand	Details on differences b/t language and images		
	Wednesday, 7th	10:00 AM	Branded Content	DYKW	Human Trafficking statistic	#stoptraffickingbeforeitstarts #didyouknow	
	Thursday, 8th	3:00 PM	Curated Content: Blog	Social Media	Social Media Safety & Human Trafficking (BOOSTED)	Link to blog on website https://www.setmefreeproject.net/newsletters.html	
	Friday, 9th	1:00 PM	then & now images	Rebrand	Details on differences b/t language and images		
INSTAGRAM	Monday, 5th	8:00 AM	Branded Content	SMFM	Scream. Shout. Let it out. Don't foreget to Let. It. Go.		
		11:00 AM	Branded Content	Rebrand	Introduce rebrand (BOOSTED)	LINK TO WEBSITE https://www.setmefreeproject.net/newsletters.html	
	Tuesday, 6th	12:00 PM	then & now images	Rebrand	Details on differences b/t language and images		
	Wednesday, 7th	10:00 AM	Branded Content	DYKW	Human Trafficking statistic	#stoptraffickingbeforeitstarts #didyouknow	
	Thursday, 8th	2:00 PM	Curated Content: Blog	Social Media	Social Media Safety & Human Trafficking (BOOSTED)	Link to blog on website https://www.setmefreeproject.net/newsletters.html	
	Friday, 9th	1:00 PM	then & now images	Rebrand	Details on differences b/t language and images		
TWITTER	Monday, 5th	9:00 AM	Branded Content	SMFM	Scream. Shout. Let it out. Don't foreget to Let. It. Go.		
		11:00 AM	Branded Content	Rebrand	Introduce rebrand (BOOSTED)	LINK TO WEBSITE https://www.setmefreeproject.net/newsletters.html	
	Tuesday, 6th	9:00 AM	then & now images	Rebrand	Details on differences b/t language and images		
	Wednesday, 7th	10:00 AM	Branded Content	DYKW	Human Trafficking statistic	#stoptraffickingbeforeitstarts #didyouknow	
	Thursday, 8th	5:00 PM	Curated Content: Blog	Social Media	Social Media Safety & Human Trafficking (BOOSTED)	Link to blog on website https://www.setmefreeproject.net/newsletters.html	
	Friday, 9th	1:00 PM	then & now images	Rebrand	Details on differences b/t language and images		
LINKEDIN	Monday, 5th	8:00 AM	Branded Content	SMFM	Scream. Shout. Let it out. Don't foreget to Let. It. Go.		
		3:00 PM	Branded Content	Rebrand	Introduce rebrand (BOOSTED)	LINK TO WEBSITE https://www.setmefreeproject.net/newsletters.html	
	Tuesday, 6th	10:00 AM	then & now images	Rebrand	Details on differences b/t language and images		
	Wednesday, 7th	10:00 AM	Branded Content	DYKW	Human Trafficking statistic	#stoptraffickingbeforeitstarts #didyouknow	
	Thursday, 8th	2:00 PM	Curated Content: Blog	Social Media	Social Media Safety & Human Trafficking (BOOSTED)	Link to blog on website https://www.setmefreeproject.net/newsletters.html	
	Friday, 9th	11:00 AM	then & now images	Rebrand	Details on differences b/t language and images		

Figure 7.2
April Content Calendar Week 1, cont'd

MAILCHIMP	Monday, 5th	2:00 PM	**EMAIL**	Rebrand	Rebrand announcement	
	Tuesday, 6th					
	Wednesday, 7th					
	Thursday, 8th	4:00 PM	EMAIL	Social Media	Social Media Safety & Human Trafficking blog	Link to blog on website curriculum https://www.setmefreeproject.net/what-we-do.html
	Friday, 9th					
WEBSITE	Monday, 5th	8:00 AM	**WEBSITE ANNOUNCEMENT**	Rebrand	(Home Page)	
	Tuesday, 6th		**BLOG**		Social Media Safety & Human Trafficking....and follow us on social media for more on the topic!	
	Wednesday, 7th					
	Thursday, 8th					
	Friday, 9th					

Campaign Proposal

Evaluation Process

- Progression, Regression or Stagnant
  - Measure key metrics
    - engagement
    - reach and impressions
    - website visitors
    - press stories and SEO
    - open rate and click rate

Measurement Tools: Analytics

Google Analytics

Hootsuite

Analytics

Facebook Business Suite

LinkedIn

Why such a variety of tools?

Figure 12

Hootsuite Analytics: Engagement from March 1st - April 1st 2021

Engagement	Engagement	Post Engagement	Engagement
672 engagements	**21** engagements	**281** engagements	**38** engagements

Engagement > Type	Engagement > Type	Post Engagement > Type	Engagement > Type
Reactions 476	Likes 15	Photo 197	Reactions 31
Shares 154	Retweets 5		Shares 7
Comments 42	Replies 1	Video 84	Comments 0

Traffic	Traffic	Traffic > Page	Traffic > Account
29 clicks	**20** clicks	The Set Me Free Project 29	@TheSMFProject 20

Page Content Clicks	Post Clicks	Page Clicks	Post Clicks
840 clicks	**119** clicks	**29** clicks	**15** clicks

Figure 13

Facebook Business Suite Top Performing posts on Facebook and Instagram

Conclusion

The rebranding campaign will...
- help TSMFP differentiate its brand from competitors,
- solidify its brand online and on social media and
- drive traffic to the website to increase engagement.

Takeaways
- Based on periodic evaluation of the campaign, necessary changes may be made.
- Ongoing process to ensure success of campaign and further organizational success

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