

# MARKETING AND PROMOTING YOUR PROJECT

---

Marketing is how you spread the word about your project to the people you most want to connect with. It's the activities and steps businesses use to communicate the value of their products or services to their customers and the wider society. It's also how non-profits connect the mission and benefits of their particular social cause with donors who are eager to support them.

Before you start marketing your project, you and your team should discuss and agree on the following details. Knowing these details will help you decide where to market, how to market, and what to include in your communications and materials.

▶ **Goals and Objectives**

What do you hope to accomplish with your marketing efforts? Do you want people to donate money? Time? Attend an event? Are you trying to educate them about your social issue? Knowing these details will help you determine how you want to market and what details you need to share.

▶ **Target Audience**

Your target audience is the group (or groups) of people you most want to connect with through your marketing. These are the people you want to attend your event or make donations, etc. When you think about your target audience (and remember, you

may have multiple audience groups), ask yourself what you know about them. Are they teens, parents with teens, teens with younger siblings, etc.? Where do they hang out? What would make them want to support your project?

## MARKETING STRATEGIES AND ACTIVITIES

What activities or strategies will you use to market your project? You have several options to choose from, but you'll want something that fits with your goals/objectives and works for the audience you're trying to reach. Examples include:

- ▶ Flyers and posters
- ▶ Community and Club presentations
- ▶ Radio/TV/newspaper advertisements
- ▶ Social media (Facebook/Twitter)

# USING SOCIAL MEDIA TO PROMOTE YOUR PROJECT

---

As a teen, you probably know, use and love social media. But have you thought about how to use it as a marketing resource? What follows is an overview of how you can use popular social media platforms to connect with audiences and promote your project.

## WHY USE SOCIAL MEDIA?

Your project deserves its own home on the web – a way of spreading the word and developing a community around your mission and goals. Just as bricks-and-mortar businesses use signs and other advertising to bring traffic through their doors, you will need a way to connect and communicate with your audience.

That's where social media sites come in. These platforms can be like mini-blogs, allowing you to share your project with others.

There are three key reasons to maintain a social media presence:

▶ **One: Establish Expertise**

Using social media can help your team establish itself as a group of experts who are plugged into what's happening with a particular topic, making you a valued and trusted resource within your wider community. When your community/Club/audience values and trusts you, they will go above and beyond to support your efforts.

▶ **Two: Connect with Community Partners**

Developing online connections with others who are dedicated to the social issue you're working on is one of the best ways to grow your audience and build your reputation among people who can support and promote your events.

▶ **Three: Build Your Community**

One of the best things about social media is the ability for people to "like" or "follow" you. When people do this, they are giving you greater access to their time and attention. For instance, when someone follows you on Twitter, new tweets from you are then featured in their Twitter feed. Essentially they've said that what you tweet or post about is important to them and they want to keep up with it. These are the people who are most likely to share your project details with others, which helps you build a supportive community.

## WHICH SOCIAL MEDIA SHOULD YOU CHOOSE?

When choosing your social media platforms, it's better to aim for quality over quantity. Having Twitter, Facebook, Pinterest, Instagram and Google Plus accounts will not attract followers if they aren't regularly updated. It's also more effective to focus on driving your audience traffic to one or two sites instead of several. If you do use several forms of social media, spread the responsibility around: Assign different members to maintain different accounts so no single member is overwhelmed. You may also find that you have individual members who are especially fond of, or skilled at making connections on a particular platform.



### TWITTER

This micro-blogging site has been around since 2006. On Twitter, you post messages to your network of followers using a maximum of 140 characters. Millennial users (18- to 34-year-olds) commonly use Twitter as a news-breaking platform when big events happen around the world. Its separate live video app Periscope encourages "seeing the world through someone else's eyes."

Twitter is used at work and at home, typically during down times like commutes and breaks.

#### Best Times to Post:

- ▶ 12:00-3:00 p.m. on Mondays-Fridays
- ▶ 5:00-6:00 p.m. on Wednesdays
- ▶ 10:00-11:00 a.m. on Tuesdays

#### Frequency:

- ▶ Three original tweets per day before engagement decreases slightly.
- ▶ Retweets (RTs) of other posts are encouraged. Be sure to follow and retweet other Clubs, BGCA (@BGCA\_Clubs), and other organizations that tweet about youth issues and relevant pop culture trends.

#### Length of Posts:

- ▶ Ideal character count: 71-100.
- ▶ Tweets shorter than 100 characters have a 17 percent higher engagement rate than posts with more than 100 characters.
- ▶ Keeping a tweet shorter than the 140 character limit gives followers more room to RT your tweet.

#### Best Performing Content Type:

- ▶ Photo
- ▶ Video
- ▶ Meme
- ▶ GIF: to generate your own, try sites like [Giphy.com](http://Giphy.com))
- ▶ Infographic: to generate your own, try the tools here: [www.wikihow.com/Make-a-Meme](http://www.wikihow.com/Make-a-Meme)



### INSTAGRAM

This social media platform is known for its innovative photo filters that give a professional and fun look to ordinary images. Instagram's demographic tends to be young adults, ages 18-24, who like it for its ease of use, hilarious memes and the ability to post short videos to drive engagement.

Since Instagram is meant for use on mobile devices, users tend to use the network all the time, any time.

#### Best Times to Post:

- ▶ Anytime Monday-Thursday, except between 3:00-4:00 p.m.

#### Frequency:

- ▶ Most users post an average of 1-2 times per day, but there is no harm in posting more than that.
- ▶ If you do post more than once per day, space out the timing of the posts so you don't flood your followers' feeds.

#### Length of Posts:

- ▶ Instagram has a 2,000-character limit, which many brands use to tell a written story along with their image.
- ▶ Still, it's important to keep in mind that Instagram is a visual platform, so the real value comes from the image. Make sure the image tells a story by itself. The caption should just assist in the storytelling.
- ▶ Filters can add an element of style to the image, but it's important to make sure the image is good quality to begin with. Make sure your photos have adequate lighting and aren't blurry.

#### Best Performing Content Type:

- ▶ Photo
- ▶ Meme



## FACEBOOK

With more than one billion subscribers, Facebook is the largest social media platform. Registered users create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Last year, the company debuted its Facebook Live capability. This new video streaming functionality is embedded into users' profiles to let followers connect seamlessly through live broadcasts.

People tend to use Facebook at work and at home, on both mobile devices and desktops.

### Best Times to Post:

- ▶ 12:00-1:00 p.m. on Saturdays and Sundays
- ▶ 3:00-4:00 p.m. on Wednesdays
- ▶ 1:00-4:00 p.m. on Thursdays and Fridays

### Frequency:

- ▶ 1-2 posts per day, before likes and comments begin to drop off

### Length of Posts:

- ▶ Ideal character count: 40
- ▶ Posts with 40 characters receive 96 percent more engagement than posts with a higher character count
- ▶ Short and sweet is a good rule of thumb

### Best Performing Content Type:

- ▶ Photo (to create your own or resize graphics, try [Canva.com](https://www.canva.com) or [Pixlr.com](https://www.pixlr.com))
- ▶ Video
- ▶ Infographic
- ▶ Meme

## FACEBOOK ADS

If you're trying to build Facebook followers, Facebook advertising is another way of doing so. For a small amount, you can create "sidebar" ads that will appear to specific Facebook users, allowing you to be seen by members of your target audience. Your target audience can be narrowed by gender, age, city, state, country, educational background and more. It can help you generate likes and followers for your project for as little as one dollar per day. Visit [www.facebook.com/business](https://www.facebook.com/business) for more info and start with "Create an Ad."





## LINKEDIN

A professional networking site that lets users connect with professionals in various industries, find new positions, write thought leadership op-eds and network within interest groups.

LinkedIn is for professionals, and they tend to use it during working hours.

### Best Times to Post:

- ▶ 7:30-8:30 a.m., 12:00 p.m. and 5:00-6:00 p.m. on Tuesdays, Wednesdays and Thursdays
- ▶ 10:00-11:00 a.m. on Tuesdays

### Frequency:

- ▶ Once per weekday
- ▶ Posting once per weekday during working hours allows you to reach 60 percent of your audience

### Examples:

- ▶ Photo
- ▶ Infographic



## SNAPCHAT

Snapchat is a great way to connect with younger audiences, especially teens, who like its temporary nature. Stories posted on Snapchat disappear after 24 hours, creating a sense of excitement and urgency, and there is less emphasis on likes and comments than Facebook or Instagram.

### Best Practices:

- ▶ Post snaps to "My Story" so that all of your followers can view it
- ▶ Turn on Filters (Settings>Manage>Filters) to geo-tag your snaps and get featured on your city's story

### Examples:

- ▶ Photo
- ▶ Video

## SAMPLE FACEBOOK PAGE, BOYS & GIRLS CLUBS OF NORTH SAN MATEO



## SAMPLE FACEBOOK PAGE, BOYS & GIRLS CLUBS OF KING COUNTY

