

Building a Community of Supporters: Social Media Planning



BIANCA FREEDMAN, THE CREDIT VALLEY
HOSPITAL FOUNDATION

lifetime^{OF}care

CREDIT • VALLEY



Background: Credit Valley



Communication Challenges



- Complex Messaging
- Limited media
- Aging donor population
- “Elite” culture internally



Opportunities



- New technology
- A way to better understand audience
- Customize media outreach
- Relatively low cost

Principles



- This is only the beginning
- Stories give context before an ask
- Engaging content enters hearts & minds
- Relationships build trust

The Goal



To raise fundraisers, not just donors.

We'll call them supporters.

Short term: build & engage audience

Long term: generate revenue

Objectives: To increase...



1. Community education & awareness
2. Our understanding of our audiences
3. Internal brand connection
4. Online donations

What can we measure?



Education & Awareness

- **Brand recognition:** # of mentions, RTs
- **Mentions:** # of blog mentions
- **Audience :** all platforms
- **Outreach:** total # of posts: all platforms

Audience Understanding

- **Feedback:** # comments, likes, RTs : rate which posts/articles get best responses
- **Pulse-check:** poll audiences in real-time on key messages, campaign tactics
- **Sentiment:** gauge tone of comments

Key Strategies



- Bring the brand to life: person behind the brand
- Blog is the content hub
- Slow roll out: 1st call to action 1 year mark
- Collaborate across org & community: influencers

Audience



- Current CVHF supporters who are online
- Families living in catchment area that are also online
- CVH staff online



Key messages



- **Lifetime of Care Campaign messages**
- +Share your experience with us
- +Share our stories with friends
- +Daily stewardship: thank you!
- +Your opinion is important to us

Micro Planning



- Story development (process & collaboration)
- Conversation calendars (monthly, weekly or daily)
- Internal & external influencers (process)
- Offline networking (event calendar)

Tactics: Highlight



- “tweet-up” tour of new wing
- Inside the Foundation: blog series
- Video : New Lives at Credit Valley
- Hockey ticket giveaway

Tactics: Highlight








WAYS TO GIVE LIFETIME OF CARE EVENTS

Social Networks

Share your passion and commitment for Credit Valley by following us online.

The Credit Valley Hospital Foundation is building a network of supporters online and needs your involvement.

Please click on the links below to read stories, watch videos, view photos, and share your ideas and your enthusiasm about Credit Valley.

-  Facebook
-  Twitter
-  Youtube
-  Flickr
-  Blog

For more information on our social networks please contact:
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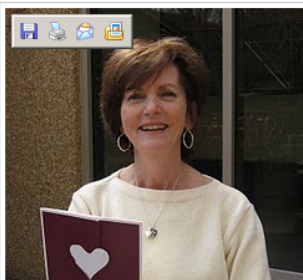
Storytelling

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PLEASE SUPPORT OUR \$45 MILLION CAMPAIGN

WEDNESDAY, MARCH 31, 2010

It's a secret.



BECOME A FAN!

Become a fan on our Facebook page by clicking here.

POSTS

▼ 10 (11)

▼ Mar (8)

It's a secret.

Inside the Foundation Part
3: Development
Coordinating

2 COMMENTS:

Laura Connor said...

Amazing. What a truly inspirational story.

MARCH 31, 2010 12:26 PM

Sylvieintoronto said...

Wow - is all I can seem to muster up right now...

wow....

MARCH 31, 2010 5:50 PM



LauraJConnor Great story. Thanks for sharing. [@cvhfoundation](#)

RT: [@BiancaFreedman](#) Here's the whole story. [#inspired](#)

<http://tinyurl.com/yd6y4ew>

about 21 hours ago via web

Storytelling



WEDNESDAY, MAY 5, 2010

Heroes of Healthcaring: Stan & Jessie

Guest blog: Written by Jackie Fox



If you've spent some time at Credit Valley, you've probably had the honour of meeting Stan and Jessie. They are a truly special couple.

FRIDAY, MAY 7, 2010

Rick Ball Inspires Teens at Credit Valley



At age 21, Rick Ball was seriously injured in a motorcycle accident. An unsecure load of wood flew off a truck in Orillia, severing his left leg. Rick came to Credit Valley last week to talk to the teens in The CVH Run Therapy Program about overcoming challenges. And challenges they were....

Sentiment



 ttriano said...

Once Stan and Jessie are a part of your life, they will always have a place there. Likely the kindest people I've ever known...perhaps ever will.

MAY 7, 2010 4:08 AM

Key Takeaways



- Measurable objectives
- Storytelling is paramount
- Plan content & post schedule
- Internal & external influencers: valuable

Thank you.



www.lifetimeofcare.blogspot.com

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