



hey now!
M E D I A™

Esperanza

Social Media Strategy

1



Strategy

Approach

Tell Stories:

We will tell personal impact stories that showcase the variety of ways Esperanza helps students and their families succeed. We will also share stories about how past Esperanza program participants and scholarship recipients are achieving their goals. This will be delivered through a combination of compelling copy and photography.

Provide Hope:

Our goal for our social media presence is to inspire hope in the community. By sharing relatable and personal impact stories we will draw an emotional response from like-minded individuals facing similar challenges. Our success stories will show students and their families that education is achievable and reassure us that we are here to help each step of the way.

Celebrate the Wins:

Esperanza's community has a lot to celebrate and we will use our social platform to share the excitement. Whenever our programs succeed, our students succeed, or our community succeeds we should be sharing and spurring a positive conversation about it.

Document in Real-Time:

This is one of the best ways to build engagement and create content. As Esperanza executes programs, delivers scholarships or does anything else to help the community, there is a great opportunity to stream live and share the impact with your social following. Your audience will be excited to join on your exciting journeys!

Target Demographic

The Hispanic Community of Northeast Ohio:

These are the students, parents of students, families, teachers, volunteers, etc. These are people invested in the future of the NEO Hispanic community looking to donate and they are the people looking for help from Esperanza. We will target members of the Hispanic community from all walks of life who share a vested interest in adapting to a new environment while preserving their cultural identity.

Strategy- Brand Voice

Exciting, courageous, influential, adaptable, and compassionate are the primary adjectives that describe the Esperanza voice. A community rock, Esperanza covers a broad range of needs and sees the big picture for the Hispanic community in NEO. As a result, this voice is adaptable and a change agent through thoughtful planning, and then leading.

Esperanza has excellent communication skills and is often operating in Spanish and English, so all communication should come from a place of patience and clarity, helping all stakeholders understand.

This voice is compassionate and seeks to be of service to others, not just a sympathetic ear. It's rooted in action, and employs charm, charisma, and motivation to attract the people and support it needs from all walks of life. It is also outcome based and features impact through leadership, educating, and motivating its audience.

What does this sound like?

Lead

- Intention and purposeful in all messaging- We think through and strategize our content and what, why and how we want to say things making sure we are providing value to our audience.
- Get to the point - Digital leadership is gained through getting to the point and giving our audience the meat up front so they can decide if it's valuable for themselves.
- Be honest and truthful - Through our honesty our audience gains confidence in our brand.

Educate

- Help demystify your community- Educate your audience on what you are doing, and why it matters. Additionally, from a donor perspective, try to convey what it means to support Esperanza.

Strategy- Brand Voice (cont.)

- Be Confident- But not arrogant. Use an active voice and let your competency be evident in the way you come across, both in person and in writing.
- Be Concise. Don't use thirty words where ten will do.
- Don't Talk Down. Make sure you are conscious of your tone. Be informative without sounding condescending.
- Be a Storyteller. Share why you do the things you do, what causes and effects occur and how you solve them. Help your audience understand what you are doing so they continue to see you as an expert. This also translates into your audience having knowledge to share with their peers.
- Stand for something. Don't be afraid to stand up for your values and let people know why what you are doing matters.
- Be a resource. Share knowledge that will help your audience look to you for solutions, and donors see you as THE place for outcome-based approaches.

Motivate

- Be emotional. Emotion moves people to act, so identify emotions you want to target and let this guide your writing.
- Emphasize progress. Progress is super motivating! Share your progress from beginning to end to get people excited and motivated to both complete a goal and contribute to a cause they see going somewhere. It also encourages people to reflect on how far they've come and with your rich history this is a way to bring that front and center.
- Stay relevant. Make sure whatever you are talking about is relevant to the audience you are talking to. Psychologists have found that the single most important factor in determining someone's interest in a message is whether it has personal meaning.

Strategy- Brand Voice (cont.)

- Infuse energy. Peppering in energetic words like “Wow!”, “Exciting”, and “Powerful” will help excite and motivate people to keep reading.

General Recommendations

- **Feature a “give now” call to action button** on Facebook.
This button would take the user to a specific landing page where they can donate.
 - Feature the call to action button at the top of the account page
 - Find information on creating a Facebook donate button for nonprofits here:
https://www.facebook.com/business/help/694386777360892?helpref=fatq_content
 - Note: Some nonprofits do not have this feature available yet. In this case, create a call to action button directing the audience to the Esperanza website instead.
- Ask active volunteers and stakeholders to share content to maximize reach.

Goals

Goal #1: Grow brand awareness by revamping our online presence.

- Our primary goal for our social media is to raise awareness of Esperanza's brand and its activities.
- We will tailor our content to reflect this goal and periodically analyze our performance to ensure we remain on track.
- Certain metrics and benchmarks like follower count and engagement rate will be used to measure our progress on this goal.

Goal #2: Engage with the Cleveland community.

- Facebook will be used as the primary social media platform to raise awareness of Esperanza's brand and efforts. Posts will go out multiple times per week and relevant hashtags will be checked every day to interact with users.
- Instagram will be considered a secondary platform used primarily for storytelling. As it is a visual network, it is ideal for posting photos of community members' successes and sharing a story in the caption.
- Due to character restrictions, Twitter will be considered a tertiary network, used primarily for sharing information regarding Esperanza's daily activity (i.e. upcoming events, new resources, etc.) and for responding to consumer and stakeholder comments and concerns.
- LinkedIn will be used primarily to target donors. See Goal #4.

Goal #3: Provide resources and value to the Hispanic community.

- We will post content that details the online and in-person resources the Hispanic community can access through Esperanza.
- We will ensure our page is worth following by providing value to these community members through resources while inspiring hope through storytelling.

Goal #4: Engage with stakeholders, including donors and volunteers.

- This is where the storytelling aspect of the strategy plays a huge role. Telling stories of individuals affected by Esperanza's efforts will best engage stakeholders on Facebook and Instagram.

Goals (cont.)

- On LinkedIn, Esperanza executives, employees, and board members should be sharing Esperanza's posts and using the platform as a networking tool to build goodwill and donor relations.
- Our goal is to ignite hope by posting inspiring copy and photos celebrating the successes of the Hispanic community.

Posting Logistics

When: After 5 p.m. and before 11 p.m., adjusting as post performance is analyzed.

- The best way to determine post times is to analyze current audience engagement. Try to post during times when previous posts got high engagement rates.
- Social Media Today actually notes a study that saw brands get highest engagement between the hours of 10 p.m. and midnight when everyone is winding down and there are fewer personal posts to compete with.
- To target our audience, we will begin by posting in the evenings and later at night and adjust post performance as needed. We will experimentally post in the morning as well to determine what works best.
- Note that this is true for all social networks except LinkedIn. All LinkedIn posts should be made between 8:00 a.m. and 5:30 p.m. to fall in line with business hours, as most professionals check LinkedIn during the workday.

How Often: At least four times per week, no more than two times per day.

- Posting this often will keep Esperanza at the top of the audience's minds without clogging their news feeds.
- We will ensure we post at different times throughout the week (i.e. 11:30 a.m. one day, 8:00 a.m. another, and 6:00 p.m. another rather than, say, 11:30 a.m. every day) to experiment with which times work best.
- Above all, we will focus on posting quality over quantity.
- Each post will be monitored closely to respond to interactions and reviews.

Social Media Post Types

Your social media strategy is designed to address two main goals. Establish a steady, regular digital presence using social platforms and email as a means for supporting fundraising efforts and to inform the community in a cohesive way what Esperanza is doing on the ground to improve the community.

1. Informational posts

- Detail all Esperanza news, events, fundraising information, and announcements
- Also includes non-timely, filler posts like “Join our email list!” and “Volunteer with us!” with appropriate links.

Ex:

Post Image



Post Text

Explore science & math with arts & crafts and FIELD TRIPS too! Register today by calling 216.651.7178 or LINK

2. Storytelling

- Heartfelt, genuine stories from those affected by Esperanza’s work should be posted in interview, blog, or video form. Also telling the story of the organization and staff spotlights.
- These posts are designed to highlight key stakeholders, partners, donors, staff, etc. and create an emotional connection to Esperanza and the brand as a whole. By sharing stories, we are trying to get the audience more deeply involved in the journey of the community and prompt them to get involved in some way.

Social Media Post Types

Ex:

Post Image



 Volunteer Spotlight: **LUIS CABRERA**

Post Text

Volunteer Spotlight!

Meet [Luis Cabrera](#)! Luis has been volunteering at Esperanza since 2010. “I work with other mentors and the ELLOS program coordinator to help facilitate engaging conversations and group activities for the students. I enjoy volunteering at Esperanza because I find it to be a convenient and

effective way to contribute to the students’ lives. These mentees remind me of my younger self. I benefited from community programs like ELLOS that helped shape me into the person that I am today. This is my way of paying it forward.” If he could tell anyone thinking about volunteering at Esperanza, he would say to do it! “Your presence is more valuable than you can imagine.”

Luis is a person of many interests, so when he is not volunteering at Esperanza, he is spending time learning and experiencing new things. In fact, Luis once saw a UFO! Luis, thank you for your commitment to Esperanza!

Post Path:

Post Path: See on social > link to volunteer page > fill out volunteer form

3. Curated Content

- Being a community hub means keeping your audience informed in many ways. Sharing articles and news items that are from outside sources is a good way to stay relevant without having to be a news organization. These would be accompanied by post text that offers locally specific wording to anchor the news piece to help them appeal to your local audience.

Social Media Post Types

Ex:

Post Image



Post Text

Thanks to the @Keybankfoundation for featuring our new Líderes Avanzando (Leaders Advancing) program on their blog! Read all about it below!

Post Path:

Post Path: See on social > go to the blog > CTA to Donate to this program and feature other spotlights from additional Líderes Avanzando leaders

4. Cause posts

- Posts which can either highlight a cause that Esperanza supports or show exactly where the money goes, should be created to encourage donations from younger audience members.

Ex:

Post Image



Post Text

1,500 pre-filled backpacks help our community prepare to learn in the classroom. Make a difference today by giving a charitable contribution, donating school supplies, or hosting a school supply drive! Contact @namehere to learn more.