

Florida Community Innovation - Strategic Planning for Social Media

A Wider Look - Florida Community Innovation as a Brand

When using social media to expand Florida Community Innovation (FCI)s influence, it is important to post with purpose. FCI interns, fellows, and staff members can refer to this document to ensure their Facebook, Instagram, Twitter, and LinkedIn posts stay true to FCI as an organization. This report was created in reference to Karen Freeberg's *Social Media for Strategic Communication* textbook. Each component of the following strategic plan should be used creatively and in ways that improve our outreach and expand our brand voice.

The Components of a Strategic Plan

Background Information

- Who is FCI?
 - FCI is a nonprofit initially created by a group of young professionals seeking to make COVID safety information more accessible to citizens. As we've grown, FCI has empowered undergraduate interns, mentors, and fellows from across the country to improve Florida via various projects that address topics including resource access, public health, gentrification, environmental sustainability, and more. Using technology, research, and mentorship, FCI has grown within our brand, image, and beyond to involve the voices of many. The Florida Resource Map, our flagship project, has not only provided Floridians with connections to aid (including food banks, job resources, and more), but has also given the opportunity for dozens of students to learn new technical and policy skills in an interdisciplinary way.
- Why are we needed?
 - To build projects for the community.
 - Educational and technical tools created by and for community members.
 - E.g. Navigation app to keep pedestrians safe (P.A.T.H.) and the Florida Resource Map.

- Data is not a commodity; while technology is at everyone's fingertips, making resources accessible/easy to find and use is a priority to ensure no one is left behind.
 - We stepped up to the challenge of involving the community in a field where tech resources are too often held in the hands of those not willing to share.
- What do we need?
 - Consistent technical support.
 - Community engagement.
 - Funding.
 - Support from local officials.

Brand Voice

- We are a passionate community of innovators. The voice we use across platforms should reflect this. Goodwill and respect remains at the forefront of our voice.
- Use of strong verbiage
 - e.g. proud, confident, accessible.
- Cheerleaders -
 - e.g. uplifting our community members and supporters with comment replies and shoutouts.

Brand Image

- Along with the brand voice, it is important to plan the *visual* aspect of a post or series to complement it.
 - When choosing colors, blue, white, and black are the safest routes to take as they have been established in the FCI logo.
 - The HEX code for FCI blue is #0359e6.
 - Combinations and shades of these colors can be played with in unique ways with the intention of keeping a uniform but interesting look to our social pages.
 - For more on differences between platforms, see **Analysis of Media Channels** and the **Social Media Communication Audit** sections.

Vision and Mission

- *Who are we?* - a group of young professionals seeking to make scalable social resources for Florida.
- *Who are our customers?* - all Floridians; specifically, those who lack resources in their communities.
- *What are our goals presently?* - This question is imperative before every post. Filler isn't necessary. [How is a post working to achieve what our current goal\(s\) are...](#) refer to **Goals and Objectives** for more information
- *What is our voice as a brand, and what is the voice of our community?* - is our voice heard through our post and is it accessible to our audiences?
- *What is our leadership style like?* - collaborative and hands-on; encourage this dynamic in posts.
 - e.g. updates accompanied by selfies and group pictures for a more personal approach.
- *What is our operating philosophy?*
 - We empower young people to build things to make Florida better. Research, technical, and outreach projects are always going at FCI.
- *What are our core competencies and competitive advantages?*
 - We offer a unique product that goes beyond the standard modes of operation. our system keeps us up-to-date in a volatile world.

Environmental Scan Analysis

When posting in general, paying attention to the current online and real world attitudes is important. While this seems daunting, checking in with the following factors can be of use.

- *Political Factors*
 - Are there local, national, or even global issues that need to be accounted for?
- *Legal Factors*
 - Are there any legal challenges that may arise?
- *Economic Factors*
 - For this particular post or series, or are we looking for monetary gain? How is the current economic climate indicative of how this strategy should thus present itself?
- *Community Factors*

- What are online trends looking like and how can you use them to your advantage?
- Where are users spending their time?
 - E.g. Tik Tok is one of the biggest social media platforms; how can content be curated for this particular demographic?
- As tastes change, it is important to keep in touch with these feelings!
- *Technology Factors*
 - What tools are popular at the moment?
 - E.g. Story posts, videos, and audio all have their time and their place in cyclical social trends.
- *Social and Consumer Factors*
 - Who will be seeing this post?
 - When we post, do we have targets in mind? Will outside audiences also find our message important and accessible?

Key Players and Organizational Structure

- *Who uses Social Media in FCI?*
 - Mainly students with suggestions and guidance from leaders like Caroline Nickerson and Nicole Dan.
- *Is Social Media valuable for FCI?*
 - There is a future, but right now we post at the discretion of whoever holds the passwords.
- *Where is Social Media heading at FCI?*
 - We do more than what we show online, more of our story can be shared.

Analysis of Media Channels [PESO]

- **Paid** - use of paid promotion and placement
 - e.g.) Facebook and Instagram ads.
- **Earned** - social media content visibility without being paid
 - e.g) blog shout out, local news spots.
 - How we can increase this... interact more with other NPOs and UF organizations. Increase visibility with hashtags and mentions.

- **Shared** - content that has been widespread by others
 - e.g.) story mentions.
- **Owned** - FCI assets such as our website and various social media accounts
 - How is content being shared differently across our platforms by ourselves and others?
 - e.g) For Instagram, a consistent “grid” layout is important to maintain a clean and professional looking account. Though video sharing is becoming increasingly popular on this platform, videos with a clean and consistent image are important.
 - LinkedIn focuses less on images and more on words. Simple graphics should be accompanied with updates and pictures of our staff.
 - Facebook is a bit less strict. As of now, they are still primarily a mixed media platform, so vary the posts here without focusing as much about the aesthetics as you would on Instagram.

Campaigns and Initiatives

The FCI social media initiatives can be split into three categories when it comes to new ideas for posts and post series. The following figure can be used as a guide when determining the kind of execution to adopt. When posting, is your goal to try something new with the intent of rewriting our brand image? Are you thinking in the short or long term? *By asking these questions, you may better prepare for a wider view of the impact your post will have.* Consult others no matter the level of post you are preparing, as mentioned before, we are collaborative and these parts should work together to best reflect FCI. They all intersect to tell our story, communicate our brand voice, and establish community.

It will be beneficial to keep track of the types of initiatives tried. A master document chronicling FCI campaigns may be helpful. This could include successes and failures as well as analytics. Each project can be put into the following framework and tweaked as needed.

Campaign Initiatives From Technical to Managerial to Thought Leadership

Thought Leadership

- Innovative ideas and executions.
- Content creation and amplification.
- Educational Leadership company wide.
- Strategically aligned campaigns.
- Long-term strategy.
- Risk taking.

Managerial

- Internal teams.
- Branch of social care and conversation care management.
- Small campaigns.
- Focused on strategy and creativity.
- Building networks of influencers.

Technical

- Tactics and tools of communication focused
- Trend focused content push
- Short-term strategy

Social Media Communication Audit

The following will serve as a holistic and precise look at FCI's social media presence. While working in tandem with the previous idea of campaign initiatives, the tables below will assist in assessing a comprehensive measure of where FCI is now and where it needs to go on social media. **This section is subject to change and will be updated on a needs basis.**

- *Decentralized:* Currently, at an organization wide level, there is no structure for who is in charge of social media with the exception of a slack channel where team members may or may not share their ideas.

Internal Analysis of Social Media Presence

- The following Figure illustrates how FCI's internal structure can be seen and thus improved upon. Recommendations are written in the last column.

	Background	Content & Rationale	Strengths & Weaknesses	Action Steps & Recommendations
Internal Communication	FCI's social media has been widely decentralized, as there hasn't been many students willing to take over. Recently, several team members have taken to posting across platforms. Use of a slack channel has been implemented to share most posts before they go up in	Separate Slack channel consisting of interns and staff involved with social media . <i>As recommended, in order to keep organized,</i>	The use of a separate slack channel has prevented mass congestion in the general intern channel. However, this means a lot of interns are in the dark about what is happening with social media	Moving forward, adopting a more centralized and organized approach to social media management would be recommended. This means all posts, regardless of author, must be sent through the social media slack channel prior to posting. In this forum, team members can discuss edits and collaborate on a

	order for team members to offer suggestions.	<i>campaigns and initiatives should be logged with the strategies used, reasoning, and analytics in a master document to track what is successful.</i>	content until it appears on their feed.	posting schedule and the sorts of goals to be met through this post of series. Posts and series can be assigned to an individual or team to work on and as they near completion are shared with the general group. In order to prevent congestion within the channel, conversations about a post could be kept within the thread and final changes can be sent separately. Concluding with the final post graphic and caption also being sent to the respective project channel to ensure that teams are aware of the social media campaigns. Analytics for posts would also be written out and shared with their respective teams at the discretion of the team.
Leadership	Nicole Dan and Caroline Nickerson are the most active leaders in the Slack channel. They both provide recommendations and direct opportunities to the intern team.	When a project needs personnel it is Nicole Dan and Caroline Nickerson that direct interns to the job. Having leaders directing general workflow has been helpful.	This allows for a general but loose organizational structure. Caroline and Nicole will not always have time to delegate tasks.	Perhaps what can be instead implemented is a sort of internal hierarchy. There can be one delegated social media project leader on each project and then a general, cross project social media leader who can answer general questions and be familiar with the flow of content as well as this document.

External Analysis of Social Media Presence

- The following Figure illustrates how FCI is structured externally and how changes can thus be implemented. Recommendations are written in the last column.

	Background	Brand Voice	Content & Rationale	Strengths & Weaknesses	Action Steps & Recs
Campaign	The campaign I'll use as a case study is our Resource Map Workshop. In this campaign we had a	The color pallet and style for this post was trendy and well done. This garnered a lot of engagement which boosts visibility. The general	Continued use of Story highlights on the front page of Instagram helps to promote. 165 accounts were	Accessible information all in one place Lack of goal audience	The high energy, accessible, yet professional appearance of this post garnered a lot of engagement. Perhaps squishing a little less

	unique, well crafted infographic. The intended impact was to get high sign up rates.	attitude of the post was light hearted and exciting which could be seen in the language of the graphic and caption. This energy persisted into the comments section as high energy blurbs were left.	reached and 67% were not already following us. This can be attributed to the use of hashtags and the increased engagement which landed us on more explore pages and Instagram stories.		information on the graphic would make it easier to read. Continuing to adopt this style of post will be helpful. Maybe a podcast? Make a goal of who you want a post to reach then assess the demographics
Community Analysis	For the most part, FCI alums and fellows have been the ones engaging with our content on socials.	Twitter and Facebook are better hubs for conversation. Comment culture across platforms has been short and sweet. Our audiences view posts but are not as likely to engage with them. Likes are much more common than comments. As a brand, we want to promote community engagement and should strive for further discussion amongst our posts.	Infographics are the most common way others in our community post. Expanding upon this niche into video content and more on stories may help us to diversify and stand out.	Consistency is key but is also adaptable between posts when the objective alters the voice.	A good focal point to have is increasing sharing and visibility. To get the ball rolling, sharing other community projects can help to increase relationships and further shares. Increase comments by prompting them in the caption.
Analytics and Data	Analytical research is key in our early stages of social media development. We have yet to use ads to promote content.	n/a	n/a	Like counts are fairly consistent. Shares and comments could be increased. Reminders for posts could be helpful. We don't want to be something people just scroll by.	Use of ads to promote content and get it in front of more faces is one of the easiest ways for FCI to expand influence. Continued use of hashtags and trending topics is also helpful. Stick with what works and try new ones in every post.

Analysis of Social Media

- The following figure should be updated as new campaigns are rolled out on platforms

Platform	Org. Structure	Campaign	Analytics	Successes	Challenges	Action Steps
Instagram	A consistent “grid” layout is important to maintain a clean and professional looking account. Though video sharing is becoming increasingly popular on this platform, videos with a clean and consistent image can upkeep the ever increasing importance of aesthetics on this platform.	<u>Recent</u> : P.A.T.H. App and Hip Hop Fitness Fundraiser	- Our most followed and highest engaged platform... 86 followers, avg 15 likes and 1 comment per post		Difficult to increase shares	- Increase use of videos - use of nudge tactics
Facebook	As of now, they are still primarily a mixed media platform, so vary the posts here without focusing as much about the aesthetics as you would on Instagram.					
LinkedIn	focuses less on images and more on words. Simple graphics should be accompanied with updates and pictures of our staff					

As is possible to note from the above figure, there is a lot of room for growth across FCI social media platforms. As new campaigns are issued, continue to log their successes and failures in a master document to refer to.

Situational Analysis

‘Competition’ - In the nonprofit sector as FCI finds itself, we may look at what others in our field are doing right and wrong.

- For this, I took a look at Code For America's Instagram account. Their page has a consistent color scheme, easy to follow graphics, bright and clear imagery, and faces that tie into the organization's image.
- I also looked at a larger account, ACLU of Florida. They have incorporated updates on their brand as well as local and national political updates. FCI has begun doing the same but would benefit from further promoting community events to involve the wider Florida population.

Overall, FCI can use social media as a motor to drive impact into the community. By continuing to foster positive relationships and grow an audience, FCI can become a leading name in community nonprofit innovation.

S.W.O.T.

Strengths

- Strong sense of brand identity and voice.
 - All individuals posting have been able to adapt to the voice we use.
- Positive culture surrounding work, feedback, and efficiency.
- Posts have purpose; we don't use filler.

Weaknesses

- Lack of opportunities to learn about social media skills and development.
- Inconsistent style.
- Lack of presence on certain platforms, including LinkedIn and Facebook.

Opportunities

- Use funds to run ads.
- Increase collaborations with nonprofits and UF groups.
- Video series.
- Podcast.

Threats

- Inactivity can affect our prospects and visibility within social media algorithms.
 - Create a calendar goal such as 3 posts per week.

Goals and Objectives

Following the S.W.O.T. analysis, we can conclude that playing to our strengths of voice and the FBI story can open up new avenues of engagement. If we continue to get creative with new trends, this will be possible. However, this means delegating more time to our social media sector and opening more resources for training in this field.

Goals by the Numbers - Next 3 Months

- Increase Instagram following by 50%.
- Increase comment and like engagement by 50%.
- Increase awareness about our current projects: P.A.T.H., GOBituary as well as upcoming events hosted by FCI or where FCI is featured.
 - This includes the increase of shares and impressions.

Goals in the Abstract

When assessing FCI's social media growth, the numbers are not the only way for us to assess audience behaviors. The following are unique ways to see if audiences are becoming and staying engaged with Florida Community Innovation as a brand.

- Outreach.
 - Are people in the community coming to us? Along with followers, we can also take a look at direct messages (DMs).
 - Are the quality of DMs high? Are they seeking help, partnership, or support?
 - Email - Are people using the contact feature on our website?
 - Links engagements attached to posts are also a great tool, along with frequency of visits, to check for consistency.
- Demographics.
 - Are we reaching who we want to be reaching? As mentioned when planning a post or series, establish an audience.
 - This can be assessed using available creator tools on social media sights.
 - *Great way to establish is by using targeted ads!*
 - E.g. December ad campaign.
- Kinds of interaction.
 - On websites like LinkedIn and Facebook, they have different kinds of reaction options.
 - e.g) "support", "love", "care", etc.
 - See if these are the kinds of interactions you hoped to get, this will help you to get a sense of the audience's emotions.

- Geographics.
 - Using available data we can see where our audience is located, this is important to view when it comes to what you're posting.
 - Are seeking to reach those in central Florida, Gainesville, Miami, etc?

Evaluation

For Florida Community Innovation, we can use social media to continue to solidify our brand and name recognition. In an interdisciplinary world and as an interdisciplinary brand, searching for ways to innovate online is crucial if we want to be a reputable non profit.

Overall, FCI can increase our general presence online. Social media is a dynamic way to involve new audiences and solidify relationships. By connecting all of our teams to a general digital content creator, we can ensure our voice is strong in all online behaviors. When moving forward, we should seek to have a more centralized approach to online engagement.