

# Social Marketing Plan Proposal

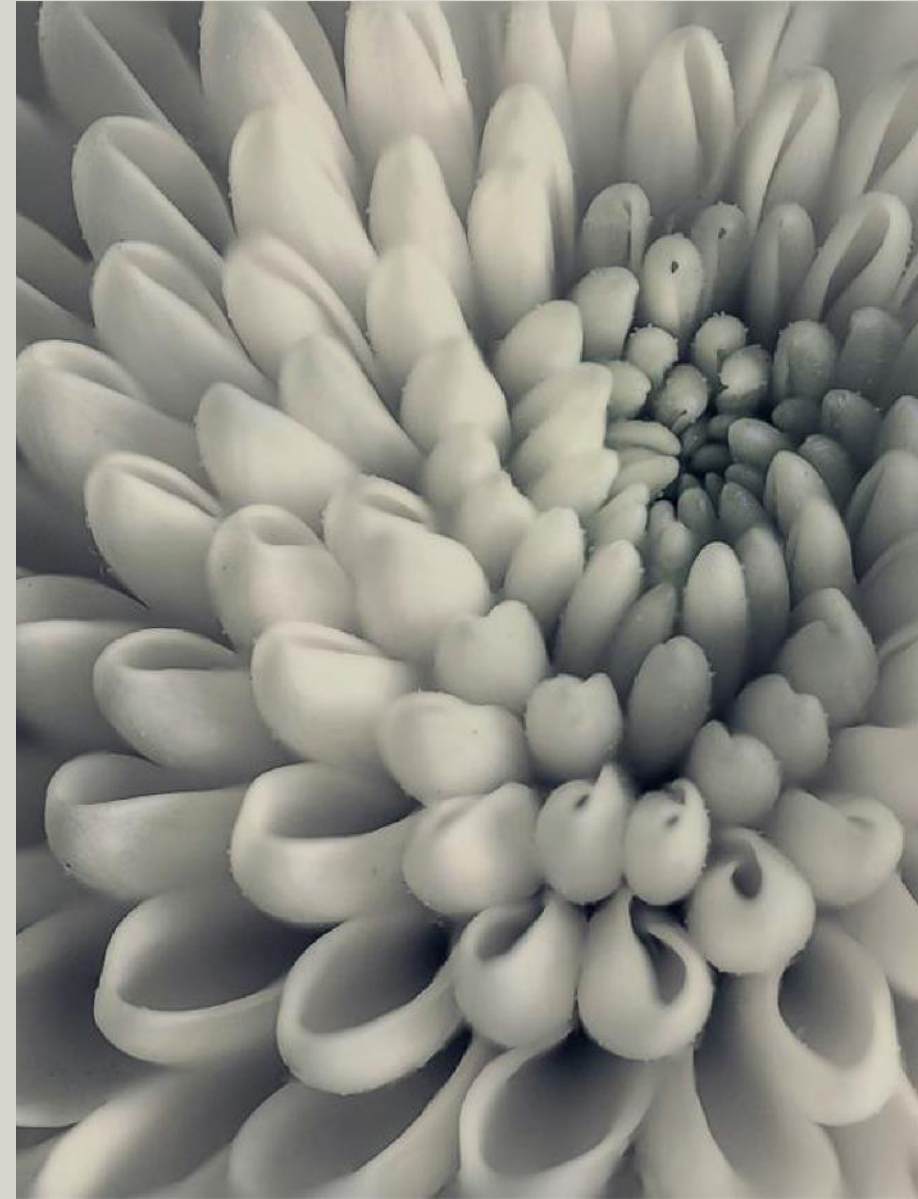
6/22/2022





## Social Marketing Plan

Definition: social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole.



# Phase One



## Identify Key Players

What are the roles of different committee members?



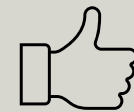
## Identify Policies & Procedures

Is there anything in the contract between the ASO and HCA, in YFC's Charter, or in any YFC policy document that speaks to marketing? Should there be?



## Identify Budget

How much do we need for ads, equipment, and compensation? Do we have any spending restrictions? Do we need analytic and management software?



## SWAT Analysis

1. What social marketing efforts are already underway?
2. What social media platforms are we using?
3. What issue is most important for YFC right now?
4. Who is most affected by the issue?

# Phase Two

Hold a Listening Forum – 5 young people, \$100 each

Questions based on current Work Plan goals and the Strengths and Needs Assessment surveys:

1. How can YFC use marketing tools (such as social media, brochures, posters, and educational materials) to increase knowledge and awareness of services and programs that are currently available in the region?
2. How can YFC use marketing tools to identify needed resources in the region?
3. How can YFC use marketing tools to nurture a culture of intersectional, antiracist social equity?
4. How can YFC use marketing tools to equitably increase youth and family involvement from all five counties in our region?
5. How can YFC use marketing tools to increase access to high quality behavioral health supports in schools?
6. How can YFC use marketing tools to help expand behavioral health engagement opportunities in the region?



# Phase Two - Continued

## Identify Program Goals

1. What do we hope to accomplish?
2. How will we tie our social marketing campaigns to offline campaigns?

## Identify Standards for Success

1. What defines success for our stakeholders?
2. What defines success for our program?
3. What defines success for our community?

How will we measure our goals?





## Phase Three

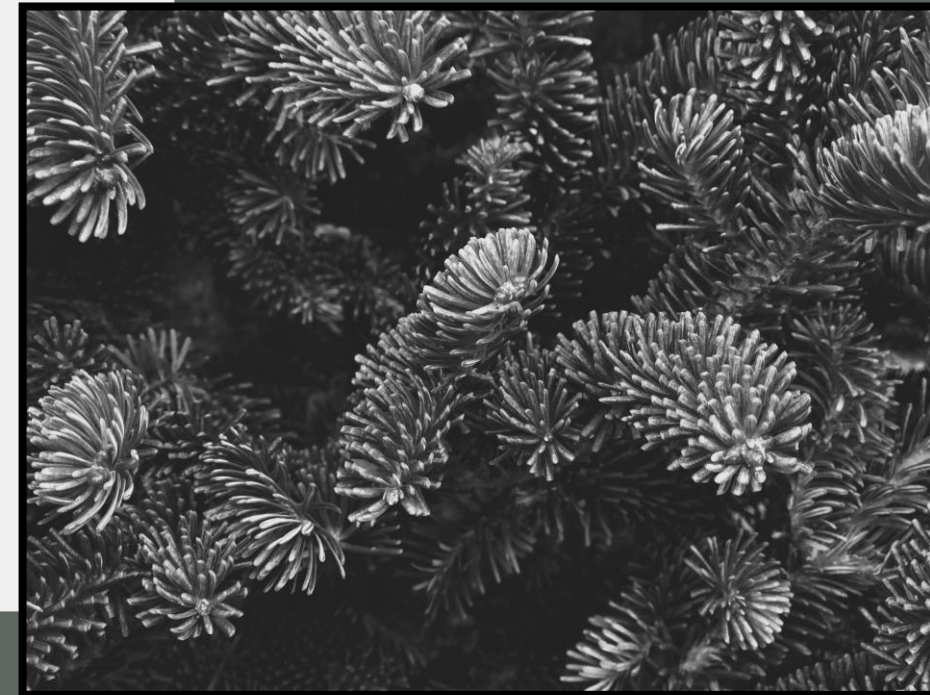
- Identify and Understand the Audience(s) – age, gender, race/ethnicity, stakeholder role, location
- For each audience, what social marketing medium would be most effective? (in-person events, online website or social media, public educational materials, etc.)
- For audiences that prefer in-person, which events would be most successful?
- For those that prefer social media, which platforms would be most successful?

# Phase Four

## Develop Campaigns for Each Primary Audience

### Critical Considerations:

- Develop measurable goals for platform effectiveness.
- Cultural considerations – how does the message come across to different groups?
- Which audiences are you trying to reach on each platform – do they exist there?
- What is the call to action for each social marketing effort? Actions may be passive, such as staying tuned for new Snapchats, or active such as attending an event.
- What do we hope to motivate the audience(s) to think, feel, or do?
- With which affinity organizations are intended audiences already connected?
- What educational outreach materials and media are affinity organizations using?





# Phase Five

- Implement the Plan:
- Define responsibilities for key contributors – recruitment
- Do we need legal or pr vetting?
- Do we need a crisis management plan?
- Develop an implementation calendar





# Phase Six

- Monitoring, Engagement, and Analytics
  - Do we need social media dashboard software?
  - Who will review the data and on what schedule?