Social Media Plan

Purpose

Nuci’s Space will use social media platforms to create a connection with musicians of all demographics. This will help increase membership and bring a bit more diversity to the organization. It will also help promote all of the organizations events. Individuals will identify with the mission of Nuci’s Space and become involved.

Target Audience

- Between the ages of 15-30
- Attend a university in the Athens area
- Musicians
- Audiences of color
- Individuals suffering from mental illness

Key Messages

Twitter:
The organization will use Twitter to attract an audience that uses Twitter the most, a young crowd. Ages of Twitter members range from 15-25.

- Pictures will be posted daily of inspirational messages, events, fundraisers etc
- Link to donate
- Link to website
- Polls that allow the public to say what they want the organization to do next
- DM’s will be open accepting all messages
- Each week 20 people will be followed from around the Athens area
- Videos will be posted weekly of performances

Instagram:
The organization will use Instagram to showcase volunteer work, fundraising and of course the artists. Instagram will be used for our younger crowd as well in terms of visuals.

- Videos will be posted 3 times a week of musicians performing
- Pictures will be posted of volunteers each weekend
- There will be a patient of the month feature
- Volunteer of the month picture
- Videos of patients and volunteers saying what the organization means to them
- Follow local musicians
• Use hashtags to gain further exposure

Facebook:
Facebook will be used to target an older audience. Many individuals who are between 25-50 years old use Facebook to gather information.

• Post pictures of events
• Post events
• Go live to show the everyday activity of the organization
• Chat with patients/perspective patients
• Make announcements
• Friend local musicians of all genres (rap, r&b, etc.)

Measurements
The organization will use a few tools to help keep track of the social media plan’s growth.

The organization will monitor how many new members are received by using an email list. Each new member will be asked to provide their email upon membership which will generate a document for new traffic.

To keep track of awareness and exposure of the organization on social media platforms we will use analytical tools.

• Instagram has an analytical tools section where it tells you your followers demographic, gender, age, language and much more. This can be used to see exactly who’s viewing the organizations page.
• Hootsuite can be used to monitor all traffic on Twitter pertaining to Nuci’s Space
• Brand24 can be used to track metrics surrounding conversations across Facebook. Your influence on the public can be monitored with this tool
• Google analytics keeps track of website activity. This tool can be used to see exactly how many individuals are visiting the site and exactly how long they’re staying.

Conclusion
Reaching out and involving different audiences around the area will increase the attendance of colored individuals. The use of social media will also help the organization see which platforms are benefiting them more than others. The analytics can be used to see what improvements can be made. By using social media to build a stronger connection with future patients along with past and current members, Nuci’s Space can gain clientele from all walks of life. The organization can continue to show the efforts to serve the community and those in need of mental health guidance.