



# BUSINESS SOCIAL MEDIA PROPOSAL

● Prepared for  
Client Name: Census 2020

● Issued  
November 13, 2019

# CONTENTS

1. Staff .....	4
2. Introduction .....	5
3. Facebook .....	6-7
5. Twitter .....	8-9
6. Youtube .....	10
7. Pinterest .....	11
8. Summary .....	12

## OUR MISSION

The mission of the News School is to gather together the best professionals across multiple platforms, disciplines and media to create a boldly inclusive team with the ability to reach the broadest possible audience across many outlets to offer our clients complete brand development services from one all-inclusive group.

## OUR METHODOLOGY

Our methodology is one of teamwork. We move beyond the concept of clients, customers, readers and writers, into partnerships. We look forward to becoming more acquainted with you and developing that close relationship. We approach each interaction with the highest level of professionalism, with trust as our guiding principle and accountability and performance as our hallmark.





Our Facebook digital badge is proof that we are Facebook Blueprint Certified Professionals and sets us apart from others in the digital marketing industry. The badge includes information about our certification and can be verified online.



# STAFF

## a. Welcome to St.Agatha's News School

At FMG we bring a wealth of experience in marketing, sales, and social media to our clients.

## b. Our People

Our team is comprised of a diverse group of talented people, each with his or her unique strength and experience.



### DIGITAL MARKETING DIRECTOR

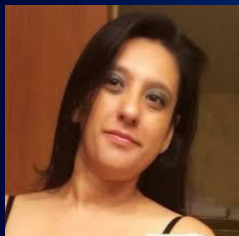
Build, plan and implement the overall digital marketing strategy. Manage the strategy

News@Frackle.com



### EDITOR

Verify content produced before submissions. Determine if the content is in accordance with quality standards. Approve submissions when appropriate. Notify writers of the publication timeline



### DIRECTOR OF SOCIAL MEDIA/ DESIGN

Highly regarded designer whose process-driven approach to developing rich customer experiences.

Graphic@Frackle.com



### COPYWRITER & EDITORIAL DIRECTOR

Plan and implement editorial calendar. Develop and share all the written guidelines. Determine sources for content creation, Serve as an exemplary writer.



### Journalist/Managing Editor

Well-known for her strategic imagination in aligning business goals.

J.Smith@Frackle.com



### OUTREACH AND PARTNERSHIPS MANAGER

Create a systematic, process-driven approach to partner outreach and relationship management. Identify and source partnership opportunities



### PROGRAMMATIC ADVISOR

Anticipate problems on behalf of our clients, productively escalate issues and work toward resolution and eventually, client satisfaction.



### CONTENT MANAGER

Create X amount of free resources each month to drive leads, subscribers, awareness. Experience in creating various types of website and other online content such as ebooks, whitepapers, infographics, guides, blogs etc

# INTRODUCTION

## c. Our Value

We focus on clearly defining the goals and activities which will get measurable results for you. Whether it's a marketing campaign or a social media strategy, we know that we have to help you achieve your business goals.

## d. Our Tools

Just like no artist or builder can work without tools, we constantly evaluate and select tools to help us manage efficiently and effectively. In this web design/social media proposal, we've chosen to include a few examples from a social media management tool named Rignite to demonstrate our activities and potential results.

According to federal Census website, "[t]he 2020 Census campaign will build on lessons learned from prior decades, respond to the rapidly changing media landscape, confront new challenges, and capitalize on new opportunities. For the first time, people will be able to respond online without having to wait for a mailing. Highly targeted digital advertising will present the opportunity to drive direct response, moving respondents from advertisements straight to the 2020 Census questionnaire." This is a direct endorsement and emphasis on the use of social media marketing platforms and tools to accomplish the Census objective, which is to make sure everyone is counted once and only once in the right place.

St. Agatha's News School is strategically positioned to provide a social media marketing approach consistent with the statement above and the following three objectives:

### 1. Awareness/Education - Now until March 2020

- a) The objective here is to build immediate awareness and to provide education information. We will use both traditional and non traditional media channels to reach as many people as possible and prepare them to respond. You can review the complete strategy further down in this document.

### 2. Motivation/Participation: March through April 2020

- a) The objective of this phase is to inspire and motivate residents to complete the 2020 Census questionnaire. The strategy for accomplishing this is also explained in this document

### 3. Reminder/Nonresponse Follow Up: May 2020 until the end of the census

- a) The objective here is to continue reminding people to respond to the 2020 Census. Additionally, this operation has a door-to-door component that includes a review of households that have not responded to the Census. We have dedicated 11 news and information websites to accomplish this objective!

# FACEBOOK

Targeted Connections, Posts, Contests and Group Activities



Web Design



Marketing



Social Accounts and Profiles



Kickoff Meeting

Facebook is an amazing space especially if you have a clear idea of what brings people together, what people love to share and where you want them to go and how to get them there.

**What brings people together:** common pain, common solutions, sense of shared traits, common purpose.

**What people love to share:** beautiful images, quotes, human faces, funny text/images/stories, powerful statements by celebrities, offers and discounts.

**Where do you want them to go:** always take them to a place that solves their problem. In our case, we want them to go to the Census questionnaire.

- We have developed a series of **custom apps** for the Facebook Page; **email capture, document presentation page, video sales page**.
- **Promoted Posts** will be very important to use, but the number of Page likes will need to be increased to at least 1,500. Reporters at **The News School will fashion the kind of written reports that are perfect for Promoted Posts**. They will be **Evergreen post** so that they can be posted and used anytime.
- We will Post at least twice a day. **We will develop the posts and schedule them to post at high traffic times on Facebook**.

# STRATEGY IN A NUTSHELL:

- We will introduce **Facebook Group shares** that are targeted to the entire Chicago audience (This is everyone living in the Chicagoland communities you serve).

The focus of this phase is to expand your target market on Facebook using a re-occurring contest strategy. These contests will be targeted to your locations or demographics. This process will give you more Page Likes and more engagement on the Page and more traffic to the Census website.

**Hence, we will maximize your FB traffic by:**

Producing content in the form of news articles. These articles will not only be placed on FB, they will also appear on at least 11 heavy traffic news sites.

- a) TheNewsSchool.com
- b) Guardianlv.com
- c) Chicagoleader.com
- d) OurGenerationNews.com (This is also a print magazine)
- e) WCHmag.com
- f) Spillbee.com
- g) Headlinersdaily.com
- h) Insideplanetearth.com
- i) Polibum.com
- j) Faithfultimes.com
- k) Frackle.com

Launching a variety of contests that will engender broad interaction with facebook users living in targeted communities.

**Making use of more than 5,000 Facebook groups in which  
The News School holds membership in.**



# TWITTER —TRAFFIC AND REACH

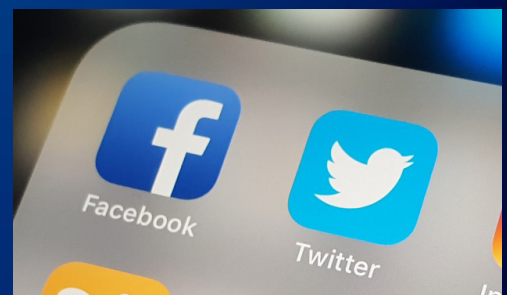


Twitter is primarily used to move traffic to a site. 90% of the tweets are designed to engage interest and make the click to the site. After that, the site needs to manage the interest and move people to the sale (Ultimately the completion of the Census questionnaire).

**Twitter will work for you** when you make the tweets as down-home and authentic and as non-sales-y as possible. This is done through quotes from presentations and presenters, images from the site, facts and figures, and conversations. The News School has maximized this process by training its students to tweet and engage audiences using the pull method of marketing.

**What to Tweet:** teaser text that captures the audience's interest by providing solutions to the issues that FB users run into on a daily basis. Approximately 80% of these solutions will have links that capture the voice of the 2020 Census.

**Voice:** The most important part to define is the "voice" of the tweets; highly energetic, forceful, sweet, etc. The voicing will be the emotional mover in the tweet creation process.





# TWITTER —TRAFFIC AND REACH

A **global list of hashtags** will be developed that will increase the reach of each tweet beyond the Followers of the accounts.

A **collection of tweets (100)** and the instructions on how to vary them, will be developed. Each tweet will include links and hashtags. This excel file will be available for all principals and supports to use in Census social media marketing campaigns.

The most important thing about using Twitter for marketing is the voicing, frequency and landing pages the tweets take people to.

“ We Can  
Share Your  
Victories With  
Our Entire  
Network



## STRATEGY IN A NUTSHELL:

- tweet at least 50 times a week on all designated accounts (TBD)
- tweet during peak online attention of the targeted audience
- use the top hashtags for the Census in most tweets
- connect with top Twitter Chat hosts to schedule Twitter Chats

Optional: Twitter ad campaign

# YOUTUBE—SEO

The main reason you want to be on YouTube is the SEO benefit. Several videos need to be developed to use all the targeted keywords you want to own for this program. These videos do not need to be on-camera interviews. The videos can be presentations, ads, testimonials with static images etc.



YouTube is an amazing space especially since we provide **an entertaining, professional and highly optimized video channel.**

**Entertaining:** We make sure there is an element of entertainment woven into every video we create.

**Professional:** We will make sure that your Youtube Channel is beautiful and matches the quality of your website.

**Highly Optimized:** We have a checklist of things to do to guarantee each video gets you in the top of the search engines.

## STRATEGY IN A NUTSHELL:

The focus of this phase is to use the second largest search engine to expand your target market and bring them directly to your website. **SEO SEO SEO**



# PINTEREST—TRAFFIC ENHANCER

The images that are developed for Facebook can be re-purposed on the website and then Pinned to Pinterest for increased traffic. Pinterest generated more referral traffic for businesses than Google+, YouTube, and LinkedIn combined. (Source: Shareaholic.com).

Pinterest can be an amazing space if you provide beautiful images that inspire curiosity, links back to your landing pages and encourage supporters to Pin your stuff.

Images that inspire curiosity: Creating images is a foundational social media task. You use those images on your landing pages, sales pages and websites. The images themselves need to be like teaser text that pulls someone to click through to see the origin of the image.

Links back to your landing pages: The whole reason for using Pinterest is to create traffic back to your landing and sales pages. Pinterest is a winner in this function. Pinterest Drives More Traffic Than Google+, YouTube and LinkedIn (report). Encourage Supporters: By providing a way for your biggest supporters and customers to Pin and Re-Pin your images from your site you'll multiply your marketing efforts.

The focus of this phase is to use the most powerful traffic mover to expand your target market and bring them directly to your sales pages.

## STRATEGY IN A NUTSHELL:

Create Pinnable images on the website

Inform your fans - Announce your Pinnable images to all your other social sites

Create a Group Board for wider reach – and hand-select the Pinners



# SUMMARY

## Online Marketing

- Splash page
- Google page targeted keyword marketing
- Online banners on 11 websites

## Social Media

- Social Media Management and Content Development ( promotional material design
- Daily Posting in social media platforms (facebook, twitter, instagram, youtube, etc)
- Social media sponsor ad on targeting area

## Print Media

(Though this is not digital media, it will still be to your advantage to make use of our print magazine, especially since it is bilingual and we print it every two months).

- Flyers
- Banners
- Promotional material
- Generation full page ad (english and spanish)
- Articles

## Video Media broadcasting

- 30s promotional videos (english and spanish)
- Free Radio advertisement (english and spanish)

## Events

- Event hosting at school, libraries, resources centers
- One of our founders has put together a Census play, which we will feature in the communities that we serve.