

Senior Honors Capstone



SOCIAL MEDIA PLAN

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Abstract

The purpose of the capstone project was to create, pitch, execute and evaluate a social media PR plan for a national non-profit organization called Women in Fatherhood Inc. (WIFI), which advocates for positive fathering in communities. The project was executed by conducting an extensive audit and analysis of WIFI's current social media landscape, noting best practices from other fatherhood organizations, constructing a rigorously researched social media plan, executing the plan, and evaluating its effectiveness. After the research was conducted, the three strategies for WIFI were determined to be: to highlight WIFI's key messages throughout Facebook and Twitter, promote fatherhood-related social media activities, and leverage parent pledge cards. Due to budget restraints, the primary focus of the plan was to be placed on the Facebook front. The output of the plan was a completely revamped Twitter page and Facebook page, which contained six customized tabs that set a platform for WIFI's interaction with its followers and enlightened them with the work and research that they do. Within only two months since the launch, the WIFI Facebook page had a 438% increase in Likes, 1600% increase in people talking about the page, and a viral reach peak of 507 users. Moreover, their Twitter page had a 167% increase in Followers and increased two-way engagement between WIFI and their followers. The executed social media plan provided the WIFI with the perfect foundation to build a following and engage their fans. The outcomes, as the result show, exceeded one's expectations and the expectations of the client.

Who is WIFI? A background.

Mission and Vision

Women in Fatherhood Inc. (WIFI) is a national not-for-profit organization founded and led by women who are dedicated in advocating for positive fatherhood in communities through public awareness and education, policy advocacy and collaboration. They seek to break down the societal, economical and legislative barriers that inhibit fathers from playing a significant role in the lives of their children.

Their main cities of focus are in Baltimore and New Orleans, and their target audience is specific to African American families.

Premises from current findings coming into the project.

Early 2011 to present has been a significant rebranding period for WIFI. During the last quarter of 2011, WIFI engaged dozens of women and men in a series of focus groups in both Baltimore and New Orleans. In those groups, several things were tested including the organization's name, its images, messages, colors, and WIFI's logo.

Here were some of the findings:

- There was a true desire on the part of the women to speak up for responsible fatherhood and to do whatever is necessary to involve responsible fathers in the lives of their children, regardless of the parent's relationship status. However, there was significant disappointment from the women in the focus groups on the consistency and quality of the father's involvement with their children.
- Both mothers and fathers in the target audiences appealed to the message of responsible fatherhood involvement to better outcomes for their children.
- The "G.R.E.A.T. Parent" Pledge cards, which affirm the joint goals for mothers and fathers in the raising of healthy and well-adjusted children, were well received in both New Orleans and Baltimore and will play a central role in the overall campaign.
- Many men other than the biological father of the child act as father figures in the lives of children – including grandfathers, step-fathers, uncles, cousins, and friends – especially in the lives of children whose mothers are single, divorced, or widowed. Hence, it is not only biological fathers that matter and create positive outcomes for children, but also the wider circle of men that matter, and whose importance must be recognized in the campaign.

Who is WIFI? A background.

Challenges Identified:

- There was a great amount of confusion to the name Women in Fatherhood. The focus groups showed that the name created the impression that women were assuming the role of fathers. However, the leadership board refused to change the name of their organization to the suggested Women Invested in Fathers Inc. (still keeping the WIFI acronym) with the argument that they were women *in* the fatherhood field.
- Following that were misinterpretations regarding WIFI's mission and purpose. There was a significant amount of complicated and technical language in the WIFI marketing materials that made it difficult to understand the message and purpose of WIFI.
- WIFI's logo was viewed as confusing and female-centric. Likewise, the colors used by WIFI on the logo and website – baby blue and light yellow – were seen as too-female oriented.
- There was a strong desire on both women and fathers to see more images and stories about fathers engaging with children, as well as the need for resources for mothers and fathers.

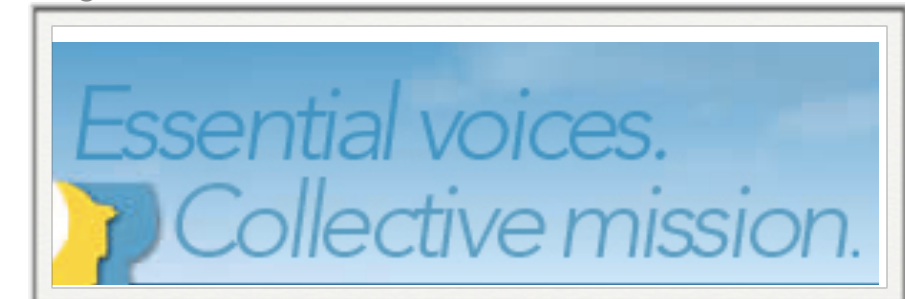
Due to WIFI's limited resources, the primary foci of digital work were to be done on three media: Facebook, Twitter and the WIFI website. Because I was in charge of social media, my main focus in this capstone are on the Facebook and Twitter fronts.

The findings and challenges identified were kept in mind while creating and executing the social media plan.

logo:



tagline:



about:

Women In Fatherhood, Inc. (WIFI) is an organized voice of women with diverse perspectives and experiences. We are a national 501c3 comprised of women with direct or indirect professional involvement in the responsible fatherhood field. The mission of Women In Fatherhood is to contribute to and advocate for family and community well-being through the support of positive father involvement and healthy family relationships.



Capstone Objective

OBJECTIVE

The overarching objective of this Capstone project was to take the knowledge and skills that attained at SOC and test them in the real world. The objective was to experience first-hand not only planning, but also fully executing a strategic plan for an actual client, and see one's ideas come to life.

More pertinent to the client, the objective was to conduct an analysis of WIFI's current social media landscape, conceive and pitch a social media plan that will convey their message to the audience, implement the plan, and evaluate the results two months after the official launch.

Through this project, valuable information will be gained about the realities of client work, the extensiveness of planning, executing and follow up so as to see Public Communication in full circle. During the course of this Capstone, some tangential material will be included from some crossover work that accomplished for WIFI during the semester.

Analysis of Current Media Landscape

General Overview as of January 1, 2012



- 34 Likes
- Two Facebook sites: a Page and a Private Group
- 1 Person Talking about this



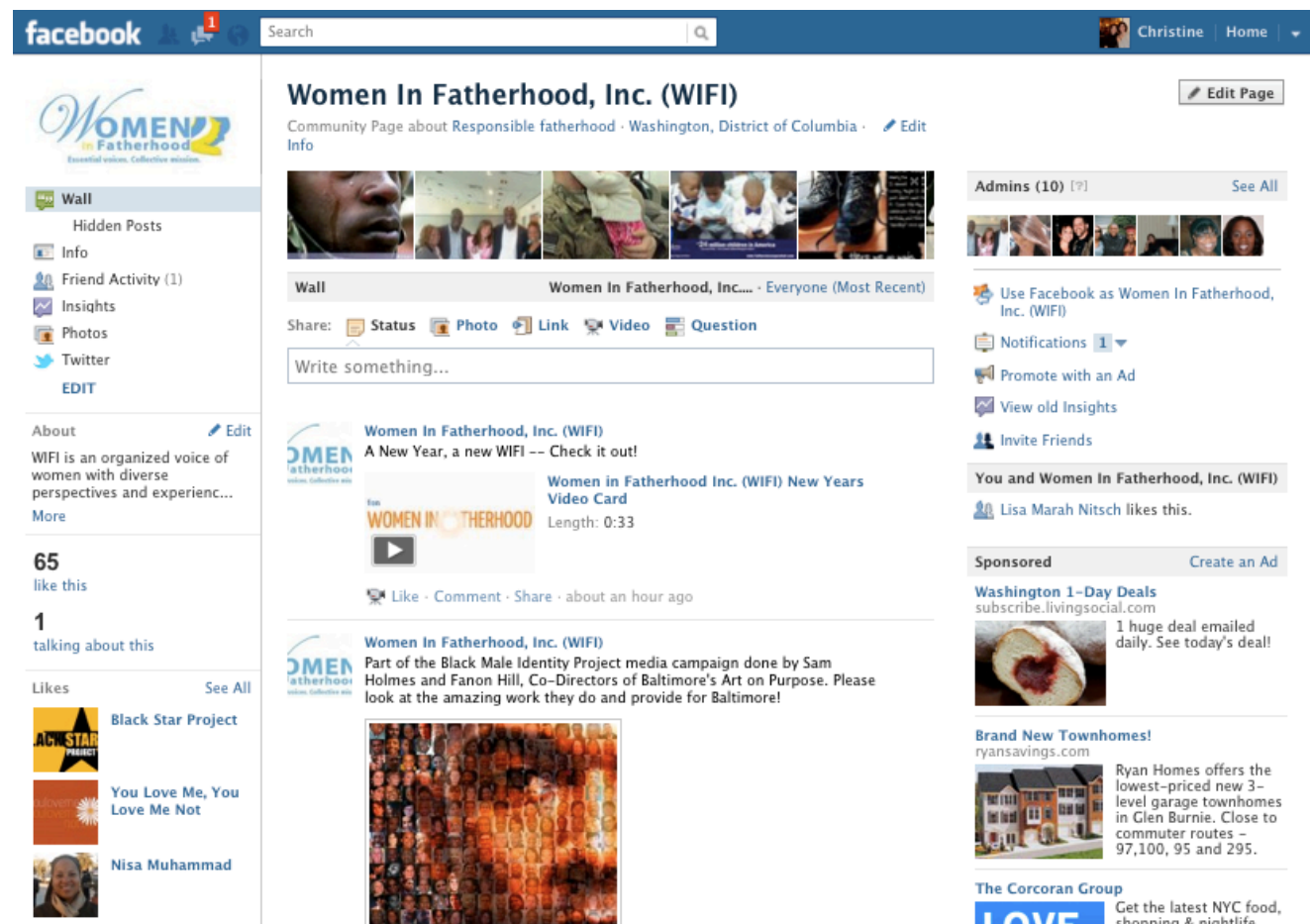
- @Wmninfthrhood
- 155 Followers
- only one image posted shared

Analysis of Current Media Landscape



STRENGTHS

- WIFI Facebook Page is frequently updated (average of 3 posts daily)
- For Group FB page, different people posting (not just one person)
- Posts are appropriate to WIFI
- Active link to Facebook Page from the WIFI website
- Twitter account is integrated on the WIFI Facebook Page



Note: the growth from 34-65 likes was due to the release of a promotional video which will be discussed later.

Analysis of Current Media Landscape



Challenges and Negative Outcomes

CHALLENGES

- Two FB pages exist, a closed group *and* public page (but good that Places page was changed to Pages recently)
- Logo dimensions do not fit the square logo space provided by FB
- Limited activity / posts from other non-admins (e.g. likes, comments, wall posts etc.)
- Too much text on info area & posts
- Timing of posts could be better spread throughout the day as opposed to during unholy hours of the day (3am and 10pm)
- No links to WIFI website on the Facebook page
- No posts that encourage interactivity and engagement with audience

NEGATIVE OUTCOMES

- Not one centralized page, risks confusion and lack of cohesion in reaching out to members
- Does not identify organization as logo is only partially seen
- Gives impression of lack of popularity of WIFI (people follow the crowd)
- Risk losing interest in the “click-happy” culture of internet users
- Gives appearance of being chaotic; risks less interest losing audience
- Visitors can’t connect to further WIFI resources or click to learn more about WIFI
- Does not engage audience in active discussion or personal investment of time

Analysis of Current Media Landscape



Challenges and Negative Outcomes

- | | |
|---|---|
| <ul style="list-style-type: none">• Aesthetics could be improved using color scheme & customized welcome page that encourages interaction | <ul style="list-style-type: none">• Unstimulated audience will loss interest and click to another website |
| <ul style="list-style-type: none">• Does not reflect current (or potential) look and feel of WIFI website | <ul style="list-style-type: none">• Lack of consistency in “branding;” target audience will not identify with WIFI easily |
| <ul style="list-style-type: none">• Word choice and tone of some posts are too technical / use of jargon | <ul style="list-style-type: none">• Posts will not resonate with the “urban” target audience |

Analysis of Current Media Landscape



Recommendations to Challenges

- Redesign logo dimensions to fit the square space provided by Facebook
- Utilize only the Facebook Page, migrate users from Facebook Group to Facebook Page
- Create posts that incite discussion about WIFI and desired fatherhood topics through polls, questions, “Father Moment of the Week” etc.
- Create shorter posts; better to show rather than tell through photos & links
- Dispersed time of posts throughout the day and limit to two a day for now (one in morning and late afternoon). Postcron lets you schedule your Facebook posts <http://postcron.com/en/>
- Include links to Twitter page and WIFI website
- Improve aesthetics of the page, use Customizable Tabs to create a better welcome page.
- Adjust word choice to be less technical and more colloquial

Analysis of Current Media Landscape

The Twitter logo is displayed in its characteristic blue, lowercase font. It is set against a white background that has a torn, paper-like edge effect, with a dark grey shadow beneath it.

STRENGTHS:

- Constant updates; at least every day
- Link to WIFI website included
- Good use of hashtags, RTs and @s
- Mostly relevant posts
- Great tagline! “Women recognizing the impact of positive fathering on our children and communities. Essential voices. Collective mission.”
 - Simple. Short. Clear.



<http://twitter.com/#!/wmninfthrhood>

Analysis of Current Media Landscape

- “WmninFtherhood” is not an ideal twitter name.
- New twitter name would allow people to find WIFI. WIFInc is currently available, for example.
- Aesthetics can be improved
- Research has shown that bright yellow incites aversion psychologically, will make people want to leave e.g. McDonalds red and yellow colors (get food and leave ASAP)
- Recent images are very scarce, could be used better to highlight recent WIFI events and promotions



Analysis of Current Media Landscape

twitter

- Simple, non-distracting, masculine background; aimed at target audience
- References to Facebook
- Thoroughly utilizes recent images documenting recent events and related pictures
- Clear username picture; fits the dimensions well

Best Practices on other handles



Analysis of Current Media Landscape

twitter

Best Practices on other handles

- Good background that repeats the logo
- Has a collage of pictures on the side for aesthetics
- NOT GOOD: the word “Foundation” is cut-off



Analysis of Current Media Landscape



Best Practices on other sites

Current Fatherhood pages on Facebook did not display practices that were worthy of endorsement. Many of them were under-maintained and plain. Thus, best practices of pages from other types of organizations were instead exemplified.

Analysis of Current Media Landscape



Best Practices on other Pages



Example of an engaging Welcome Page for Julie Laughlin

Eye-catching welcome header

Good use of images

Interactive element:
Links could be clickable

<http://www.facebook.com/pages/Julie-Laughlin-Tastefully-Simple-Independent-Consultant/252426961434473>

Analysis of Current Media Landscape



Best Practices on other Pages



Brand is reflected in the aesthetics of the customized pages

Messages are clearly communicated



Analysis of Current Media Landscape

facebook

Best Practices on other Pages

Example of an Activity Page for Colbert Report

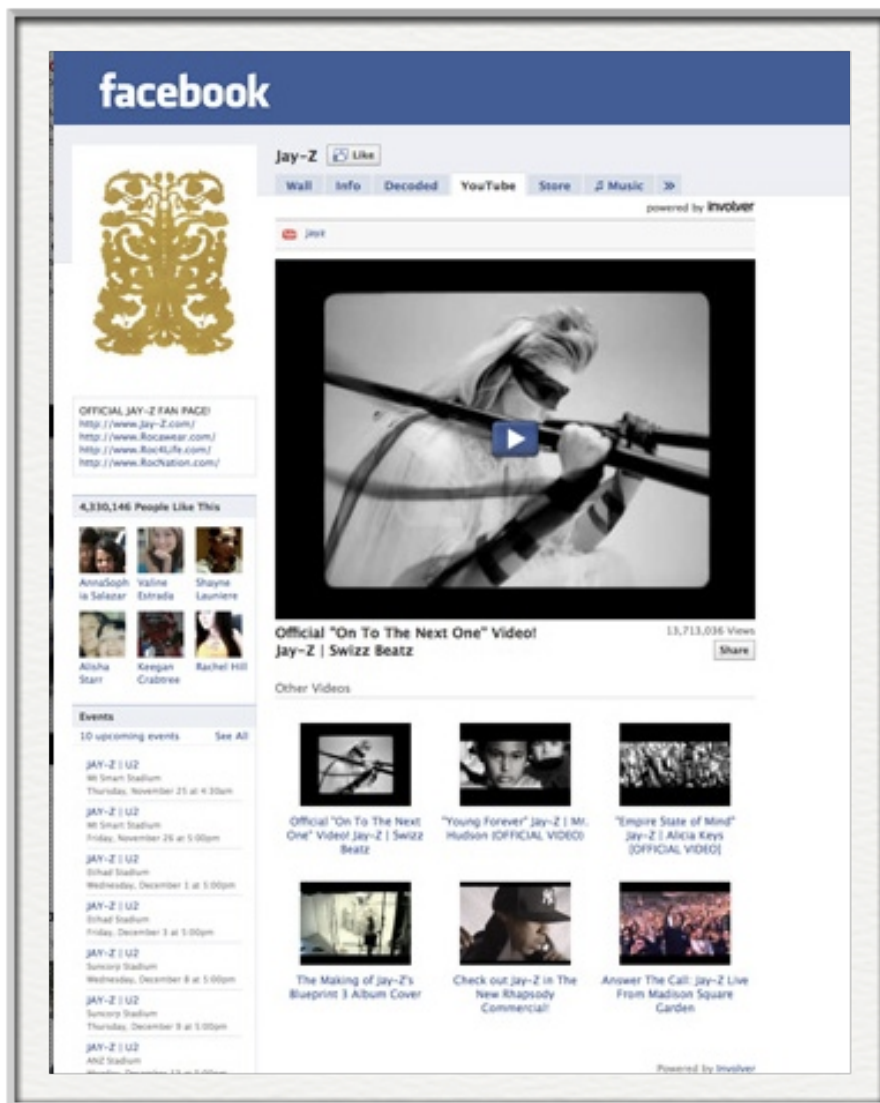
- Pledge Badges are a clear way to signify roles and allegiance to things that matter in our lives.
- This tab invites users to earn a badge created by showing their commitment to the march.



Analysis of Current Media Landscape



Best Practices on other Pages



- YouTube and Flickr integration
- Good for photo and video contests

Next Steps

- Determine look, feel and overall theme for WIFI
 - Including color palette, logo, photo selection
 - This will largely drive the look of your Facebook Welcome Page and Twitter Page
- Design square WIFI Logo for use on Facebook & Twitter Pages
- Determine theme / framework for Facebook & Twitter Welcome Pages
- Create Facebook & Twitter Welcome Pages
- Merge Facebook Group into one WIFI Facebook Page
- Change WIFI Twitter name and cross-link with FB and vice-versa
- Link WIFI Facebook & Twitter Pages to WIFI website and vice-versa
- **Finalize the tactics to utilize with WIFI's Facebook & Twitter**
 - From there we will use social media tools to creatively execute selected activities, drive visitors to the WIFI Website, Facebook Page and Twitter Page, and create buzz around the WIFI "In the Words of Women" campaign

Investigating and Working with Messages

The tagline “Essential Voices. Collective Mission” was deemed not effective and other taglines were explored.

A series of taglines were tested in a national survey with participants of WVFI’s target audience-- both men and women of lower income, with children and living in urban areas including Baltimore and New Orleans.

The messages that were tested are as follows:

- *Every minute a dad is born.*
- *We see you.*
- *He makes a difference.*
- *He matters.*
- *She knows he matters.*

The tagline “He Matters” emerged the clear winner across all categories including gender, race, marital status, and income. Runner ups were she knows he matters and he makes a difference.

Though the campaign was to empower men to be good fathers through the “words and voices of women,” it was concluded that emphasizing that fathers matter, and that “He matters” would be a great way to drive the campaign. It was decided to create a “He matters” themed campaign to promote the WVFI movement.

Note: Shortly after the social media launch however, the board of WVFI wanted to change the tagline “Women who know men matter.” Despite advice to take caution with the word choice and that the tagline can be misinterpreted to be against families led by lesbian couples, the decision was final.

Look and Feel of WIFI Brand: All in the logo



In the midst of the social media campaign, contribution was made in part of the logo creation process. Several concepts were created and the above logo in the end was the final chosen logo.

Instead of constructing an image for the logo, it was decided to stick to just the name of the organization in order to avoid any misinterpretation of images. The acronym WIFI was used because that was how the organization wanted to be identified as. The colors orange and blue were chosen as they were the most gender neutral combination, and emphasis was placed on the font which indicates a harmonious connection between the fonts characters-- almost like a "holding hands" effect. The "f" of WIFI was used to "dot" the "in" to hopefully create the subliminal emphasis that women were *in* the fatherhood field.

Overall, the logo had a more modern and youthful feel-- a vast improvement from the last logo which was outdated and poorly received.

Look and Feel of WIFI Brand: All in the logo



from
WOMEN IN FATHERHOOD Inc.



Happy New Year
from *wifi* to you!
WOMEN in FATHERHOOD

To generate excitement about the “new WIFI,” the footage and music of the WIFI New Year’s video e-card that featured the new logo were conceptualized and created. The e-card was posted on the Facebook page and sent to all WIFI constituents. The video card captured the excitement of WIFI’s new stage of growth.

Within the day of the launch of the e-card (Jan 5, 2012), the number of Likes on WIFI’s Facebook page grew more than doubled from 34 to 69 Likes.

Social Media Strategy and Tactics

At this point the look and feel of WVFI was established with the video and logo. The key message and theme that WVFI wanted to convey was “He matters.” The Facebook groups were merged to a single page, and the logos on both the Twitter and Facebook accounts changed. The posts on Twitter and Facebook improved significantly in timing, content and language.

All efforts were asked to be channeled on to the Facebook Page in order to generate more interest and provide WVFI with the perfect medium to engage with their fans. This was particularly important because the outcomes of the Facebook Page would drive the look and feel of the new WVFI website.

After identifying the weaknesses of WVFI’s current Facebook, seeing the potential activities that Facebook page could have through customizable tabs (now called Apps), and taking note of the messages and research compiled about the target audience, several ideas were conceptualized to best mobilize the following strategies:

- 1. Highlight WVFI’s two key messages: to say the fathers matter, and to say them in the words of women.**
- 2. Promote fatherhood related social media activities** (to satisfy the strong desire on both women and fathers to see more images and stories about fathers engaging with children, as well as the need for resources for mothers and fathers.)
- 3. Leverage the G.R.E.A.T. parent pledge cards that were positively received by focus groups**

All while staying true to the look and feel of WVFI.

After conducting rigorous research on Facebook pages and social media behavior, the following Facebook tactics were proposed to WVFI including a rationale.

Social Media Tactics Proposal: Summary

Facebook Tactics

The Facebook pages illustrated utilize an enhanced Facebook skin, allowing the page to look and feel more like a traditional website. As with any Facebook page, four (4) standard tabs will exist: WIFI's Wall, Info, Friend Activity, and Photos. However, unlike a traditional Facebook page, visitors will first interact with the site through a special "Welcome Page" which they will "like" to access to the full WIFI Facebook site. The full Facebook site will include the following pages as follows:

1. [Welcome Page for Non-Fans](#). This is the first page viewers will see if they have not "liked" the WIFI Facebook site. This page provides a teaser that encourages viewers to "like" the WIFI Facebook page to go further into the site. Having a Welcome Page that generates a "like" is a proven technique to move social media campaigns forward quickly and easily as "likes" are instantly featured on Facebook users' walls, and are seen by their network of friends.
2. [Welcome Page for Fans: "He Matters."](#) This is the page viewers will see after they have "liked" the new WIFI Facebook site. [He Matters](#) will serve as the primary WIFI Facebook page for the "He Matters" media campaign. The page will feature real quotes about why "He Matters" and will encourage visitors to post quotes about why "He Matters" to them.
3. [Capture The Moment](#). This page compliments the "He Matters" page, showcasing real pictures and videos "capturing the moments" between children and their dad and/or mom.
4. [The Real Deal](#). This page features compelling facts that give visitors a better understanding of the importance of responsible fatherhood and why they should care.
5. [Be GREAT: Take the Pledge](#). This page features a printable pledge badge, wallet card and poster for mothers and fathers encouraging them to be "G.R.E.A.T." moms and dads.
6. [Partners & Resources](#). This page highlights WIFI partners and resources and provides links to these partners and resources for visitors.

Facebook Tactics Proposal

Welcome Page for Non-Fans

In creating the Facebook mock-ups, it was important to create a “Like Gate,” which is a tab that invites users to “Like” the page in order to see its contents. Having fans to spend two seconds “Liking” the WIFI page is a simple yet invaluable tactic that will effortlessly increase fan base and website traffic. It will also generate data on how many people are being reached through the WIFI Facebook site. As with many other Facebook pages, the arrow is necessary to point not-so-savvy Facebook users directly to WIFI’s “Like” button.

Two versions of the Welcome Page follow:

1) Famous Quote

The first version features a famous quote on the importance of being a father from Laila Ali. The quote creates a personal tone and highlights the importance of being a responsible father.

2) Compelling Fatherhood Fact

The second version highlights one of the facts from WIFI’s Fact Sheet about the importance of fatherhood. The use of statistics establishes credibility and emphasizes the weight of the cause.

Both versions make an impact and encourage users to find out more by “liking” WIFI’s Facebook page.



Facebook Tactics Proposal

Welcome Page for Fans: "He Matters"

Directing users immediately to an action-oriented page has been shown to engage fans with an organization quickly by encouraging immediate interaction, and has been effective in continuing fan engagement by establishing a habit of visiting the Facebook site.

The "He Matters" tab is the first page fans will see after they "like" the new WIFI Facebook page. The top of the page features WIFI's new logo and briefly describes WIFI's mission. The campaign tagline, "He Matters" is featured prominently on the page, along with photos and quotes from WIFI fans.

Fans can read quotes about why "He Matters" and are encouraged to write in and share their thoughts on why "He Matters." Fans are told their thoughts on why "He Matters" may be selected to be featured on the WIFI's "He Matters" Facebook page.

From a PR standpoint, this page prominently positions the WIFI "He Matters" campaign with WIFI fans and encourages fan interaction which, in turn, creates additional momentum for the campaign. The page also encourages fans to think about why "He Matters," and to share their personal testimony with the wider community which, in turn, will inspire others to share their thoughts on why "He Matters."

From a non-profit standpoint, the "He Matters" page will help inspire parents and children to reflect on why "He Matters" and internalize those important, positive thoughts in their day-to-day lives. It will also provide WIFI with quotes for its use in WIFI's media campaign.

The page can also be expanded to include voting on the "favorite "He Matters" testimony of the week," which would further drive activity to the WIFI page and encourage parents and children to believe that "He Matters."



Facebook Tactics Proposal



Tactic Page for Fans: Capture the Moment

The “Capture the Moment” page engages WIFI fans through more visual modes using both pictures and video. Fans are encouraged to “Share their special moment with their child” by submitting photos and/or videos to WIFI showing mothers and/or fathers with their children.

Fans are told their special moment may be selected to be featured on the WIFI “Capture the Moment” Facebook page. Fans can submit their moments through email and/or a You Tube link which is viewable by WIFI administrators. WIFI administrators can then post selected moments to the WIFI Facebook page, ensuring appropriate images are featured on the page.

From a PR standpoint, this page fosters a sense of community and reinforce the importance of the cause. From a non-profit standpoint, the page will help inspire parents to create and capture moments with their children, and will provide WIFI with additional photos and videos for its use in WIFI's media campaign.

This page can also be expanded to include voting on the “favorite moment of the month,” which would further drive activity to the WIFI page and encourage parents to “Capture the Moment.”

Facebook Tactics Proposal

Tactic Page for Fans: The Real Deal

It is not enough to encourage stronger relationships between parents and children -- it is also important to educate fans about the bigger picture, and demonstrate how small investments of time have big effects on children's lives.

The "Real Deal" page brings the individual to the larger picture - and the larger picture to the individual - by sharing compelling facts about the importance of responsible fatherhood.

This page is also makes a compelling case for responsible fatherhood to WIFI's other key audience members: the media, policy makers, legislators, and administration officials.

The bottom of this page encourages users to share "The Real Deal" page with their other Facebook friends, helping the information reach a wider audience and generating more WIFI fans and interest in responsible fatherhood.

facebook Search

Women In Fatherhood, Inc. (WIFI)
Community Page about Responsible fatherhood · Washington, District of Columbia · [Edit Info](#)

The REAL deal.
Know the facts about why fathers matter.

DID YOU KNOW?

- Children with involved fathers are twice as likely to stay in school.
- Children with fathers involved in their lives are five times less likely to be poor.
- Father involvement in schools is associated with a higher likelihood of a student getting A's.
- Adolescents who strongly identify with their fathers are 75% less likely to become unwed parents.
- Adolescents who strongly identify with their fathers are 80% less likely to be incarcerated.
- Children whose fathers are involved in their lives have less risk of early sexual activity and substance abuse.
- Two thirds of low-income fathers have seen their children in the last month.
- Currently, 15% of single parents are men.
- Many mothers express a strong interest in having fathers actively involved with their children.
- Father participation in childcare has a direct and positive impact on children's social and educational development.

Spread the word.
Share this page.

wifi
WOMEN IN FATHERHOOD

Wall
Hidden Posts
Info
Friend Activity (1)
[] He Matters!
[] Capture the Moment
[x] The Real Deal
[] Pledge: Be G.R.E.A.T.
[] Partners & Resources

987,573 like this
4,334 talking about this
like this
1 talking about this

Likes See All
Rumble Young Man Rumble
You Love Me, You Love Me Not
Support Women In Fatherhood, wifi
Open Society Institute
Mentoring USA

Add to My Page's Favorites
Get Updates via SMS
Get Updates via RSS

10 OF 14

Facebook Tactics Proposal

The screenshot shows the Facebook page for Women In Fatherhood, Inc. (WIFI). The page header includes the WIFI logo and the text 'WOMEN // FATHERHOOD'. Below the header, there is a section titled 'Be a G.R.E.A.T. Parent Take the WIFI Pledge!'. This section contains a pledge card with the following text: 'As a responsible Mom/Dad, I pledge to: Give my time, attention, and resources to my children unconditionally, regardless of my relationship with their mom/dad. Recognize and act on the need to build a safe and healthy relationship with my children's mom/dad, whenever possible. Enjoy being a mom/dad and love my children unconditionally while setting limits and boundaries to ensure their healthy development. Attend to the educational needs of my young children, including reading to them every day. Teach responsibility to my children through my own words and deeds, and remember my day-to-day decisions will have a lifetime impact on the adults my children will become.' Below the pledge card, there are two buttons: 'Click here to take the G.R.E.A.T. Mom Pledge!' and 'Click here to take the G.R.E.A.T. Dad Pledge!'. The left sidebar shows the page has 987,573 likes and 4,334 people talking about it. It also lists several likes from users like Rumble, Young Man Rumble, and You Love Me, You Love Me Not. At the bottom, there are links to add the page to favorites, get updates via SMS, and get updates via RSS.

Women In Fatherhood, Inc. (WIFI)
Community Page about Responsible fatherhood · Washington, District of Columbia · [Edit Info](#)

Be a G.R.E.A.T. Parent
Take the WIFI Pledge!

As a responsible Mom/Dad, I pledge to:

- Give my time, attention, and resources to my children unconditionally, regardless of my relationship with their mom/dad.
- Recognize and act on the need to build a safe and healthy relationship with my children's mom/dad, whenever possible.
- Enjoy being a mom/dad and love my children unconditionally while setting limits and boundaries to ensure their healthy development.
- Attend to the educational needs of my young children, including reading to them every day.
- Teach responsibility to my children through my own words and deeds, and remember my day-to-day decisions will have a lifetime impact on the adults my children will become.

Click on the link below to take the pledge. Print and sign your pledge to put in your wallet or post in your home or business. Congratulations on being a G.R.E.A.T. parent!

Click here to take the G.R.E.A.T. Mom Pledge!

Click here to take the G.R.E.A.T. Dad Pledge!

Be G.R.E.A.T. - Take the Pledge!

This tactic is another important step in promoting responsible fatherhood and engaging and growing the WIFI fan base.

The “Be G.R.E.A.T. - Take the Pledge!” page shows what it takes to be a G.R.E.A.T. mom or dad and encourages fans to “take the pledge” to be a great parent. This page features a downloadable wallet sized pledge card that parents can sign and carry in their wallet, as well as an 8x10 size to put on their refrigerator as a constant reminder of their promise to be a G.R.E.A.T. mom or dad. Having fans take the pledge gets fans even more committed to WIFI’s cause, and encourages word-of-mouth promotion -- an important tool in a social media campaign.

The wallet sized cards and 8x10 posters can also be used in the community by WIFI partners, community centers and the faith community to encourage parents to be G.R.E.A.T. moms and dads and add members to the WIFI community.

Facebook Tactics Proposal

Tactic Page for Fans: Partners & Resources

This page provides WIFI fans with links to WIFI partners, resources, papers and publications. Due to Facebook limitations, this tab would be run by Pagemodo, a third party Facebook app, which has a fixed template of six links and images. Customization of this particular tab will be limited to what you see.

Links on this page highlight four (4) WIFI partners. The fifth link takes fans back to WIFI's Partners & Resources page on WIFI's website where fans can find further information on WIFI partners and resources. The sixth link takes fans to WIFI's Publications & Reports page on WIFI's website where fans can read WIFI papers, presentations and reports.



Facebook Tactics Proposal

With these tactics, WIFI can better engage their fans and generate attention from potential fans. Their Facebook page will be among the richest interfaces ever created for Facebook, and will provide WIFI with the perfect engine to generate a bigger following, increase their donations, convey their messages, and capture the attention of the community leaders and White House officials that they have already been working with.



Execution and Final Products

The Facebook mock-ups were positively received and praised. On February 7, the executive board of WIFI wanted to launch the new WIFI Facebook on February 14 -- Valentines Day.

All the code for the tabs were single-handedly written using the Static HTML app for all the tactics except Resources, which was done through Pagemodo for free. The new Facebook was made live on Feb. 14, at midnight. The total number of Likes and impressions more than doubled on the same day.

However, the Page was converted to the new Timeline format shortly after that, in which recoding was done to adjust to the new Timeline dimensions. Moreover, a cover photo and images for the Facebook tabs-- now called Apps-- were crafted.

To see the new WIFI Facebook page go to <http://www.facebook.com/pages/Women-In-Fatherhood-Inc-WIFI/101911239902686>.

SNAPSHOTS of Actual Product



SNAPSHOTS of Actual Product

public



WOMEN *in* FATHERHOOD

Women recognizing the impact of positive fathering on our children and communities.

"He Matters"

Why does **He Matter?**
Share your thoughts by posting on the comments section below, and your words just might be featured on this page.

"He matters because my children matter to him." - Lucida Rank



"He matters because my father didn't tell me how to live; he lived, and let me watch him do it." - Clarence K.

 Add a comment...

☒ Post to Profile Posting as Christine Angela Dolendo (Change)



Anne Menotti

Check out the new WIFI FB page launched TODAY! One of my clients, and a GREAT non-profit group with a GREAT mission! Visit the site and "LIKE" them today! http://www.facebook.com/pages/Women-In-Fatherhood-Inc-WIFI/101911239902686?sk=app_190322544333196

Reply · Like · Follow Post · February 14 at 8:37am



Carol Bebel · Loyola University New Orleans

May we never lose sight of the BIG PICTURE! All of us men/women, children and elders being all that we can be and living quality lives with all that we need. What a wonderful world that will be! The "HE MATTERS" Campaign MOVES US ALONG THE WAY TO THAT REALITY.

Reply ·  4 · Unlike · Follow Post · February 14 at 11:39am

back public fans

The REAL deal.

Know the facts about why fathers matter.

DID YOU KNOW?

- Children with involved fathers are twice as likely to stay in school.
- Children with fathers involved in their lives are five times less likely to be poor.
- Father involvement in schools is associated with a higher likelihood of a student getting A's.



SNAPSHOTS of Actual Product

Be a G.R.E.A.T. Parent
Take the WIFI Pledge!

As a responsible Mom/Dad, I pledge to:

- Give my time, attention, and resources to my children unconditionally, regardless of my relationship with their mom/dad.
- Recognize and act on the need to build a safe and healthy relationship with my children's mom/dad, whenever possible.
- Enjoy being a mom/dad and love my children unconditionally while setting limits and boundaries to ensure their healthy development.
- Attend to the educational needs of my young children, including reading to them every day.
- Teach responsibility to my children through my own words and deeds, and remember my day-to-day decisions will have a lifetime impact on the adults my children will become.

Click on the link below to take the pledge. Print and sign your pledge to put in your wallet or post in your home or business. Congratulations on being a G.R.E.A.T. parent!

Click here to take the G.R.E.A.T. Mom Pledge!

Click here to take the G.R.E.A.T. Dad Pledge!

 I, _____,
pledge to be a
G.R.E.A.T. father to my
child.


Signature

Date

 I, _____,
pledge to be a
G.R.E.A.T. mother to
my child.

Signature

Date

 As a **G.R.E.A.T. father**,
I pledge to:

- G**ive my time, attention, and resources to my children unconditionally, regardless of my relationship with their mother.
- R**ecognize and act on the need to build a safe and healthy relationship with my children's mother; whenever possible.
- E**njoy being a father and love my children unconditionally while setting limits and boundaries to ensure their healthy development.
- A**ttend to the educational needs of my young children, including reading to them every day.
- T**each responsibility to my children through my own words and deeds, and remember my day-to-day decisions will have a lifetime impact on the adults my children will become.

Signature

Date

 As a **G.R.E.A.T. mother**,
I pledge to:

- G**ive my time, attention, and resources to my children unconditionally, regardless of my relationship with their father.
- R**ecognize and act on the need to build a safe and healthy relationship with my children's father; whenever possible.
- E**njoy being a mother and love my children unconditionally while setting limits and boundaries to ensure their healthy development.
- A**ttend to the educational needs of my young children, including reading to them every day.
- T**each responsibility to my children through my own words and deeds, and remember my day-to-day decisions will have a lifetime impact on the adults my children will become.

Signature

Date

The pledge cards that come up
when the button is clicked.

SNAPSHOTS of Actual Product

public fans

CAPTURE THE MOMENT

WIFI fans share precious moments with their children

Share yours! Email your photo or video at contact@womeninfatherhood.org



My baby girl. Beautiful.
-Jermaine



Check out this moment with a cheerleading father and his daughter from our friends at fatherhood.gov!

DAD: We're gonna beat 'em and bust 'em! Beat 'em, Bust 'em - That's

0:00 / 0:31 YouTube

WOMEN *in* FATHERHOOD


PARTNERS AND RESOURCES




WIFI Baltimore Partners



WIFI New Orleans Partners



WIFI National Partners



Want to become a WIFI Partner?



WIFI Publications and Resources



The Real Deal

SNAPSHOTS of Actual Product

Twitter: before and after



Results and Evaluation: Snapshots of activity spike during launch

How People Are Talking About Your Page

All Stories ▾

Talking About This?



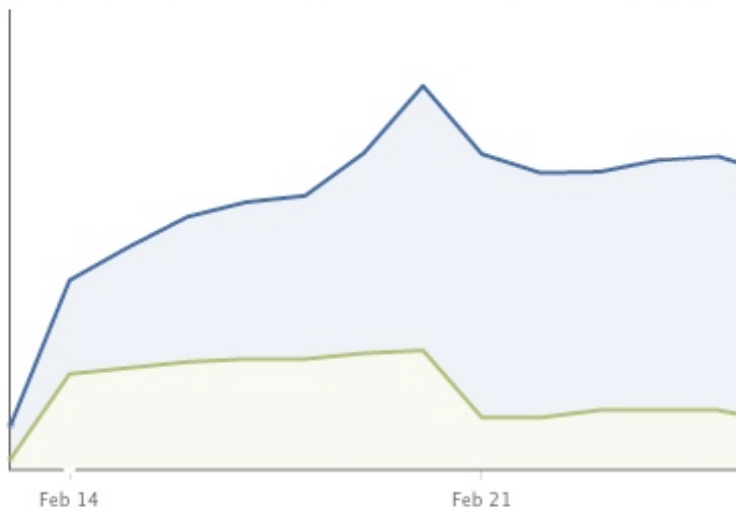
Viral Reach?



● People Talking About
● New Likes Per Week



Posts? People Talking About This? Weekly Total Reach?



People Talking About This

46

Countries?

217 United States of America
2 Trinidad and Tobago
1 Canada
1 Singapore
1 Jamaica
1 Israel

Cities?

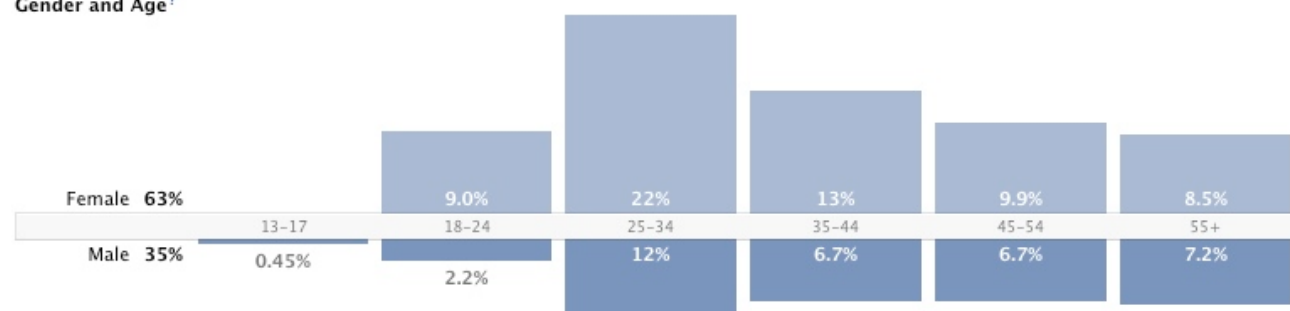
31 Washington, DC
23 New Orleans, LA
22 Baltimore, MD
9 Atlanta, GA
4 Los Angeles, CA
4 Burbank, CA
4 New York, NY
4 Houston, TX
3 Alexandria, VA
3 Arlington, VA
3 Chicago, IL
3 San Diego, CA
3 Albany, NY
3 College Park, MD
2 Chevy Chase, MD
2 Wilmington, NC
2 Rockville, MD
2 Macon, GA
2 Silver Spring, MD
2 Baton Rouge, LA

Languages?

215 English (US)
8 English (UK)

Who You Reached (Demographics and Location)

Gender and Age?



Results and Evaluation

Measurable Results as of April 14, 2012



- 149 Likes, 438% increase
- Peak of 62 people talking about it, 1600% increase
- Viral Reach peak of 507 people as a result of more relatable posts



- 257 Followers, 165% increase
- Increased activity by WIFI and engagement by followers

Maintenance of the Site

At this point, the project was accomplished. However, just because the site was created didn't mean that it would go viral overnight. During a meeting with the clients, it was made clear that the new Facebook Page was to give WIFl a perfect engine to carry out their activities. In order to get them placed, they need to feed their engine with "fuel" constantly-- they needed to maintain the site.

Because of funding limitation, the organization decided to take on managing the page themselves. As requested, a short document of Facebook tips were compiled as seen in the next page.

Maintenance of the Site

WIFI Facebook Tips

Facebook Posts

- Limit posting to three in a day.

Top brands on Facebook post an average of 103 posts a month (about 3 posts a day), and they generate the most impressions doing so. You would not want to go over 3 posts a day so as to avoid over-saturating people's new feeds.

- Best days to post are midweek and on weekends.

Most Facebook shares occur on Saturday

- Best time to post is around noon and 6pm EST (if you'd like to do a third post, mornings before 9am is ideal).

Based on new statistical research, it was found that:

1. Shares spike around noon and after 7pm
2. Nearly 80% of the general US population is in the Central and Eastern time zone.
3. The highest percentage of retweets and reposts occur around 5PM EST, while the highest CTR (click through rate) occurs between noon and 6PM EST.

These statistics and guidelines are for the general audience. Follow these posting guidelines while monitoring and examining your Facebook insights and activity to determine the days and times your users are most engaged

Driving more traffic to your Facebook Page

- Ask questions. Make sure you place the same questions on Twitter as well.

Asking simple questions will incite user engagement, whether it's asking for their opinion or sharing an experience they had.

- Engage with potential fans on similar Facebook Pages, and ask your partner organizations to promote your Page, Apps and significant posts.

You cannot rely alone on your current fans to drive new fans to your page. Engage with your partner organizations and their fans to drive them to your page. Do the same for Twitter.

- Encourage users, both WIFI fans and fans of other organizations, to use your Facebook apps.

The apps are running and users can see them but encouragement and a little nudge will increase the likelihood of engagement.

- Get fans to tag photos .

At the events your host or attend, be sure to take plenty of photos (or even hire a professional photographer), load the photos to your fan page and encourage fans to tag themselves or their friends. This, pushes out into their wall and friends' News Feeds, generating more valuable impressions.

- Run a fun and interactive promotion/contest with a rewarding incentive.

Everybody loves a quick contest. Running a promotion that is interactive will not only encourage users to participate but also provides reason for users to keep coming back to see what's happening. The incentives don't need to be extravagant.

A promotion can be posting a picture best fatherhood moment and the photo with the most Likes will win three tickets to Six Flags or a huge gift card to a family restaurant. A promotion like this will 1. engage your current fans 2. bring new fans in because current fans will ask their friends to your page so they can like your photo

Another promotion could be posting a silly picture of between father and child and posing a challenge to write the best caption for the amusing photo on the comments section.

- Keep the buzz going by mixing fun posts with serious/intriguing posts.

It gets dull when all the posts are the generic fluff you can find in other similar pages. Don't be afraid to talk about the issues in a diplomatic manner. What are the kinds of things getting in the way of good fatherhood? What should happen in society, in legislation, in social constructs to mobilize fathers? If you know something that's important, share it and ask your fan's opinion.

- Use other media.

Supplement your digital tactics with traditional media. Give out brochures at relevant events and conferences with your Twitter and Facebook handle. Hit your target audience at a grassroots level by distributing and posting flyers about WIFI at schools, community centers etc.

Conclusion and Insights

The executed social media plan provided the WIFI with the perfect foundation to build a following and engage their fans. The outcomes, as the result show, exceeded one's expectations and the expectations of our client.

It was a challenge to convey the mission of WIFI, and it was even more challenging after the decision to stick with the name Women in Fatherhood despite negative reviews. However, amount of attention to detail and effort put in executing any plan was deeply appreciated– it is one situation to write and pitch it, but it is a whole other situation to execute it and adjust to unexpected curveballs (such as the Timeline switch).

Overall, there is an incredible amount of satisfaction in accomplishing this project. It was an extremely rewarding experience, and very satisfying seeing one's ideas come to life and to take this project on as a Senior Honors Capstone.