

## **Strategic Social Media Plan - Loaves & Fishes**

## Background Information

Loaves & Fishes is a nonprofit based in Greenville, South Carolina that was founded in 1991.<sup>2</sup> Their main goal is to minimize food waste and hunger in the area; they do this by acquiring excess food that would otherwise be thrown away and delivering it to partner agencies that disperse it to community members who need it.<sup>2</sup>

Prior social media efforts include the organization's Twitter ([@loavesfishes](#)),<sup>3</sup> Facebook ([@loavesandfishesgville](#)),<sup>5</sup> Instagram ([@loavesfishesgvl](#)),<sup>4</sup> and YouTube (<https://bit.ly/34mUo9A>)<sup>6</sup> accounts. Twitter and Facebook are the leadership's main focuses; they post once or twice a day on each of these platforms.

The purpose of this strategic social media plan is to take stock of L&F's current social media efforts and offer suggestions to make them even more effective, thereby increasing engagement with the community.

This plan is being creating on a volunteer basis by Taylor Summey ([tasumme@g.clemson.edu](mailto:tasumme@g.clemson.edu)).

## Brand Voice

Loaves & Fishes' brand voice tends to be educational and informative, while pulling at the heart-strings to encourage people to get involved. This type of brand voice will be the aim of the below strategic social media plan.

## Vision & Mission

### **Vision**

Vision refers to “the guiding principle that describes the over-all goals and dreams of [an] organization for current and future activities.”<sup>34</sup>

L&F does not currently have a specific vision statement, but a potential one could be something like this: “Our vision is to eliminate hunger in our community and serve as a thought leader (Freberg 17) in our sector.”<sup>34</sup>

### **Mission**

Mission refers to “the key elements of the overall purpose of an organization.”<sup>34</sup>

L&F's defines their mission as follows: “Loaves & Fishes reduces hunger in Greenville County through rescuing food that would otherwise be wasted and delivers it to partner agencies for distribution to those in need. We serve as a vital conduit through which businesses can contribute to the community in a meaningful way and surplus food can be maximized. Our goal is to eliminate food insecurity among our neighbors by working to ensure no good food goes to waste.”<sup>2</sup>

## Environmental Scan Analysis

An environmental scan analysis is an “[evaluation] [of] the current landscape within a client or an organization operates” (Freberg 118).<sup>34</sup>

**Economic Factors:** L&F is a 501(c)3 non-profit organization.<sup>1</sup> The organization relies on donations from the community to perform its operations.

**Community and Technology Factors:** Per a conversation with L&F’s leadership, their main contact points with their community are Twitter and Facebook. These are the locations where their audience is most engaged, so these are the platforms they primarily use to communicate information to the community.

**Social and Consumer Factors:** L&F does not have a particular generational group in mind for their audience – they want to reach as many Greenville citizens as possible to generate donation and volunteer leads. They *are* particularly interested in reaching emerging leaders (discussed elsewhere in this document).

## Client in Focus

Loaves & Fishes wants to reach as many people in Greenville as possible in order to gain donations to help more and more members of the community. They also want to provide educational content that will be relevant to as many members of the community as possible. Depending on the time of year, they may focus more heavily on certain audiences (i.e. focusing on people with a connection to kids/education in late spring to gather donations for summer meals for children) in order to achieve particular goals. According to Mrs. Dunn, a subsection of the community they are particularly interested in reaching is what she calls “emerging leaders.” This includes new college graduates and other individuals who are entering the workforce that have lots of energy for social change.

They have a few social media platforms (listed above). Their Twitter and Facebook accounts are the most active, with nearly daily posts featuring relevant content. Their posts on Instagram are few and far between. There are only 10 posts total, the last being uploaded in October 2017. Their YouTube has been updated more recently, but is not a major focus. All of these media platforms are clearly linked at the top of their website, which makes it easy for users to connect with them. The employee that maintains their social media is currently away on maternity leave, so a strategic social media plan will be very helpful for them in the months to come.

---

<sup>1</sup> “Donate Funds.” *Loaves & Fishes*, 2019, <https://loavesandfishesgreenville.com/donate-funds/>. Accessed 9 Oct. 2019.

# Social Media Audit: Loaves & Fishes

## Overview

*Primary audience:* Per a discussion with their Executive Director, Paulette Dunn, Loaves & Fishes wants to reach as much of the community as possible. During certain time periods, they may address certain subsets of the population, but their overall goal is to gain net exposure. They also have an interest in reaching emerging leaders (i.e. new college graduates, etc.) with a passion for social change.

*Organization mission:* “Loaves & Fishes reduces hunger in Greenville County through rescuing food that would otherwise be wasted and delivers it to partner agencies for distribution to those in need. We serve as a vital conduit through which businesses can contribute to the community in a meaningful way and surplus food can be maximized. Our goal is to eliminate food insecurity among our neighbors by working to ensure no good food goes to waste.”<sup>2</sup>

Additionally (per an interview with the organization), they seek to be a source of educational materials for the community on issues like food waste, food insecurity, etc.

### *Social Media Channels:*

Twitter - [@loavesfishes](https://twitter.com/loavesfishes); 1,499 followers<sup>3</sup>

Instagram - [@loavesfishesgvl](https://www.instagram.com/loavesfishesgvl/); 502 followers<sup>4</sup>

Facebook - [@loavesandfishesgville](https://www.facebook.com/loavesandfishesgville/); 667 likes and 702 followers<sup>5</sup>

YouTube - <https://bit.ly/34mUo9A>; 0 subscribers<sup>6</sup>

---

<sup>2</sup> “Who We Are.” *Loaves & Fishes*, 2019, <https://loavesandfishesgreenville.com/who-we-are/>.

Accessed 25 Aug. 2019.

<sup>3</sup> @loavesfishes. *Twitter*, <https://twitter.com/loavesfishes>.

<sup>4</sup> @loavesfishesgvl. *Instagram*, <https://www.instagram.com/loavesfishesgvl/>.

<sup>5</sup> @loavesandfishesgville. *Facebook*, <https://www.facebook.com/loavesandfishesgville/>.

<sup>6</sup> Loaves & Fishes Greenville. *YouTube*, <https://www.youtube.com/channel/UCZS-nR611vLAH8XsBZwfjmg>.

## Analysis

### Twitter

*Frequency of posts:* 1-2 posts each day<sup>3</sup>

*Brand Voice:* Positive and educational<sup>3</sup>

*Content and Apparent Strategy:* There are some original posts promoting the organization's mission/activities that serve to keep the audience up-to-date with Loaves & Fishes' progress. There are more posts that feature educational content from other sources.<sup>3</sup> Per a prior discussion with Paulette Dunn, this is a part of L&F's social media strategy - providing educational resources to the community that are relevant to their goals. Out of the first 30 posts on Loaves & Fishes' Twitter timeline, 9 were specifically about the organization's activities and 21 were links to external sources/articles (this gives us a ratio of 9:21 or 3:7, simplified).<sup>3</sup> Mrs. Dunn stated that she didn't want their entire social media presence to be taken up with self-promotion, so this seems to be in line with the organization's goals.

[Here](#) is an example of a post about the organization. It features a sponsor that helped the organization with a specific, recent activity.<sup>7</sup>

[Here](#) is an example of a post linking to an external article.<sup>8</sup> A majority of external content (like this post) seems to be articles linked from mnn.com (Mother Nature Network). There is not a ton of diversity in the sources being featured, at least recently. One issue with these external articles that I have noticed is that the accompanying Tweet is often a quote from the article placed without quotation marks or any other indication that the text is not original to the organization. This could cause issues, both in the realm of copyright and in their brand image.<sup>3</sup> With the article linked above, the post seems to suggest that the organization created the article when really it is an article that is (as far as I can tell) external from the organization.<sup>8</sup>

One recurring hashtag is [#SponsorSpotlight](#), which draws attention to donors/sponsors that help L&F operate.<sup>9</sup> This is a hashtag used by several different organizations ([here's](#) an example<sup>10</sup>), so using this may be a strategic move to help draw attention to this account as well as show their audience that they appreciate the assistance provided by such sponsors.

---

<sup>7</sup> @loavesfishes. "Thanks to Wetzel Services for helping us feed kids this month by supporting our Top Golf Event." *Twitter*, 31 Aug. 2019, 7:00 p.m., <https://twitter.com/loavesfishes/status/1167935290427592706>.

<sup>8</sup> @loavesfishes. "I've rounded up 10 oh-so-delicious recipes from our archives that use summer produce that you won't want to wait until next summer to have the chance to make." *Twitter*, 27 Aug. 2019, 9:45 a.m., <https://twitter.com/loavesfishes/status/1166345931916283904>.

<sup>9</sup> @loavesfishes. "This week's #SponsorSpotlight is Gordon Food Services! They know the importance of food distribution & they have helped us further our reach in the community by supporting us this year! Thank you for helping us rescue & deliver food in Greenville County! <https://gfs.com/en-us>" *Twitter*, 28 Aug. 2019, 7:45 a.m., <https://twitter.com/loavesfishes/status/1166678109481046016>.

<sup>10</sup> @TateCoPreps. "At Guaranty Bank, you can find the products and services you need, plus the expertise and reliability you want. Since 1943, we have been serving Mississippians with top-notch service and we continue to do our part to help our communities excel. #SponsorSpotlight" *Twitter*, 28 Aug. 2019, 1:30 p.m., <https://twitter.com/TateCoPreps/status/1166765034195886081>.

The organization does not tend to enter into conversations through their Twitter account (through @ replies, threads, etc.) They tend to be more self-contained.<sup>3</sup> Engaging in conversation on Twitter is important because “that’s when you build connections on Twitter and get more quality followers.”<sup>11</sup>

*Engagement:* L&F does not get much audience engagement on their Twitter. Likes and retweets are few and far between despite having over 1,000 followers on the account.<sup>3</sup>

### **Instagram**

*Frequency of posts:* Very sparse; the last post was in October 2017 and there are only 10 posts total on the account.<sup>4</sup>

*Brand Voice:* Positive, energetic, excited, and passionate<sup>4</sup>

*Content and Apparent Strategy:* All of the posts are about the organization’s activities. 9 out of 10 posts have relevant captions in addition to a photo.<sup>4</sup> L&F seemed to be fairly engaged when they were posting; [one post](#) showed a solid interaction between the organization and one of their followers.<sup>12</sup> There doesn’t seem to be a particular overarching strategy in place with this account in terms of content; the posts are just various activities that were occurring at the time they were posted.<sup>4</sup>

They do have a branded hashtag ([#loavesfishesgvl](#)<sup>13</sup>) and also incorporate the frequently-used regional hashtag [#yeahthatgreenville](#)<sup>14</sup>. Both hashtags are great ways to build buzz around the organization, so this is a great strategic move.

There is a clear lack of content and consistency with this platform, given that it has not been updated for nearly two years and only features 10 posts.<sup>4</sup>

Per a prior conversation with Mrs. Dunn, Instagram is not a focus for the organization given the timely nature of Instagram. With other social platforms, you can schedule in advance, but with Instagram there is a bit more expectation for content to be current.

*Engagement:* The most likes they got on any of their posts was [43](#).<sup>14</sup> Given that they have 502 followers, this is not very much; this is only 11.7% of the audience.<sup>4</sup>

---

<sup>11</sup> Guberti, Marc. “How To Start And Keep A Conversation On Twitter.” *Yahoo! Small Business*, <https://smallbusiness.yahoo.com/advisor/start-keep-conversation-twitter-004011038.html>. Accessed 9 Oct. 2019.

<sup>12</sup> @loavesfishesgvl. “Photo of a band.” *Instagram*, 29 Sept. 2017, <https://www.instagram.com/p/BZouJtThbAF/>.

<sup>13</sup> @loavesfishesgvl. “Photo of food.” *Instagram*, 10 Oct. 2017, <https://www.instagram.com/p/BaFML9AhZBu/>.

<sup>14</sup> @loavesfishesgvl. “Photo of text.” *Instagram*, 20 Oct. 2017, <https://www.instagram.com/p/BaeGHdmhKzO/>.

## **Facebook**

*Frequency of Posts:* 1-2 posts each day<sup>5</sup>

*Brand Voice:* Positive and educational<sup>5</sup>

*Content and Apparent Strategy:* Much of the content on the Facebook page corresponds to what is posted on the Twitter page in the same order on the same dates.<sup>3 5</sup> Here's an example of [a tweet](#)<sup>15</sup> and its corresponding [Facebook post](#).<sup>16</sup> This is primarily educational content on topics relevant to the organization's mission as well as occasional updates on the organization's goings-on.<sup>5</sup> The strategy for Facebook, therefore, seems to be much the same as the strategy employed for Twitter. From a prior interview with the organization, I know that they schedule posts a week ahead using Hootsuite. Perhaps they just duplicate each post for either social media platform to save time.

Some posts revolving around events are unique to the Facebook page, like [this one](#).<sup>17</sup> This graphic was not posted to the Twitter page.<sup>3</sup> The events calendar on the profile also has a few events listed that aren't present on the Twitter page ([like this one](#)).<sup>18</sup> This seems to be a strategic move - maybe the organization assumes that most people look for activities on their Facebook feeds rather than Twitter?

*Engagement:* Some posts (like [this one](#))<sup>19</sup> feature users commenting and L&F responding. The educational posts don't tend to have as much engagement.<sup>5</sup> Fun content (like [this video](#))<sup>20</sup> tends to get a higher amount of likes. Posts about specific activities that L&F is involved in also tend to get more engagement (likes and shares). [This post](#)<sup>17</sup> is a great example.

---

<sup>15</sup> @loavesfishes. "" My question is, how will I know when to dig up the potatoes?"" *Twitter*, 31 Aug. 2019, 10:01 a.m., <https://twitter.com/loavesfishes/status/1167799670812348416>.

<sup>16</sup> @loavesandfishesgville. "" My question is, how will I know when to dig up the potatoes?"" <https://www.mnn.com/.../or.../blogs/q-a-when-to-harvest-potatoes> *Facebook*, 31 Aug. 2019, [https://www.facebook.com/loavesandfishesgville/posts/2656839834335790?\\_tn=-R](https://www.facebook.com/loavesandfishesgville/posts/2656839834335790?_tn=-R).

<sup>17</sup> @loavesandfishesgville. "BBQ good. Henry's good. Feeding people good. Save yourself for this!" *Facebook*, 26 Aug. 2019, <https://www.facebook.com/loavesandfishesgville/photos/a.1526511350701983/2647834485236325/?type=3&theater>.

<sup>18</sup> @loavesandfishesgville. "Loaves & Fishes Fundraiser at Top Golf Greenville." *Facebook*, <https://www.facebook.com/events/833417447001963/>.

<sup>19</sup> @loavesandfishesgville. "Last month, the Strolling of the Heifers released its 2012 Locavore Index, and New Jersey ranked a sad 48th in the nation in "how states compare in their commitment to raising and eating locally grown food." <https://www.mnn.com/.../in-south-jersey-rescued-peaches-will-...> *Facebook*, 28 Aug. 2019, [https://www.facebook.com/loavesandfishesgville/posts/2652015504818223?\\_tn=-R](https://www.facebook.com/loavesandfishesgville/posts/2652015504818223?_tn=-R).

<sup>20</sup> @loavesandfishesgville. "We love our Trader Joe's too! Great partners go out of their way for OTHERS." *Facebook*, 26 Aug. 2019, <https://bit.ly/2HDUkbF>.



## **YouTube**

*Frequency of Posts:* 7 posts total, 3 of which were uploaded in the last week after a 2-year hiatus.<sup>6</sup>

*Brand Voice:* Educational and positive<sup>6</sup>

*Content and Apparent Strategy:* The [older videos](#)<sup>21</sup> tend to be promotions for events or information about the organization itself. The more recent content focuses specifically on other organizations that L&F helps through its services while also providing some facts about food insecurity.<sup>6</sup> The strategy seems to be moving toward what the organization is doing and how it is helping the community. Some examples of the newer strategy can be found [here](#)<sup>22</sup> and [here](#).<sup>23</sup>

*Engagement:* Most of the videos have fairly low view counts, with minimal likes and comments.<sup>6</sup>

## **Suggestions for Development**

### **Twitter**

*What's working:*

- Content is relevant to the organization's mission of education.<sup>3</sup>
- Posts highlighting sponsors show gratitude and the real-life impact of donating.<sup>3</sup>
- Each day, there is/are 1-2 new post(s), all of which have a consistent tone, which helps build a solid brand voice.<sup>3</sup>

*What could be improved and why:*

- External content sources (articles, informational links, etc.) could be diversified. Most sources seem to come from mnn.com.<sup>3</sup> Adding a few additional sources would lead to a broader variety of perspectives and information for the audience.
- Written content for these external sources could incorporate more original text. Currently, the tweets pull quotes directly from the article, often without making it clear that these are quotes.<sup>8</sup> Adding quotation marks when quoting directly as well as diversifying posts by adding the organization's own spin on the content may be helpful. This will give the account an overall more polished look and will make the tweets seem more reputable because it is clear whose words are being used.
- There doesn't seem to be much audience engagement, either through likes/retweets or through conversations with the organization itself.<sup>3</sup> Perhaps once a week, L&F could create a tweet asking its audience to take some sort of action (like answer a question or fill out a poll) to get users involved in the account's content. Crafting tweets specifically to increase engagement will lead to more users interacting with the L&F twitter page. This will bring L&F to the forefront of their minds, which will be beneficial in terms of donations.

---

<sup>21</sup> Loaves & Fishes Greenville. "ROH 2014 000F2." *YouTube*, 15 Aug. 2014, <https://www.youtube.com/watch?v=xGgQ-nqZeY8>.

<sup>22</sup> Loaves & Fishes Greenville. "Loaves & Fishes helps Greenville Summit: Rescuing Food. Reducing Hunger." *YouTube*, 6 Aug. 2019, <https://www.youtube.com/watch?v=vXwOTQkKTdk>.

<sup>23</sup> Loaves & Fishes Greenville. "Loaves & Fishes helps PMAC; Rescuing Food. Reducing Hunger." *YouTube*, 6 Aug. 2019, <https://www.youtube.com/watch?v=nFhKx9aIe3Q>.

*Measuring success:*

- Followers - By keeping track of the number of followers the account has, we can see if the changes are pulling more users to the page.
- Engagement - Keeping track of likes/retweets/responses will give us an idea of if these changes have made the content more interesting/engaging to the audience or if another course of action would be more beneficial.

**Instagram***What's working:*

- Many of the posts are visually appealing and would draw a user's eye when scrolling through their timeline.<sup>4</sup>

*What could be improved and why:*

- Primarily, more consistent posts.<sup>4</sup> This would bring the organization's message to the user's forefront when scrolling through their feed.
- Additionally, some informational graphics could be useful in times when no activities that L&F needs to promote are taking place. These could serve the same educational purpose that the articles on Twitter serve and could be an added visually appealing element on the page.

*Measuring success:*

- Followers: The success of these tactics could be tracked through the number of followers the account has. If followers increase, that means the changes are helping draw people to the page.
- Engagement: Engagement is another great way to track success. Are people commenting on and liking posts? Do they seem interested in what L&F has to say?

**Facebook***What's working:*

- Relevant content is being posted each day.<sup>5</sup>
- Events are being posted so that people can add them to their calendars/mark them as something they might be interested in.<sup>5</sup>

*What could be improved and why:*

- Diversification/staggering of content from Twitter<sup>3</sup> would be beneficial. This would keep users from feeling like L&F is pushing the same content at them over and over.

*Measuring success:*

- Engagement (likes/shares/comments) - The success of this change could be measured by paying attention to the page's engagement. Are the posts with the new approach getting more comments, likes, or shares? That would be a good indication that the newer approach is working out. If not, another strategy may be more effective.

## **YouTube**

### *What's working:*

- The new videos about the different organizations L&F works with are compelling and informative.<sup>22 23</sup>

### *What could be improved and why:*

- Consistent posting would be beneficial here. The account seems to be moving in that direction, but that's only three videos after a 2-year hiatus.<sup>6</sup> Consistent posting would allow the account to generate fresh content periodically to share with followers.
  - Sharing the content on other social channels would be beneficial as well. Perhaps linking to the videos on Twitter or Facebook would increase views and help people see the great things L&F is doing for the community.
- Be 100% certain that any children featured in videos<sup>23</sup> have their parents' permission to be filmed. Without parental consent, some legal issues could arise.

### *Measuring success:*

- View counts - All of the videos on the channel currently have fairly low view counts. If the above changes were implemented, we would expect to see the number of views rise. Keeping track of the number of views a video got after being shared on Twitter and/or Facebook would be a good gauge of how interested in the content L&F's followers are.

## Situational Analysis: Loaves & Fishes

### **Core Opportunity**

The core opportunity for this strategic social media plan is to better communicate with and educate the Greenville, South Carolina community about food insecurity and hunger as well as to spread the word about the Loaves & Fishes nonprofit.

#### *How can social media help?*

Social media is the vehicle through which this communication will take place. Firstly, each of Loaves & Fishes' platforms can be used as a source to reach different members of the community and provide them with educational materials (like articles) to inform them about the issues that Loaves & Fishes works to resolve. Secondly, social media can help L&F build relationships with potential volunteers/donors in the community. Lastly, social media will allow Loaves & Fishes to keep their audience up-to-date on their work in the community, which can show individuals ways to get involved and bring the issue of hunger to the forefront of their minds.

## SWOT Analysis

This component pulls information from the social media audit I performed previously. It summarizes strengths, weaknesses, opportunities, and threats the organization faces with their social media presence.

### Strengths

#### *Twitter*

- There are daily posts on the account that are relevant to the organization's goals and mission.<sup>24 25</sup>
- The account has a consistently positive and educational brand voice.<sup>3</sup>
- The account makes use of a recurring hashtag (#SponsorSpotlight), which can bring new attention to the organization as well as show appreciation and gratitude to their sponsors.<sup>26</sup>

#### *Instagram*

- Brand voice is positive, energetic, excited, and passionate.<sup>27</sup>
- All posts are relevant and update users on the organization's initiatives.<sup>4</sup>
- The account makes use of a branded hashtag (#loavesfishesgvl<sup>28</sup>) and of a regional hashtag (#yeahthatgreenville<sup>29</sup>).

#### *Facebook*

- L&F is posting daily content that has a positive and educational tone.<sup>30</sup>
- The account features events (using the Facebook events feature) that L&F is hosting so people can mark that they are attending/that they are interested.<sup>5</sup>

#### *YouTube*

- New content is being uploaded that includes information about the organization and what it does.<sup>6</sup>

---

<sup>24</sup> @loavesfishes. *Twitter*, <https://twitter.com/loavesfishes>.

<sup>25</sup> "Who We Are." *Loaves & Fishes*, 2019, <https://loavesandfishesgreenville.com/who-we-are/>. Accessed 25 Aug. 2019.

<sup>26</sup> @loavesfishes. "This week's #SponsorSpotlight is Gordon Food Services! They know the importance of food distribution & they have helped us further our reach in the community by supporting us this year! Thank you for helping us rescue & deliver food in Greenville County! <https://gfs.com/en-us>" *Twitter*, 28 Aug. 2019, 7:45 a.m., <https://twitter.com/loavesfishes/status/1166678109481046016>.

<sup>27</sup> @loavesfishesgvl. *Instagram*, <https://www.instagram.com/loavesfishesgvl/>.

<sup>28</sup> @loavesfishesgvl. "Photo of food." *Instagram*, 10 Oct. 2017, <https://www.instagram.com/p/BaFML9AhZBu/>.

<sup>29</sup> @loavesfishesgvl. "Photo of text." *Instagram*, 20 Oct. 2017, <https://www.instagram.com/p/BaeGHdmhKzO/>.

<sup>30</sup> @loavesandfishesgville. *Facebook*, <https://www.facebook.com/loavesandfishesgville/>.

## Weaknesses

### *Twitter*

- Much of the externally-linked content (articles) come from the same source (mnn.com).<sup>24</sup> This limits the diversity of perspectives for the audience.
- Tweets occasionally pull quotes from articles without quotation marks/attribution, making it unclear whose words are being used in the tweet.<sup>31</sup>
- Audience engagement is fairly low on the account.<sup>3</sup>

### *Instagram*

- Posting is very limited; the account hasn't been updated since October 2017.<sup>4</sup>
  - Instagram is not a focus for the organization as much as their other platforms because it requires more time-bound updates.

### *Facebook*

- Posts are often the same as the content used on Twitter.<sup>32 33</sup>
- Audience engagement tends to be lower.<sup>5</sup>

### *YouTube*

- Posting recently resumed after a 2-year break, so there is a lack of consistency in posting.<sup>6</sup>
- All of the channel's videos have fairly low view counts, so they aren't reaching a wide audience.<sup>6</sup>

## Opportunities

### *Twitter*

- Opportunities include: increasing number of followers and reaching new members of the community, increasing engagement, and the chance to improve the way educational materials are presented.

### *Instagram*

- Opportunities include: creating a more consistent presence on Instagram through more frequent posts and reaching more members of the community.

---

<sup>31</sup> @loavesfishes. "I've rounded up 10 oh-so-delicious recipes from our archives that use summer produce that you won't want to wait until next summer to have the chance to make." *Twitter*, 27 Aug. 2019, 9:45 a.m., <https://twitter.com/loavesfishes/status/1166345931916283904>.

<sup>32</sup> @loavesfishes. "" My question is, how will I know when to dig up the potatoes?"" *Twitter*, 31 Aug. 2019, 10:01 a.m., <https://twitter.com/loavesfishes/status/1167799670812348416>.

<sup>33</sup> @loavesandfishesville. "" My question is, how will I know when to dig up the potatoes?"" <https://www.mnn.com/.../or.../blogs/q-a-when-to-harvest-potatoes> *Facebook*, 31 Aug. 2019, [https://www.facebook.com/loavesandfishesville/posts/2656839834335790?\\_tn=-R](https://www.facebook.com/loavesandfishesville/posts/2656839834335790?_tn=-R).

### *Facebook*

- Opportunities include: the chance to diversify content from what is posted on Twitter and the chance to increase engagement with L&F's audience.

### *YouTube*

- Opportunities include: establishing a consistent YouTube presence with engaging content.

## **Threats**

### *Twitter*

- Hacking is always a threat when dealing with social media (Freberg 129).<sup>34</sup> <sup>35</sup> If a hacker gained access to L&F's social media accounts, they could spread negative messages and harm the organization's reputation.
- Other organizations are not particular threats because L&F partners with many of these potential "competitors" to distribute supplies.<sup>36</sup>

### *Instagram*

- Like with Twitter, hacking is a threat.<sup>35</sup>
- Other organizations are not particular threats because L&F partners with many of these potential "competitors" to distribute supplies.<sup>36</sup>

### *Facebook*

- Again, hacking is a threat.<sup>35</sup>
- Other organizations are not particular threats because L&F partners with many of these potential "competitors" to distribute supplies.<sup>36</sup>

### *YouTube*

- Like the other social platforms, hacking can become a threat on Youtube.<sup>35</sup>
- Some of the videos include children.<sup>37</sup> If the children did not have parental permission to be featured on social media, that could be perceived as an invasion of privacy and cause issues for L&F.<sup>38</sup>

---

<sup>34</sup> Freberg, Karen. *Social Media for Strategic Communication*. SAGE Publications, Inc., 2019.

<sup>35</sup> "Social media security: How to keep hackers out of your brand's accounts." *Our Social Times*, <https://oursocialtimes.com/social-media-security/>.

<sup>36</sup> "How We Work." *Loaves & Fishes*, 2019, <https://loavesandfishesgreenville.com/how-we-work/>. Accessed 9 Oct. 2019.

<sup>37</sup> Loaves & Fishes Greenville. "Loaves & Fishes helps PMAC; Rescuing Food. Reducing Hunger." *YouTube*, 6 Aug. 2019, <https://www.youtube.com/watch?v=nFhKx9aIe3Q>.

<sup>38</sup> Higgin, Tanner. "Protecting Student Privacy on Social Media: Do's and Don'ts for Teachers." *Common Sense*

- Other organizations are not particular threats because L&F partners with many of these potential “competitors” to distribute supplies.<sup>36</sup>

### **Strategic Implication**

Through its social media channels, Loaves & Fishes has created a positive and educational brand reputation, though there is still room for growth and improvement. With consistent posting and the inclusion of new elements on social media, Loaves & Fishes could become a major thought leader (Freberg 17).<sup>34</sup> in the nonprofit and food systems<sup>39</sup> sectors.

---

*Education*, <https://www.commonsense.org/education/articles/protecting-student-privacy-on-social-media-dos-and-donts-for-teachers>.

<sup>39</sup> “About Local Food Systems.” *Angelic Organics Learning Center*, <https://www.learn-grow-connect.org/about/local-food-systems>.



## Goals and Objectives

### Goal

The goal for this strategic plan is to increase Loaves & Fishes' engagement on social media.

### Objectives

*Diversifying educational materials shared on Facebook and Twitter by including at least two new sources (beyond mnn.com) in the strategic plan for October through December.*

This will help achieve the aforementioned goal because it will give the audience a broader range of sources to draw information from. A more diverse range of articles would give the audience more perspectives and more angles through which they can view issues such as hunger and food insecurity. You could measure this objective by taking a look at the sources that were shared on Twitter at the end of the quarter. If there are at least three different host sites, the objective will have been reached.

*Increase audience engagement on Twitter and Facebook by at least 50% per post by including features like polls (specific to Twitter) and questions of the day (Twitter and Facebook) in the strategic plan for October through December.*

Increasing engagement will help L&F better educate the community on relevant issues by having the audience participate in the process of education. It's easy to briefly glance over a headline in a Tweet and not really absorb it. By participating in a poll or responding to a question in a post, however, the user will be actively engaging with the information and internalizing it more than just glancing over it briefly. As Ann Smarty, professional brand and community manager explains, "Asking a question triggers a natural answering reflex in human beings."<sup>40</sup> People are drawn to questions and want to help answer them - questions of the day and/or polls would be a great way to use this instinct to the organization's benefit to increase engagement.

---

<sup>40</sup> Smarty, Ann. "These Questions Will Boost Your Social Media Engagement." *Post Planner*, <https://www.postplanner.com/blog/these-questions-will-boost-social-media-engagement/>. Accessed 17 Sept. 2019.

## Key Audience Members

### Primary and Secondary Audiences

#### *Primary Audience*

Mrs. Paulette Dunn, the Executive Director of Loaves & Fishes, explained in our interview that the organization wants to reach the community of Greenville as a whole. They want to reach as many people as possible to educate the community and generate interest in volunteering/donating to the organization – this means that there is no specific demographic that the organization needs to reach.

#### *Secondary Audience*

Mrs. Dunn indicated that one subsection of the community that might be beneficial to target is “emerging leaders.” These people include groups like recent college graduates or new professionals who are interested in making a difference in their communities. The demographics (per Freberg’s definition on pages 131-132) for this group would likely be compromised mostly by young (in their 20’s) professionals in the Greenville area with an interest in social activism.<sup>34</sup>

## Strategies and Tactics

### Goal

The goal for this strategic plan is to increase Loaves & Fishes' engagement on social media.

**Objective 1:** Diversify educational materials shared on Facebook and Twitter by including at least two new sources (beyond mnn.com) in the strategic plan for October through December.

**Strategy:** Find new sources of content to share with the audience through social media.

**Tactic:** Gather a list of reputable sources to mine for content by looking at similar organizations' social media and doing general research online. (See content calendar for several great examples).

**Tactic:** Select evergreen content from those sources that will be relevant to the audience.

**Tactic:** Use a spreadsheet to keep track of sources that have already been used to prevent too much repetition.

**Strategy:** Stagger content posted on Twitter and Facebook to avoid repetition.

**Tactic:** Use Hootsuite calendar to pre-schedule posts on both platforms, staggering them slightly. Put a bit of distance between repeated posts to ensure that the audience does not feel that they are seeing the same post repeatedly when they check their social media accounts.

**Tactic:** Occasionally incorporate unique sources on Twitter and Facebook to keep each account fresh.

**Tactic:** Change up the wording of posts sharing the same external content to keep the message fresh for the audience.<sup>41</sup> See an example below.

**Relevance:** This objective will allow the organization to have a broader range of sources to share with its audience. A greater variety of content will create more interest in L&F's social media presence because there will be something new to look at each day. This will allow for greater engagement on social media and will provide more informational materials to the public for education on relevant topics.

---

<sup>41</sup> Matista, Sarah. "Be Consistent, Not Repetitive In Social Media Messages." *Pagemodo*, <https://www.pagemodo.com/blog/consistent-repetitive-social-media-messages/>. Accessed 28 Sept. 2019.

Twitter example post:



Facebook example post:



**Objective 2:** Increase audience engagement on Twitter and Facebook by at least 50% per post in the strategic plan for October through December.

**Strategy:** Include interactive content to encourage the audience to participate with the posts.

**Tactic:** Incorporate occasional polls on Twitter asking about users' opinions on certain topics or testing their knowledge of relevant information (trivia). See an example below.

**Tactic:** Incorporate weekly "Question of the Day" style posts to encourage comments on Twitter, Facebook, and Instagram. See an example below.

**Tactic:** After special events, create posts encouraging users to share their favorite part of the experience or even photos they took at the event.

**Relevance:** This objective is specifically designed to increase engagement. According to postplanner.com, “Asking a question triggers a natural answering reflex in human beings. People subconsciously try to find an answer.”<sup>40</sup> By including interactive content like questions of the day or polls, people will feel drawn to interact with L&F’s social media posts.

Twitter poll example:



Question of the day example:



## Evaluation

This section is rooted in the AMEC Framework<sup>42</sup> to determine Key Performance Indicators (Freberg 133)<sup>34</sup> for the strategic plan.

### Audience Out-Takes

- Because the goal of this plan is to increase engagement, the evaluation portion will focus primarily on the Audience Out-Takes portion of the AMEC Framework.
- Key Performance Indicators for this section include engagement (positive comments on posts), interest and liking (likes, follows, shares, retweets, etc.).<sup>42</sup>
  - To evaluate the plan's success, the above indicators should be considered.
  - The plan can be considered successful if an increase in likes, follows, shares, or retweets is observed across L&F's social media platforms.

### Outcomes

- Potential outcomes could include increased donations and volunteering because the audience is more aware of the organization's activities.

### Anticipated Organizational Impact

- L&F will be viewed as a thought leader (Freberg 17)<sup>34</sup> in the area of hunger-focused nonprofits.
- More community members will engage with the organization's social media and be more aware of L&F's initiatives.
- More community members will become involved with the organization in terms of donations and/or volunteering.

## Budget

Per a prior discussion with Paulette Dunn, the budget for social media initiatives is generally minimal. There are not resources for regular paid ad campaigns or similar ideas. Therefore, the only "budget" for this plan, so to speak, is the salary of the employee(s) who work on the organization's social media platforms and the cost of maintaining a Hootsuite account to post to the organization's accounts, which is \$0.00 because L&F has a free plan.

## Calendar

See attached spreadsheet.

---

<sup>42</sup> "Framework." AMEC, <https://amecorg.com/amecframework/framework/interactive-framework/>. Accessed 10 Oct. 2019.