

1. **Facebook** - Use for all aspects of BuildaBridge to show their program and what they are up to, show international programs, testimonials of kids, families, pictures of projects and to advertise for upcoming conferences/trainings in the institution or fundraising programs.

Benefits:

- Increase exposure to potential donors and connection for current donors.
- Help to develop connections to people and other non profit organizations, donors
- Lower marketing costs if advertising fundraisers, programs
- A way to reach targeted audiences
- Can use the information from the Facebook Insights to see statistics of page likes, post reach, and engagement. This could help with content being posted.
- Help with building brand loyalty, if people following know your brand and understand your mission and value and what you stand for can help build donors and participants.
- A way to increase web traffic by adding links to BuildaBridge website.
- Can provide information to workshops/programs being offered, time and place of classes, address, links, reviews, phone numbers, etc.

Risks:

- Having time and resources
- Spam can be posted from your Facebook page
- Someone can post false allegations or negative posts about you.
- Need for monitoring the Facebook page frequently

Implementation/Improvements:

- Can provide information on upcoming classes, registration.
- Post pictures of projects and finished projects
- Communicaton with followers
- List upcoming conferences
- Link to web page and provide links to other non profit programs

2. YouTube

Benefits:

- Captures attention
- Has high traffic volumes
- Potential for Viral Marketing

- Can use video marketing channels
- YouTube is routinely ranked high on Google search pages
- Easy to share online YouTube videos, easy to integrate into any social media strategy plan
- World-Wide accessibility – able to reach countries around the world

Risks:

- The need for well made videos to promote BuildaBridge is important.
- Poorly edited videos will lose interest in those viewing.

Implementation/Improvements:

- Take videos of projects and classes, highlight emotional videos
- Integrate videos into social media channels highlighting
- Follow participants from trainings back to their country, making a small documentary of how the skills and vision of BuildaBridge is enhancing and healing the world.

3. Instagram

Benefits:

- Increase engagement by having an active account with useful and interesting content.
- Build Trust and Personality – can create an emotional connection with audience.
- Can share in the day to day experience of planning and carrying out programs
- Increase traffic if able to maintain a strong profile for visibility.
- Ease in reaching targeted audiences and increasing interest for those born between 1980 and 1990 (the millennials)
- Free advertising

Risks:

- Need to be very mindful of images posted
- Need to attract followers
- Need for being aesthetically pleasing and interesting
- Pictures need to be square, if posting non square images will be cut off, this will look sloppy
- Only used with certain phones and apps and may be missing targeted audiences using other devices.
- May be difficult to target local markets

Implementation/Improvements:

- Post information to new programs, events

- Post photos and videos of programs in action
- Pictures of participants in trainings and the family and children participating in Art Culture programs
- Photos of employees
- Day to day life during international programs and trainings
- Special offers for classes, trainings, swag