



#GiveForGeneva

SOCIAL MEDIA PLAN
Geneva Center of Concern

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Geneva Center of Concern

♥ EXECUTIVE SUMMARY

Without a social media plan for a non-profit organization, the challenge to raise funds, donations, and increase engagement among local community members to volunteer is at an all time high; especially with a limited staff a budget. The following document is a social media plan for the Geneva Center of Concern located in Geneva, New York to amplify the reach of their message and to increase their number of donations powered by online interactions.

For over 40 years, the Geneva Center of Concern has been providing services while promoting dignity, respect, and self-empowerment. For people with no other place to turn, The Center provides a safety net, offering a listening ear, a helping hand, and restoring a sense of worth to those it serves. Faithful volunteers donate more than 9,000 hours each year to make The Center and pantry work for the community. Each week, 50 volunteers work tirelessly to sort, display, and sell the donated merchandise, as well as stock pack, and sometimes deliver food to our area families in need. The initial business goal of The Center is to lighten the burden of persons in need, through the organized effort of concern volunteers. Those efforts include: operating a store form the sale of donated items, maintaining a food pantry to provide good for those in need, preparing and distributing boxes to families, financially supporting deserving youth.

The Center's primary funding source I through government grants offered by Food Link in Rochester. Additional funding comes from private donations and food donations. The thrift store is funded through generous donations of clothing and household items and financial.

Overall Social Media Goals

- To expand The Center's reach
- To engage and excite influencers in Geneva, NY
- To increase name recognition in Geneva, NY and surrounding areas
- To better understand, identify, and engage potential donors in Geneva, NY
- Increase donation and funding numbers
- To increase The Center's number of yearly and monthly volunteers
- Inspire change throughout Geneva, New York one donated item at a time.

This social media plan has been framed based on the hashtag #GiveforGeneva. Accompanying the over theme of this plan are strategies such as monitoring the organizations health online, focus in the target audience to members of the Geneva community, and encouraging The Center to post and exemplify the need for poverty alleviation in the area.

♥ R E S E A R C H

Services that Geneva Center of Concern offers:

Prescription help, copays for doctor bills, gasoline vouchers, free clothing and household needs, baby and personal items, and a large food pantry where families can obtain a three-day supply of nutritious emergency food once every 30 days. College scholarships to high school students.

Social Media Atmosphere

Nielsen's 2014 Global Survey of Corporate Social Responsibility

53% of men and 52% of women said they had bought at least one product or service because they believed the company is committed to making a positive social and environmental impact. In many ways, their consumer behaviors correspond with their general sentiment about making a difference themselves: nearly 50% of men and women say they actively engage in volunteer work and/or donate to social causes, and 67% say they prefer to work for a company that is committed to positive social and environmental impact.

Showed that women are 7% more concerned than men about eradicating poverty/hunger.

Mashable's 2014 Social Good Survey

51% of respondents first learn about social good initiatives through social media

Above all else, people need to believe in the cause to donate to it. 79% of respondents said "Belief in a specific cause" was more important than friend referrals, an excess of money or convenience when it came to deciding to donate.

According to survey data, 66.8% of respondents said they feel social media is "extremely effective" or "very effective" for spreading information about social good initiatives. That number dropped to 53.3% when participants were asked how effective social media is for raising money.

79% of respondents feel Facebook is the most effective resource for social good initiatives, with 10% choosing Twitter.

56.9% of respondents said they follow or "like" charities or nonprofits on Facebook. Of those respondents, 56.1% said they only follow between one and three charitable organizations on Facebook. 86% of respondents said they don't follow any charities on Twitter.

Those who don't follow charities on Facebook say there are too many updates. The survey showed that 39.4% of respondents who don't "like" any organizations on Facebook cited an excess of updates that they're not interested in as their reasoning.

Cause Marketing

- More than six in 10 say cause-marketing influences their purchases.
- Baby Boomers are more likely than Millennial's to donate money; Millennial's are more likely to donate time. Millennial's are also more likely to make product recommendations based on cause marketing just as often (or more) than they were last year.
- Those from \$100K+ households are significantly more likely than those in <\$75K households to donate money and to volunteer time.

Cause Marketing - Social Media:

- Self-acceptance and anti-bullying causes receive the highest levels of social media engagement among all reviewed causes, with people motivated to engage with the causes most often while donating/volunteering with the causes and to share a positive experience.

Geneva, New York Statistics

Population:	19,897
Median Age:	38.1
Median Income:	\$45,800
COConsumer Spend:	\$430 MM
Consumer Spend (\$H/H):	\$55,077

Income: According to the United States Census, Geneva's median income lags behind both the County and the State in 2010 and 2012.

Poverty: According to the United States Census, Geneva's child poverty rate is approximately double the Country's rate in 2000 and 2012. The Federal Poverty Level for a family of 4 was \$23,550 in 2013. Highest percent of households in Geneva have an annual income of less than \$25,000 a year.

Giving Statistics

The Chronicle of Philanthropy: Giving Statistics of 2012

Seneca County, NY

Giving Ratio: 2.44%

Total Contributions: \$8,091,000

Median Contribution: \$2,582

Canandaigua County, NY

Giving Ratio: 2.29%

Total Contributions: \$46,671,00

Median Contribution: \$2,409

Geneva, NY, 14456

Giving ratio: 2.70%

Total Contributions: \$5,628,000

Media Contribution: \$2,382

Breakdown by Income Bracket

Up to \$25,000

Giving Ratio	7.48%
Total Contributions	\$209,000
Average Contribution	\$1,493

\$25,000 up to \$50,000

Giving Ratio	3.66%
Total Contributions	\$521,000
Average Contribution	\$1,861

\$50,000 up to \$75,000

Giving Ratio	2.52%
Total Contributions	\$636,000
Average Contribution	\$1,988

\$75,000 up to \$100,000

Giving Ratio	2.39%
Total Contributions	\$708,000
Average Contribution	\$2,441

\$100,000 up to \$200,000

Giving Ratio	2.43%
Total Contributions	\$1,863,000
Average Contribution	\$3,515

In 2013, 62 percent of food-insecure households participated in at least one of the three major federal food assistance programs – Supplemental Nutrition Assistance Program (SNAP-formerly Food Stamp Program), The National School Lunch Program (NSLP), and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).

♥ SOCIAL MEDIA AUDIT

This audit was initially done in March 2015 then was revised for this plan in April 2015.

Name of the non-profit client:	Geneva Center of Concern Inc.
Type of non-profit:	Charity Organization
City and state of non-profit:	Geneva, New York
Address of non-profit:	58 Avenue D, Geneva, NY 14456
Non-profit phone number:	(315) 789-1117
Non-profits website:	N/A
Current social networks:	Google+, Facebook, Twitter

Results from Googling "Geneva Center of Concern"

When you Google "Geneva Center of Concern," the first link in the results is the organization's Google+ page, then their Facebook page, and then their Twitter account. When I searched "Non profit organizations in Geneva, NY" Geneva Center of Concern could not be found on geneva.fingerlakesmarketplace.com under "Charitable & Non Profit organizations. They were listed on the Geneva Area Chamber of Commerce's, genevany.com, of Non-Profit Organizations and that was the first link but it's not found under Center of Concern but Geneva Center of Concern so it's a little farther down the list. A number of Geneva, NY non-profits are listed on greatnonprofits.org, Geneva Center of Concern is not listed in the first top ten on the first page but was listed within ten on the third page.

Google+

Name:	Geneva Center of Concern
URL:	https://plus.google.com/113836929738446053900/about?gl=us&hl=en
Category:	Non-Profit Organization
Ownership:	Page was created by a Geneva Center of Concern volunteer There is no one managing the page. When you hover the profile photo it allows you to upload a photo. Meaning that anyone could come along and then upload a photo that could misrepresent the organization if there is no one managing the page.
Branding:	No logo, no cover photo
Misc. Info:	Contact Information Address Location map
Content:	Google+ page: there are no posts. There is no photo of their logo or cover photo. There are no links to their website, Facebook, or Twitter accounts. Messaging of their brand is lost; crucial that they have messaging because it's the first link to show up in the Google search.
Status:	Not in use // looks like a dead profile

Mission Statement: Search Engine Optimization purposes. If company has Google+ account, Google will boost your company's placement on search results.

Purpose of platform:

Facebook

Name	Date	URL	Page Category	Page Likes	Visits	Photos/Videos	Last post
Geneva Center of Concern	Nov 3, 2011	https://www.facebook.com/GenevaCenterofConcern	Charity Organization	160	4	28/0	Updating cover photo on Dec 31, 2014 at 2:47 p.m. – 14 likes

Ownership: Page was created by a Geneva Center of Concern volunteer

Facebook About: For 40 years, the Geneva Center of Concern has provided services to the community while promoting dignity, respect, and self-empowerment.

Branding: Profile photo is of the center's logo though very blurry
Page's cover photo

Misc. Info: Contact information present
Hours of operation present

Status: Not in use // looks like a dead profile

Twitter

Name	Handle	Date	URL	Followers	Following	Tweets
Geneva Center of Concern	@GenevaCenter	December 2, 2012	https://twitter.com/GenevaCenter	124	352	213

Ownership: Page was created by a Geneva Center of Concern volunteer

Twitter Bio: For 40 years, the Geneva Center of Concern has provided services to the community while promoting dignity, respect, and self-empowerment.

Bio Analysis: No hashtags, no links

Branding: Logo is profile photo
Profile photo is blurry
Cover photo of "ROC" – different than Facebook cover

Content: No photos or videos

Postings: First Tweet – December 6, 2012
Last Tweet – December 2, 2014

Location: Geneva, NY

Status: Not in use // looks like a dead profile

Hashtags mostly used: #geneva, #ny, #roc, #flx

Quote retweets from the following companies:

Gates Foundation, Ithaca Journal, United Way Rochester, News 10 NBC, Rochester D and C, SPCC, East House, HOBY New York West, Recover Rochester, News 8, Visit Finger Lakes, NYTimes Health, Truthout, Young Child Facts, Center for Community Change, NASCSP, Food Link, Human Rights, OpSafeWater, Geneva Night Out, Wall Street Journal, Salvation Army USA, MSLGroup, @peacecorps, @nonpreneur, @cof, Love Geneva,

OVERAL ANALYSIS

- First, there is a noticeable lack of clarity on what their purpose of using social media is. Are they there to recruit volunteers, interest possible donors, create an active voice and raise awareness of poverty?
- Landing pages (Google+) do not have prominent calls to action
- There is little to no engagement // conversations
- They only have one person managing all of their social media accounts.
- Their social media is poorly targeted. Though some things that they have done right is try to engage with local community businesses in Geneva, thank you new followers; resulted in low rate of engagement.
- From completing a comparative analysis between Facebook and Twitter, it is evident the organization's successful in engaging with an audience on Facebook. Whether this should be the determined target audience is questionable.
- Facebook receives more likes on post, more comments, than Twitter regarding favorites, retweets, and replies.
- There is a lack of brand visual identity across all platforms
- Hashtags that the company should be using more:): #donate, #charity, #hunger, #giveback, #childhunger

Recommendations for additional networks and/or new ways to use current ones:

Instagram

Recommendations to eliminate networks:

Facebook, Twitter, and Google+ are incredibly valuable tools and none should be eliminated from their current social channel network.

Reeling in the main focus network:

Curate content on Facebook and Twitter

♥ SOCIAL CHANNELS

Facebook */genevacenter*

Share a mix of relevant links, engaging content, videos, and polls
Promote upcoming events and create them in an events page
Engage with Influencers
Setup sponsored posts and ads

Google+ */genevacenter*

Optimize Search Engine Optimization
Share engaging content, videos, images, and relevant links
Create and promote upcoming events

Twitter *@genevacenter*

Promote content
Segment influencers and create lists
Utilize promoted tweets
Build reputation

Instagram *@genevacenter*

Share the culture of the center
Encourage volunteers to participate and share their own photos

Key Metrics of Each Platform

- Twitter: followers, mentions, retweets, favorited tweets, hashtag usage, influence of twitter followers, lead generation of customer acquisition. Social capital - influence of Twitter followers, retweet reach, replies reach, number of lists.
- Facebook - likes and posts, page followers, engagement and comments, referring traffic, shares, lead generation/new customers.
- Instagram - referral traffic, likes and comments, view of photos, page rankings on key terms, number of donations, and lead generation.

♥ TARGET AUDIENCES

Upscale Older w/o Kids: Affluent Empty Nesters / Baby Boomers

- Median Household Income: \$88,946
- Urbanicity: Town/Rural
- Age Ranges: 55+
- Homeownership: Homeowners
- Employment Levels: White Collar, Mic
- Education Levels: Graduate Plus
- Ethnic Diversity: White
- Social Channels: Facebook, Pinterest

Business Owners

- Gender: Male
- Age Range: 40+
- Ethnic Diversity: White
- Social Channels: Facebook, LinkedIn
- Businesses are always looking for a chance to spotlight their company's corporate social responsibility efforts and there is not better way for a business to become involved within the community than volunteering their time to a food bank focused on poverty and hunger alleviation.

Service Learning College Student

- Gender: Male and Female
- Age Range: 20 - 24
- College Attending: Hobart and William Smith Colleges, Cornell University
- Ethnic Diversity: White
- Social Channels: Facebook, Instagram, Twitter
- These students are involved in a number of volunteer activities at their attending college. They could be involved with the following student activities at Hobart and William Smith Colleges: Boys and Girls Club of Geneva, Colleges Against Cancer, Days of Service (DOS), Geneva Community Lunch Program.

♥ KEY MESSAGES

The first foundation laid for any social media venture is to decide what key messages about your organization you want to communicate with your audience. Social media is unique and different from traditional forms of marketing because it is all about putting a personality and voice to your organization. Your key messages should be what you communicate over and over again, the core of your services; which reflect your attitude, what you believe, and what you stand for. These messages will be the basis of your strategies, content, and dialogue surrounding The Center online.

“We believe that growth in nonprofits should be sustainable.”

“When contributing, you can be assured your donation goes to someone in need.”

“Your donations are making a difference in the Geneva community.”

“Our services reach beyond giving away food to the hungry or shelter for the poor.”

“We help bring the community together to advocate for an incredible cause.”

“This is why you should donate and give back”

“Restore a sense of worth to those we serve.”

“You are making a positive difference in Geneva.”

“This is an organization that serves everyone.”

WORD BANK: Local, Geneva, Give Back, Donate, Good, Wholesome, Enriching, Inspirational, Volunteerism, Philanthropy, Dignity, Self-Respect, Self-Empowerment, Grateful, Compassion, Empathy, Sympathy, Restore

Causes that The Center cares about:

Children	Economic	Health
Disaster and	Empowerment	Poverty Alleviation
Humanitarian Relief	Environment	Social Services

Organizations Geneva Center of Concern Supports:

Local Businesses / Organizations	United Way
Hobart and William Smith Colleges	No Kid Hungry
World Vision	American Red Cross
Habitat for Humanity International	St. Jude Children’s Hospital
Unicef	Charity:water
World Food Programme	Gates Foundation
Food For The Poor	Do Something
Salvation Army USA	Save the Children
Feeding America	Goodwill

♥ OBJECTIVES / STRATEGIES / TACTICS

These objectives should be measured and evaluated once over a years time period.

Objective #1

To increase Facebook Page Likes and Twitter Followers of the Geneva Center of Concern 25% by October 22, 2016

Strategies

Educate target audience on the services The Center provides.

Rationale: In order to facilitate growth, people need to know what your business objective are, what services you provide, and specifically how you are helping others. Before someone donates to a charity organization, they need to know where their money is going.

Create a consistent and unique message that can be implemented across all platforms

Rationale: The Center needs to stand against other advocacy pages on Facebook. With research it says that overall, people only like two or three pages of charity or non-profit organizations because of the increased content they share. With this, we should cater to the local audience in our messaging.

Monitor your social media accounts using Hootsuite

Rationale: Monitoring the sentiment of your organization is crucial to it's success. You have to know what people are saying about your company or the area in general. If Geneva is going through a tough time, you want to know what people are talking about and you want to position your messaging in a way that could foster positive attitudes towards your business. It also enables you to get ahead of the conversation.

Tactics

- Inform your audience of what you need. Use high quality photos of grocery store items that would be beneficial to The Center if audience members could donate.
- Cater to the locality of your audience. Use the hashtags: #GiveForGeneva, on almost all of your social media efforts. #GenerousGeneva, #GenevaDoingGood, #GenevaGivesBack
- Post content that matters to your target audience.
- Utilize Facebook insights to access details about how each post
- Utilize Twitter analytics for detailed reports about impressions and engagement.
- For Facebook, you will want a middle aged representative controlling the messaging of the content. For Twitter, you will want a younger, college-aged representative controlling that messaging.

- Establish a brand voice. Your brand voice for The Center wants to be a person who exemplifies positivity everywhere they go. Though, they carry a heavy heart due to their sympathetic nature towards the suffering of others.
- Post general information about how people can get involved and how they can volunteer.

Objective #2

To increase Facebook Post Likes, Facebook Comments, Twitter Favorites, and Twitter Retweets of the Geneva Center of Concern 15% by October 22, 2016

Strategies

Create original content that can be shared across all platforms.

Rationale: With regards to the 80/20 content sharing rule, The Center should be actively posting organic and curated content 80% of the time and sharing content the other 20%. With this rule of thumb, The Center needs to begin creating it's own branded content.

Use a human voice on social media platforms.

Rationale: The Center needs to establish that they are a person trying to help those in need and not just an organization wanting to raise funds or donations. With the use of a human voice that is filled with compassion, it helps create perceptions of transparency. Relationships play a significant part in how stakeholders engage with companies on social media sites through two-way communication.

Encourage community member and business owners of Geneva to get involved.

Rationale: With regards to the 80/20 content sharing rule, The Center should be actively posting organic and curated content 80% of the time and sharing content the other 20%. With this rule of thumb, The Center needs to begin creating it's own branded content.

Let the community of Geneva know that there's a need.

Rationale: Without letting the community know of the poverty rates in Geneva, they may not feel like there is a need to donate to this charity. Without there being any proof that people need help people are hesitant to donate.

Show Transparency

Rationale: Let your online audience know where their donations are going to ensure them that 100% of their proceeds go to people in need and not to financially support volunteers.

Stay local

Rationale: Trying to reach the nation with your message is not a SMART objective; first you have to begin with the basis, where your organization is located. From doing some research, Geneva locals are loyal to the community and any projects going on that started and spring from the town. By facilitating tactics and measuring tools, you can determine whom those locals are, how to get them connected to you, and then develop a relationship with them that will ultimately result in the increasing of donations.

Post on National Awareness Days

Rationale: Have a reason to post. Thank you volunteers for their service with National Volunteers Week. With this strategy, it will enable you to be cautious about what people are celebrating. As a non-profit organization helping those in need, every donation you give away is a celebration and with this strategy, you will be exemplifying that positive culture.

Tactics

- Post content when your audience is online.
- Utilize the keyword search in Hootsuite. Create a stream that flags keywords your possible audience will be voicing such as: charity, donate, volunteer, social good, help, assistance, non-profit.
- Post hunger statistics every week on Facebook and Twitter.
- Inspirational quote or quote about volunteerism every Tuesday for #GivingTuesday
- Post photos on Instagram of volunteers and behind-the-scenes footage of new supplies of food.
- Post testimonials, that include just a short quote and a high quality photo, of those who volunteer there and how The Center has improved their well-being in life all together.
- Post testimonials of families who have been helped by The Center.
- Post infographics and statistical information about poverty in Geneva.
- Be an advocate for the greater cause. Focus on wide spread concern of the causes you support and not just about what is going on locally. When something happens to another organization or a business creates a product that will change the lives of people overseas, share it. Share what is good in the world. People want to hear about good things happening.
- Be an advocate for what's going on in your local community. Post whenever there is something good happening in the community. Whether it be a business that is just launching to a college club or organization holding a fundraising event for one of the causes you care about, be online and be informed of what is going on in Geneva, New York and within the Ontario and Cattaraugus counties because that is what your audience cares about.

- During the months of March and April, The Feinstein Challenge, facilitate the use of the #WeAre14456 and use that to generate a campaign trying to get 14,456 items a month donated to the center as a total of \$29,112. Sponsor posts related to this event on Facebook and Twitter.
- During the summer months when, use #GrowGeneva to encourage possible donors to donate the food grown from their gardens to The Center. The hashtag also signifies that with the support of the community, Geneva' overall community will be enhanced because they are making steps to improve the lives of the neighbors, growing the well being of the community.
- Post content on the following national holiday's that are relevant to your organizations overall mission:
 - Martin Luther King Jr. Day
 - Giving Tuesday
 - United Way Day of Caring Food Distribution
 - Scouting for Food Day - March 21
 - United Way Day of Caring Food Distribution
 - Suicide Prevention Day - September 10th
 - ROC The Day - December 1, 2015 - #GivingTuesday
 - International Volunteer Day - December 5
 - National Volunteer Week - April 12 - 18th
 - Make A Difference Day - October 24, 2015
 - New York Cares Day (Spring) - April 18, 2015
- Post content or share content relevant to the following events going on in Geneva:
 - The Clothesline Project - April 20, 2015 (exhibit recognizing those affected by domestic violence)
 - 23rd Annual Wine and Herb Festival - April 24, 2015
 - I love the Finger Lakes Career Expo - April 23, 2015
 - Thrive to Survive General Cancer Support Group - June 6, 2015
 - 2015 Corn Hill Arts Festival - June 11-12, 2015
 - Community night of baseball at McDonough Park
 - 5th Annual Geneva Music Festival - June 1, 2015
- Feature a "Donator of The Month" – whether it be a business or an individual.
- Releasing a list of their current needs every month, or "The Best Foods to Donate To A Canned Food Drive," to make sure they are receiving and filling their needs. Items such as 100% Juice Drinks, Holiday Foods, Low-Sodium Vegetables, Canned Tuna, Canned Chicken, and Canned Salmon, Unsalted Nuts, No Sugar Added Fruits, Shelf-Stable Milk, Whole Grain Pasta, Canned Beef Stew, Brown Rice, Oatmeal, Canola and Olive Oil, Peanut Butter, Low-Sodium Soups, Herbs and

Spices, Beans, Low-Sugar Cereals, Granola Bars, Popcorn. Staple toiletries like soap, shampoo, diapers, toothbrushes, and baby wipes, pads, and tampons. Baby necessities.

♥ SOCIAL MEDIA POLICY

We're an organization advocating for a larger cause

Social media may be a huge opportunity for the Geneva Center of Concerns employees to help build the organization's brand, but let's not forget that there also exists a tremendous risk for individual volunteers to inadvertently damage the company's brand and by defining a set of guidelines will help mitigate that risk.

Impartiality. Refrain from advocating for political or other polarizing issues online. This extends to joining online groups or using social media in any form (including your Facebook page or a personal blog). Don't express personal views on a political or other controversial issue.

Publicity. Members should be aware of the effect of their actions may have on their image, as well as Geneva Center of Concern's image.

Respect. Be considerate of community norms. Realize that different communities – online and offline – have their own culture, etiquette, and norms, and be respectful of them. Our ethics don't change in different circumstances, but our decisions might.

Nagging Needs. Social media should not be used to directly persuade or "nag" potential sponsors with our needs. We do not want to be portrayed as "over bearing."

Think Geneva, We Are #14456. As a non-profit organization a part of a community advocating towards unity, we should be apart of that effort. Use the hashtag as much as possible and engage in conversations generated through that. We want to involved the local community and spread awareness about The Center, what's a better way than that.

Commenting + Responding. If a volunteer comments on any aspect of the organization's business they must clearly identify themselves as an employee and include a disclaimer. The disclaimer should be something like "the views expressed are mine alone and do not necessarily reflect the views of Geneva Center of Concern." Volunteers should neither claim nor imply that they are speaking on the organization's behalf

Brand Opportunity. Internet postings should not include company logos or trademarks unless permission is asked for and granted.

Tone of Voice. Positivity. Encouraging. Inspirational. Caring. Giving.

Transparency. Tell the whole truth. If a member of the community asks how much you have received in donations thus far this year, tell them. The organizations presence on social media should clearly define that they are using the items donated and giving them to those in need.

Prohibited Postings. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.

Copyright Infringement. Internet postings should not disclose any information that is confidential or proprietary to the company or to any third party that has disclosed information about the company. Members should get appropriate permission before you refer to or post images of current or former members or clients. Additionally, members should get appropriate permission to use a third party's copyrights, copyrighted materials, trademarks, service marks or other intellectual property.

♥ CONCLUSION

Geneva Center of Concern should use the above social media practices in order to fulfill their overall business goal which is to provide as much service to members of the Geneva community that are in need of a helping hand.

The above also will hold as a good starting point of The Center to enhance their social media presence and provide valuable content to their target audience. Strategies like posting photos of those who have been helped by the services of the Center of Concern and posting the actual needs of the organization, and getting the community involved in the actions of The Center of Concern, will help The Center in increasing their donation numbers and volunteer base.

MAY

2015

SUN	MON	TUES	WEDS	THURS	FRI	SAT
		Facebook & Twitter // #GivingTuesday inspirational quote	Facebook // post a statistic about the poverty (either in the US or Geneva)	Instagram // Post photo of organizing food	Facebook & Twitter // Post article about <u>the benefits of giving back</u>	
1	2	3	4	5	6	7
Facebook // Post content of new <u>philanthropy efforts around th world</u>	Facebook & Twitter & Instagram // post testimonial of a volunteer of the Center Facebook - Shocking statistic about poverty in the united States	Facebook & Twitter // #GivingTuesday inspirational quote	Facebook // post a statistic about the poverty (either in the US or Geneva)	Instagram (#Gimme5 ingredient food post)	Facebook & Twitter // Post article about <u>the benefits of giving back</u>	
8	9	10	11	12	13	14
Facebook // Post content of new philanthropy efforts around th world		Facebook & Twitter // #GivingTuesday inspirational quote	Facebook // post a statistic about the poverty (either in the US or Geneva)	Instagram// Post photo of volunteers and shoppers	Facebook & Twitter // Post article about <u>the benefits of giving back</u> Facebook - Shocking statistic about poverty in the united States	
15	16	17	18	19	20	21
Facebook // Post content of new philanthropy efforts around th world		Facebook & Twitter // #GivingTuesday inspirational quote	Facebook // post a statistic about the poverty (either in the US or Geneva)	Instagram (#Gimme5 ingredient food post)	Facebook & Twitter // Post article about <u>the benefits of giving back</u>	
22	23	24	25	26	27	28

JUNE

2015

SUN	MON	TUES	WEDS	THURS	FRI	SAT
	Facebook // Post content of new philanthropy efforts around th world 5th Annual Geneva Music Festival (Facebook/Twitter/Instagram) 1	Facebook & Twitter // #GivingTuesday inspirational quote 2	Facebook // post a statistic about the poverty (either in the US or Geneva) 3	Instagram// Post photo of volunteers and shoppers 4	Facebook & Twitter // <u>Post article about the benefits of giving back</u> 5	Thrive to Survive Cancer Support Group - Facebook 6
Facebook // Post content of new philanthropy efforts around th world 7	8	Facebook & Twitter // #GivingTuesday inspirational quote 9	Facebook // post a statistic about the poverty (either in the US or Geneva) 10	Corn Hill Art Festival begins - share a photo of someone volunteering there // "Give corn to The Center" 11	Facebook & Twitter // <u>Post article about the benefits of giving back</u> 12	13
Facebook // Post content of new philanthropy efforts around th world 14	Facebook // Post content of new philanthropy efforts around th world 15	Facebook & Twitter // #GivingTuesday inspirational quote 16	Facebook // post a statistic about the poverty (either in the US or Geneva) 17	Instagram// Post photo of volunteers and shoppers 18	Facebook & Twitter // <u>Post article about the benefits of giving back</u> 19	20
Facebook // Post content of new philanthropy efforts around th world 21	22	Facebook & Twitter // #GivingTuesday inspirational quote 23	Facebook // post a statistic about the poverty (either in the US or Geneva) 24	Instagram (#Gimme5 ingredient food post) 25	Facebook & Twitter // Post article about the benefits of giving back 26	27
28	29	Facebook & Twitter // #GivingTuesday inspirational quote 20				

JULY

2015

SUN	MON	TUES	WEDS	THURS	FRI	SAT
		Facebook // post a statistic about the poverty (either in the US or Geneva)	Instagram// Post photo of volunteers and shoppers	Facebook & Twitter // Post article about the benefits of giving back	HAPPY JULY 4th! (Facebook/Twitter/Instagram)	
			1	2	3	4
Facebook // Post content of new philanthropy efforts around th world		Facebook & Twitter // #GivingTuesday inspirational quote	Facebook // post a statistic about the poverty (either in the US or Geneva)	Instagram (#Gimme5 ingredient food post)	Facebook & Twitter // Post article about the benefits of giving back	
5	6	7	8	9	10	11
Facebook // Post content of new philanthropy efforts around th world		Facebook & Twitter // #GivingTuesday inspirational quote	Facebook // post a statistic about the poverty (either in the US or Geneva)	Instagram// Post photo of volunteers and shoppers	Facebook & Twitter // Post article about the benefits of giving back	
12	13	14	15	16	17	18
Facebook // Post content of new philanthropy efforts around th world		Facebook & Twitter // #GivingTuesday inspirational quote	Facebook // post a statistic about the poverty (either in the US or Geneva)	Instagram (#Gimme5 ingredient food post)	Facebook & Twitter // Post article about the benefits of giving back	
19	20	21	22	23	24	25
Facebook // Post content of new philanthropy efforts around th world		Facebook & Twitter // #GivingTuesday inspirational quote	Facebook // post a statistic about the poverty (either in the US or Geneva)			
26	27	28	30	31		

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