

Social Media 2016 Strategic Alignment



Why Strategic Alignment?

BENEFITS:

- ✓ Reach a broader audience than ever before
- ✓ Make local pages easier to find and push content to highly targeted audiences
- ✓ Better engage with people who already follow your page
- ✓ Attract a new audience of people in your area who are interested in arthritis
- ✓ Create more personal connections with your constituents online
- ✓ More actively involve your key volunteers

INCREASE:

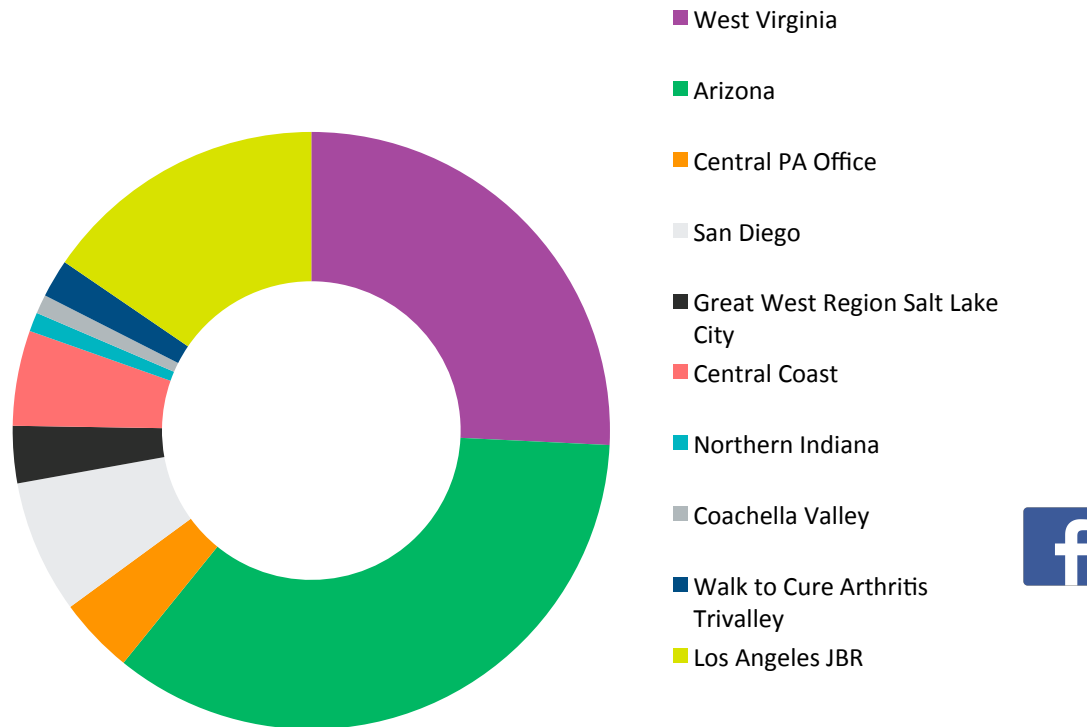
- ✓ Engagement
- ✓ Fans
- ✓ Likes
- ✓ Shares
- ✓ Comments
- ✓ Leads
- ✓ Reach

While maintaining our brand and promoting the 4 pillars!

Facebook: Engagement Benefits

An evaluation of the data confirms that state-level pages best serve our constituents and local offices. The graph below illustrates that from a random sample of 10 social media pages, the 2 state-level pages make up over 60% of the engagement. Engaged users are more likely to convert to active volunteers & donors.

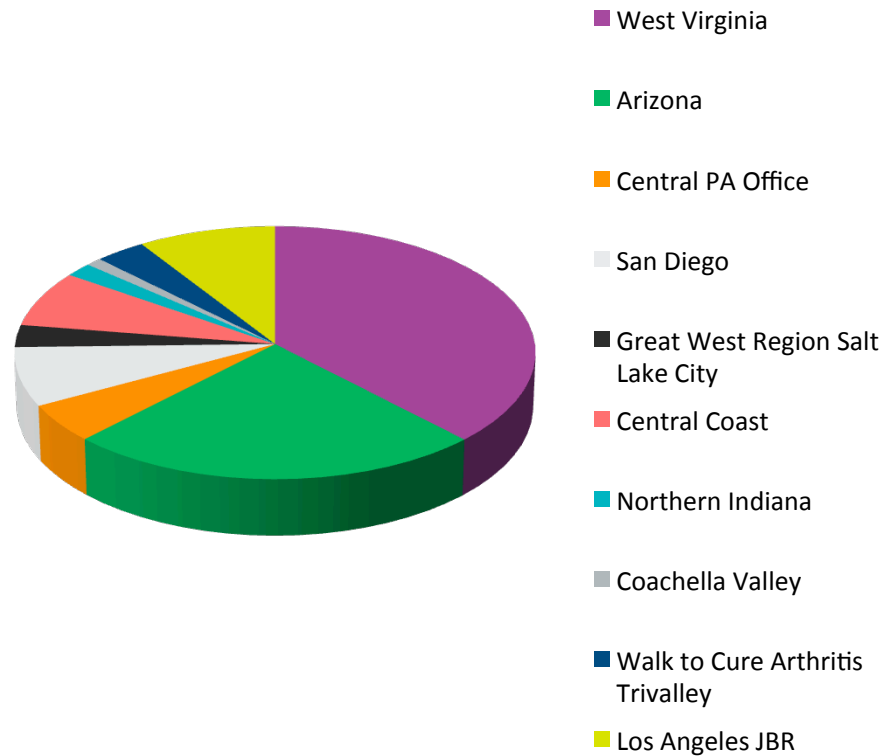
Average Engagement



Facebook: Reach Benefits

The 2 state pages also reach more Facebook users than the additional 8 local-level pages combined. What good is putting out useful information if there's no one there to see it?

Average Reach



State-Level: The Best Way to Slice Local Channels

No matter which metric we measure, state pages win over local every time.

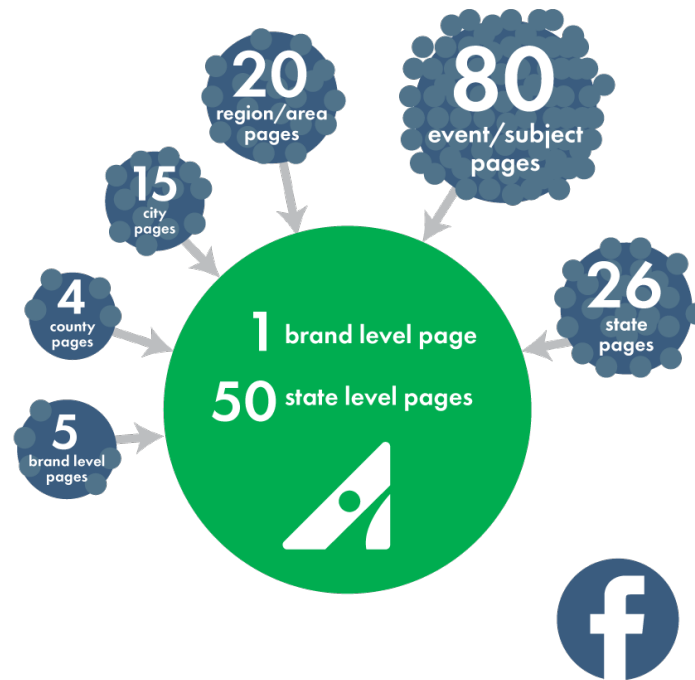
Metric	State	Other Local
Fans	√	
Engagement (Likes, Comments, Shares)	√	
Reach	√	
Impressions	√	

Facebook: Reorganize into One Page per State

- One Foundation fan page per state
 - This structure reflects AF's website and is a natural way for users to search online, meaning you attract more new people to follow and engage with our brand and your local office
 - This structure will also allow volunteers to engage with local constituents in a new and meaningful way by providing a forum through which to connect and start a dialogue at a hyper-localized level
 - Centralized team will continue to take requests from local level volunteers/managers and share meaningful content to those communities
- One fan page per national event (Jingle Bell Run, Walk to Cure Arthritis, etc.)
 - Individual “events” on state pages will allow local people to communicate/share photos & experiences without being admins on the page



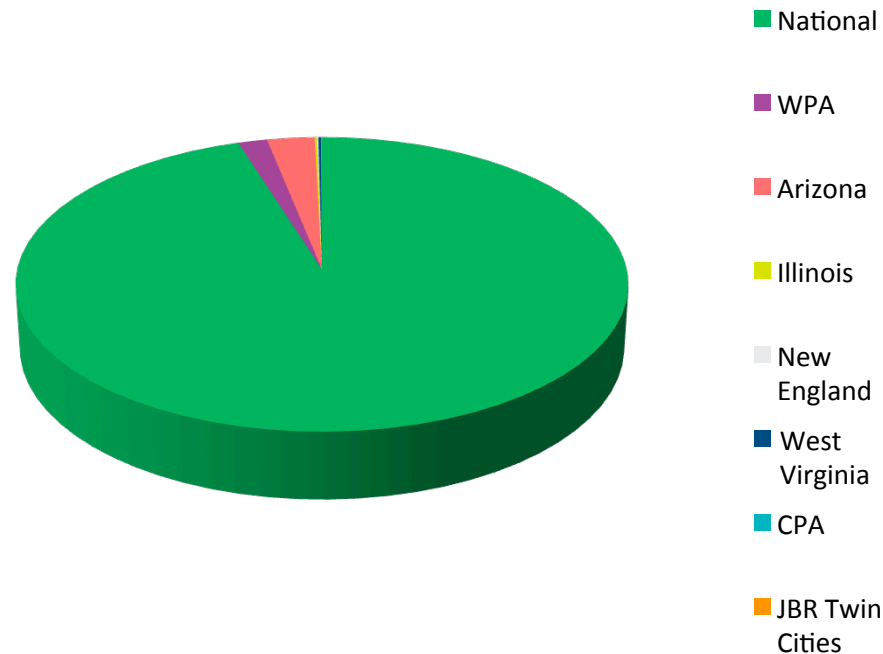
Facebook: Reorganize into One Page per State



Twitter: Benefits

After an evaluation of the data, it has been determined that leveraging one brand-level Twitter account would best serve our constituents. The graph below illustrates that from a random sample of 8 social media pages, the AF brand-level Twitter profile accounts for over 95% of engagement no matter the page type (state, local, regional, or event).

Total Engagements

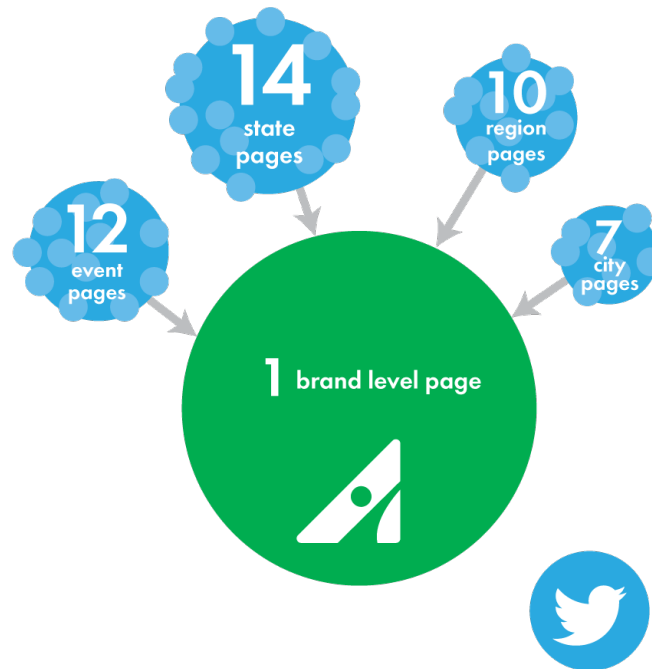


Twitter: Reorganize to One Brand-Level Twitter Account

- Reorganize to one National Brand Twitter account.
- Create one account per national event (Jingle Bell Run, Walk to Cure Arthritis, etc).
- Focus on creating community among our followers. Engage in meaningful dialogue with our community and connect them to other like-minded followers.
- Leverage paid, targeted campaigns through Twitter Ads to reach specific local audiences with hyper-localized content to increase engagement.



Twitter: Reorganize to One Brand-Level Twitter Account



Instagram: Proceed with One Brand-Level Instagram Account

3 Major Purposes

- Drive traffic to blog by linking AF blog homepage in our bio
- Discover personal stories to share and engage followers across other channels
- Event Coverage



Timeline

Goal: Complete Strategic Realignment by August 31

Month	EVENT
June	Work with Twitter to develop transition campaigns across all AF Twitter assets. Test duplicate page merging tool on Facebook to ensure smooth transition.
Within 3 business days of roadshow meeting	Local staff to download any photos, videos, assets from local pages before merger.
July/August	Begin merger process on Facebook and Twitter
August	Update graphics, names, links on all accounts so they are brand compliant; complete merger and new audit of all social accounts.
August	Execute follow-up acquisition campaigns.

Helpful Resources

- Requests for promotion will continue to be submitted through the [Samange service desk](#).
- For any long-term promotion or requests that will require additional graphics to be created, work with your market services manager.
- Look for event field guides for Jingle Bell Run and other signature events on AF Connect.
- We will follow up this call with a list of resources, including an FAQ document, tips for best practices, etc.
- Upon completion of all roadshow events and fielding questions from local staff, we will update the guides provided, as well as post updated resources on our [Social Media at the Arthritis Foundation web area](#). (password: "champion")