



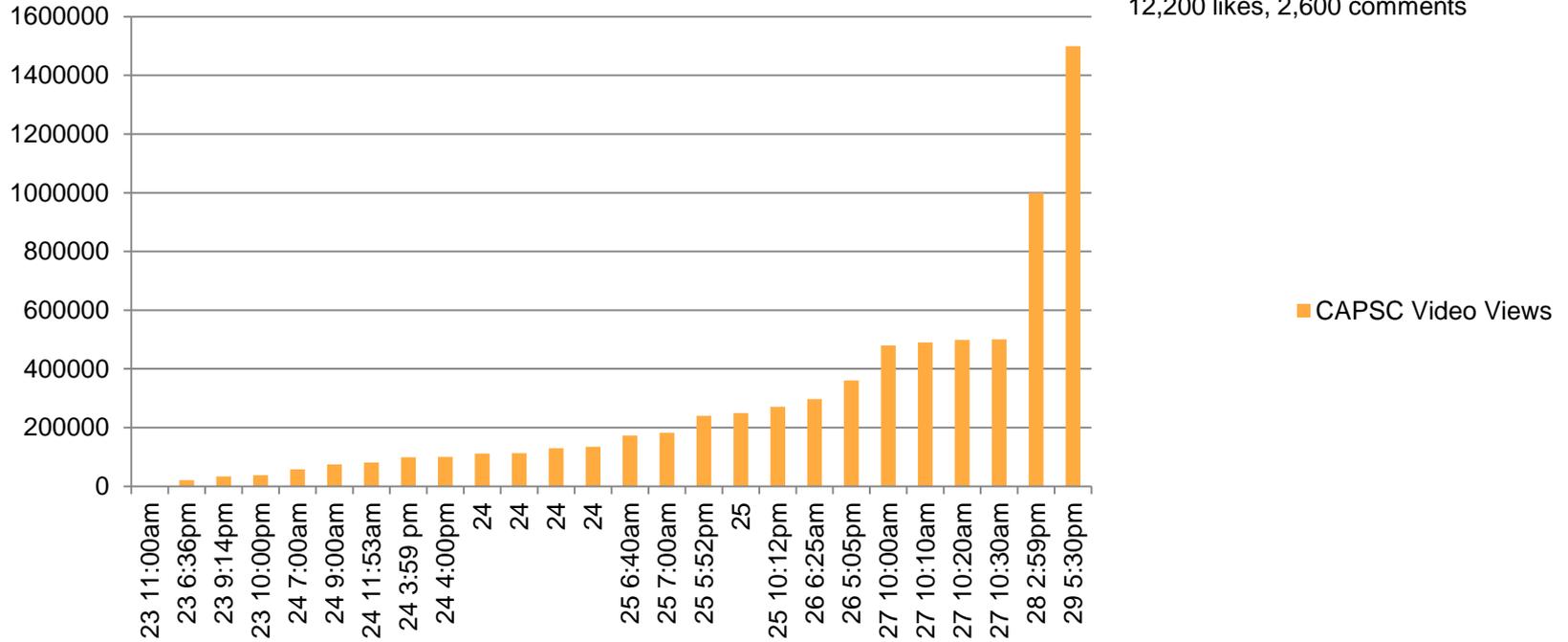
Our #Jump video went viral, now what?

Your mother probably shared the video



CAPSC Video Views

October 29th, 5:30pm
1.5 million views, 24,000 shares,
12,200 likes, 2,600 comments



As of today

- Views- 10,130,196 million
- Likes 71,660
- Shares 133,338
- Comments 15,985
- You are my spirit animal
- Share on Lip Sync Battle and around the world
- Twins, dates, saving lives
- Embarrassing my kids



The Truth:

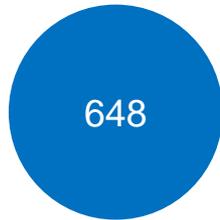
Unless we can partner with an individual or organization with a large social influence (i.e. Lip Sync Battle or Ellen Degeneres), it will be difficult to create another viral video to the caliber of the #JUMP 2017 Lip Sync Video.

*With this being said, we can celebrate the **huge** success we've had this year – and build off of it!!!*

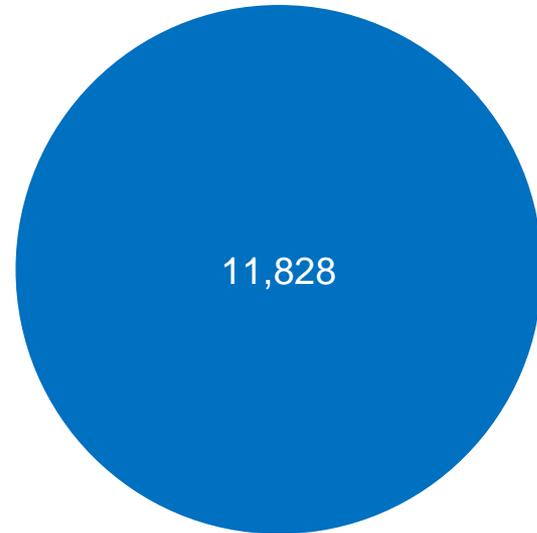


One Indication of Success...

- The number of likes on our Facebook page increased 18 times in 2 months!!!



As of October 1, 2017



As of December 4, 2017



What This Means Is...

- We have a broader audience with a greater impact potential
- The challenge is to keep up engagement
- Other metrics can, and will, plateau or decrease if content is not maintained:
 - Daily new likes
 - Daily/Weekly page engaged users
 - Daily/Weekly reach



What Did We Learn?

- We did not message about poverty but everyone loves the horses
- No one knows who we are, where we are located or how to contact us despite the shirts, the banner and bus with huge logo
- The local bus company got credit for the bus but it is our bus program
- Social media is hard to keep up with
- Media focused on dance not poverty even when we changed message
- Lots of Monday Morning quarterbacks
- Ellen and Jimmy Fallon have not called but I am ready when they do



Let's Focus On #GOALS

1

Capitalize on the success of the 2017 #JUMP Lip Sync Fundraising Video for future CAPSC initiatives

2

Bring awareness and dedication to the CAPSC organization and mission



General Approach

- Maintain a regular social presence of 2 to 4 posts per week
- Light-hearted in tone and messaging has proved successful for us – we will continue to build a friendly and positive voice consistently across social properties
- Always be clear and direct about the action we want the user to take from the post
 - “Call To Action” to share content, donate/visit site for more info, in addition to the “stop by event” message
- When collecting donations, set a goal and allow people to track progress on that goal. People are more likely to participate when they can see results (think: Go Fund Me trackers - “\$3K out of \$10,000 raised”)



What We Have Planned



Current Content

#MeetCAPSCMondays

- *A way to introduce our audience to CAPSC staff and BOD*

#WhatsUpWednesday

- *A way to introduce our audience to CAPSC staff and BOD*

#FunFactFriday

- *Memorable, quick-hit ways to let people know what's going on with CAPSC and become familiar with programs*

Ideas

The Holidays

- People are in the “giving” spirit during this time of year - create seasonal content that play on people’s desire to get involved during the holiday season

Video thank you with #Jump alum

Cooking/kids eating to highlight nutrition programs

Weatherization – climbing out from under a mobile home in Tyvek suit

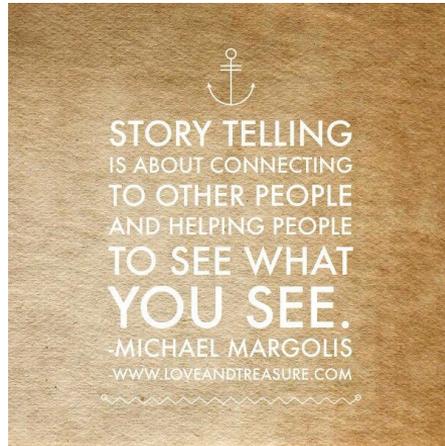
Reposts of articles highlighting our work

30-second vignettes of existing and new video content



What We Have Planned (cont.)

- In-depth story-telling: either through a single video or short-series
 - Highlight an individual's experience and journey that's been positively impacted by the CAPSC organization
 - Get employees to share their favorite experience or thing they accomplished with CAPSC
- Infographics or visually informative static images that give insight into the different CAPSC programs





Platform Role: The “Storyteller”

Facebook has essentially become a media platform, where people and brands connect with each other and with content.

Facebook should be our primary channel for sharing content and information.* The audience size and demographic is much more all-inclusive on FB, and the opportunities to drive awareness and donations to your organization are significantly robust than other social channels, like Twitter.

Audience Demo:

1.9 BILLION unique monthly users

83% of women online use FB, 75% of men online

Audience Insights:

75% of users spend 20+ minutes each day on the platform

989 Million daily users are on mobile



Platform Role: The “In-The-Know”

Twitter is a microblogging tool that allows for brief messages to be broadcast to anyone. Just like Facebook, the timeline’s algorithm prioritizes users “besties”. Twitter is primary used for:

- News
- Joining a #conversation

Use Twitter to bring awareness to CAP events, participate in conversations relevant to the organization, connect with influencers, and share informative content.

Audience Demo:

100 MILLION Daily Active Users

Majority of platform users are 18-29 (much younger than FB)

Audience Insights:

80% of users are accessing through a mobile device

Twitter engagements go up 30% on weekends (the same is not true for FB)

*Continue to leverage YouTube as a video content hub.

