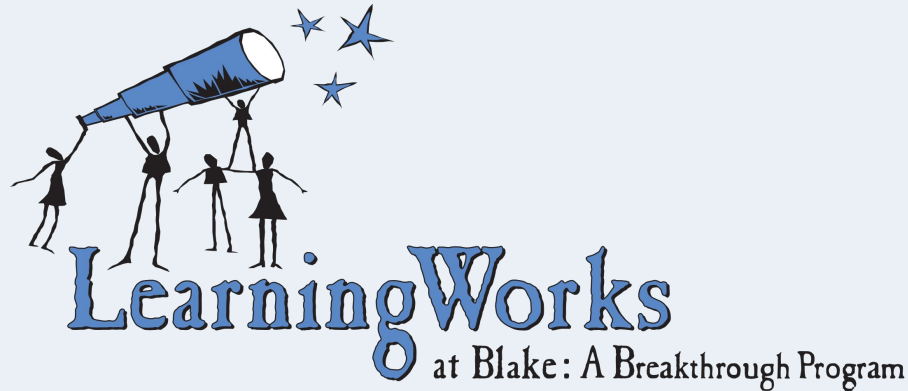


LearningWorks At Blake

SOCIAL MEDIA STRATEGY

December 2020



Core Message Alignment

LearningWorks Core Message (NEW!)

“LearningWorks fosters a positive and creative learning environment through our academic enrichment program, in which a diverse group of high potential middle and high school students from Minneapolis Public Schools comes together with motivated, aspiring educators to develop into leaders in their own communities.”

Alignment with social media strategy

- **Story of LearningWorks:** from middle school students and aspiring teachers to community leaders.
- **Areas of focus and target audiences:**
 - “Academic enrichment program” → families, teachers.
 - “Positive and creative learning environment”, “High potential middle and high school students” → MPS students.
 - “Motivated, aspiring educators” → high school/college students, aspiring teaching fellows.
 - “Develop into leaders in their own communities” → donors, community members, alumni.
- Each target audience faces its own hurdles, has its own platform preferences, and has its own end goals.
- On each social media platform, consider target audiences and areas of emphasis/angles within our core message.

Executive Summary

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- Across platforms, LearningWorks has an engaged community, high quality content, and values driven communications. However, LW's use of social media has been inconsistent, resulting in decreased engagement on certain platforms while others continue to grow.
- Instagram is currently our most engaged platform, on which we post most of our original content. It is regularly updated and managed, with content posted to Facebook. There remains a lot of room for growth on Facebook, as we think about tailoring that platform to better suit the needs of its audience. Other platforms such as Twitter, LinkedIn and Youtube have remained untouched for a long time, resulting in a loss of traffic on those pages.
- The low effort, high impact methods outlined in this strategy, if implemented within this upcoming year, will allow our social media accounts to achieve our goals.

Social Media Goals

Strategic Goals

1. **Building brand awareness:** Telling our story with consistent messaging.
2. **Building & managing an engaged community:** Bringing folks into the community and continuing to support and engage them, by:
 - a. Gaining insights, listening and learning from people in our community,
 - b. Maintaining past LW students and TFs as community members with opportunities for continued engagement and support.
3. **Attracting and retaining candidates:** Bringing new students, families and teachers into the LW community, while:
 - a. Considering challenges with COVID and current contexts.

By Summer 2021, we will achieve these Key performance indicators:

- 1 More than the average of Impressions Per Post (average varies by platform).
- 2 More than the average of Engagements Per Post (average varies by platform).
- 3 At least 1% follower increase per month.
- 4 Platform appropriate engagement rate growth.

Key performance indicators

Current averages, to use as a metric for evaluating improvement.

	Impressions/Reach - Post	Engagements - Post
Facebook	103.00	1.80
Twitter	1140.33	19.17
Instagram	175.29	29.50

How goals align to organization objectives

Organization objective	Social media goal	Metric(s)
Build brand awareness	Awareness	Followers, shares, Instagram story views, YouTube views.
Build and maintain an engaged community	Engagement	Comments, likes, @mentions, click-throughs, engagement with polls and stories.
Attract and retain candidates	Retention	Website clicks, email signups, follower count growth.

Key performance indicators (Facebook)

By EOY 2021, we will:

- 1 Increase our follower count by at least 1% each month.
- 2 Reach at least 103 people per post.
- 3 Maintain at least 2-3 engagements (reactions, comments and shares) per post (current average 1.80 engagements).
- 4 Increase our engagement rate ($\text{engagement/followers} \times 100$) to 3%.

Key performance indicators (Instagram)

By EOY 2021, we will:

- 1 Increase our follower count by at least 1% each month.
- 2 Maintain at least 30 likes per post (ideal range: 40-60).
- 3 Shift demographics, targeting 13-17 age range (seeking increase from the current 7%, ideally to be 15-20% of our total audience).
- 4 Increase our engagement rate to 15%.

Key performance indicators (Twitter)

By EOY 2021, we will:

- 1 Increase our follower count by at least 1% each month.
- 2 Stay above the previous monthly average of Impressions per each post (start with 1140)
- 3 Stay above the previous monthly average of Engagements per each post (start with 19)
- 4 Keep Engagement above 2%

Target Audiences

	LW Student	LW Student Alumni	College Student	Donor	Blake Community Member	Community Member
Example job title(s)	Middle-High school students	Entry Employee, Teaching Fellow	Intern, Work Study, Entry Employee	Corporate partner	Parent	Parent, guidance counselor, teacher
Needs(s)	How to remain engaged with LW and receive high quality academic/ social support.	Ensure the wellbeing of their community and looking for professional and academic support.	Looking to give back to the community or gain work experience in the education sector.	Looking to give back to the community or work experience	Looking to get involved outside of the Blake Community through the Blake School	Looking to get involved in helping the youth of the community.
Pain Point(s)	Academic support on the way to post 12th grade success.	Professional/academic direction	Professional development and career experience	Community, professional network, opportunities to connect with and give back to youth	Why LW is an effective use of their time and money to support their greater community.	Why LW is important in our mission for educational equity.
Preferred social network(s)	IG	IG, Facebook	IG, Linkedin	IG, Linkedin, Facebook	Facebook and IG	Facebook, IG
Engagement Type (How)	Interactive stories: polls, questions. Easily digestible informational posts.	Photos of past LW memories, throwbacks.	Informational posts, Professional opportunity outreach via linkedin.	Virtual fundraisers, stories of impact, photos of programing.	Photos of LearningWorks in Blake spaces. Content about Blake volunteers.	Posts of students engaging with the greater community (field trips, features of MN features & schools).
Unique Characteristic	They are the best advocates of LW and may be the most excited to engage with us.	They have personal experience with our program and could be great champions for LW.	They are avid to receive opportunities and career development. Mutually beneficial engagement will interest them a lot.	Ability to reach out to potential LW TFs and assist with recruitment.	They have a lot of financial resources and potentially other ways of supporting LW.	They may be able to connect with local resources and information sources, as well as recruit students.
Age range	12-15	15-18	18-22	18+	30s and older	Mid twenties and older

Competitive Analysis

	Networks active	Number of followers	Strengths	Weaknesses	Content that resonates
[Breakthrough Kent Denver]	Instagram, Facebook, LinkedIn, Twitter, Youtube	Instagram: 498 Facebook: 503 LinkedIn: 13 Twitter: 184 Youtube: 68	Image posts almost always feature students at the forefront. Good at using posts to deliver student-facing announcements. Uses BT branding. Posts much more content on Youtube.	LinkedIn still retains old logo and does not have a significant following. Twitter has little to no engagement on posts.	Photos on Instagram that update community on what the students are up to, throwback pictures.
[Breakthrough Twin Cities]	Instagram, Facebook, LinkedIn, Twitter, Youtube	Instagram: 486 Facebook: 2,054 LinkedIn: 343 Twitter: 172 Youtube: 65	Directly associated with the Breakthrough brand, recognizable as a Twin Cities' Breakthrough location. Largest "competitor" in terms of Facebook, LinkedIn following and proximity to LW. Produces high quality videos on Youtube.	Focuses on fundraising on Instagram, successful but at the price of a more "corporate" looking account rather than student-facing. Recent posts have not focused on students, likely because of a lack of content (no in person).	Video interviews with students on Youtube, student videos on Instagram, pictures of summer school students.
[The Blake School]	Instagram, Facebook, LinkedIn, Twitter, Youtube, Flickr	Instagram: 2,714 Facebook: 3,420 LinkedIn: 1,813 Twitter: 2,446 Youtube: 284 Flickr: 131	Extremely successful social media platforms on all fronts. At-A-Glance videos on Youtube, original content on LinkedIn catered to more corporate audience. A lot of student-focused content on all platforms. High engagement on Instagram, but few comments. Still actively using Flickr as a photobank.	Twitter has little to no engagement on posts despite high follower count.	At-A-Glance videos on Youtube, Instagram student takeovers, IGTV videos focusing on students.

SWOT Analysis: Instagram

		Positive	Negative
Internal	Internal	<h2>Strengths</h2> <ul style="list-style-type: none">• Highest engagement is on most recent posts, trending upwards• Photos of students and TFs tend to do best• Posts with important information are also interacted with• Right before programs begin seem to be a critical time to post and have higher engagement	<h2>Weaknesses</h2> <ul style="list-style-type: none">• We do not have a lot of recent photos as a result of our virtual summer• Informative posts contain a lot of text, balance between info and simplicity is paramount
		<h2>Opportunities</h2> <ul style="list-style-type: none">• We perform at around the midpoint of all breakthrough sites in terms of followers• NY site has the most followers (1,242) but does not receive as much engagement on their posts• Our relationship with the Blake School (2,709 followers + significant post engagement) is an asset for synergy	<h2>Threats</h2> <ul style="list-style-type: none">• Breakthrough SJC has a clear format/ aesthetic direction• Some sites have significantly more followers• Some sites have engagement strategies for their communities i.e. students can submit photos that are posted on the account• We have our own branding, every other site has the breakthrough logo or some version of it. Not a weakness just a key difference

SWOT Analysis: Facebook

	Positive	Negative
Internal	<p>Strengths</p> <ul style="list-style-type: none">• LearningWorks At Blake Informative content with many clickable links and good infographics. Reposts from Instagram automatically.• Learning-Works Alumni: Reposts content that is relevant for the alumni following	<p>Weaknesses</p> <ul style="list-style-type: none">• Engagement goes down significantly after the summer months.• Both accounts seem to have reached a plateau in follower count.• The Learning-Works Alumni page is underutilized, needs more original content tailored for alumni, and is not reaching enough people.
External	<p>Opportunities</p> <ul style="list-style-type: none">• Many other BT programs use the BT branding. While we do not necessarily have to change all of our branding, pushing a consistent Learningworks brand on all of our posts will help grow recognition of our brand identity.• Student/faculty highlights are particularly effective, and popular.• Utilise our connection with the Blake school (sharing each other's posts, etc).	<p>Threats</p> <ul style="list-style-type: none">• Breakthrough Twin Cities has twice as many followers, and more consistent engagement with posts. They are particularly good at using templates with similar colors to push their branding, and are more recognizable as a BT location in the Twin Cities.• We do not use the BT logo, so it is more difficult to visually recognize that we are associated with them.

SWOT Analysis: Twitter

		Positive	Negative
Internal	Internal	<h3>Strengths</h3> <ul style="list-style-type: none">• Our page seems to have the bare bones to make a great page that is able to engage with our community• We already have a strong follower base besides the inactivity.• When looking at our past posts, we can see that our original content is really well received on this platform	<h3>Weaknesses</h3> <ul style="list-style-type: none">• We haven't consistently posted since the summer of 2019. In other words this page has been extremely inactive.• Our bio is a little lifeless. We don't have a pinned tweet and we don't seem to be professional.• I think there is a huge opportunity to engage a different demographic on this platform but we can't do this when our page is dead.
		<h3>Opportunities</h3> <ul style="list-style-type: none">• Other Breakthrough sites are able to great things with their Twitter (content, brand awareness, etc.))• Audience tends to skew older to we can attract parents, future teaching fellows, and donors\• A stronger Blake School partnership.	<h3>Threats</h3> <ul style="list-style-type: none">• It seems we could struggle with purpose on this platform like a lot of other brands• A common mistake on breakthrough sites is too much volume. So we need to be careful when posting to avoid oversaturation.

Social Media Audit

We will build up engagement on these accounts:

Instagram

What it's best for: Maintaining community connections and reaching new students and families, as well as serving as an accessible digital portfolio of LW's activities and events.

Target audience: Leaning younger, under 30, but with content accessible and relevant to all of our community members. The college bound account will target high schoolers specifically.

Types of content we will share: Photos of students, teachers, events, and also important informational infographics. We will also use stories to encourage audience engagement.

Key performance indicators (KPIs): Follower count, engagement rate, age demographics, Likes.

Facebook

What it's best for: Visual as well as written content, with additional opportunities for fundraising and connecting with potential donors. The alumni page offers further resources for LW alumni.

Target audience: The Facebook audience leans older, but still targets LW students and alumni, families, and community members. The alumni page particularly targets recent LW alumni.

Types of content we will share: Reposts from Instagram, student/faculty highlights, fundraising opportunities, important informational announcements.

Key performance indicators (KPIs): Follower count, reach, engagements, engagement rate.

We will maintain these accounts:

Twitter	YouTube	Flickr
What it's best for: Directly interacting with your community.	What it's best for: Introducing community members to LW through video content.	What it's best for: A digital library of all LW photos
Target audience: Parents, LW teaching fellows, twin cities community members, volunteers, and donors.	Target audience: Community members interested in LW, LW families, donors and partner organizations.	Target audience: LW parents, donors, and partner organizations
Types of content we will share: Announcements, reposts from newsletters/other social media, and fundraising opportunities .	Types of content we will share: Discover LW, day-in-the-life videos, video interviews of faculty/students.	Types of content we will share: Photos of LW life and special events
Key performance indicators (KPIs): impressions, followers, and engagements.	Key performance indicators (KPIs): Views, watch time, impressions.	Key performance indicators (KPIs): updated folders, folder views

We will add these accounts:

LinkedIn

What it's best for:

Connecting with people who can help build our brand and funding.

Target audience:

Employees, alumni, future fellows, volunteers, and donors.

Types of content we will share:

Testimonials and other stories from kids, parents, teachers, and the rest of the community.

Key performance indicators (KPIs):

Impressions, reach, connections, and valuable interactions.

Content Strategy

Posting: Instagram

Platform Purpose: Instagram is the face of LW. On feed, focus on visuals: photos/videos of students and faculty. On stories, focus on interactive elements and reposted opportunities.

The type of original content that we will create and post is:

- **Instagram feed posts:** 1-2 per week providing small, day-to-day, student-facing announcements featuring pictures of LW students: telling students to dress up in School Pride for SYP, highlighting students and faculty, recapping SYP, throwbacks, etc.
- 1-2 posts a week providing announcements that are directed toward the larger community, also ideally featuring student/faculty pictures on the at least the first slide: announcing that the LW Summer Teaching Fellow Application has gone live, etc.
- **Story posts:** 3 or more a week, with options including, but not limited to:
 - At least 1 interactive post (poll, questions, rating, quiz);
 - Sharing a recent post;
 - Creating a game for students to repost onto their own stories (e.g. LW Bingo, This or That), encouraging followers to tag our account when they reshare on their stories;
 - Sharing infographics/thank yous to partner organizations;
 - Holiday/birthday wishes.

The type of related content we will share is:

- Sharing other pages' content should be limited to Instagram stories only.
- We will focus on sharing student opportunities, family resources and community opportunities. These can be stored in a "Resources" story highlight.
 - Student opportunities may include: programming provided by another organization, opportunities for career/educational development;
 - Family resources may include: FAFSA help, MPS Application for Educational Benefits, etc.

Posting: Facebook

Platform Purpose: Facebook is geared toward providing written information as well as visual, and has an older audience. **Focus on:** infographics, newsletters, links, Instagram reposts.

The type of original content that we will create and post is:

- **Facebook feed posts:** 3-4 per week, with options including, but not limited to:
 - Small, day-to-day announcements reposted from Instagram;
 - Infographics outlining goals achieved, statistics;
 - Newsletters informing the community about what is coming up next with LW;
 - Links to resources (LearningWorks or otherwise) for current students and community members;
 - Recruitment resources for future LW families and teaching fellows;
 - Links to LW fundraisers accompanied by infographics or photos of students;
 - Links to content on other platforms (YouTube).

The type of related content we will share is:

- We will focus on sharing student opportunities, family resources and community opportunities.
 - Student opportunities may include: programming provided by another organization, opportunities for career/educational development;
 - Family resources may include: FAFSA help, MPS Application for Educational Benefits, etc;
 - Community opportunities may include: teaching fellow recruitment, Breakthrough National posts.

Posting: Twitter

Platform Purpose: Twitter is key to pushing our core message and story. Focus on: high-impact text and images.

The type of original content that we will create and post is:

- **Twitter feed posts:** 1-2 times a week, high impact posts, with options including:
 - Pictures of students with quotes;
 - Infographics;
 - Student/faculty highlights;
 - SYP recaps;
 - Links to content on other platforms;
 - Upcoming events.

The type of related content we will share is:

- We will retweet similar content from other Breakthrough sites, and opportunities for students, families and community posted by partner organizations.

Posting: LinkedIn

Platform Purpose: LinkedIn is the “corporate” face of LW. Focus on: career opportunities, connecting with alumni, recruiting teaching fellows and volunteers, recruiting staff.

The type of original content that we will create and post is:

- **LinkedIn page posts:** 1-2 times a month, focusing on alumni resources and opportunities, as well as opportunities for people interested in working at LW:
 - Career opportunities at LearningWorks (teaching fellowship, staff opening);
 - Alumni achievement highlights (students, volunteers and teaching fellows);
 - Career development opportunities for LW alumni (webinars, conferences, etc.);
 - Educational opportunities for LW alumni (courses, lectures, conferences).

The type of related content we will share is:

- We will share content that features LW alumni in order to build up awareness of the long-term impact of LearningWorks for donors and community members considering becoming part of LW.

Posting: Youtube

Platform Purpose: Bringing the community into life at LearningWorks, video bank.

The type of original content that we will create and post is:

- Short to medium-length videos, with potential avenues for content including:
 - Student and faculty interviews;
 - Student performances;
 - Day-in-the-life videos;
 - SYP recap videos;
 - Summer session recap videos.
- New Youtube content will always be reposted or linked to on other social media platforms.

Posting: Flickr

Platform Purpose: Image bank to serve as resource for other social media platforms and communications.

The type of original content that we will create and post is:

- Photos from events, summer sessions, SYP sessions. We will update Flickr at least twice a year, after SYP and after summer programming.

Process/Accountability Suggestions

Actionable Steps:

- One meeting at the beginning of the week to assess the previous week and plan for the next week. This time can be used to plan posts, create content and work with team members.
- Potentially one meeting with the Blake School to coordinate a post a week that incorporates them.
- Update the brand kit within Canva to make content creation easier

Hootsuite:

- Great resource for planning and scheduling posts
- Check the hootsuite once a week and make a note of how all the posts did and whether we achieved our by post goals.
- Check the hootsuite once a month to take a more serious inventory and adjust plan for the future to continue growing

Using the Brand Style Guide

Introduction to the Brand Style guide

The 2020 LearningWorks Brand Style Guide should be used whenever producing content. With this cohesive aesthetic direction, the production process is far more simple. LW brand standards will improve communications across the board, and our social media accounts will look more uniform. The 2020 LearningWorks Brand Style Guide introduces new iterations of the logo to allow for greater creative flexibility, presents formalized guidelines for the logo's use, indicates the primary fonts to be used on communications, and introduces a brand color palette. In order to maintain an organic social media presence, the branding guide does not need to be used dogmatically, rather it can be used as a fruitful starting point in content creation.

Logo selection

Respecting logo use guidelines is very important to ensure brand consistency and integrity. The Brand Style Guide introduces all 12 iterations of our logo. 11 of these are new to the LearningWorks brand and can be used for greater flexibility in the design process. Refer to pages 2-4 for more detailed logo use guidelines.

Typography

The Brand Style guide details the primary fonts that shall be used across platforms and media (pages 6-7). Spartan Spartan Black, ExtraBold, and Bold should be used as the primary display font with Roboto Regular, Light, Medium, and Thin as the primary body font.

Color Choice

The brand style guide can be used as a reference for the hex codes for our primary brand colors (page 5). It also provides a brand color palette that compliments our logo. Colors can be used that are not included in the palette, but the primary brand colors (logo colors) should never be modified.

Action items

Action items	Complete by date
We will create a LinkedIn page.	January 31, 2020
We will create a 30 sec-1 min introductory video for LearningWorks: "Discover LW".	May 2020
We will establish a consistent bio, profile picture and webpage for our core platforms (FB, IG, LinkedIn) that includes a linktree.	January 31, 2020
We will begin using Hootsuite to plan posts, and check KPIs for progress monthly.	January 31, 2020