SOLVE's ───
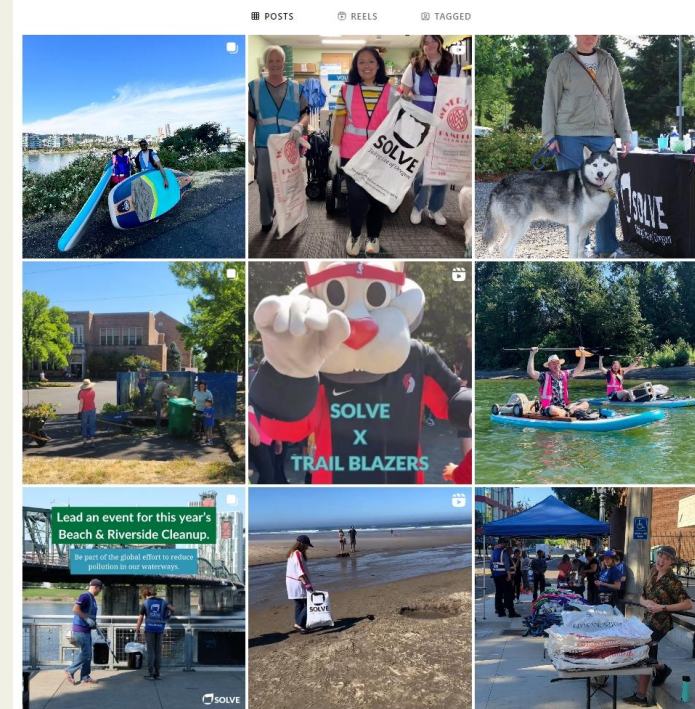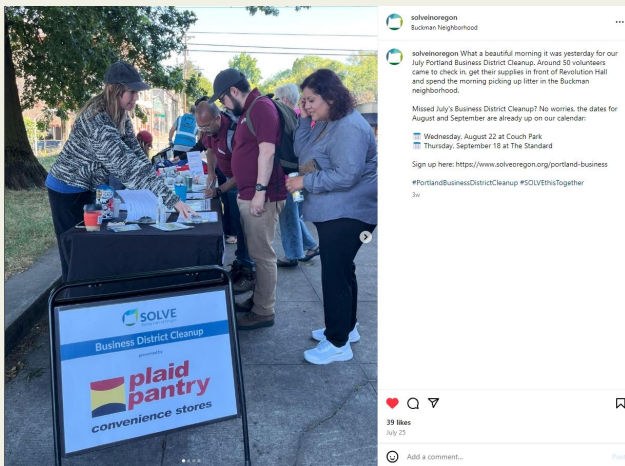
Youth and Social Media Outreach

Analysis, Recommendations, & BRCU Plan

Analysis & Recommendations

In-Feed Posts

- **What?:**
  - Typical photo post
  - Can post multiple photos at the same time (carousel) or just one
  - Shows up in followers' feed
  - Can be recommended to accounts that do not follow SOLVE

In-Feed Post Analysis

- **Analysis:**
  - Current posts are getting 30-50 likes
    - Focused on volunteer recruitment for specific events
    - Posting frequently (3-4x/week)
  - Around this time last year, posts were averaging 50-120 likes
    - Focused on before/after photos
    - Posting less frequently (1-2x/week)

In-Feed Recommendations

- Maintain variation with posts
  - Volunteer recruitment, before/after, infographics, signature event promotion
  - 1 volunteer recruitment post per week in feed
    - Posting more than this limits growth and engagement, as these posts are not reaching new audiences
- What is the purpose of each post?
  - Before/After posts are great for general engagement and reaching more people
  - Volunteer recruitment posts get people at specific events
- Carousel posts tend to be the most engaging
  - They are more likely to show up on users' feeds multiple times
- Shorter captions are encouraged
  - Long, wordy captions are less engaging
  - 3-4 sentences is most encouraged by Instagram
- **Key Performance Indicators:**
  - Likes, comments, shares

Story Posts

- **What?**
  - Photos and videos that disappear after 24 hours
  - Shows up at the top of a user's feed
  - Reaches your followers only
  - Can be saved on profile as highlights
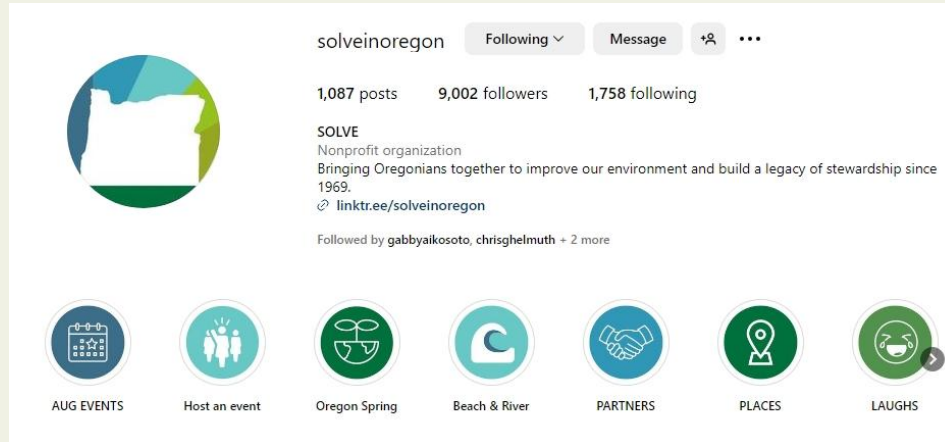
Story Posts Analysis

- **Analysis**
  - Stories are utilized monthly to highlight volunteer opportunities that are also put in-feed
  - Story Highlights:
    - Monthly opportunities are up to date
    - OSCU and BRCU highlights up to date w/ past events
    - Partners, Places, and Laughs have not been updated in over three years

Story Post Recommendations

- **Goal:** Interact with your established audience
- Clean up highlights
  - Having out-of-date does not provide users with any information about SOLVE
- Use stories/highlights for volunteer recruitment
  - Instead of posting as many upcoming events in-feed, use stories and highlights
    - Can provide direct link to sign up page
    - Reaches established audience, who are presumably already more likely to volunteer at events
- Utilize stories as a tool to directly engage with audience
  - Reshare volunteer posts and stories
  - Use Q and A features, polls, etc.
- Share additional context for signature events
  - For example: Highlight and explain ICC and NPLD as stories rather than in lengthy posts
- **KPIs:** Replies, likes, profile visits

Reels
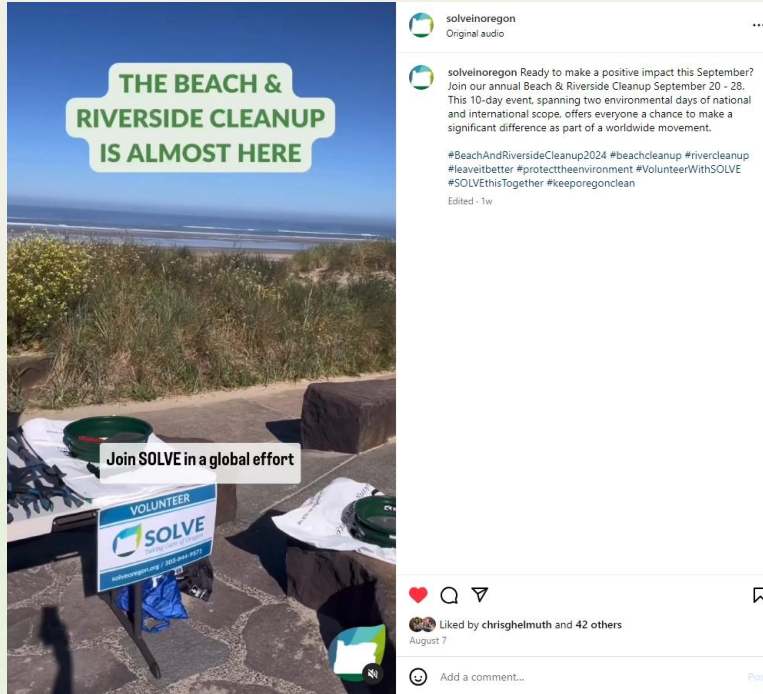
- **What?**
  - Short-form video content
  - Shown in-feed to followers and through Reels feed
  - More likely to reach new audiences
- **Analysis**
  - Reels have not been utilized as much as they should be
  - Reels with original audios have not done as well as reels with popular audios

Reels Recommendations

- **Goal:** Reach accounts that do not already follow SOLVE
  - According to Instagram, The "Reels experience" is more focused on recommendations than follower content
  - Reels are the way to go to expand SOLVE's reach and audience
- **Post 2 Reels/month**
  - 1 trendier video
    - Similar to the paging volunteers dance video
  - 1 SOLVE-specific video
    - Similar to the BRCU outreach reel
      - Recapping events
      - Volunteer recruitment for upcoming events
      - Short interviews with event leaders/volunteers

Reels Recommendations

- Videos should be 15-90 seconds
  - Shorter videos are promoted more
- **KPI:** Comments, shares, profile visits, followers
- In-app editing is easiest for popular audio and trends
- Capcut is the easiest mobile video editor for original videos
  - Also provides templates for video creation
    - Add your own text and photos/videos into premade video for easy content creation
      - Includes a watermark
- **Workflow**
  - Keeping all video for Reels on mobile maintains quality
  - Editing, voiceover, and text can all be done in Capcut
    - Add closed captioning via Instagram for accessibility

Paid User Generated Content

- **What:**
  - Influencer marketing
  - Paying influencers to go to and promote SOLVE events on their social media
- **Recommendations:**
  - Portland-based lifestyle influencers who post about events around town
    - https://www.instagram.com/michelevenlee/
  - For youth recruitment, Mom influencers looking for kid-friendly events in PDX
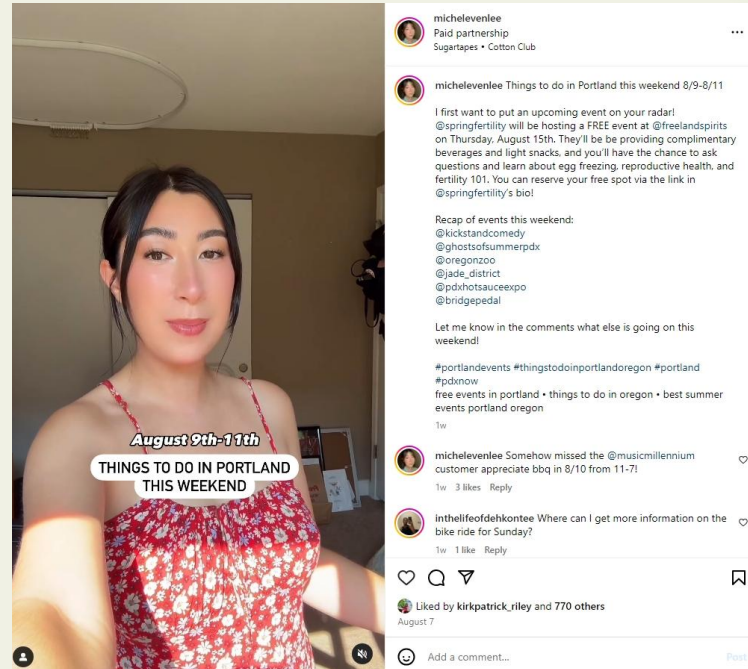
Unpaid UGC

- **What:**
  - Content shared by volunteers and event leaders to promote events
    - Event flyers, photos at an event, sharing event results, etc.
- **Recommendations:**
  - Promote volunteers sharing UGC
    - In Instagram bio, "Tag @SOLVEinOregon in all your event photos!"
    - During new leader training and safety speech
  - Repost UGC
    - Incentivize people to share by promoting their content
    - Especially when tagged in event promotion, resharing on stories can maximize the reach of events

Youth Messaging

- **What:**
  - Using social media to target youth audiences
- **Analysis:**
  - Previously promoted Youth Service Month and youth-focused events
  - Post pictures of youth frequently
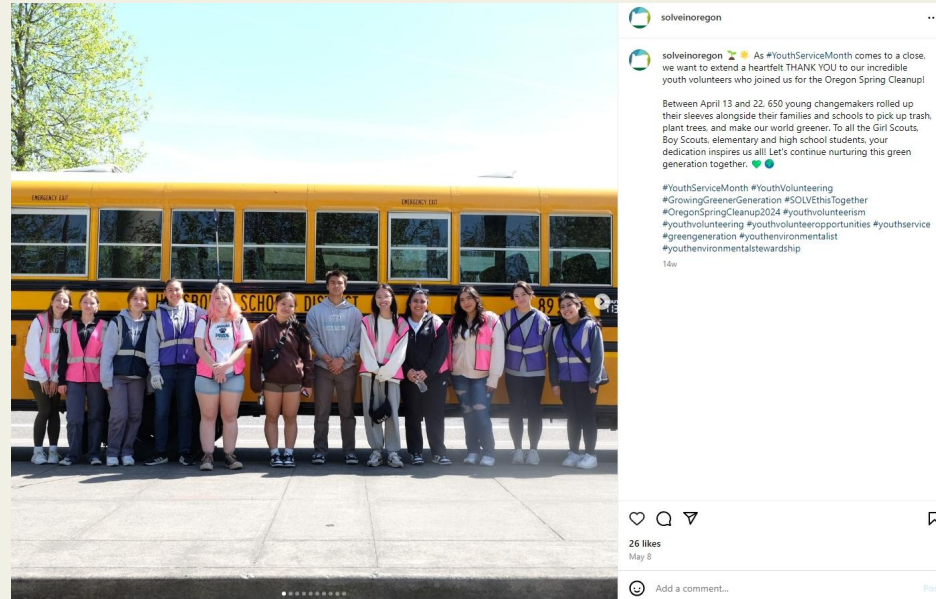
Youth Messaging Recommendations

- **Recommendations:**
  - For older youth (14-17 y/o):
    - Emphasize that SOLVE events are a simple way to impact the climate crisis.
    - Benefits for college apps, service hours, leadership opportunities, community building, etc.
  - For younger volunteers (8-14 y/o):
    - Helping the planet and animals, family-friendly events, building community

General Recommendations

- Purchase microphone and tripod to improve quality of Reels
- Engage with other accounts to increase visibility
  - Take time to respond to comments and comment on posts from other accounts
  - Helps to keep up on trends that could be recreated
- Ask staff for specific photos/videos at events
- Encourage volunteers to tag SOLVE in phots/send them
  - Use photos for social media content and share on stories

Beach & Riverside Cleanup Social Media Plan

Proposed BRCU Social Media Schedule

What?	When?
Instagram Reel	08/08/2024
Event Leader Graphic	08/09/2024
Instagram Reel 2	08/16/2024
Instagram Q&A Stories	08/27/2024
Youth-Targeted Post	09/06/2024
Instagram Reel 3	09/12/2024
Pre-Event Post	09/16/2024
Instagram Informational Stories	ICC: 09/18/2024 NPLD: 09/25/2024
Results Post	09/30/2024
Results Reel	10/02/2024

Instagram Reel 1

- **Goal:** More exposure for BRCU
- **What?:** 30-second reel explaining BRCU and encouraging volunteer and event leader sign-ups
- **KPI:** 640 views, 43 likes, 0 comments, 3 shares, 1 save

Event Leader Graphic

- **Goal:** Recruit more event leaders for BRCU
- **What?:** Intended to be a Meta ad that explained BRCU and how to host an event, encouraging people to sign up to be event leaders
- **KPI:** 23 likes, 1 comment, 2 shares, 542 views

Instagram Reel 2

- **Goal:** Volunteer recruitment for BRCU
- **What:** 13 second Reel following a dance trend and demonstrating the ease of volunteering with SOLVE
- **KPI:** 3,912 views, 109 likes, 2 comments (thanks mom!), 7 shares, 7 saves, 1 follow
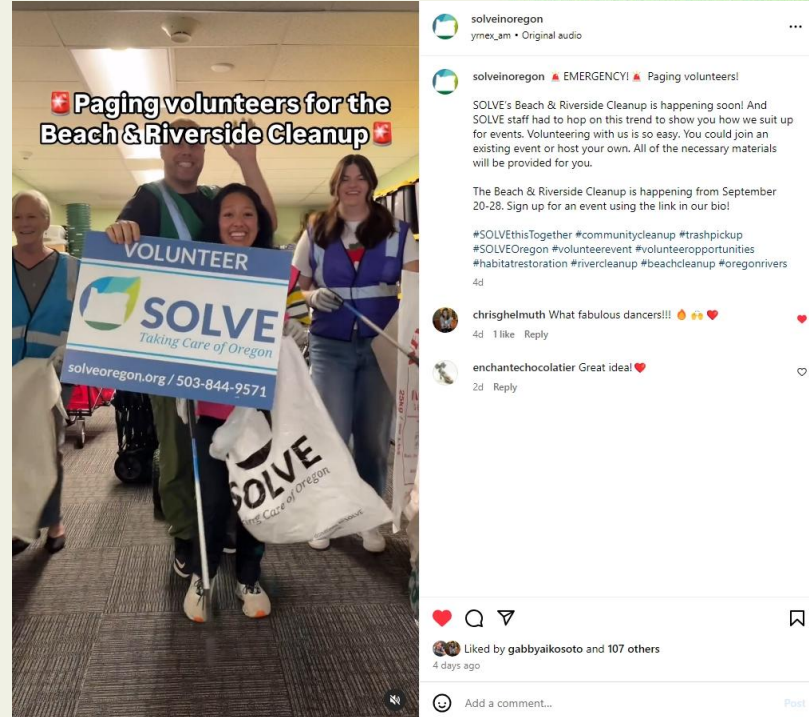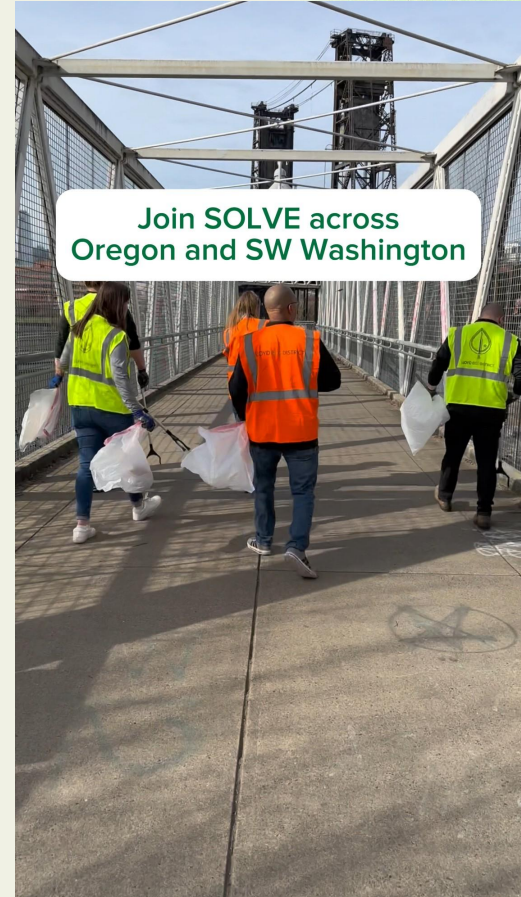
Q&A Stories

- **Goal:** Provide context and additional information for BRCU for less familiar volunteers
- **What:** Series of Instagram stories to be highlighted under BRCU that ask common questions about BRCU
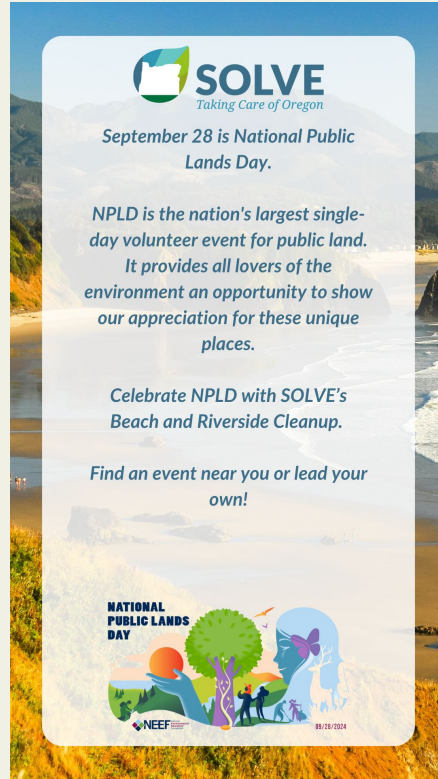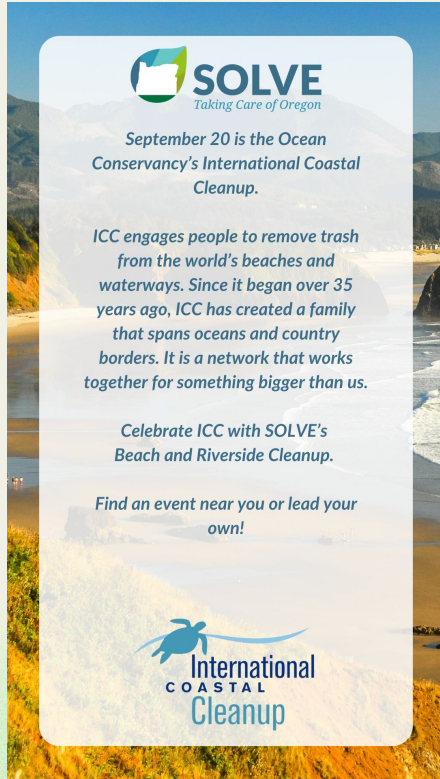- **KPI:** Likes, replies, profile visits

Instagram Reel 3

- **Goal:** Encourage people around the state to sign up for BRCU
- **What:** 30-second video explaining that BRCU is not just for beaches and rivers and encourages people all over OR & SW WA
- **KPI:** Likes, comments, saves, shares

Instagram Stories

- **Goal:** Provide the global context for BRCU
- **What:** Instagram stories explaining ICC and NPLD and encouraging volunteers to celebrate by signing up for events
- **KPI:** Likes, replies, profile visits

Youth Targeted Post

- **Goal:** Recruit more youth volunteers for BRCU
- **What?:** Carousel post of youth/teenage volunteers, framing BRCU as a back-to-school event and highlighting the benefits of volunteering with SOLVE (community service, hours, college apps, the environment, etc.)
- Possibly pay to boost
- **KPI:** Likes, comments, shares

Volunteer Recruitment Post

- **Goal:** Recruit more volunteers for specific BRCU events that need volunteers
- **What?:** Carousel post of beach and river photos with a caption highlighting events that need more volunteers
- **KPI:** Likes, comments, shares, event sign-ups

Results Post

- **Goal:** Share the success of BRCU
- **What?:** Carousel post of pictures from BRCU posted the Monday after BRCU, highlighting volunteer participation and the amount of trash collected
- **KPI:** Likes, comments, shares
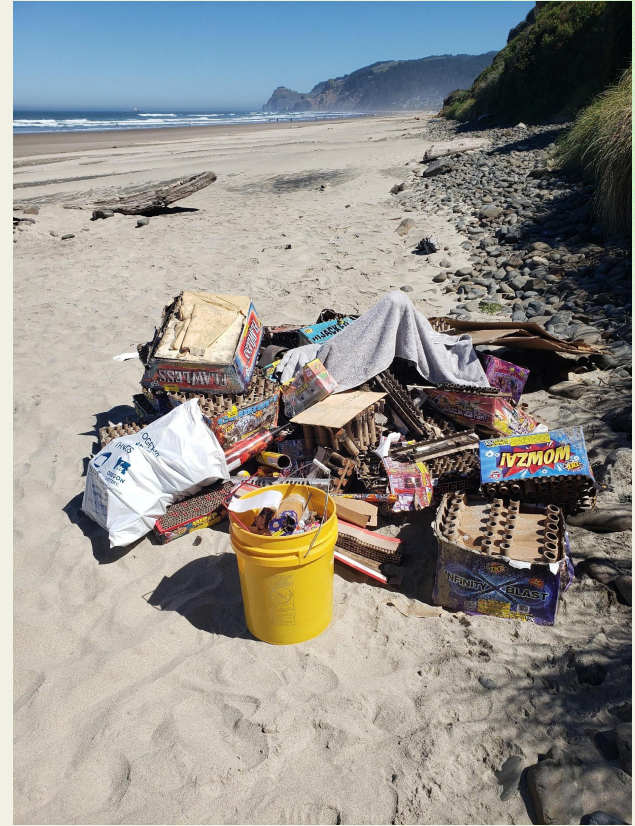
Reel Recap

- **Goal:** Recap the events and successes of BRCU
- **What?:** 15-30 second reel of BRCU clips from staff-led events with text that explains the highlights of BRCU
- **KPI:** Likes, comments, shares, profile visits

For the Future

- Formula and variation can be applied to other signature events (especially OSCU)
- For smaller signature events, social media outreach does not need to be as extensive
  - Variation is important and effective
- Keeping up on Reel trends and applying them to SOLVE should improve growth
  - However, trends should only be done if they can be directly applied to SOLVE

Thank you!

Questions?