

Social Media Management

Charity Footprints, LLC

by Madison Moore

What is Charity Footprints, LLC?

Mission: to make the world a healthier, more generous, and more community-oriented place.

How the app works: Use the Charity Footprints app to set up individual or team fitness goals for any cause or charity of your choice.



1. Create Fitness Goals

Set a running, walking or biking goal for a cause.



2. Invite Charitable Pledges

Invite friends, family, & others to sponsor your goal.



3. Unlock Donation Pledges

Finish the goal distance to earn pledges for charity.

Goals

- Keep social media platforms active
- Publicize the startup and our mission
- Generate interesting, unique content that tunes into brand essence
 - Quality digital posts that generate traction
- Engage community, followers, charities, athletic groups, runners, etc. and spread the startup's message
- Create social media campaigns which will help brand strategy

Responsibilities

- Schedule social media posts several times a week using Buffer
- Analyze traffic, adjust scheduling accordingly
- Gain active followers
- Write press releases, assist with marketing campaigns
- Connect with professionals, outreach to the community with phone calls, social media engagement and emails

Projects: Outreach

Find fitness/runner blogs, connect with them as a way to network our app, and partner with them to use the app and talk about Charity Footprints on their blog.

Running Blogs

Breaking Muscle
breakingmuscle.com

Strength Running
strengthrunning.com

Mile Posts
mile-posts.com

Black Girls Run!
Blackgirlsrun.com

Ultra Runner Girl
ultrarunnergirl.com

Fitness Blogs

Run to the Finish
runtothefinish.com

BlissTree
blisstree.com

Fit Bottomed Girls
fitbottomedgirls.com

Katie RUNSFast

Non-Profit Blogs

Huffpost Impact

Beth's Blog

The Nonprofit Times
Shareable

Nonprofit Quarterly
Blackbaud Forums

Skoll World Forum
(Social
Entrepreneurship)

About.com
Nonprofit Charitable
Orgs

Projects: Brand, Social Media

Created a social media ambassador program based on what we could offer to those in the program, what the benefits would be for the company and the benefits for those in the program.

EXAMPLES FROM PROGRAM:

Charity Footprints Social Media Ambassador Program

Madi Moore1/09/15

What do we want from this program?

We want to engage our current followers on Twitter, specifically non-profits and charities. Having social media ambassadors will allow for dialogue and spreading awareness of our organization and what we are doing.

What are some requirements of a social media ambassador?

Social media ambassadors can be selected strictly based on the following suggestions, or acceptations could be made depending on who the ambassador is and how they can and how Charity Footprints will benefit from their selection to be an ambassador.

The following requirements are (but not limited to):

- Must have CF app downloaded
- Must follow CF on Twitter/or, FB
- Must agree to the frequency of participation (see below)

Are there different types of ambassadors?

Having different types of social media ambassadors will allow our message to reach more potential followers as well as inform more social media users what Charity Footprints is all about. According to market research, having "different tiers" of ambassadors allows for our program to have varying "gives and gets."

For instance, the following ambassadors could be:

- Non-profits and charities
- Non-profit and charity news & resource orgs.
- Bloggers/media personnel
- Runners/Athletes

Projects: Implement a Blog

Project was in early stages of development, implementing a blog as separate webpage from CF main website

Plan:

- Weekly blog posts
 - Original content, unique topics, connect with readers
- Reach out to our sponsors to do a “guest blog post”
- Write about events, campaigns, running trends, charities doing great things, etc.
- Use blog posts for content to push on social media

Projects: Questionnaire to Engage Followers

Beginning stages: Project is a creative and personal way to connect with followers, they get to have a voice and tell a personal story with the added benefit of being highlighted on our social media platforms. Gives us better look at our followers, can use information as a way to start a new social media campaign.

"Making Footprints" Questionnaire Rough Draft

Charity Footprints wants to learn more about what our followers and supporters are doing to stay active and generous.

We're not the only ones that have a mission to do something good in this world. We want to hear how you are leaving your footprints on this planet, and how you plan to make this planet a happier and healthier place to live.

Maybe you have run in marathons to help raise money for a local hospital.

Or perhaps you help out at a local animal shelter every weekend, or you bike 20 miles to work every day.

We want to hear your story!

Please answer the questionnaire below and send it to xxx@gmail.com. If you wish, please attach a related photo for a chance to be featured on xxxxx [or win xxxx].

In what ways do you stay active (running, biking, etc.)

What motivates you to stay active?

What fitness organizations inspire you?

Do you regularly stay active?

What are some of the challenges you face trying to stay active?

What are some positive things about staying active?

Do you use any fitness/health tracking apps? (Nike, My Fitness Pal, etc.)

If yes, why do you use them? What do you like and dislike?

Have you ever participated in a race, marathon, triathlon, etc.? If so, where and when?

Did it support a charity or cause?

Why did you choose to participate?

Tweet Examples



Charity Footprints @CharityFtprints · Jan 26

With [#snowpocalypse](#) coming, we definitely need these tips to keep us running. What will you do? [@runnersworld](#)
buff.ly/1CWjp6p

← ↻ 3 ★ 11 ...



Charity Footprints @CharityFtprints · Jan 20

What it takes to lead a voluntary organization: [@sccoalition](#) [@mencap_charity](#)
ow.ly/Hwujl"

← ↻ 2 ★ 3 ...

[View summary](#)



Charity Footprints @CharityFtprints · Jan 21

A 20 minute brisk [#walking](#) workout to really start your day [#WednesdayWorkout](#)
buff.ly/1L06B51

← ↻ ★ 1 ...

[View summary](#)



Charity Footprints @CharityFtprints · Feb 2

This is what we love to see! [@runnersworld](#)
bit.ly/1voTVjM "



← ↻ 2 ★ ...

Tweet Examples



Charity Footprints @CharityFtprints · Jan 15

We're really inspired by @goodgym. We also have a goal to do good & stay fit at the same time! buff.ly/155iSnN #BeActive #BeGenerous

↩️ ↻ 1 ★ 1 ⋮

[View summary](#)



Charity Footprints @CharityFtprints · Jan 14

It's #WorkoutWednesday! What workouts keep you sweating in the #winter?

↩️ ↻ 3 ★ 1 ⋮



Charity Footprints @CharityFtprints · Feb 2

We have some slushy weather today. What's your #MondayMotivation even when the #weather is at its worst?

↩️ ↻ ★ ⋮



Charity Footprints @CharityFtprints · Jan 12

How to cultivate a social media community for your charity: buff.ly/14MIAyr @guardian #socialmedia #charity

↩️ ↻ 5 ★ 9 ⋮

[View summary](#)



Charity Footprints @CharityFtprints · Jan 26

Chilly weather=warm drinks. We're loving our chai, but what's your favorite winter beverage? 🍵🍵 #drinks buff.ly/15JEPK0

↩️ ↻ ★ 1 ⋮



Charity Footprints @CharityFtprints · Jan 16

Charity Leaders Live events--taking your charity from good to great buff.ly/1yoSLUD @gdnvolluntary #charity

↩️ ↻ 1 ★ 1 ⋮

[View summary](#)