

Communications Plan

SWOT Analysis

Strengths

The YWCA has been a part of the Niagara Region since 1927 and is well known as a safe haven and trusted place for women seeking help. Their presence in the region will give our campaign credibility and enable our target audience to gain access to it. Having such strong roots in the community gives our campaign the credibility it needs to succeed when being viewed by our target audience and existing audience.

By making this two-week campaign digital we will be able to provide educational resources that can easily be accessed by our target audiences. This campaign is aligned with what the YWCA has done over the years and by making it digital, it allows our supporters quick and easy access to new and vital information about human trafficking.

Weaknesses

The YWCA having low followers and possible low engagement rate across all social media channels will lead to a smaller reach for the campaign and therefore limiting our reach for our two-week campaign.

Another weakness Instagram is not set up as a business/non-profit limit is any analytics that need to be tracked, what the best time to post based on when their followers are active and the engagement levels. By not having these tools it will pose a challenge to know when to post, who is seeing our content and how effective our campaign is going.

Opportunities (AD)

Some opportunities to our two-week digital campaign will be to educate at risk demographics and the community at large on the subject through their social channels. We will also be able to gain new supporters and donors through the two-week campaign as well as bring general awareness to the YWCA organization and be able to see what else they offer to women.

Finally, we will be able to provide the Niagara Region with more resources than previously available on the subject of human trafficking in the region.



YWCA NIAGARA REGION
Hope for Homeless Women and their Families since 1927

Threats (EM)

The YWCA faces similar threats to that of other non-profits. Being a non-profit is financially challenging, and there may not be enough funding available for outreach. Laws and regulations surrounding non-profits may pose a challenge to drawing in funding and to providing outreach. The YWCA also faces the threat of other organizations may run similar campaigns, and people may choose to support other groups. There is also a stigma surrounding human trafficking and the YWCA may face negative commentary related to the anti-human trafficking campaign, with people not taking the topic seriously.

RACE Formula

Research

For us to create an effective communications campaign we wanted to further understand the audience's perception of human trafficking. From our research we found that there is a stigma surrounding conversations about anti-human trafficking and many people are misinformed.

We also researched other anti-trafficking campaigns to see their style of persuasion and their engagement levels. Campaigns that lead with a direct approach of only fact sharing, and 'audience shaming' were not as successful when compared to campaigns that involved the audience and evoked their emotions.

Action and Planning

Our team will put together a well-researched social media campaign to educate current and future followers on anti-human trafficking. We will use social media as the first touch point to interact and engage with our audiences. The social media campaign will serve as a resource to provide awareness on human trafficking and hopefully spark our audiences interest.

Our goal for this campaign is to drive traffic to the YWCA landing page which will provide an in-depth look at human trafficking and the services provided by YWCA. Through online communication we will encourage people to learn more about the issue and share social posts to their networks. This will help to expand our reach and educate fresh audiences. Once the audience has been engaged in the content, the next step is to funnel them to a landing page where they will be able to sign up for additional information.

Communication

The goal is to increase awareness for Canadian human trafficking and the services offered by YWCA Niagara. To reach our goals we plan on using imagery and wording that will evoke the audience's emotions and give a visualization of the problems. We want our audiences to feel impacted by the problem and know they can be a part of the solution.

We plan on sharing statistics in the form of infographics and friendly imagery that will be easy for the audience to digest. The social media campaign will showcase a wide variety of information and resources that can be understood across many demographics. Our messaging will include facts that will debunk any myths or common misperceptions while also showcasing the effects of human trafficking on a greater scope.

On social media we will make one post a day for two weeks to bring awareness to human trafficking. Our lead magnets and landing page will provide an in-depth look at the effect of human trafficking and showcase ways people can get involved to help. The stewardship email, and brochure will be focused on highlighting the services and impact to date of the YWCA. It's important that we are transparent when communicating our messages in order to build trust with our target audiences.

Evaluation

To evaluate the success of the strategic plan we will set goals for email sign-ups, donations, reach, and engagement. These insights will help us to analyze the execution of our plan and will show if the campaign was a success. Another way to evaluate success is to create a survey for new supporters that were gained throughout the two-week campaign. The survey can ask for insight into why these individuals decided to sign up. This will help us to differentiate between social media generated leads, and general YWCA traffic. The survey will also evaluate the impact of the social media campaign and the value they found in all deliverable content.

Situational Analysis

The YWCA is a well-known safe haven for women that has been servicing the Niagara Region since 1927. Their presence in the region gives our campaign the credibility it will need to be successful.

With the YWCA's established social following and strong roots in the community we will be able to provide educational resources that can easily be accessed by our target audiences. This two-week digital campaign allows supporters of the YW to easily gain access to new and vital information about human trafficking.

When compared to other non-profits in the industry, the YWCA has a low social following which limits our campaign reach. However, the information posted will stay up on the YW's social media and we will encourage committed followers to share anti-human trafficking posts with their networks.

When doing our audit, we also noticed that the YWCA's Instagram is not set up as a business/non-profit account; this would limit the evaluation of the campaign's overall effectiveness. With a business Instagram account, the YWCA will be able to evaluate the success of the campaign – not just by comments and likes, but through in-depth analytics.

Through this digital campaign we hope to educate at-risk demographics and the community at large about human trafficking in the Niagara Region. We will also be able to gain new supporters and donors and bring general awareness to the YWCA as an organization.

Target Audience

This campaign will be targeted towards parents with children ages 10 – 18, women aged 57 – 75, and Golden Horseshoe residents at large. Targeting parents is a way to get the message out to youth who may be reluctant to learning about human trafficking. Parents can also learn how to identify signs of human trafficking in their youth.

Women aged 57 –75 are genuinely concerned citizens and make up a vast majority of the YWCA's offline audience. Targeting the community-at-large will help to mitigate the risk of human trafficking in Niagara and the Golden Horseshoe region. When targeting community members, we will also be directing our efforts to members who are financially able to support the initiatives of the YWCA.

Goals and Objectives

The Human Trafficking campaign will work to achieve several goals and objectives over the course of a two-week social media campaign.



YWCA NIAGARA REGION
Hope for Homeless Women and their Families since 1927

Goals:

- To create awareness of human trafficking within Niagara region, the province and within Canada
- To recruit new donors to join the YWCA and join the organizations fight against human trafficking
- Educate the general public about YWCA's efforts to support human trafficking victims and survivors
- Utilize new outreach techniques, such as a lead magnet and paid posts to increase audience and analytics

Objectives:

- Create four (4) paid and 14 unpaid social posts to educate about human trafficking
- Track social media analytics, specifically post reach, engagement, and reshares
- To recruit one (1) new monthly donor over the span of the two-week period of social media posts
- Gain three (3) donations over the course of the campaign, through paid and unpaid posts
- Have new donors engage with the YWCA website and social media platforms

Strategy and Tactics

First Strategy & Tactic

Our first strategy will be to launch a two-week social media campaign across all social media channels and will consist of both paid and unpaid posts with one post per day. The main focus of the content will be to educate followers on the impact human trafficking has on women. There will be a mixture of infographics, tips to spot human trafficking and stories from survivors creating a campaign that will make a lasting impact and what our intended audience to learn more.

Second Strategy & Tactic

Our second strategy will be the utilization of a landing page for when people click the link in our bio. The landing page is crucial for the continued education of Human Trafficking by the YWCA as it will have a write-up describing what we have done and will continue to do when it comes to ending human trafficking in Niagara. If they wish to learn more, they will be able to enter their email address, which we will send them more information on human trafficking to help educate them.

Third Strategy & Tactic

Our third strategy will be to create three lead magnets to help capture our audiences' attention when viewing our content. The overall goal of our lead magnets will be to be able to provide our audience with downloadable content that is both educational and helpful for informing people on what the YWCA has done to help combat human trafficking. Other Lead Magnets we will create will also be helpful for parents that need help recognizing the warning signs and how to educate their kids on the signs and to keep them out of any situation that could lead to human trafficking.

Fourth Strategy & Tactic

Our final strategy will be a Stewardship email that will be sent to those who sign up for more information. The stewardship email will help the YWCA create more of a personal connection to those who signed up for more information. The stewardship email will also ask for any donations from those who did sign up. A stewardship email is incredibly important to any non-profit organization making this a crucial element when trying to convert those clicks into donations.

Evaluation

We will be evaluating the success of the campaign with various tools as the campaign is set up similar to a sales funnel.

To evaluate the success of our digital campaign we will be assessing the social media analytics specific to engagement, reach, and website clicks. This campaign will be deemed successful if the current audience is engaging with the content and if the content is reaching new audiences.

Our ads will be considered successful if five per cent of viewers click the learn more button and then visit the landing page. Success of the landing page will be measured based on how many patrons leave their email address to download our lead magnets. These insights will help us to analyze the execution of our plan and will show if the overall campaign was a success.

Another way the success of the campaign can be evaluated would be to create an informal survey for new leads that were gained throughout the campaign. The survey can evaluate the impact of the social media campaign and the value supporters found in the content. A survey can also be used to gain insight into why these individuals decided to sign up. This will also help our team differentiate between social media generated leads, and general YWCA traffic.