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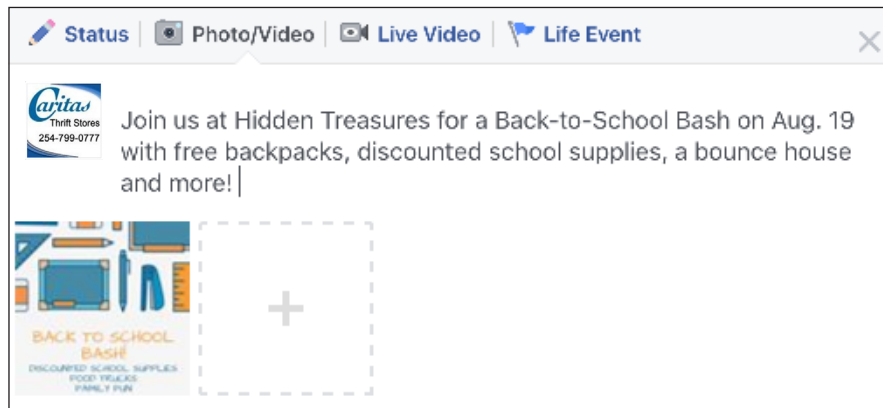
# SOCIAL MEDIA PLAN

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Since the Hidden Treasures Facebook page already has a significant presence and the audiences we are trying to reach are diverse (e.g. potential customers from several demographics, donors, volunteers, etc.), we will utilize the Facebook page for most of our advertising and communication about the Back-to-School Bash. However, we also incorporate Instagram and Twitter into our social media plan. Although Hidden Treasures does not have its own accounts on these platforms, using Caritas' Instagram and Twitter pages will help boost our posts to reach more people and promote the event to a larger audience.

## Facebook

Leading up to the Back-to-School Bash, we will promote the event using social media to inform our key publics, raise awareness and generate excitement for the event. We will include graphics such as a promotional flyer, photos of donated backpacks and other photos related to back to school.



During the event, we will use Facebook Live to gain reach and capture the excitement. This video could be a short, informal interview of a family shopping for school supplies or a child picking out a backpack. The video will air as the event begins with the goal of persuading people to attend.

After the event, we will post an album of high-quality photos to illuminate the success of the event and promote it further for the following years.

For each of these posts, we also plan to share the post on the Caritas of Waco page to expand our reach to those who may not already follow the Hidden Treasures page.

### Example posts:

- Have you heard about our Back-to-School Bash yet? Join us on Aug. 19 for free backpacks and fun for the whole family!
  - It's hard getting the whole family ready to go back to school. That's why we're giving away free backpacks at our Back-to-School Bash on Aug. 19! Come out and make sure you're ready!
  - Just one week until school starts back up! Make sure you've got everything on your list at our Back-to-School Bash!
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## Instagram and Twitter

We will post on both the Caritas Instagram and Twitter pages to promote the event. We also plan to post once after the event to show its success, thank our sponsors and wish everyone a good start to the school year with their new supplies. One of our goals for these posts will be to bring attention to the Hidden Treasures name and capitalize on Caritas' larger social media presence.

This is one of the graphics we would post on both platforms to inform followers about the event. We would aim to keep the graphics fun, modern and consistent.



Example Instagram and Twitter posts:

"Join us at Hidden Treasures for our Back-to-School Bash on Aug. 19 with free backpacks, discounted school supplies and more! We have everything your family needs to start the year off right!"

"School is right around the corner. Stop by our Back-to-School Bash on Aug. 19 to make sure you're ready! We'll have free backpacks, discounted school supplies and more!"

"We had so much fun at our Back-to-School Bash! Thanks for stopping by - we look forward to seeing you again and wish you a happy school year!"

The Caritas Twitter account has already connected with a number of news outlets that reach important demographics, complementary nonprofit organizations and potentially beneficial connections. Before advertising for the event, Caritas should connect with these accounts specifically to better advertise the Back-to-School Bash and reach a greater audience.

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