Our #Jump video went viral, now what?
Your mother probably shared the video
October 29th, 5:30pm
1.5 million views, 24,000 shares,
12,200 likes, 2,600 comments
As of today

- Views - 10,130,196 million
- Likes 71,660
- Shares 133,338
- Comments 15,985
- You are my spirit animal
- Share on Lip Sync Battle and around the world
- Twins, dates, saving lives
- Embarrassing my kids
The Truth:

Unless we can partner with an individual or organization with a large social influence (i.e. Lip Sync Battle or Ellen Degeneres), it will be difficult to create another viral video to the caliber of the #JUMP 2017 Lip Sync Video.

With this being said, we can celebrate the huge success we’ve had this year – and build off of it!!!
One Indication of Success…

- The number of likes on our Facebook page increased 18 times in 2 months!!!
What This Means Is…

● We have a broader audience with a greater impact potential

● The challenge is to keep up engagement

● Other metrics can, and will, plateau or decrease if content is not maintained:
  ○ Daily new likes
  ○ Daily/Weekly page engaged users
  ○ Daily/Weekly reach
What Did We Learn?

- We did not message about poverty but everyone loves the horses.
- No one knows who we are, where we are located or how to contact us despite the shirts, the banner and bus with huge logo.
- The local bus company got credit for the bus but it is our bus program.
- Social media is hard to keep up with.
- Media focused on dance not poverty even when we changed message.
- Lots of Monday Morning quarterbacks.
- Ellen and Jimmy Fallon have not called but I am ready when they do.
Let’s Focus On #GOALS

1. Capitalize on the success of the 2017 #JUMP Lip Sync Fundraising Video for future CAPSC initiatives

2. Bring awareness and dedication to the CAPSC organization and mission
General Approach

● Maintain a regular social presence of 2 to 4 posts per week

● Light-hearted in tone and messaging has proved successful for us – we will continue to build a friendly and positive voice consistently across social properties

● Always be clear and direct about the action we want the user to take from the post
  ○ “Call To Action” to share content, donate/visit site for more info, in addition to the “stop by event” message

● When collecting donations, set a goal and allow people to track progress on that goal. People are more likely to participate when they can see results (think: Go Fund Me trackers - “$3K out of $10,000 raised”)
What We Have Planned

Current Content

#MeetCAPSCMondays
● A way to introduce our audience to CAPSC staff and BOD

#WhatsUpWednesday
● A way to introduce our audience to CAPSC staff and BOD

#FunFactFriday
● Memorable, quick-hit ways to let people know what’s going on with CAPSC and become familiar with programs

Irras

The Holidays
● People are in the “giving” spirit during this time of year - create seasonal content that play on people’s desire to get involved during the holiday season

Video thank you with #Jump alum

Cooking/kids eating to highlight nutrition programs

Weatherization – climbing out from under a mobile home in Tyvek suit

Reposts of articles highlighting our work

30-second vignettes of existing and new video content
What We Have Planned (cont.)

● In-depth story-telling: either through a single video or short-series
  ○ Highlight an individual's experience and journey that's been positively impacted by the CAPSC organization
  ○ Get employees to share their favorite experience or thing they accomplished with CAPSC

● Infographics or visually informative static images that give insight into the different CAPSC programs
Platform Role: The “Storyteller”

Facebook has essentially become a media platform, where people and brands connect with each other and with content.

**Facebook should be our primary channel for sharing content and information.** The audience size and demographic is much more all-inclusive on FB, and the opportunities to drive awareness and donations to your organization are significantly robust than other social channels, like Twitter.

**Audience Demo:**
1.9 BILLION unique monthly users
83% of women online use FB, 75% of men online

**Audience Insights:**
75% of users spend 20+ minutes each day on the platform
989 Million daily users are on mobile

Platform Role: The “In-The-Know”

Twitter is a microblogging tool that allows for brief messages to be broadcast to anyone. Just like Facebook, the timeline’s algorithm prioritizes users “besties”. Twitter is primary used for:

- News
- Joining a #conversation

Use Twitter to bring awareness to CAP events, participate in conversations relevant to the organization, connect with influencers, and share informative content.

**Audience Demo:**
100 MILLION Daily Active Users
Majority of platform users are 18-29 (much younger than FB)

**Audience Insights:**
80% of users are accessing through a mobile device
Twitter engagements go up 30% on weekends (the same is not true for FB)

*Continue to leverage YouTube as a video content hub.*