



**Kingdom Development, Inc.**

# Kingdom Development, Inc.

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**[Social Media Plan]**

## Executive Summary

Kingdom Development Inc. is a privately held nonprofit organization that is headquartered in Charlotte, North Carolina. The main initiative of this organization is to provide assistance to youth, individuals, and families to help them become more self sufficient. Founded in May of 2006, this organization has had a difficult time acquiring volunteers and funds to effectively operate. Awareness of the organization has been nonexistent due to low brand marketing.

This plan was revised in an effort to raise awareness about Kingdom Development, Inc. and to increase volunteerism alongside donations. Many public relation practitioners have deemed social media as the newer form of relating to the public and increasing consumer awareness about organizations, products, and services. Currently, Kingdom Development, Inc. only has one social media outlet which is Facebook. There is absolutely no activity on this page leaving the page purposeless. Research, which will be discussed throughout the plan, shows that social media can and in fact has increased brand awareness and involvement among other things.

Kingdom Development, Inc. aspires to reach volunteers, partners, and donors in an effort to transform the lives of those in need. To reach a more diverse audience, different social media tools will be recommended and discussed. The following social networking tools are recommended to get Kingdom Development, Inc. off the ground and better connected.

- ✚ Facebook: There is already a Facebook page created for Kingdom Development, Inc. however, it is not up to date. This site can allow the story of the organization to be told through pictures, stakeholder comments, polls and surveys, and links to relevant information regarding the organization.
- ✚ Twitter: Joining this site can help start conversations with the general public. This site will allow the organization to be more interactive and engaged.
- ✚ Blogging: The art of blogging would be a great way to inform the public of the great initiatives the organization has been involved with as well as bring awareness about upcoming events that the organization would be hosting.
- ✚ LinkedIn: This professional network would be a great way to connect with patrons, volunteers, and potential partners. Creating this account would also be a great way to increase search engine optimization.
- ✚ Flickr: This tool can be used to create an online photo album which can be shared with the organization's online community. This could be a unique way to entice people to get involved if they actually *see* what the organization is doing.

This plan will serve as a revision of the original social media plan for the organization. The above recommendations will be discussed in much more detail throughout the plan. Included you will discover a projected budget, tactics, strategies, implementation methods, and a timeline.

**Table of Contents**

Situation Analysis .....5  
    Industry Overview & Review of External Environment.....5  
        Client Profile .....5  
        Competitor Analysis .....6  
        SWOT Analysis.....7  
        Audience Analysis.....9  
Primary Research .....10  
Objectives .....15  
Strategy & Tactics.....17  
Budget Explanation.....21  
Evaluation .....22  
Conclusion .....23  
References.....24  
Appendix.....25  
Questionnaire .....28  
Original Plan .....29

### **Situation Analysis**

Kingdom Development, Inc. is a privately held charitable nonprofit organization. This organization thrives off the donations of others whether it is financial and/or volunteerism. In this section of the social media plan, there will be an overview of the industry, review of the external environment, information about the organization, competitor analysis, SWOT analysis and audience analysis.

#### ***Industry Overview & Review of External Environment***

As stated previously, this organization is classified as a charitable nonprofit organization. The industry in which Kingdom Development, Inc. works is human services. Providing counseling, mentoring, and other supportive services to families and children in need, this organization competes with many organizations that are in the same industry nationally as well as locally for donations. Some major organizations that provide similar services include The American Red Cross, Boys and Girls Club of America, and The Salvation Army. Although these organizations are recognized on the national level, they have chapters in the same area as Kingdom Development, Inc.

Currently, the organization is partnering with Orchid; a nonprofit organization that helps women network and find employment opportunities. The partnership between these companies allows job postings to be posted on the Kingdom Development, Inc. website free of charge. This could be the only partnership because the organization is not as well known as larger charitable nonprofit organizations. America has been in an economic recession for some time. Economically, the organization has not been successful due to lack of financial contributions. Socially and environmentally, there are a lot of opportunities in the area of services that Kingdom Development, Inc. provides. Many families could benefit from social development, counseling, mentoring, and other supportive services. Technologically, the organization is not utilizing modern day technology. There is currently a website but it is rarely updated. Little information about the organization and volunteer opportunities is posted on the website. There is a tremendous opportunity in terms of technology to gain publicity for the organization and its efforts. If properly utilized, technology can raise awareness, increase supporters, and potentially create partnerships. Internal forces such as employees play a critical factor in the betterment of Kingdom Development, Inc. Due to a low number of employees it is hard to initiate social media efforts. External forces such as donors and volunteers also play a critical role. Without donors of time and finances, this organization will cease to exist.

#### ***Client Profile***

Kingdom Development, Inc. was founded in 2006 by Rhonda Mouton who was relocated to Charlotte, N.C from New Orleans, Louisiana due to the tragic Hurricane Katrina. Overwhelmed with gratitude that was shown to her in her time of distress, she decided to create an organization that would give back to the community as well as help others in dire need of assistance. The goal of this privately held charitable nonprofit is to provide families and youth with the necessary assistance to become self-sufficient members of society. Offering services such as mentoring, counseling, and workshops, this nonprofit organization is modeled after its three core values;

people, communities, and global. Other services such as food and clothing donations are provided on a need basis of the client. The mission statement of Kingdom Development, Inc. is “to provide individuals, families, and youth with resources and support to become self sufficient, goal oriented, and financially secure” ([www.kingdomdevelopment.org](http://www.kingdomdevelopment.org)). The vision statement of the organization is as follows:

The vision of Kingdom Development, Inc. is to expand to a national organization that reaches distressed, low-income communities. Our vision is to continue efforts of developing life skills for individuals, families and youth to become successful ([www.kingdomdevelopment.org](http://www.kingdomdevelopment.org)).

The main sources of funding for this organization are financial donations from donors and volunteers. For the first three years of the organization’s life, all community endeavors were funded solely by the founder and her family. During the fourth year of its lifespan, word of mouth began to spread about Kingdom Development, Inc. and its services. Local churches began to volunteer their time and services as well as donate to this organization. The efforts of this charitable nonprofit are primarily funded by donations.

Currently, there are five employees of the company and 15 consistent volunteers. The five employees are charged with creating volunteer opportunities for the community, seeking potential clients, and publicizing workshops created to help those in need. Although there are five employees, all of them are part time, unpaid workers. Seeing as though Kingdom, Development, Inc. is relatively small and new, these employees work from their homes. From their homes, these employees make calls to clients to see what services they are in need of. They also contact volunteers who specialize in the areas of the clients’ needs to enlighten them of volunteer opportunities and availability.

The volunteers are tracked by a volunteer database. Numerous people have volunteered but only 15 people faithfully volunteer. These volunteers are mentors and counselors throughout the area that create workshops for families. Other volunteers include college students that help host food and clothing drives. These volunteers are termed Kingdom Ambassadors in which they allocate the initiatives on their respective campuses. The Kingdom Ambassadors collect items on their campuses and bring them to the Kingdom Development, Inc. headquarters to organize them in the food and clothing pantries. These drives are done on an emergency basis for clients who are in dire need of emergency assistance.

The only partnership in which this organization is involved in is that with Orchid. Mentioned previously, Orchid is a nonprofit organization that provides free job postings and networking opportunities for women. With this partnership, Orchid allows Kingdom Development, Inc. to place a link on their website that provides its patrons with free job postings.

### ***Competitor Analysis***

With any organization, whether it is profitable organizations or nonprofit organizations, competition exists. For Kingdom Development, Inc., there is competition from larger nonprofit

organizations in the area that specialize in the same industry. With these organizations, funding, volunteers, and clients are all classified as competition.

Larger organizations such as The American Red Cross, The Boy and Girls Club of America, and The Salvation Army all have local chapters in the Charlotte, N.C. area that assist the public in similar areas. These larger organizations are classified as the primary competition for Kingdom Development, Inc. The American Red Cross provides emergency assistance for those in need by means of transportation, blood, and shelter. The Boys and Girls Club of America provides mentorships for the youth as well as afterschool programs. The Salvation Army provides assistance in emergency relief efforts and helps with housing and homeless services amongst other efforts. These organizations are nationally known and already have a faithful donor and volunteer base. These organizations also have different partnerships with other organization that are nationally known which make them more recognizable and the public more aware of their efforts.

Smaller organizations that have similar client services are classified as secondary research. Organizations such as these are churches and schools. According to Mouton, churches in the Charlotte, N.C. area, specifically The Urban Ministry Center, offer similar services as Kingdom Development, In. (R. Mouton, personal communication, November 10, 2012). The Urban Ministry Center offers food, housing, and homeless services. Although it is not as large as the primary competition, it is still competition because it is more recognizable than Kingdom Development, Inc. The members of this church volunteer and they also post volunteer opportunities online. Schools in the area will also serve as secondary competition. Local schools offer mentoring and afterschool programs for the youth through their curriculum.

Through speaking with some volunteers of Kingdom Development, Inc., the above organizations are competition because they are more recognizable. Both primary and secondary competitors have bigger platforms. All of the competition utilize social media and update it consistently which makes them more known and somewhat trusted with clients. Since there have been no updates on the website or the current Facebook page of Kingdom Development, Inc., there is no secondary research; only research available through communication with the employees, volunteers, and clients of the organization.

### ***SWOT Analysis***

This section will serve the purpose of dissecting the strengths, weaknesses, opportunities, and threats that internally and externally affect Kingdom Development, Inc.

#### **Strengths**

As of now, there is very little strength for Kingdom Development, Inc. One of the strengths the organization possess' is their organizational reputation. From speaking with volunteers as well as clients of the organization, the works that have been done through the volunteer program have really impacted the lives of those in need. Client testimonials serve as a strength because of firsthand experience with the organization. Volunteers who are consistently involved with the

organization can also serve as an internal strength. They can use their experiences to recruit other volunteers. They can also use word of mouth to encourage others to get involved in any way possible. The services provided by this charitable nonprofit is a strength. Providing services for families and youth in need pulls on the heart strings of others. Again, utilizing client testimonials to express how wonderful the services provided by this organization would boost morale and potentially donors.

### Weaknesses

Currently, there are many weaknesses with this organization. Since this is a relatively small organization, there is only one facility. The facility is a very small office building which doesn't allow much space for employees. The facility includes the food and clothing pantry. This is a weakness because it prevents employees from coming into the office to complete necessary work. The employees come in for staff meetings but generally complete their tasks at home. Many external occurrences at home may prevent employees from efficiently completing their specific duties. Having a small office space is also a weakness because the organization's logo is not visible. This could potentially prevent donors and volunteers from locating the facility.

Another weakness for this organization is the lack of technology. Currently in the office building there is only one computer, printer, and telephone. This prevents multiple tasks from being accomplished. This weakness is a result of financial stability which is definitely another weakness for the organization. Since the heart of revenue for this organization is donations, if there are no donors, there is no revenue. This prevents proper marketing, public relations, and advertising initiatives needed to create brand awareness. Some of the services that are offered through this organization are reliant upon financial contributions. If there are no means to provide this service then the service will not be done unless the founder of the organization decides to fund the initiative herself.

The strength of the brand presents a weakness for this organization. The brand is not recognized. The new logo for the organization has not been changed on the Facebook page of the company. Lastly, the quality of employees is a weakness. The quantity is not a weakness yet because the organization is smaller and attempting to gain recognition. The employment status of these employees is what presents the weakness. As mentioned previously, these employees are of part time status and most of them have other means of employment. Their divided attention is what creates a lack of quality.

### Opportunities

According to Haider (2012), social media influences purchasing decisions, and it behooves every nonprofit to hop on the bandwagon and start incorporating some social media tactics into their marketing plans (Haider, 2012). There are several opportunities for this organization to blossom. The biggest opportunity is the opportunity to reach volunteers, donors, and potential partners through social media efforts. By becoming active on certain social networking sites (which will be discussed later), this organization has the opportunity to gain awareness. Through advanced technology such as smart phones, these social media sites can be accessed quickly and at anytime. The social media sites which will be recommended later in this plan can also serve as

an opportunity to be up to date on the current sociocultural trends such as lifestyle changes and other needs of the community.

Another opportunity for the organization is the fact that the founder is also the founder of another company that publishes an online magazine. This mutual executive could use the magazine to advertise the nonprofit. Both the magazine and Kingdom Development, Inc. have Christian principles. These principles could be used to create partnerships with other Christian affiliated organizations in the area to increase awareness, donors, and volunteerism. The current partnership between Orchid and Kingdom Development, Inc. can be expanded. Volunteer opportunities can be posted on Orchid's website creating a reciprocated partnership.

Offering an internship to a college student majoring in communication, journalism, marketing, and/or public relations is a huge opportunity for the organization. This would not only offer the student experience in their related field but it would be doing a huge service to Kingdom Development, Inc. The intern should be a volunteer and also have experience with social media platforms utilized by the organization. This would help the organization with constantly having a social media presence. The intern could also introduce their peers to the organization and create buzz for the organization via word of mouth.

### Threats

The current state of the economy, alongside primary and secondary competitors presents threats for this organization. Although it seems the economy is getting better, according to a study that was done by Campbell Rinker in 2011, nearly 7 in 10 Americans say they will give more sparingly to charity in the coming months (Dunham, 2011). As stated previously, if there are no funds, there are no services. Larger organizations and well known organizations in the area hold a competitive advantage over Kingdom Development, Inc. because they are already recognized and have a following. Also, the fact that these other organizations have several locations where people can donate items is a threat.

### ***Audience Analysis***

The audiences that Kingdom Development, Inc. is trying to reach are volunteers, donors, and potential partners. Due to a lack of the mentioned audiences, this organization has been stagnant for some years. Although acknowledgment is needed from traditional media, these audiences are needed to help create buzz worthy news. This social media plan is an attempt to reach smaller target audiences. Mouton claims that a majority of the volunteers that already give their time to the organization are college students who are heavily involved with social media (R. Mouton, personal communication, November 5, 2012). This knowledge provides insight as to which social media platforms will reach potential volunteers. Finding donors to help fund the initiatives of this organization are one of the main objectives. Reaching potential partners will serve as additional awareness about this nonprofit organization. Connecting with the right partners will increase the Kingdom Development Inc's network creating more opportunities as well as awareness. Potential clients are not an audience for this plan. Most of the clients that are helped through the services of this organization are in need of emergency assistance and are without

capabilities to check social media. Therefore, it would not benefit either party to have them as a target audience for this social media plan.

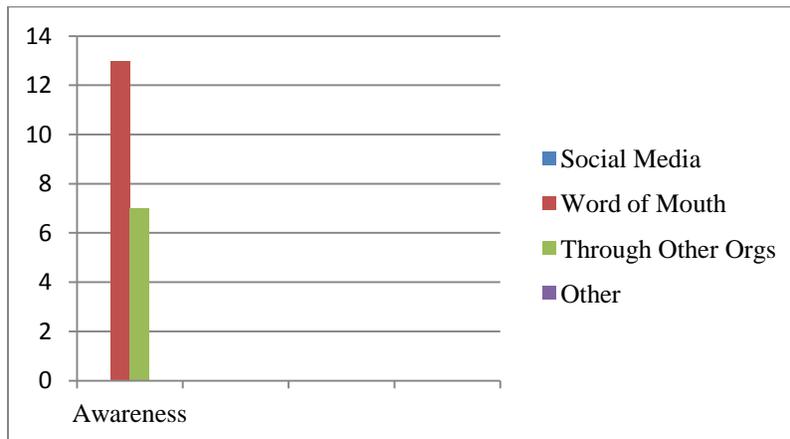
**Primary Research**

Since this organization is a smaller one, there was not much research on the awareness of the brand via internet and media outlet research. Primary research was conducted with volunteers, employees, clients of the services, and Orchid to see how they heard about this organization. To obtain this research, the respondents were reached by telephone and asked to complete a short survey containing ten questions. After completing the survey, they were asked to refer others they thought would voluntarily participate. This method is known as the snowball sampling method. The respondents, 20 people affiliated with the organization in some form, voluntarily participated. Confidentiality of responses was expressed during the telephone survey. Conversations with the founder of the organization were also a part of the primary research for this social media plan.

The questions on the survey included a demographic question, questions about social media use, overall satisfaction of the organization, likelihood of recommending the organization and overall affiliation with the organization. All of the questions were closed ended questions. The results of the organization will be displayed by question. A copy of the survey is located in the Appendix for review.

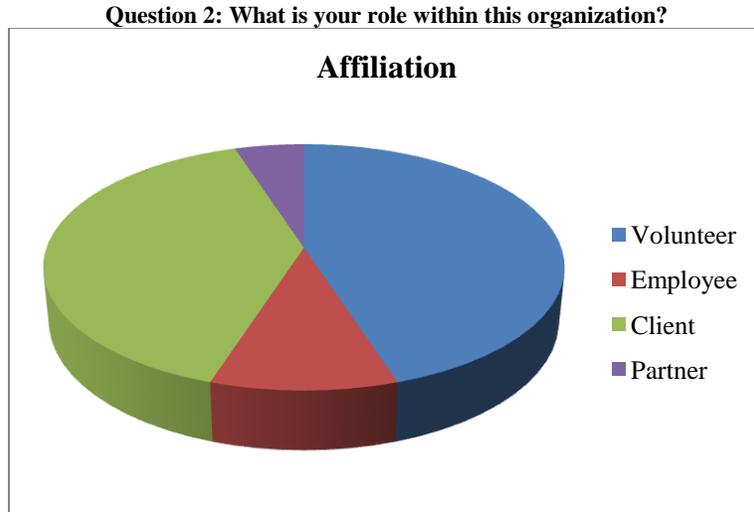
Snowball sampling was used because the population in which was needed to conduct research was difficult to find. Ensuring respondents that their responses were confidential made them more willing to share their responses. A telephone survey was the most appropriate research method for this research because it provided a sense of flexibility for the respondents as well as instant data collection.

**Question 1: How did you hear about Kingdom Development, Inc.?**



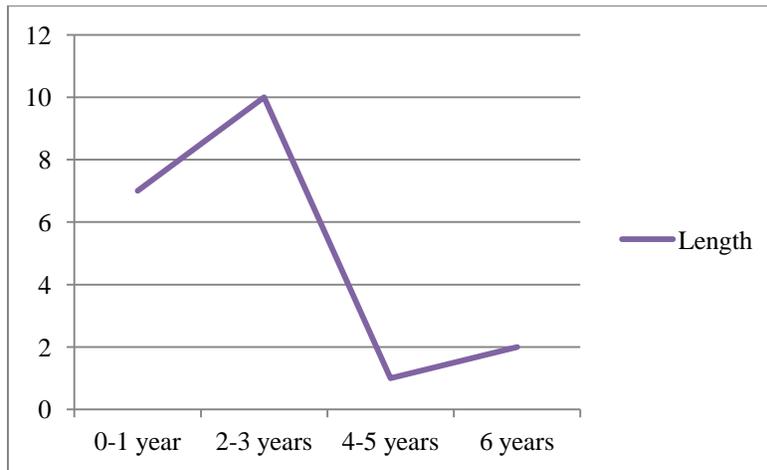
65% of awareness for this organization was created through word of mouth. The remaining 35% of awareness was created through affiliation with other organizations. These organizations

informed the respondents of Kingdom Development, Inc. However, these other organizations do not serve as partners for this nonprofit.



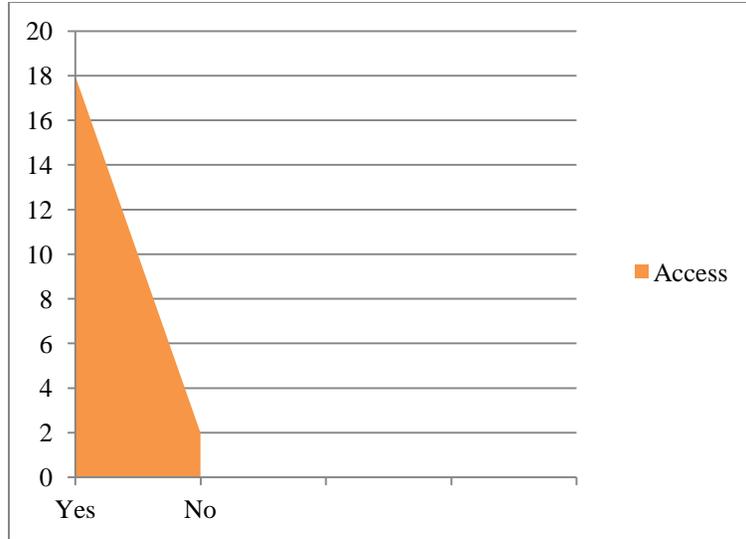
45% of survey respondents were volunteers with the organization while 40% of respondents were clients of the organization, 10% were employees and .5% of the respondents were partners of the organization.

**Question 3: How long have you been involved with this organization?**



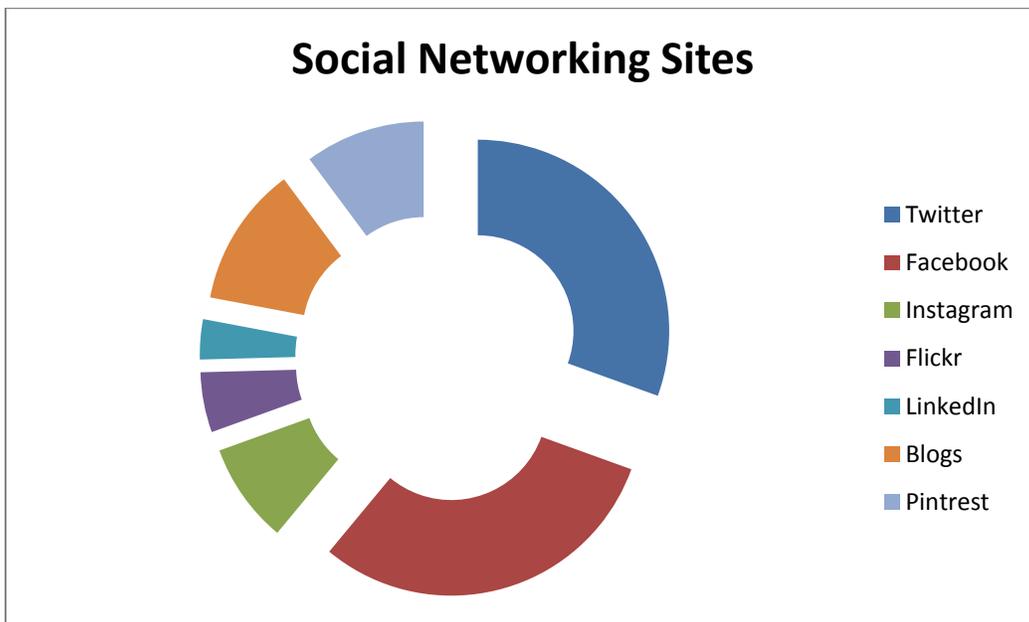
50% of respondents have been involved with the organization for 2-3 years, 35% have been involved for 0-1 year, 10% have been involved since the organization was founded 6 years ago, and .5% has been involved 4-5 years.

**Question 4: Do you have access to/ use social media?**



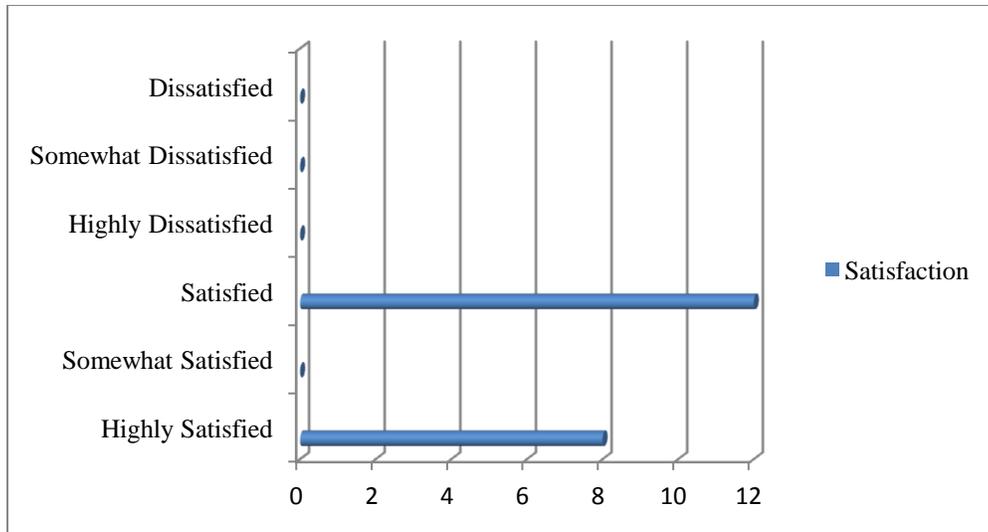
90% of respondents have access and use social media while 10% of respondents do not.

**Question 5: If yes, which sites? (Check all that apply)**



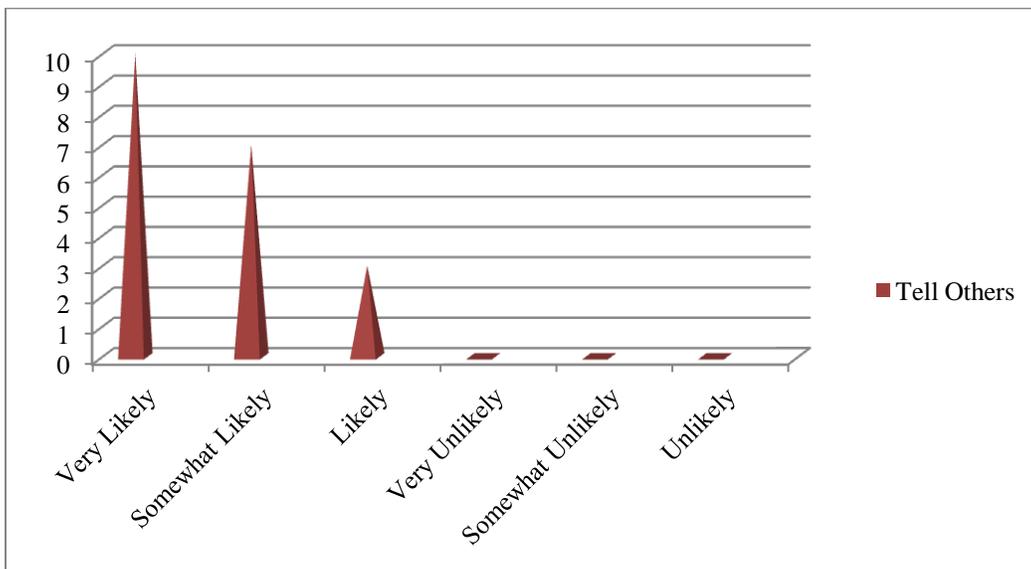
Out of the 90% of respondents who reported using social media, all of them used Facebook and Twitter. The other sites were used but not as much as the two previously mentioned.

**Question 6: How satisfied are you with the services provided by the organization?**



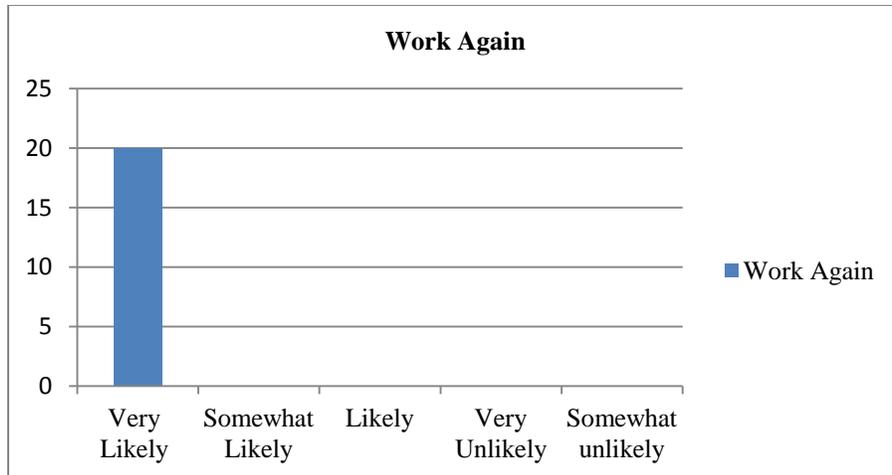
60% of respondents reported to be highly satisfied with the services provided by the organization while 40% of respondents reported being satisfied.

**Question 7: How likely are you to tell others about this organization?**



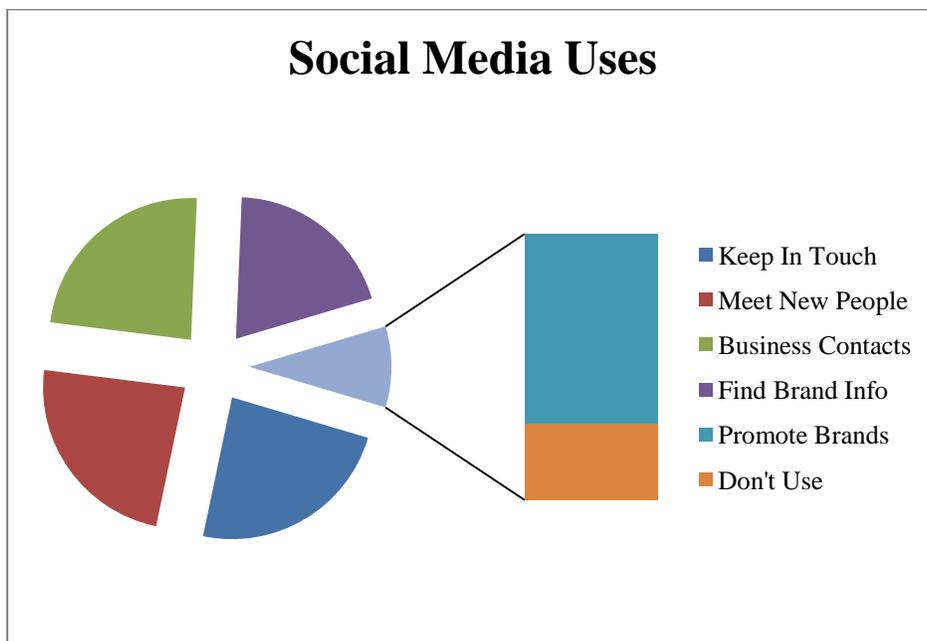
50% of respondents reported that it is very likely that they will inform others about the organization, 35% of respondents reported that it is somewhat likely, and 15% of respondents reported that it is likely that they would inform others.

**Question 8: How likely are you to work with this organization again?**



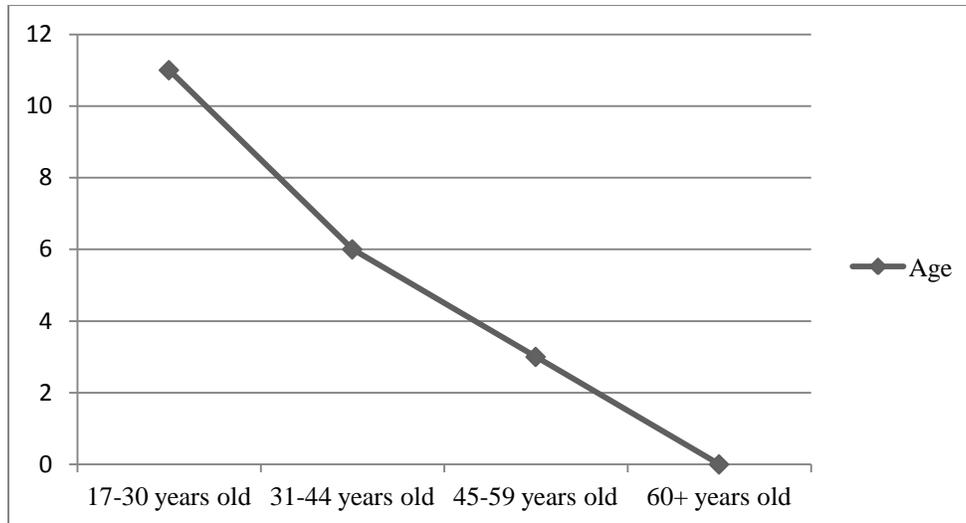
All survey respondents reported that it is very likely that they will work with this organization again.

**Question 9: For what purposes do you use social media? (Check all that apply)**



90% of respondents reported that they use social media for the purposes of keeping in touch with loved ones, meeting new people, and making business contacts, 75% of respondents reported that they use social media to find out information about brands, 25% of respondents reported that they use social media to promote brands, and 10% of respondents reported that they don't use social media at all.

**Question 10: How old are you?**



55% of the respondents that participated in this survey were between the ages of 17 and 30 years old, 30% were between the ages of 31-44 years old, and 15% of respondents were between the ages of 45-59 years old.

The analysis of this research shows that majority of people who are currently affiliated with this organization are on social networking sites, heard about the organization through word of mouth, use social media to meet new people and make business contacts, and are very likely to tell others about Kingdom Development, Inc. This information proves that social media would be a great way to get the word out about the organization as well as make new connections for networking opportunities; social media and word of mouth are very effective outlets for awareness.

### *Objectives*

The primary objectives of this social media plan are to present a strong argument as to why the social media efforts of Kingdom Development, Inc. need to be revamped and executed. These efforts are intended to reach both internal and external audiences. Additionally, all of the social media goals listed below are deemed as measurable; a breakdown of how these are measured will be discussed in the evaluation section of this plan.

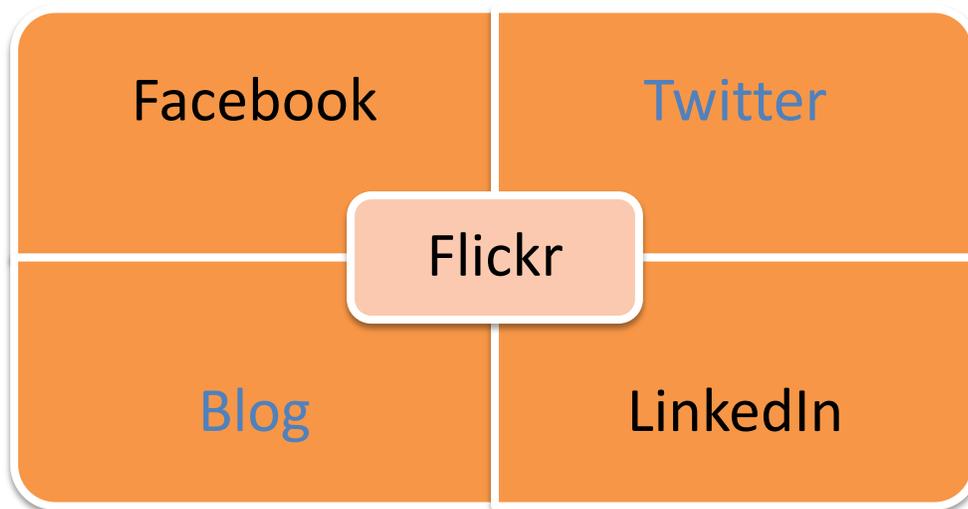
### *Goals*

- ✚ Generate initial target audience awareness
- ✚ Increase volunteerism
- ✚ Encourage donors
- ✚ Connect with potential partners
- ✚ Update audiences on opportunities

### *Strategy & Tactics*

Strategies and tactics are needed to ensure the previously mentioned objectives/goals are executed fully. To effectively reach the objectives of this organization, Facebook, Twitter, Blogs, LinkedIn, and Flickr are all recommended social media tools. This section will provide visual guidance in addition to textual guidance for the purpose of reaching Kingdom Development Inc's outlined objectives. An analysis of already existing social media use, the purpose of these tools, new strategies and tactics, and an action plan will all be discussed in this section.

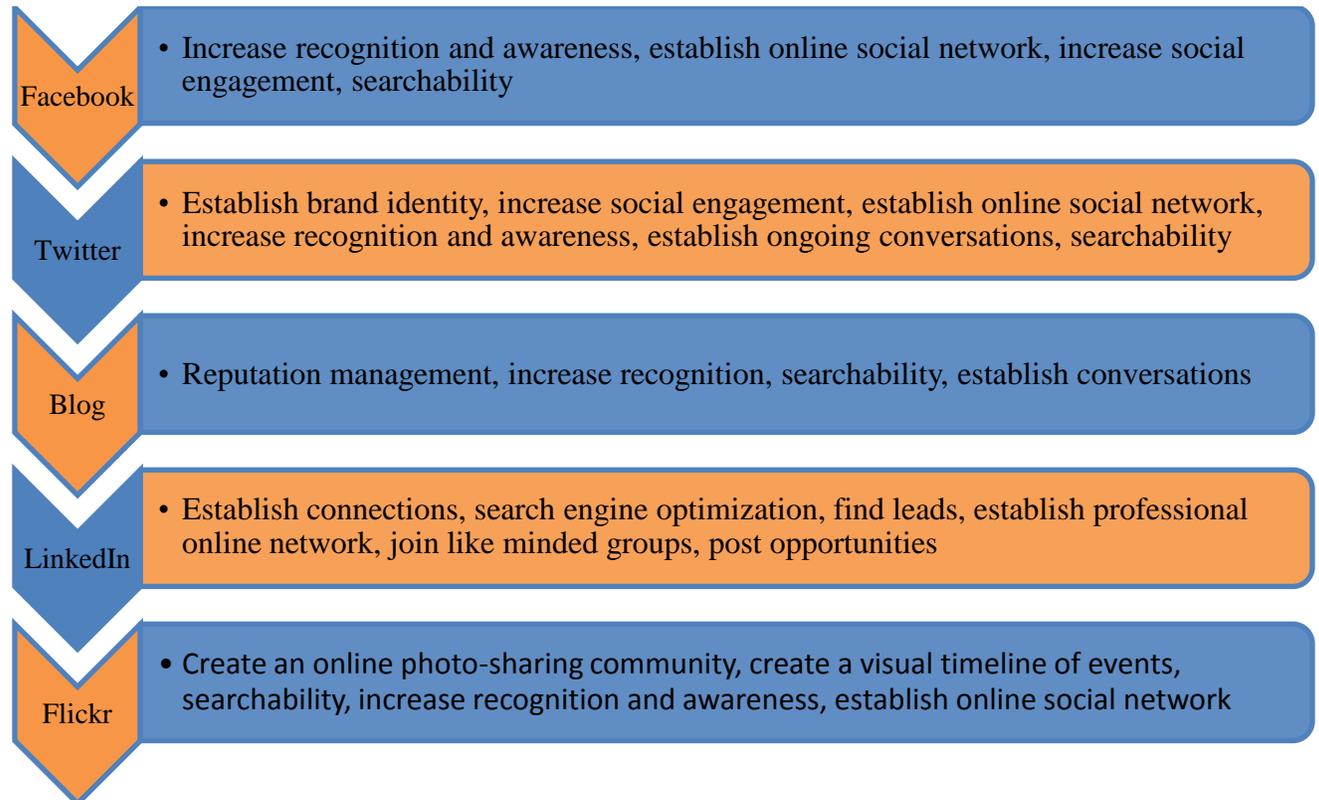
### Focus Channels



### Analysis of Existing Online Presence

1. Facebook
  - a. Page established one year ago
  - b. Only one post
  - c. No pictures
  - d. Old logo
2. Twitter - No presence
3. Blog - No presence
4. LinkedIn – No presence
5. Flickr - No presence

### Purpose of Focus Channels



### Strategies/Tactics

In order to drive traffic to the recommended social media sites, the following strategies and tactics should be considered.

- ✚ **Link all pages together.** Post links to the social media websites that are active to the website. This will drive traffic to all pages and spark audience interest. Most social networking sites have the capability of linking pages together.
- ✚ **Be consistent with the message.** On all social media tools used, be consistent with the message that you want to be delivered about the organization.
- ✚ **Use hashtags.** Using hashtags will open conversations to the entire online community. This is a great way to filter through conversations and see topics that directly relate to the organization. You can click on the hashtags to find other people engaged in similar conversation that may open avenues for possible networking and collaborations. Twitter is the mega arena for hashtags.
- ✚ **Have control over your message.** By creating and being active in the recommended pages, you are controlling the message about your organization. When Kingdom Development, Inc. is searched via search engine, these social media pages will be

among the first found topics thus controlling search engine optimization. Blogs and Facebook pages are great ways to control the message and create the story that you want to deliver.

- ✦ **Listen and engage with your online community.** Frequently search for your nonprofit and see what is being said. If people are unclear about the organization and/or have questions, be the first to respond; this produces credibility. This can be done by joining niche interest groups on various social media sites.
- ✦ **Connect with opinion leaders in the area.** Befriend, connect with, and follow influential people in the community on social networks. Include them in activities that are externally occurring within the organization. This is a great way to create word of mouth buzz. LinkedIn is a great tool for this.
- ✦ **Post pictures of events and volunteer activities.** Provide visuals for what your organization is doing in the community. Pictures speak 1,000 words. This not only tell what your organization does but shows what it is doing. Create a photographic timeline on Flickr and create several photo albums on Facebook.
- ✦ **Encourage clients, volunteers, and workers to share their experiences.** Clients can share their experience with others in need of assistance to enlarge clientele. Volunteers and workers can share their experiences with others to enhance volunteerism. This can be done using all social networks that are available to clients, volunteers, and workers.
- ✦ **Make social media tools used by the organization known.** Have the Kingdom Ambassadors pass around flyers and information about the organization which includes various social media handles. Also create t-shirts for volunteers and workers to wear. Social media handles should be visible somewhere on the shirt. This will aide in bringing awareness of the organization as well as the social media tools used.

### Action Plan

The following tables will provide a sense of direction for taking action utilizing the recommended social media tools (Facebook, Twitter, Blogs, LinkedIn, and Flickr). Action type, action details, frequency, and time per week are all listed in the tables. Since Kingdom Development, Inc. is relatively small, it is recommended that a social media intern operate these tools. A possible candidate for the social media intern position should have complete knowledge of all outlets recommended as well as a proven track record of success in regards to social media utilization. The intern will be the main contributor to social media but the content should be approved before being posted. It is suggested that the intern has access to the organization's social media platforms at all times to monitor the activity; this includes access via smartphone devices.

**Facebook**

Action Type	Action Details	Frequency	Time/Wk
Complete Existing page	Update the current organization page including history and details	As updates are made available	45 mins-1 hr
Increase page likes	Post relevant stories and other content to spark audience interest	Ongoing	1-2 hrs
Engage with online community	Comment and like relevant comments on page; post questions as well as respond	Ongoing	2 hrs

**Twitter**

Action Type	Action Details	Frequency	Time/Wk
Create an account	Create an account that has an effective “avi” and bio of the organization	As updates are made available	1 hr
Follow Users	Follow users in the community with profiles relevant to your mission	Ongoing	45 mins-1hr
TWEET	Post relevant content using hashtags	Ongoing	30 mins
Engage with online community	Start conversations about activities your organization is involved in, retweet users who tweet organization related information, comment on tweets that are of relevance	Ongoing	30-45 mins

**Blog**

Action Type	Action Details	Frequency	Time/Wk
Create an organization blog/Wordpress	Create a blog including company information	As updates are made available	45 mins-1 hr
Post content	Blog and share your organization's story	Ongoing	1-2 hrs
Listen/Reputation Management	Be aware of comments on blog posts and reply	Ongoing	2 hrs

**LinkedIn**

Action Type	Action Details	Frequency	Time/Wk
Create an account	Setup a company account, make sure it is completed	As updates are made available	1-3 hrs
Make connections	Connect with influential people, connect with volunteers, donors, and potential partners	Ongoing	1-2 hrs
Join interest groups	Join groups that a related to your organization, comment and start discussions	Ongoing	1-2 hrs
Share updates	Keep your followers up to date with organization happenings	Ongoing	30 mins-1hr
Include volunteer and causes section	Include a volunteer and causes tab on your page to inform your followers of opportunities	As opportunities become available	45 mins
Upload a slideshow	Create a slideshow that shows pictures of volunteers in action throughout the community	Ongoing	30-45 mins

**Flickr**

Action Type	Action Details	Frequency	Time/Wk
Create an account	Update the current organization page including history and details	As updates are made available	45 mins-1 hr
Increase visibility of volunteer efforts	Post photos that show volunteers in action	Ongoing	1-2 hrs
Upload content to related groups	Upload photos to related groups so that the pictures can lead back to your page	Ongoing	1 hr

***Budget Explanation***

As of right now, there is a limited budget for Kingdom Development, Inc. The total amount of allocated funds for these social media efforts equate to \$75 a year. This amount is broken down into two segments. The first segment is for t-shirts for volunteers. Although this is not a social media effort, these shirts will list social media handles on the back of the shirt while the front will say “Let’s develop the kingdom and volunteer”. These shirts are required to be worn whenever there is a volunteering activity taking place in the community to raise awareness. \$50 will be set aside for the consistent volunteers. Once the volunteer database is increased, so will the budget. The remaining \$25 will be used to create print media that advertises the different social network sites used by the organization. Flyers will be creatively designed using the nonprofit’s logo and then distributed by Kingdom Ambassadors on their respective college campuses. Only \$25 is allocated for this effort because people usually throw away flyers. Again, once Kingdom Development, Inc. grows, so will the budget.

All social media platforms that will be used for the efforts of increasing brand awareness and recognition, increasing volunteers and donors, and connecting with potential partners will be *free* outlets. Once there is more activity throughout the organization, this plan should be revisited and updated accordingly. The free tools provide basic needs for organizations such as Kingdom Development, Inc. who are initially new to the social media world. In the future, it is suggested that the budget expands according to the growth of the organization.

### *Evaluation*

In order to see if the social media plan is effective, evaluation is needed. There are several ways to measure the initial objectives outlined throughout this plan. Many of the obvious ways to measure effectiveness are to see the activity on the various social media platforms that have been recommended.

The number of likes, comments, and page views on the organization's Facebook page can be used to measure effectiveness. Noticing if others are talking about the organization in other like minded groups is a way to measure social media efforts. Facebook Insights is a free tool that can be accessed by the administrator of the organization's page. This tool will provide the necessary analytics to see the success of Facebook for the organization.

Evaluating the number of followers, retweets, mentions, and people engaged in hashtag conversations is a great way to discover if there has been an increase in awareness for the nonprofit. Outside of the obvious, Klout and TweetReach are free analytical tools that inform the organization of the reach. These tools let users know if the content of the tweets posted are influencing others and reaching the audiences in which they were intended for. These tools also let you know if what you are tweeting about is impacting others as well as informs you of how your information is being shared by others.

For blogging, you can look at the number of comments under your blog posts, see the audience growth by looking at how many people are subscribed to your blog, and see the number of likes that are attached to your blog. SocialMention is a free analytical tool that pulls data from all types of platforms and lets you know exactly who is talking about your organization and your specific industry in general. This is a great way to join in on conversations about your organization to provide a sense of transparency and credibility.

LinkedIn has a built in analytic tool that allows the administrator of the organization page to see page views which can be filtered by sections on your page, the industry in which the viewers of your page are classified, who is following your organization, and which visitors connect with people involved in your organization. Looking at connections you've made through LinkedIn as well as listening to interest groups to see if your organization is the topic of discussion is also a great evaluative tactic. Hootsuite is a free tool that will allow the administrator over all social media platforms for the organization to monitor all of them from the same dashboard.

Flickr activity can be determined by people commenting on your pictures, leaving notes under them, and liking them. This is an easy way to measure the results of your Flickr efforts. Linking the Flickr account with your blog and Facebook account is also a great way to receive comments and notes for your pictures.

Linking all of the social media platforms together allows you to post the same content across all of the platforms. This also drives traffic to all of the platforms. Additionally, adding the organization's website URL on these platforms drives traffic to the website where more

information about organizational history can be found. Google analytics is a great free tool that generates detail about website visitors. This will measure the effectiveness of linking the pages together.

In the future, SocialFlow (a paid analytics tool) is recommended. This tool monitors conversations on Twitter and Facebook in real-time to see what captures your audience's attention at that particular moment. Costing \$99/month, this would be a very helpful tool because it would let the organization know the appropriate times to send messages thus helping the organization capitalize on social media engagement.

### ***Conclusion***

Kingdom Development, Inc. currently has one social media platform which is Facebook. On this page there is only one post, no organization biography, and the organization's old logo. Since its founding in 2006, funding and volunteers have been low. Clientele in need of assistance are either denied or provided limited service because it is funded strictly by the founder of this nonprofit organization.

By implementing and actively utilizing the recommended social media platforms, an increase in awareness and recognition could be accomplished as well as an increase in donors and volunteers. Potential partnerships could be formed through the networking capabilities these social networking sites employ. Facebook, Twitter, Wordpress (blogging), LinkedIn and Flickr all have the ability to produce phenomenal results if used on a consistent basis. Be the first to tell the story you want to be told about your organization visually and textually; adopt social media.

### References

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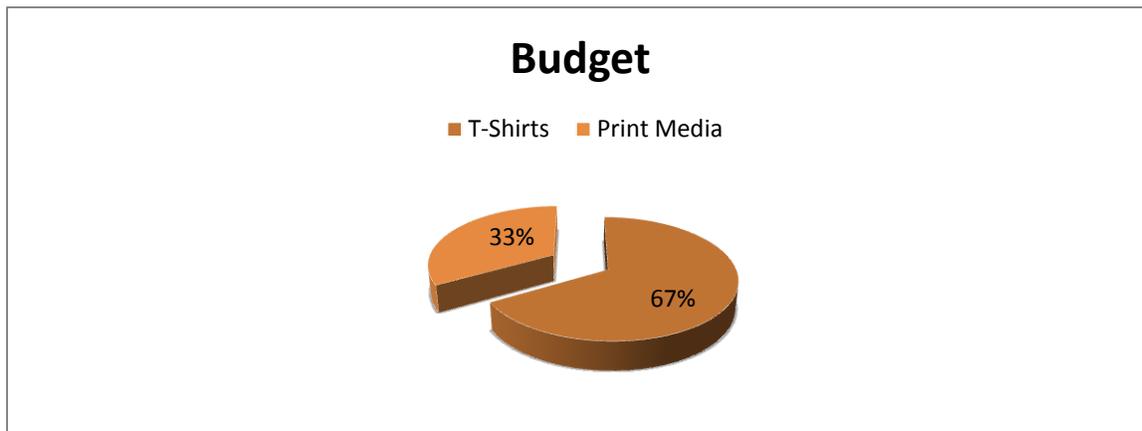
# Appendix

***Timeline***

The social media initiatives are set to go into full operation February of 2013. Below is a timeline of what needs to be done in order to reach that goal. Between now and January, a social media intern needs to be hired on a pro bono basis. After that individual is found, the creative process can begin and the social media plan will be underway.



***Budget Breakdown***



As previously explained in the social media plan, there is a limited budget for Kingdom Development, Inc. The total amount of allocated funds for these social media efforts equate to \$75 a year. The first segment is for t-shirts for volunteers. Although this is not a social media effort, these shirts will list social media handles on the back of the shirt while the front will say “Let’s develop the kingdom and volunteer”. These shirts are required to be worn whenever there is a volunteering activity taking place in the community to raise awareness. \$50 will be set aside for the consistent volunteers. Once the volunteer database is increased, so will the budget. The remaining \$25 will be used to create print media that advertises the different social network sites used by the organization. Flyers will be creatively designed using the nonprofit’s logo and then distributed by Kingdom Ambassadors on their respective college campuses. Only \$25 is allocated for this effort because people usually throw away flyers. Again, once Kingdom Development, Inc. grows, so will the budget.

***Resources Needed***

For the full implementation of this plan, there are several resources needed. These resources include:

- ✚ Social media intern with access to social media wirelessly
- ✚ Volunteer t-shirts
- ✚ Organization flyers
- ✚ Recommended social media platforms

For more information contact Rhonda Mouton at [Rhonda@kingdomdevelopment.org](mailto:Rhonda@kingdomdevelopment.org)

*Reminder: Be sure to update this social media plan at least every six months. Also be sure to store an extra copy of the plan offsite in case of an emergency.*

**Questionnaire**

In an effort to promote Kingdom Development, Inc., questions will be asked about your experience with the organization. All responses will be kept completely confidential.

1. How did you hear about this organization?
  - A. Social media B. Word of mouth C. Through other orgs D. Other
2. What is your role within this organization?
  - A. Volunteer B. Employee C. Client D. Partner
3. How long have you been involved with this organization?
  - A. 0-1 year B. 2-3 years C. 4-5 years D. 6 years
4. Do you have access to social media?
  - A. Yes B. No
5. If yes, which sites do you use? List all applicable.
6. How satisfied are you with the services provided by the organization?
  - A. Highly satisfied B. Somewhat satisfied C. Satisfied D. Highly dissatisfied
  - E. Somewhat Dissatisfied F. Dissatisfied
7. How likely are you to tell others about this organization?
  - A. Very Likely B. Somewhat likely C. Likely D. Very unlikely E. Somewhat unlikely
  - F. Unlikely
8. How likely are you to work with this organization again?
  - A. Very Likely B. Somewhat likely C. Likely D. Very unlikely E. Somewhat unlikely
  - F. Unlikely
9. How do you use social media? Check all that apply.  
 To keep in touch with loved ones  To meet new people  
 To make professional/business contacts  To find and share information about brands  
 To promote a business or cause  Don't use
10. How old are you?
  - A. 17-30 years old B. 31-44 years old C. 45-59 years old D. 60+ years old



Kingdom Development, Inc.

**Objectives**

Create a Facebook page for Kingdom Development, Inc. On this page include the organization logo, pictures of volunteers, and organizational history. Update this page frequently with relevant content.

**Goals**

Post to organization page at least twice a week.