



**Social Media Plan for ShatterProof**

**by**

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## **Organizational Overview**

"We don't wait for change, we create it. Together, we're building a future that supports those struggling with addiction and lends strength to their loved ones and communities by advocating for change, providing resources, and taking action to prevent and defeat this horrible disease." – Gary Mendell

Shatterproof is a non-profit organization founded in 2012, by CEO Gary Mendell. The goal of the organization was to help stop and bring awareness to addiction. Mendell started the organization in 2012 after he lost his son Brian to an overdose in 2011. He wanted to allow his son's death to help others avoid the pain he feels and to make sure that those who struggle with substance abuse and addiction. Their journey as an organization started in Connecticut but they have made it all around the United States. As they have traveled, the main goal they have is to educate people on how to help and stop the disease of addiction.

Shatterproof has three main objectives that they try to teach when they meet with families and people interested in helping fight addiction. The first is finding ways to revolutionize addiction treatment in America. They believe that if they can find ways to help those who suffer from addiction that show increasing stats, they will be able to gain control over the disease nationwide. Next, they hope to end the stigma around addiction. By educating people about addiction and how serious it is, the hope is that more people will feel comfortable sharing about their experiences as well as helping those who struggle with addiction find safe spaces. Lastly, they hope to empower communities with education and resources in fighting addiction. By talking and sharing with more communities around the nation, Shatterproof can build an "army" of addiction fighters that will work with them to end substance abuse.

## **Audiences / Publics**

### Primary Audience

The primary audience for Shatterproof would be people in America who live with drug addiction. The main age range that Shatterproof is meant to engage with are 15-40 years olds that struggle with addiction. Shatterproof wants to provide these individuals in their target audience with resources and education that will help them on the road to recovery.

### Secondary Audience

The secondary audience would be the American population, specifically people who have loved ones who live with drug addiction. This audience ranges from direct involvement of individuals with loved ones that struggle with addiction to communities that have been built around the addiction crisis. Shatterproof works to offer these communities educational seminars and platforms to help fight against addiction.

### Marginal Audience

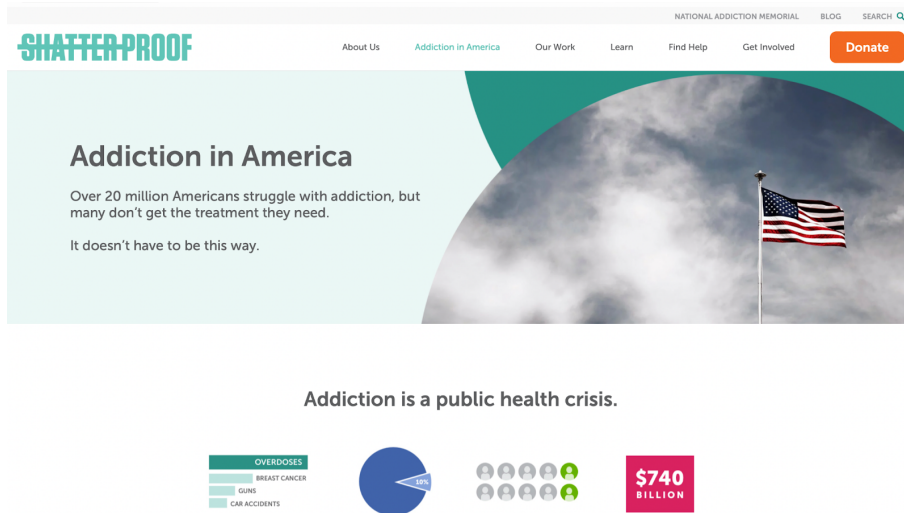
The marginal audience of shatterproof would be elders, youth, teens, and college students living with drug addiction.

### Campaign Audience

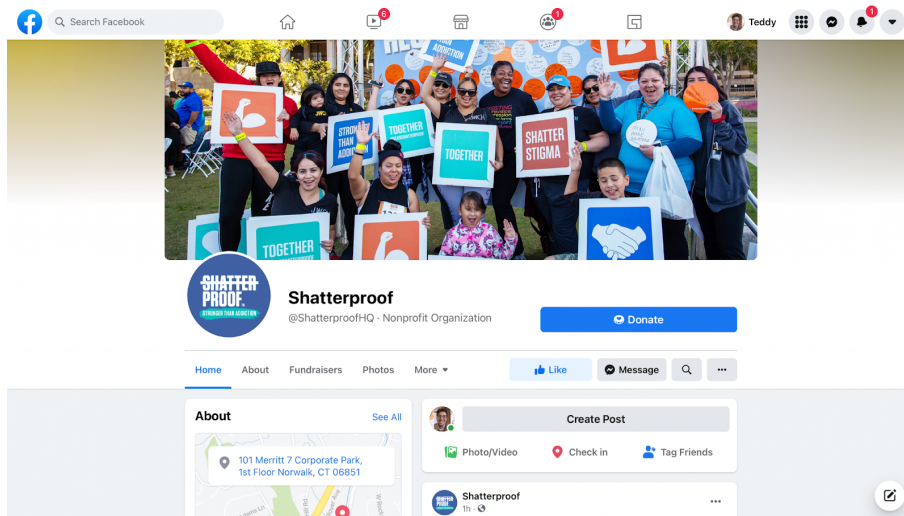
We are aiming to reach the main target audience of Shatterproof including elders, youth, teens, and college students living with drug addiction. By using Instagram and Twitter we are hoping to attract youths, teens and college students by appealing to social media consumption of those age ranges. By creating interactive and engaging content we hope to spread shatterproof's digital reach across the United States and if possible, reach an international audience as well.

# Situation Analysis

Shatterproof is a nonprofit organization with the goal of ending the addiction crisis present in the United States.

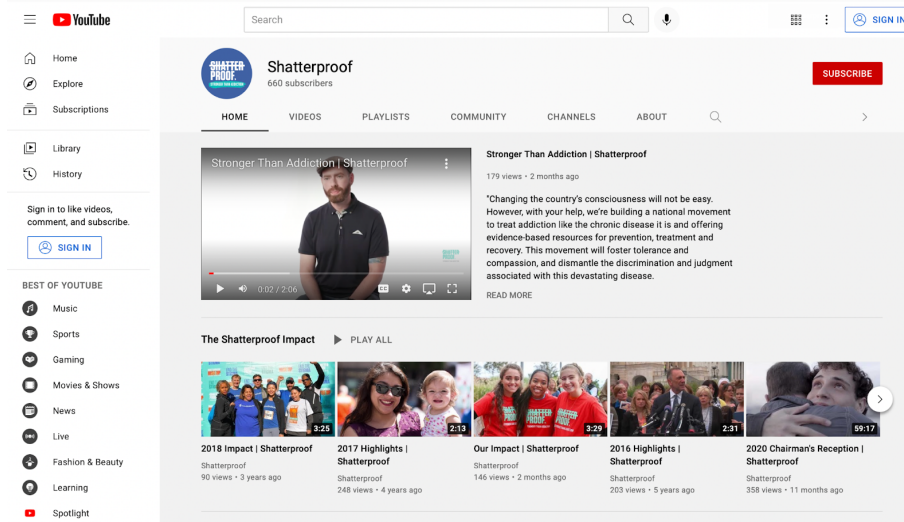


Shatterproof's website is full of links to learn more about the cause they directly work with, the people involved, testimonies, and resources. They also include a link to donate to the organization directly. The useful links that provide educational modules and links to their work are engaging and easy to use.

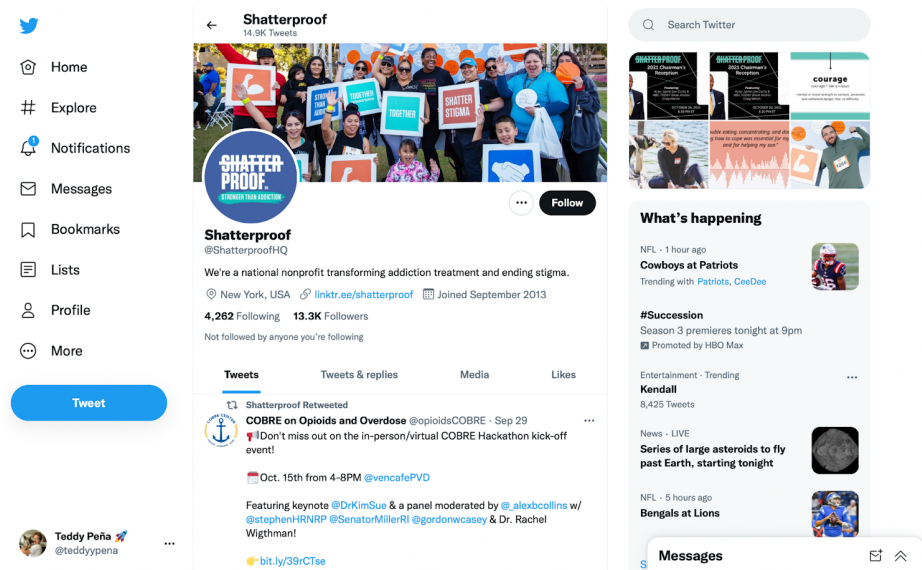


Shatterproof's Facebook page has 109,974 likes and 112,350 followers. Depending on the post, their average reaction rate is 2-20 reactions. Their posts

pertaining to their 2021 Chairman's Reception receive around 40 reactions. This is a large gap from their 100,000+ followers and likes.

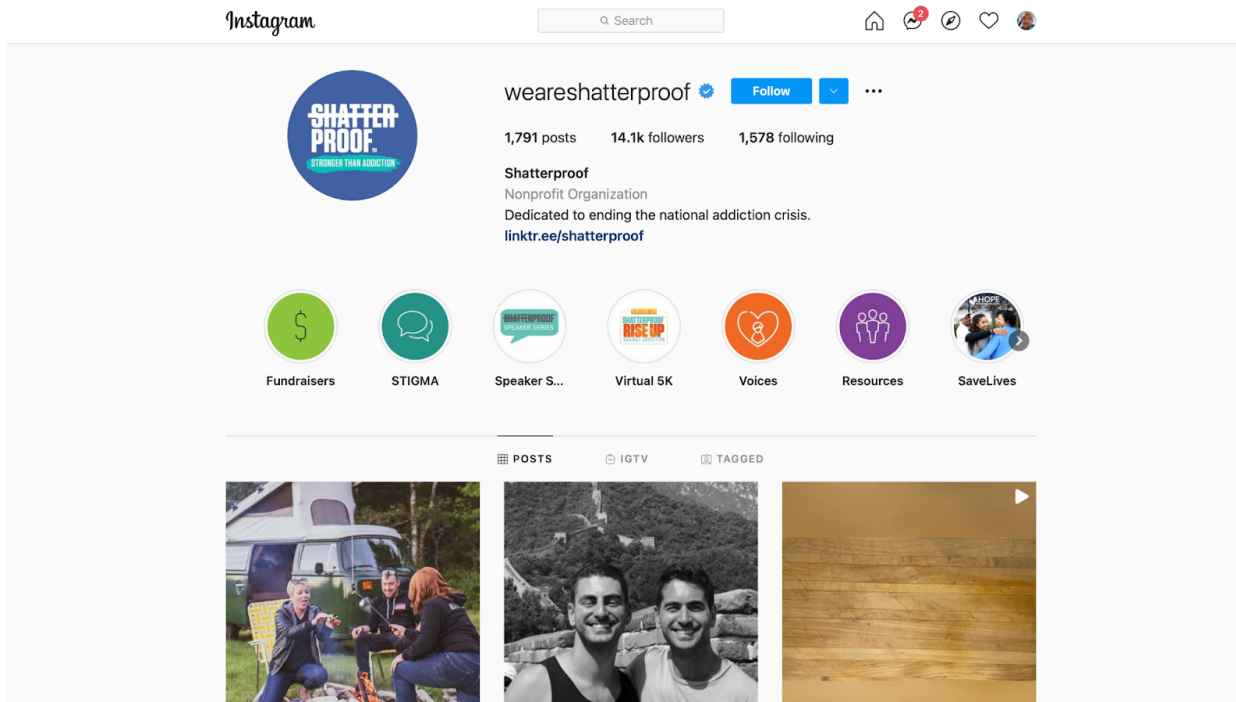


The Shatterproof YouTube channel subscriber count is currently at 660. The average video receives around 100-200 views and <10 likes. Videos include yearly highlights and testimonies.



The Shatterproof Twitter account has 13.3K followers. An interesting consistency hiccup that we noticed is the organization location. While Twitter states that the

organization is headquartered in New York City, NY, their website and Facebook state that they are headquartered in Norwalk, CT. Much of the Twitter content that Shatterproof pushes out is paralleled with the Shatterproof website. Their Twitter content consists of retweets from various organizations that work with the same social issue, and Tweets that echo their website, as opposed to establishing their own brand exclusively on twitter that supports the rest of the overall brand. The average Tweet from @ShatterproofHQ receives >10 likes, comments and retweets.



The Shatterproof Instagram account has 14.1K followers. There is no apparent color scheme for either feed posts nor story highlights. Each photo post receives 100-200 likes. Each graphic post receives 20-60 likes.

## S.W.O.T. Analysis








## Opportunity Statement

Shatterproof has done fairly well with building an audience on their platforms, however they still struggle with coming up with content that will keep the audience engaged. By focusing on their creative content and finding more ways to build engagement with their followers, Shatterproof can expand their following more and use their social medias' to educate followers.



## Social Media Audit

<b>Social Media Audit</b>						
	<b>Facebook</b>					
Likes	Last Week Activity	Posting Frequency	Engaged Demographics	Content Shared	Engagement	Issues Challenges
109,974	10 posts	1-2/per day	45 +	images, events, fundraisers, infographs	20 Likes/per post average	inconsistent follower engagement
	<b>Twitter</b>					
Followers	Last Week Activity	Tweets	Following	Content Shared	Engagement	Issues Challenges
13.3K	6 retweets 6 likes 3 posts	3-4 / per week	4,262	Mainly reweets, event posts, some graphics	5 Likes , 1 Retweet, 1 Comment / per post	Lacking original content, lacking engaging content
	<b>Instagram</b>					
Followers	Last Week Activity	Posting Frequency	Views	Content Shared	Engagement	Issues Challenges
14.1K	4 posts	5-6 / per week	100 likes / per vid	images, events, fundraisers, infographs	100 likes / per post	no reels, inconsistent story posts, messy feed
	<b>LinkedIn</b>					
Members	Last Week Activity	Posting Frequency	Views	Content Shared	Engagement	Issues Challenges
6,081	4 posts 3 shared posts	5-6 / per week				inconsistent posting
	<b>YouTube</b>					
Subscribers	Last Week Activity	Uploading Frequency	Views	Content Shared	Engagement	Issues Challenges
660	1 video	4-5 / per month	average of 40 views/ per video	speaking series, testimonies, fun videos (ex. recines)	1-2 likes 1 comment / per video	little creativity, posting videos that don't look original

# Strategic Design

## Goals

**Goal 1:** Increase brand awareness

**Goal 2:** Increase online donations

## (SMART) Objectives

### Goal 1: Increase Brand Awareness

#### Objectives

- Curate weekly grid post for instagram content filled with educational resources, influencer marketing, search engine optimization, engage with users online, and stay updated with current events and current news for 10 weeks
- Partner/Collaborate with 30 schools and colleges across the nation to provide online education programs through social media about the addictions crisis
- Post 5 bi-weekly blog for website over the course of the 10 week campaign providing personal stories from the Shatterproof team and community
- Reply to at least 90% of comments on social media within 24 hours daily. Regularly monitor direct messaging inbox and email

### Goal 2: Increase online donations

#### Objectives

- Create 5 social media-based donation-focused posts for socials over a 10-week period that implement resources geared towards ending the addiction crisis.
- Host 2 donation lives, one on Instagram, one on twitter, that collaborates with sponsors and influencers

- Create 1 fundraiser over the course of 10 weeks for facebook that uses promotions and algorithms created by Hootsuite Analytics
- Use Facebook donation page to increase donations by 30% by end of 10 weeks through promotion tools and new content

## Strategies

Our social media plan is to approach and achieve goal one and goal two by leveraging social media as a tool. Goal one extends to many facets of strategic brand management for ShatterProof; such as harnessing the power of influencer marketing and implementing educational outreach partnerships. Goal two, is focused directly on donations. By marketing philanthropic activity and personal giving to all of Shatterproof's brand advocates and using built-in fundraising tools on social media, we plan to increase the amount of online donations for the duration of the social media campaign.

## Tactics

### **Goal 1 Tactics :**

- Utilize Canva, stay contacted with national and local media outlets, and work closely with the educational team to push rich and educational content for grid posts.
- Email all 30 schools/colleges in order to reach a point of contact for each school and discuss plans for social media partnerships.
- One of the tasks for the website manager will be to gather and interview 5 individuals from the Shatterproof team in order to curate a bi-weekly blog post every other Thursday for the duration of the campaign.
- Assign at least one individual on the social media team to constantly check all social media outlets, email, and direct messaging in order to ensure timely responses across all digital platforms.

### **Goal 2 Tactics :**

- Utilize Canva, stay contacted with national and local media outlets, and work closely with the donation team to develop 5 engaging social media posts directly related to donations and fundraising.

- Reach out to influencers and sponsors for both donation live events by doing the following: develop and publish a page on Shatterproof's website that allows influencers and sponsors to express interest in collaborating, utilize email marketing and social media direct messaging to reach out to influencers and sponsors for donation lives
- Have the social media team and donations team collaborate on creating 2 Facebook fundraisers that will both last for 10 days.
- Develop and implement a gratitude program to work with, and reward sponsors and influencers

## Key Messaging

- Shatterproof is an organization that provides education about the addiction crisis and work to give resources to those in need.
- Shatterproof's mission is to end the stigma, educate the public, and advocate for change.

## Implementation and Monitoring

### Key:

TW - Twitter

IG - Instagram

W - Website

FB - Facebook

## Implementation Timeline

### Week 1:

- Monday: IG, W, TW: go over analytics
- Wednesday: Register Hootsuite with Campaign
- Thursday: W - Bi-weekly blog / IG - bi-weekly blog alert story (see appendix A)
- Friday: create schedule for posting

**Week 2:**

- Monday: IG & TW weekly check-in post
- Wednesday: IG - story post - words from our CEO
- Friday: IGTV post - video from our CEO

**Week 3:**

- Monday: IG & TW weekly check-in post
- Wednesday: IG educational grid post
- Thursday: W - Bi-weekly blog / IG - bi-weekly blog alert story
- Friday: TW - Q&A - educational

**Week 4:**

- Monday: IG & TW weekly check-in post
- Wednesday: Family story IGTV - awareness
- Friday: TW - Poll

**Week 5:**

- Monday: IG & TW weekly check-in post
- Wednesday: IG & TW: Team Member Story
- Thursday: W - Bi-weekly blog / IG - bi-weekly blog alert story
- Friday: IG Live: Team Q&A

**Week 6:**

- Monday: IG & TW weekly check-in post
- Wednesday: Testimonial - grid post
- Friday: Twitter - [#shareyourstory](#)

**Week 7:**

- Monday: IG & TW weekly check-in post - Sponsor week
- Wednesday: IG influencer story takeover
- Thursday: W - Bi-weekly blog / IG - bi-weekly blog alert story
- Friday: TW influencer Q&A

**Week 8:**

- Monday: IG & TW weekly check-in post:
- Wednesday: Testimonial - grid post
- Friday: TW - [#shareyourstory](#)

**Week 9:**

- Monday: IG & TW weekly check-in post
- Wednesday: Educational Grid Post

- Thursday: W - Bi-weekly blog / IG - bi-weekly blog alert story
- Friday: TW - Q&A - Educational

**Week 10:**

- Monday: Social media analysis:
- Wednesday: Go over success/opportunities of campaign

## Content Descriptions

- "Weekly check-in post": General update posts about current events, updates from the organization, etc.
- "IG story post": Post using the Instagram story feature
- "IGTV post": Longer video-style post on Instagram
- "Educational post": Social media post specifically about drug addiction / resources
- "TW q&a": The organization engages with a question and answer session with the audience
- "TW poll": Post a poll to Twitter about various topics
- "IG live": Use the Instagram live feature
- "Bi-weekly blog": Blog posted every other to the organization website from the CEO
- "TW #shareyourstory": A campaign to get people to share their own stories in efforts to raise funding through donations.

## Content Calendar

Week 1				
Monday	Tuesday	Wednesday	Thursday	Friday
Review analytics for IG, TW, W		Register with Hootsuite	<b>W:</b> bi-weekly blog <b>IG:</b> bi-weekly blog alert story (see appendix A)	Create posting schedule
Week 2				
Monday	Tuesday	Wednesday	Thursday	Friday
<b>IG:</b> weekly check-in post <b>TW:</b> weekly check-in post <b>W:</b>		<b>IG:</b> story post - words from CEO		<b>IG:</b> IGTV post - CEO spotlight
Week 3				
Monday	Tuesday	Wednesday	Thursday	Friday
<b>IG:</b> weekly check-in post <b>TW:</b> weekly check-in post		<b>IG:</b> educational grid post	<b>W:</b> bi-weekly blog <b>IG:</b> bi-weekly blog alert story	<b>TW:</b> Q&A - educational post

Week 4				
Monday	Tuesday	Wednesday	Thursday	Friday
<b>IG:</b> weekly check-in post <b>TW:</b> weekly check-in post		<b>IG:</b> IGTV post - drug awareness		<b>TW:</b> poll
Week 5				
Monday	Tuesday	Wednesday	Thursday	Friday
<b>IG:</b> weekly check-in post <b>TW:</b> weekly check-in post		<b>IG:</b> Team member story <b>TW:</b> Team member story	<b>W:</b> bi-weekly blog <b>IG:</b> bi-weekly blog alert story	<b>IG:</b> Live - Team Q&A
Week 6				
Monday	Tuesday	Wednesday	Thursday	Friday
<b>IG:</b> weekly check-in post <b>TW:</b> weekly check-in post		<b>IG:</b> Testimonial grid post		<b>TW:</b> #shareyourstory post
Week 7				
Monday	Tuesday	Wednesday	Thursday	Friday
<b>IG:</b> weekly check-in post (sponsor week) <b>TW:</b> weekly check-in post (sponsor week)		<b>IG:</b> Influencer story takeover	<b>W:</b> bi-weekly blog <b>IG:</b> bi-weekly blog alert story	<b>TW:</b> Influencer Q&A



Week 8				
Monday	Tuesday	Wednesday	Thursday	Friday
<b>IG:</b> weekly check-in post <b>TW:</b> donation post (see appendix A)		<b>IG:</b> Testimonial grid post		<b>TW:</b> #shareyourstory post
Week 9				
Monday	Tuesday	Wednesday	Thursday	Friday
<b>IG:</b> weekly check-in post <b>TW:</b> weekly check-in post		<b>IG:</b> educational grid post	<b>W:</b> bi-weekly blog <b>IG:</b> bi-weekly blog alert story	<b>TW:</b> Q&A (educational)
Week 10				
Monday	Tuesday	Wednesday	Thursday	Friday
Social media analysis		Go over success / opportunities of campaign		

## Evaluative Measures

- **Brand Awareness**

- Track content being created for social media through the calendar.
- Track collaborations with influencers for special posts.
- Track school educational partnerships.

- Track website blog being posted monthly.
- **Online Donations**
  - Track donor focused content being created for socials
  - Track instagram lives scheduled for socials
  - Track facebook fundraisers

## **Appendix**

Appendix A - Blog Announcement Instagram Story Post

06:00

Monday, January 25

**Reminder**

A new biweekly blog is up on our website!  
Hear from Digital Engagement Director,  
Stephen Dixon.

Okay

Got it!

Swipe up to read past blogs and our new blog!

## Appendix B - Donation Twitter Post

# ANYONE CAN BE A PHILANTHROPIST

Donate today!

- Donate one time or monthly
- Join our gratitude program (monthly donors)
- Choose your donation amount
- See where your donation will go
- Learn about the communities you are impacting!

[donate.shatterproof.org](https://donate.shatterproof.org)

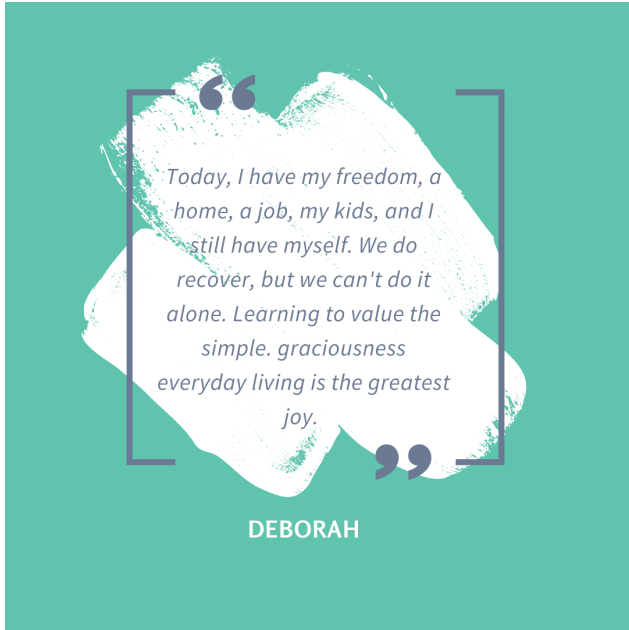


## Appendix C - CEO Story Posts

“  
*I made a promise to my son, to spare others this tragedy. From this promise emerged a vision to unite millions of Americans and empower them to create change.*

**Gary Mendell**  
CEO of Shatterproof

## Appendix D - Testimonial



## Appendix E - Educational Post

