

National PTSD Service Association

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Mission: Provide veterans with PTSD throughout southwest Florida with highly trained service dogs, by using online and traditional public relations efforts to increase brand and community awareness for the National PTSD Service Association from Charlotte County to Hillsborough County, Florida.

Goals

Increase Brand Awareness in Local Veteran Community and Online

Improve Reputation with Constituent Groups

Establish National PTSD Service Association as a Reputable Industry Thought Leader

New Relationships

Veterans with PTSD needing a Service Dog

Meeting local VFW members

Social Media Followers and Fans

Go to Resource for local Media

Objectives

Increase the National PTSD Online Brand Awareness with New Fans and Followers by 5% in 30 days.

Increase local Veteran Community Awareness by 15% in 30 days.

Match 3 Veterans with PTSD needing a highly skilled Service Dog in 30 days

Strategies

Develop **social media posts** that speak to Veterans promoting virtual dog training and dog trainer sessions.

Create local **Media Relations** campaign

Implement **sign up section** on client website for virtual dog training sessions and VFW dog food donations.

Social Media and Public Relations **align perfectly** (B2BPRblog, 2019).

Tactics

Schedule Strategic Social Media Post on Hootsuite for virtual dog training and dog trainer interviews on Instagram and Facebook.

Coordinate local VFW dog food donation drop offs with media relations campaign to garner press.

Post images of veterans receiving dog food donation on Facebook and Instagram to **encourage website traffic** and **boost social media followers and likes** (Social Media Examiner, 2014).

Evaluation/Benchmarks

Facebook fans increased by 14 followers and 8 likes since November 2020
New Instagram and Twitters Accounts were established in November 2020.

Media Coverage in the Bradenton Herald, SNN6TV, and Bay News 9 reaches an audience of
167,300 from Sarasota to Tampa, FL in February 2021

Website **Google Analytics** to measure duration and pages per session.

KPIs: 5% growth for **social media followers**, 5% engagement rate increase, and 5% increase in post shares.

One magazine **article**, one **radio interview**, and one **TV interview**.

Sources

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