

A Social Media Metrics and ROI Capstone Client Campaign

National PTSD Service Association

Dolores Hiller-Hernandez

Full Sail University

Social Media Metrics and ROI

October 25, 2020

1.Executive Summary

My capstone client is the National PTSD Service Association, a Sarasota, Florida-based non-profit 501(c)(3) organization. The National PTSD Service Association provides service dogs at no cost to veterans with post-traumatic stress disorder (PTSD) from Charlotte County to Hillsborough County. Sarasota County is located between these two counties.

The National PTSD Service Association's primary target market is 45 to 54-year-old veterans who experienced traumatic, life-threatening combat experiences. This client serves veterans who face PTSD daily. By providing a service dog, at no cost and trained to fit the veteran's emotional and physical needs, the veteran regains a sense of balance and joy in his or her life again. The overarching goal for the social media campaign is to increase brand awareness, increase fans and followers on Facebook, Twitter, and Instagram, while also driving more traffic to their website.

2. A paragraph that states the scope of your social media campaign by identifying the 3 specific SMART goals your social media strategy is supposed to achieve.

The three (3) specific S.M.A.R.T. goals for the social media campaign are: 1) By December 2020, increase Facebook followers by 25% by researching, connecting, and following five service dog groups and influencers every 30 days through messaging and posts. 2) Increase veteran followers who have PTSD and need service dogs by 25% within a 3-month period by posting 8 times per month. These posts will include adorable service dog contest entry information and contestant service dog photos on Instagram. 3) Tweet curated content posts with respective links on proven medical data supporting service dog benefits for military who have PTSD 3 times per week, while encouraging visitors to retweet with the goal of 15 retweets per month. In addition, this goal includes securing 30 new followers over a ninety-day period.

3) List 3 KPIs to measure each of the 3 goals.

3 KPIs for the 1st goal are: 1. Increase followers by 15 % every 30 days to reflect KPI percentage of growth in followers. 2. An increase in engagement rate of 20% amongst Facebook veterans within PTSD groups every 30 days. 3. 18% increase in post shares every 30 days (Skuhraj, 2020).

3 KPIs for the 2nd goal are: 1. 25% increase in social interactions with the adorable, service dog contest. 2. 25% increase in post shares every 30 days. 3. 10% increase in positive testimonials over a 90-day period, improving the customer conversion rate (Skuhraj, 2020).

3 KPIs for the 3rd goal are: 1. 15% increase in retweets of curated content with links every 30 days. 2. 20% increase in followers over a ninety-day period. 3. 10% increase in website visitor traffic from post links.

4) List 3 tactics to achieve each of the 3 goals

1st goal tactics: 1) Post inspirational quote photos, featuring a veteran and their service dog, within veteran PTSD groups, while encouraging visitors to like and follow the page. 2) Facebook Live that features owner Sandra LaFlamme, plus a veteran, his or her service dog, and dog trainer. Facebook Live will drive traffic to the website by including a call to action button where followers can sign up to receive free service dog wellness tips. This will also capture follower email and contact information. 3) Use original videos of service dogs with veterans inviting other veterans to share their service dog story.

2nd goal tactics: 1) Include up to a minimum of 9 relevant, veteran, PTSD, and service dog hashtags on each Instagram post. 2) Post at proven, ideal Instagram days and times. 3) Geotag client's location on each post to increase financial donor support, veteran followers, following, likes, and shares (Hauff, n.d.).

3rd goal tactics: 1) Host a Twitter chat in order to increase followers and drive traffic to the website (StrikeExchange, 2020). 2) Post images with links, encouraging post retweets. 3. Pin tweets from influencers and competitors in my client's niche in order to capture their following (Honigman, 2020).

5) List 3 metrics to measure whether each tactic was successful, per social media.

1st goal metric: 1. Increase and decrease in followers before and after inspirational quote photo posts. 2. Increase in views and website traffic from Facebook Live and increase in veteran contact information to further the conversation and conversion rate. 3. Number of unique v. repeat views and gather data regarding video frame corresponding to time and retention percentage (Facebook, 2020).

2nd goal metric: 1. Rate hashtag performance by usage and engagement (West, 2020).

2. Increase in Instagram follower growth. 3. Number of comments received on each post to determine how engaging was content (West, 2020) on each post.

3rd goal metric: 1. Number of persons participating in Twitter chat. 2. Number of post retweets. 3. Increase in followers.

6) A paragraph that states the projected ROI for each goal outlined in social media strategy.

The projected ROI for the first goal is a 20% increase in veterans with PTSD in need of receiving a service dog participating in the National PTSD Service Association program. The second goal's projected ROI reflects a 10% increase in hashtag conversations, projecting a 15% increase in veteran program enrollment, and 5% financial donor increase. The projected third goal's ROI is a 25% increase in website visitors within ninety days. Number of relationships and

alliance partnerships formed will also be evaluated as a result of the social media campaign (Breckenbridge, 2012).

7) A chart with your social media timeline that specifically identifies at least 1 social media effort per week for the next 3 months.

Social Media Network	Facebook	Social Media Effort	Instagram	Social Media Effort	Twitter	Social Media Effort
Month						
November	Wed.11/4/2020. 11 a.m.	Inspirational Veteran with Service Dog Photo Post	Fri. 11/13/2020 10:30 a.m.	Adorable Service Dog Call for Entries Contest Post	Tues. 11/17/2020 3 p.m.	Twitter Chat re: service dog benefits for veterans w/PTSD.
	Thurs. 11/26/2020 2 p.m.	Facebook Live at dog training facility featuring veteran, service dog, and dog trainer.				
December	Wed. 12/2/2020 1:30 p.m.	Post service dog and veteran w/dog trainer video, original footage.	Thurs. 12/10/2020 10:30 a.m.	Inspirational Veteran with Service Dog Photo Post	Mon. 12/14/2020 8:30 a.m.	Post curated content re: service dog benefits for verterans who have PTSD.
			Tues. 12/22/2020 2 p.m.	Adorable Service Dog Call for Entries Post		
	Mon. 12/28/2020 10:15 a.m.	Facebook Live featuring owners Sandra and Mark LaFlamme at training facility w/service dogs.				
January	Mon. 1/5/2021 9:30 a.m.	Adorable Service Dog Call for Entries Contest Post	Wed. 1/13/2021 11 a.m.	Inspirational Veteran with Service Dog Photo Post	Fri. 1/22/2021 9 a.m.	Pin tweets from influencers and competitors in my client's market niche.
					Thurs. 1/28/2021 2 p.m.	Inspirational Veteran with Service Dog Photo Post.

References

- Breckenbridge, D. (2012). *Social media and public relations: eight new practices for the professional*. Upper Saddle River, New Jersey: Pearson Education, Inc.
- Facebook. (2020). *Understanding how your videos perform on facebook*. Facebook.
<https://www.facebook.com/formedia/blog/understanding-how-your-videos-performonfacebook>
- Ganta, M. (Jun.30, 2020). *Facebook kpis to track and monitor in 2020*. SocialInsider.
<https://www.socialinsider.io/blog/10-important-facebook-kpis/>
- Hauff, A. (n.d.) *How to get way more Instagram followers with 20 easy tactics*. Coschedule.
<https://coschedule.com/blog/how-to-get-instagram-followers/>
- Honigman, B. (Jan. 21, 2020). *10 simple twitter tactics that will get you more traffic today*.
 Smartblogger. <https://smartblogger.com/twitter-traffic/>
- OnStrategy. (2020). *What are key performance indicators & 100 examples*.
https://onstrategyhq.com/wp-content/uploads/2020/09/OnStrategy_KPiWhitepaper.pdf
- Skuhraj, R. (2020, August 30). *Social media KPIs: the 10 you really should be tracking and monitoring*. IMPACT. <https://www.impactbnd.com/blog/social-media-kpis>
- StrikeExchange. (2020). *The 6 top twitter metrics and how to use them*. StrikeSocial.
<https://strikesocial.com/blog/twitter-metrics-how-to-use-them/>
- West, C. (August 5, 2020). *7 essential Instagram metrics to measure performance*.
<https://sproutsocial.com/insights/instagram-metrics/>