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National PTSD Service Association - Snapshot Presentation Transcript

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A post-deployment veteran may struggle with depression and anger, leaving them at greater risk for divorce, substance abuse, homelessness, and are at 1.5 times higher risk of suicide than non-veteran adults, according to *U.S. News & World Report* (2019, Holey). In a veteran's daily life, they have challenges that therapy and medication cannot address, which is why the National PTSD Service Association believes service dogs are so important. This campaign focuses on increasing brand awareness, while improving the National PTSD Service Association's online and community presence from Charlotte County to Hillsborough County.

My name is Dolores Hiller-Hernandez and I will be your moderator for this Capstone Video Snapshot Presentation.

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The goals for this campaign will help the National PTSD Service Association increase its brand awareness with their local veteran community and online, while improving their reputation with their constituent groups. By offering virtual service dog training sessions and expert service dog trainer interviews on Facebook and Instagram, new relationships will form with veterans with PTSD, needing a service dog. Additionally, dog food delivery donations to local VFWs will be coordinated ensuring veteran attendance on dog food donation day. These goals will position the National PTSD Service Association as a reputable industry thought leader, and a go to resource for local media.

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The campaign objectives are to increase online awareness by 5% within 30 days, by offering weekly virtual service dog training and expert trainer interview sessions, live streamed on Instagram and Facebook. Secondly, to increase veteran community awareness and outreach by 15% from visiting 5 local VFW locations within in the next 4 weeks. And, finally, to match 3 veterans with PTSD and a highly skilled service dog in 30 days.

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This campaign's strategies will increase the National PTSD Service Association's online presence, while further engaging with veterans with PTSD in southwest Florida are: Develop social media posts with smart, veteran-centric messaging, videos, and photos. Create a local, media relations campaign that includes a press release, up to date media contact database, and press release issuance dates. And, implement a website sign-up section, requiring a visitor's email address, for virtual dog training sessions and VFW dog

food donations. Social media is a wonderful tool to spread information about your brand which aligns perfectly with the definition of public relations, according to B2BPRblog (Marx, 2019).

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Tactics that will be implemented are: posting daily on social media with specific times and days, promoting free virtual service dog training and expert service dog trainer interview sessions with Hootsuite multi-channel scheduler. Social media post content messaging will be developed to pull in the target audience. Coordinate dog food donation drop offs to designated local VFWs with dog food drop off press releases issued to local media for story coverage. Post images of veterans receiving dog food donation on Facebook and Instagram, encouraging website traffic while boosting followers and likes, suggests the Social Media Examiner (Hemley, 2011). These tactics will further enhance the National PTSD Service Association's strategies

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Benchmarks results in Facebook fans and followers have shown an increase in followers from 850 to 864 and an increase in likes from 840 to 848 since November 2020. Client Twitter and Instagram accounts were established in November 2020. Instagram has 2 followers and 22 following, with Twitter having 30 following and 10 followers. Media coverage in the Bradenton Herald (16,300 weekly circulation) and TV segments airing on Bay News 9 (100,000 viewership), and SNN6TV (51,000 viewership), reaching a total audience of 167,300 throughout southwest Florida was attained during February 2021.

Additional evaluations continue with website Google Analytics that will be reviewed for duration and pages per session. KPIs 5% increase in social media followers, 5% engagement rate increase, and 5% increase in post shares, and retweets to improve customer conversion will be reviewed weekly. One magazine feature, one radio interview, and one TV interview will benchmark the traditional public relations efforts for earned media. Finally, new relationships formed will measure community outreach. If goals are not met within 30 days, we will attempt to resolve the issue by adjusting the messaging, strategies, and tactics per designated goal.

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Thank you for watching my Capstone Snapshot Video Presentation!