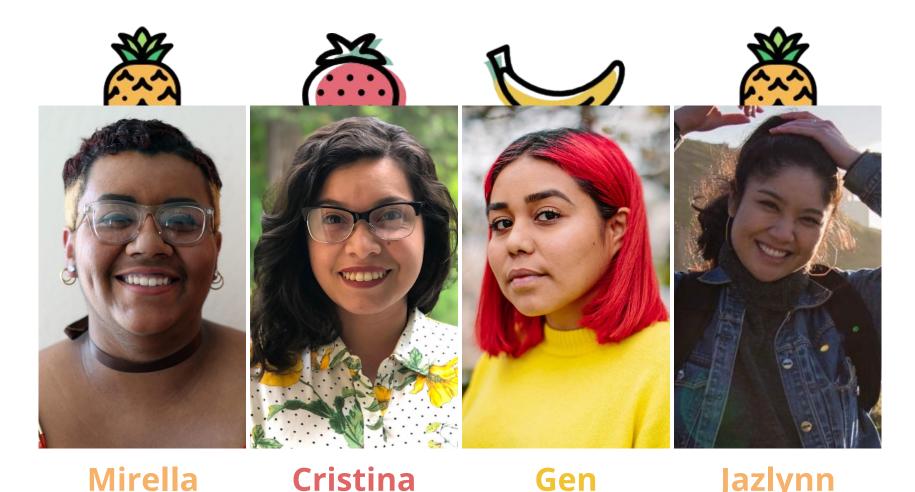






#### **AMERICAN CIVIL LIBERTIES UNION**

## Use Your Voice, Cast Your Vote ACLU Social Media Campaign



# irella Cristina Gen Jazlynn Hello! We are **fruities**

#### **Overview**

| Client Background     | SWOT Analysis   | Strategies &<br>Tactics |
|-----------------------|-----------------|-------------------------|
| Client Goals          | Target Audience | Budget                  |
| Social Media Audit    | Goals           | Timeline                |
| "Competitor" Analysis | Objectives      | Evaluation              |

### **Client Background**



- Founded in 1943
- Work to protect civil rights & civil liberties while also protecting privacy
- ACLU has chapters across the United States and Puerto Rico

### Client's Goals



- Be the "eyes and ears" in home communities
- Organize educational events & support local efforts
- Hold local, state, and federal elected officials & lawmakers accountable

### Social Media Audit

# Chose to only look at their main platform — Twitter:

#### @ACLU

- Joined Feb 2008
- Following: 5,621
- Followers: 1.46 million
- Tweets: 40.4K
- Liked: 18.6K tweets
- Media: 3,400 photos & videos
- Lists: 11



### **Competitor Analysis**

### Primary "Competitor": Human Rights Watch

HUMAN RIGHTS WATCH

### SWOT Analysis

#### Strengths

- Strong voice
- Serious tone
- Informational
- Helpful
- Counseling resources

#### Weaknesses

- Left-leaning
- Questioning bi-partisanship vs. nonpartisanship
- Unorganized (with Social Media content)
- Static and stagnant
- Microscopic, echo camber, like-minded individuals vs. opposition

**Threats** 

#### **Opportunities**

- Collaboration
- Expanding accessibility
- Filling age gap for volunteers

- . . . . . .
- "Picking sides"
- Current presidency (2016 term) that doesn't agree with them
- Extremism/polarization of views
- Stuck in an echo chamber

### Target Audience

- Primary Audience: Young Adults
  - Ages 17-34
  - Interest in advocating for social justice + change
  - Looking for orgs and causes to donate/volunteer with
  - Millennials & POC



### Target Audience Cont.

- Influencers for
  Campaign: Zendaya +
  Mario Lopez
  - Can reach the spectrum of the millennial demographic
  - Description of the second s
  - Widely respected and recognizable



### Goals





#### Goal 1

Lead the conversation on public policy reform on a local level



Be more impactful when it comes to local grassroot campaigns



Goal 3

Substantially increase followers



#### Goal 4

Increase user and organizational engagement



Goal 5

Improve social media listening skills

### Objectives



#### **Objective 1**

Increase share of voice at least 50% by November 1st, 2018



#### **Objective 2**

Get contact info & set-up meetings w/ at least 5 local grassroot campaign organizers w/in 2 weeks to collaborate



#### **Objective 3**

To generate at least 40% increase in views online (social channels/website) for the ACLU in the first few weeks leading up to election voting



#### **Objective 4**

Generate 10 pieces of content to increase overall positive sentiment by November 1st, 2018



#### **Objective 5**

Reduce response time by 5 minutes by November 1st, 2018.

### Strategies & Tactics

- Main Strategy: "Use Your Voice, Cast Your Vote" Competition #VoteItOut
  - Relies on users to engage with other constituents to assist in pledging for their local elections.
    - Users enter the competition by having constituents write them down as a reference when pledging to vote on the ACLU site.

#### Second Strategy: Social Media Promotion

- Promotion of the "Use Your Voice, Cast Your Vote" and #VoteltOut campaign
  - Collaborate with Influencers Zendaya and Mario Lopez
  - Collaborate with HRW on Twitter
  - 10 pieces of original promo content





Example 1: How to Pledge Twitter Image

Take



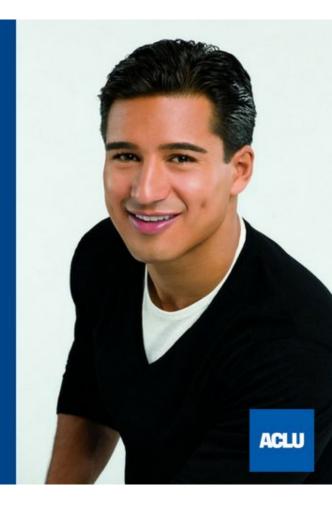
Example 2: Shout It Out Twitter Image



Example 3: Zendaya Promo Spot Twitter Image

### I VOTE ... FOR THOSE THAT DON'T HAVE THE OPPORTUNITY TO

MARIO LOPEZ #VOTEITOUT ON NOV.6TH



Example 4: Mario Promo Spot Twitter Image

### Budget

| Item  | Allocated Amount |
|---|------------------|
| Expenses  |                  |
| Billable Hours (content curation, media outreach, planning) | \$150,000        |
| Influencers   | \$100,000        |
| Photography   | \$10,000         |
| Prize (Raffle Package)                                      | \$1,600          |
|   | Total: \$261,600 |
| Revenue   |                  |
| Awards and Grants from Sponsors                             | \$150,000        |
| Fundraising (from donations)                                | \$200,000        |
|   | Total: \$350,000 |

### Timeline

Week 2

#### Week 3

 Discuss organization, insights, stakeholders, goals, objectives, strategies, and tactics

Week 1

- Create budget and timetable
- Begin conducting social media research on Meltwater
- Select influencers and partner organizations.

- Send out contracts
- Brainstorm content and prizes

- Pay fees
- Finalize commitments and content
- Create Social Media Calendar
- Introduce Vote it Out Contest

### Timeline Cont.

Week 4

Week 5

#### Week 6

- Incorporate influencers and HRW partnership to engage audiences
- Practice responsible social media listening skills
- Continue to post promotional content in collaboration with HRW.
- Begin Final Countdown: 3 day countdown featuring celebrities Mario Lopez and Zendaya.
- Live tweet on Local Election day

- November 1st:
  Announce runner
  ups and winners of
  the "Vote it Out"
  referral competition
  and raffle prize.
- Post pictures and video of the winners and their prizes.

### **Evaluation**

#### Tracking

- Keep track of cultivation visits and appointments
- Keep track of follower count for each platform examined

#### Meltwater

- Study sentiment & trending themes
- Compare timestamps of original mentions vs. reply post
- Share of voice comparison between ACLU & the HRW
- Track click-throughs and numbers of tweets containing the hashtag **#VoteltOut**



### References

- ACLU links
  - <u>https://www.aclunc.org/donate</u>
  - <u>https://www.aclu.org/about-aclu</u>
  - o <u>https://twitter.com/aclu</u>
- Human Rights Watch links
  - <u>http://hrw.org</u>
  - <u>https://twitter.com/hrw</u>
  - <u>https://www.hrw.org/impact</u>
- ▷ Influencers
  - <u>http://www.wmespeakers.com/speaker/mario-lopez</u>
  - o <u>https://zendaya.com</u>
- Services
  - <u>http://www.drupal.com/</u>
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- Research
  - <u>https://en.wikipedia.org/wiki/United\_States\_elections, 2018</u>
  - <u>http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/</u>



## Thanks! Any questions?

You can find us at: contact@fruities.com

