Campaign Plan: ▮▮▮▮ Reputation Management Plan

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1 Challenge & Context

▮▮▮▮▮▮, like many local shelters, has been struggling with an increasing pet overpopulation crisis. This has brought about threats to their reputation including negative reporting in ▮▮▮▮▮▮ news and increasingly negative feedback/posts on social media.

▮▮▮▮▮▮ can work on bettering their organizational reputation. Review of their social media channels reveals that the most positive public responses occur on posts involving staff and volunteers of the shelter. ▮▮▮▮▮▮ has an army of volunteers ready to assist and tell the world about the good work ▮▮▮▮▮▮ does.

1.1 Situational Analysis

▮▮▮▮▮▮ has made several posts about how they have been struggling with overpopulation and being understaffed. ▮▮▮▮▮▮ needs to have a positive reputation in the eyes of the public so their work can be supported with donations, volunteers, and adoptions.

Because those making some negative social media discussion about ▮▮▮▮▮▮ have personal experiences with the organization, they are more credible in the eyes of the community. ▮▮▮▮▮▮ can find ways to combat this by highlighting positive aspects of the organization.

2 Goals and Objectives

2.1 Overarching Goals & Objectives

Primary Objective: This communication plan aims to improve the ▮▮▮▮▮▮'s overall reputation among the public.

Potential Goals:
Goal One: To increase public perception to "leaning positive" or "positive" by 15% among survey takers within six months of beginning campaign tactics.

Goal Two: To increase positive social commentary on social posts by an average of 10% within six months of beginning campaign tactics.

Goal Three: To generate a minimum of two positive earned media coverage pieces within eight months of beginning campaign tactics.

3 Insight & Strategic Big Idea

The strategic big idea is "to humanize ██████." Public perception is shaped by what is available for an audience to consume, so when the only "stories" coming from an organization carry negative connotations or represent harsh realities about the state of animal rescue in the U.S. today, that public perception is bound to be negative. Due to the increasing pet overpopulation crisis as depicted in news and social media, many shelters including our client shelter have become seen by some as detrimental to the animals they aim to help. Luckily, our client has an army of employees, volunteers and affiliates ready to assist and tell the world about the good work our client does by sharing their first-hand stories. This is beneficial because it is easier to attack an entity or organization than a human being. Humanization means highlighting the faces doing the work within the shelter, showing both their why's and their how's, giving the public a new way to view the inner-workings of the shelter, rather than hearing from bad news about animal rescue and negative social media commentary.

Target Audiences
- People that have a neutral or negative view on ██████
- Future volunteers that give their unpaid time to the organization
- Adopters *with focus on the young adult group as well as the older community
- Potential donors that help the organization grow and prove its essential resources

4 Communications and Media Strategy

4.1 Communications Strategies and Tactics

1. Volunteer/Employee Advocacy
   a. The aim is to address challenges by humanizing ██████, giving the people behind the organization a spotlight, and emphasizing their dedication to their work.
2. Volunteer/Employee Highlights
   a. Recognizing and celebrating the contributions of staff members not only creates a positive reputation for the shelter but also adds humanization to the organization.
3. Website Refresh

a. This initiative aims to enhance brand reputation and recognition by effectively communicating accomplishments and pointing audiences toward important information regarding animal care on an inviting platform.
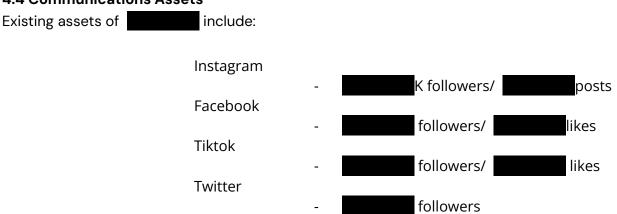
4.2 Key Messages
The key message is there are faces behind the shelter that:
- work diligently
- provide animals with the highest standard of care
- work with limited resources
- make the community safer

4.3 Communications Strategy
This is an integrated reputation campaign with focus on social media and website building. It includes three separate tactics described further in 4.1. An additional important aspect of the communications strategy is an emphasis on repetition and management, meaning a continuation of implementation beyond the startup of each tactic.

4.4 Communications Assets
Existing assets of ▮▮▮▮▮▮ include:

Instagram
- ▮▮▮▮▮K followers/ ▮▮▮▮▮ posts

Facebook
- ▮▮▮▮▮ followers/ ▮▮▮▮ likes

Tiktok
- ▮▮▮▮▮ followers/ ▮▮▮▮ likes

Twitter
- ▮▮▮▮▮ followers

Additional assets being proposed include:

- Regularly scheduled social media posts (employee highlight)
- Regularly scheduled social media reposts (employee advocacy)
- Up-to date-website
- Monthly blog/newsletter

4.5 Communications Timeline

(Link to spreadsheet: ██████)

5 Evaluation Methods

- Importance of evaluation methods for the ████████ campaign:
    - Measure the efficiency of strategies and tactics
    - Analyze audience engagement
    - Understand what aspects resonate with the campaign
- Components of the evaluation method for the ████████ campaign:
    - Analysis of website traffic after redesigning the website and creation of blogs
    - Tracking visits, popular pages, and user engagement
    - Monitoring social media reach and web presence
- Evaluation strategy for blogs featuring employee and volunteer spotlights:
    - Analyzing views, comments, and social media shares
    - Evaluating the resonance of narratives to change public perception
- Application of surveys to understand community opinions:
    - Questions about campaign efforts, effectiveness, perception of ████████, and suggestions for improvement
    - Direct method for gathering feedback from audiences
- Monitoring social media metrics for campaign impact:
    - Tracking followers, likes, shares, and comments across platforms
    - Utilizing campaign hashtags for evaluation and measuring reach and visibility
- Active monitoring of searches, post engagements, and internet conversations:
    - Tracking searches related to the organization on Google
    - Providing information on the impact of the campaign on audience attitude, perceptions, and digital conversations
- Comparing metrics before and after the campaign:
    - Changes in website traffic, social media engagement, and audience attitudes over time
    - Evaluation during website rework, employee/volunteer spotlights, and blog
    - Utilizing data for future decision-making and continuous improvement based on SMART goals