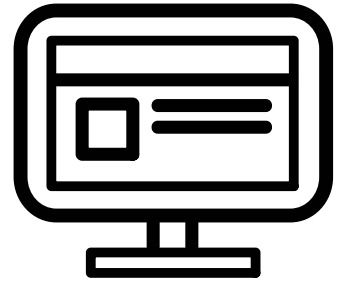


# Digital Strategy

## The Objective



Our purpose is to engage parents and sponsors of the CSO through inspiring and engaging content, creating more awareness of the **CSO's community involvement**.

Key execution would include keeping the social media channels which are Facebook and Instagram relevant and busy by **posting 3-4 times** a week on a platform to build awareness and ultimately getting **engagement**. We have created 3-4 pieces of content per week between 6th September - 17th October.

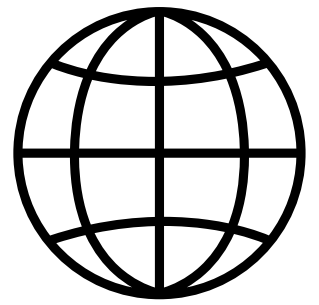
In future, having several **organic posts** will create a **sustainable community** on these platforms, especially with interactive content like having the parents seeing their kids in these videos interacting with the program and enjoying themselves.

The Instagram will mainly be an **advertising platform** for what is to come on the Facebook page. We recommend posting an **edited engaging photo** from the video on Instagram with a relevant and exciting caption.





# Digital Strategy Research



According to resources we have researched and this one in particular from resource called post planner, the **best ways to create engagement** on your Facebook and Instagram platforms are to provide inside looks into your company because you can use this as a marketing tool without being overly promotional.

Other forms of creating the most effective engagement include being **persistent**, with **high frequency** but not to **over saturate** which is why we chose to post on the same day's each week at around about the same time. We also suggest to engage with the people engaging on the posts, this includes **liking the comments** and **replying** to them if they are relevant to reply to.

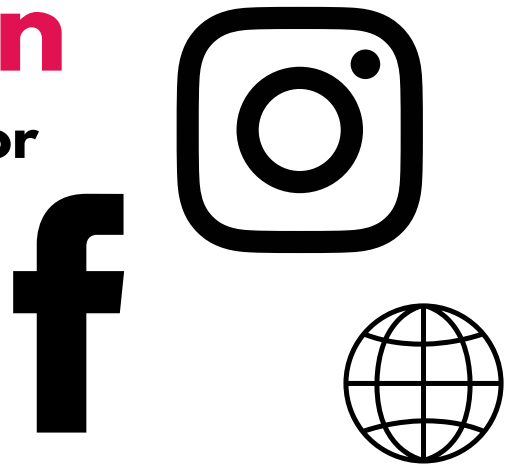
<https://www.postplanner.com/boost-facebook-engagement-infographic/>



# Digital Strategy

## The Plan

Recommended posting times for  
Facebook and Instagram  
**Tuesday & Thursday**  
**Between 4pm-7pm**



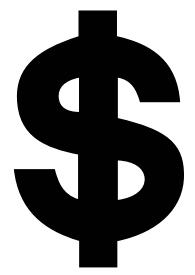
From our **research** we found that the average age of a parent with a child in primary/intermediate school is **30-35** and the times this demographic is **most active** on social media is **4pm-7pm in NZ**.

There are two outliers to the content calendar, Friday the 13th September will be a post with the link to the article about the residency on the CSO website (since this follows up the documentary that would have just been posted).

Then there is also one on Friday 27th September because it is the day before the holidays and the post would be about tuning in for one of the DIY music instrument videos which is something a parent could see and get their child to do during the holidays.



# Digital Strategy Boosting



From talking to our client, she told us they are hesitant about boosting posts due to past experiences with it.

However, we think it would be an **effective** part of getting out into the Facebook community a lot more. For a Facebook post boost to be worthwhile you realistically need to spend approximately **\$50** on a post.

We recommend **boosting** the social media videos will be the most **useful** and cost **efficient** because they are **short, upbeat** and **family friendly**. We know they will receive a lot of interaction because they are instructional videos.

We believe the documentary video can be left to organically **gain traction** and get **engagement** because of the viral nature of the video.

# Digital Strategy

## Boosting


To boost a social media video for 3 days (which is the minimum time frame), you will spend **\$16.66** per day and you would be reaching a estimate between **1,200 - 3,500** people per **DAY** with each post.

In these **boosted posts** you can choose the target **demographic** and who exactly you want to see the post, for example it could be only people that are in the **local area** or you can even choose an age range.

Because of how effective this would be for the CSO who are striving for the **community involvement awareness**, we recommend a budget of \$50 per social media video post which is a **budget of \$250 overall.**



# Content Calendar September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6 <b>CSO</b> CSO takes ownership	7
8	9	10  	11	12  <b>CSO</b>	13  <b>CSO</b>	14
15	16	17  	18	19  <b>CSO</b>	20	21
22	23	24  	25	26  <b>CSO</b>	27  	28
29	30					



**10th** - Post trailer for Residency doco on Facebook, tease for Thursday. Post link to article about collaboration with NZBS.

Post Instagram pics of our crew in the school.

**12th** - Post documentary about residency programme.

**13th** - Post article about residency on the website and promote on Facebook.

**17th** - Post promo pic for the first social media video on Facebook and Instagram.

**19th** - Post first Social Media Video to Facebook and Website.

**24th** - Post promo pic for the second social media video on Facebook and Instagram.

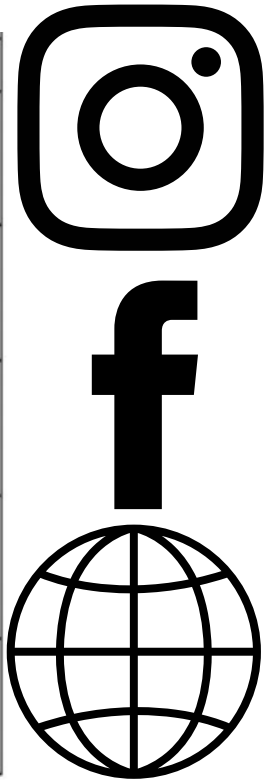
**26th** - Post second Social Media Video to Facebook and Website.

**27th** - Post promo pic for the third social media video on Facebook and Instagram, this is the day before school holidays start so it will be angled for parents to entertain their kids in the holidays.



# Content Calendar October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1  	2	3	4	5
6	7	8  	9	10  	11	12
13	14	15  	16	17  	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



**1st - Post third Social Media Video to Facebook and Website.**

**8th - Post promo pic for the fourth social media video on Facebook and Instagram.**

**10th - Post fourth Social Media Video to Facebook and Website.**

**15th - Post promo pic for the fifth social media video on Facebook and Instagram.**

**17th - Post fifth Social Media Video to Facebook and Website**

**22nd - Post promo for podcast using the album cover on Instagram and Facebook.**

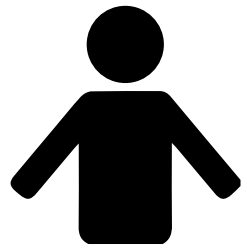
**24th - Post Podcast onto website and Facebook.**





# Digital Strategy

## The Future



We recommend the CSO **continues** to post similar content to what we have created for the rest of the year. We know the **current audience** enjoys fun visual content involving students (as this is the **highest engaging** content currently) so we recommend you follow this calendar template for the rest of this year with **similar posts**.

### Past posts with high engagement



### Example of our post

