

## The A21 Campaign Social Media Strategy

The A21 Campaign participates in four social media networks ranging in the number of followers and subscribers. Although A21 shares content across the networks on average every two days, the content style does not necessarily seem to fit the network's potential usage best. With careful examination of the four social media networks, it is easy to discern where content creators can make improvements to benefit A21 and correlating advocacy efforts.

The current social media networks A21 uses are well-aligned with the organization's goals. The target audience includes professionals between the ages of 25 - 55 years old who are busy yet interested in philanthropy. Statistics show that this age range typically makes up most Facebook, Instagram, Twitter, and YouTube users, making A21's media efforts effective.

However, the techniques used when posting to these social media networks demand updating to strengthen and utilize each network to its full potential. Video, photography, and character limits should differ from network to network to reach the specific social media network demographic more efficiently.

This report breaks down each social media network revealing statistics, current content, analysis, and new strategy-based postings. Each network has a unique set of key performance indicators to track these innovative content pieces and describes how they will benefit A21 by tracking member reach and progress.

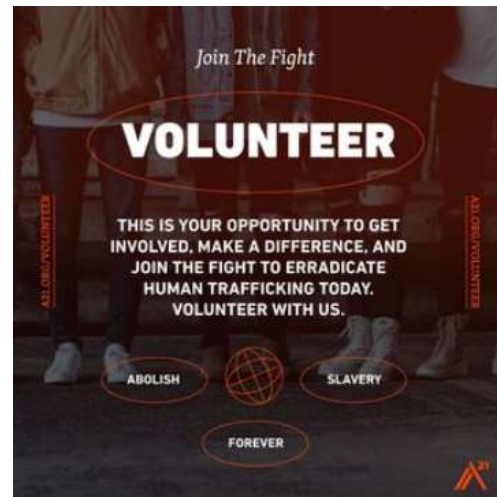
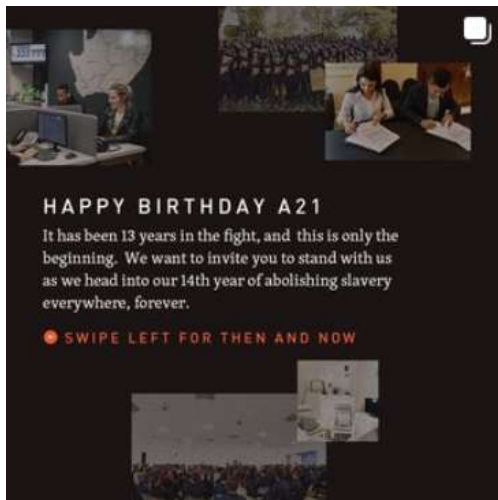
### **Instagram**

The A21 Campaign Instagram has 257,000 followers and posts nearly every day. A21 uses Instagram as their primary day-to-day media outlet, allowing urgent or timely news to reach audiences quickly. With roughly daily posts, Instagram encompasses thousands of users every day. Uses and gratification theory are most prevalent with Instagram, allowing followers to become part of an international movement to combat human trafficking.

Updated Instagram posts would include updated framing theory techniques to utilize Instagram's visual storytelling aspect. More photos, user-shared content, and event sales will work best on a visual platform like Instagram.

To measure the new Instagram media strategy's progress, content creators will closely monitor the comments received per post. Comments received compared to likes received are considerably different and indicate users engaged with the content purposefully. The growing number of comments on posts will demonstrate the new strategies are working correctly and engaging more members.

## Instagram Current Posts



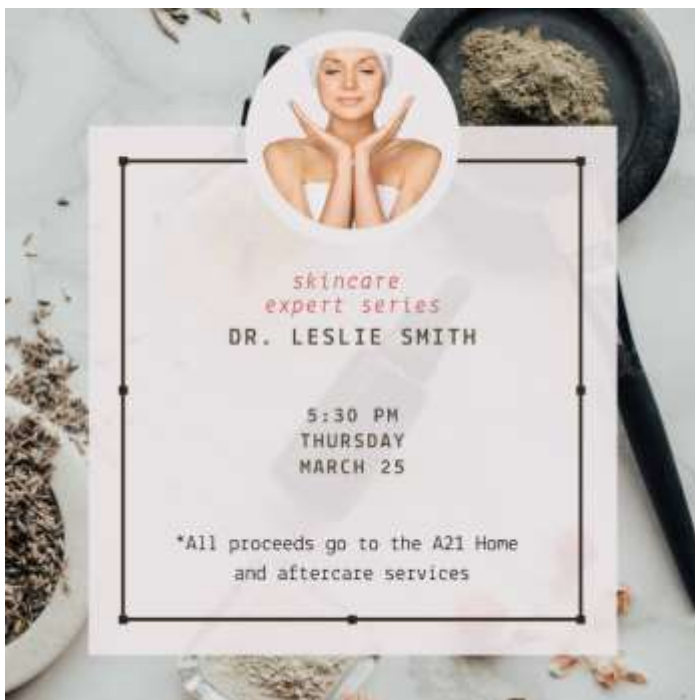
## Instagram New Posts



Kassie is a former A21 Home resident, and she is part of our new *I Am She* series.

Click the link in our bio to hear Kassie's story of escaping human trafficking and what she wants all young women to know.

#IamShe #A21



Join A21 for an expert skincare series with Dr. Leslie Smith! Dr. Smith will share holistic skincare techniques, products, and frequent skin concerns.

Every \$10 ticket gets you a welcome kit full of great sample products! All proceeds for to the A21 Home and aftercare services.

#A21

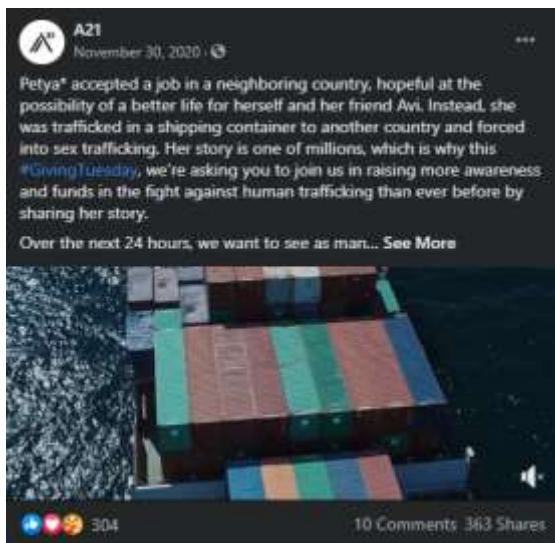
## Facebook

The A21 Campaign's Facebook currently has 248,425 followers and posts every two to three days. Facebook is A21's primary media outlet to showcase video content. Framing theory spans the current media format with appealing interviews and storytelling where enforced time limits are not present. The length of written content is also not hindered, making Facebook prime for large content files.

The Facebook autoplay feature is not effectively utilized in current A21 posts. Videos should begin with attractive images, sounds, and storytelling to entice the viewer in those first few seconds. Recent videos seem wordy and unenthused.

The average engagement rate is the predominant key performance indicator that will accurately monitor the new Facebook posting styles. This performance indicator looks closely at overall user participation factoring in total Facebook followers. This engagement allows a clear indication of how many users actively share, like, and engage with the posts.

## Facebook Current Posts



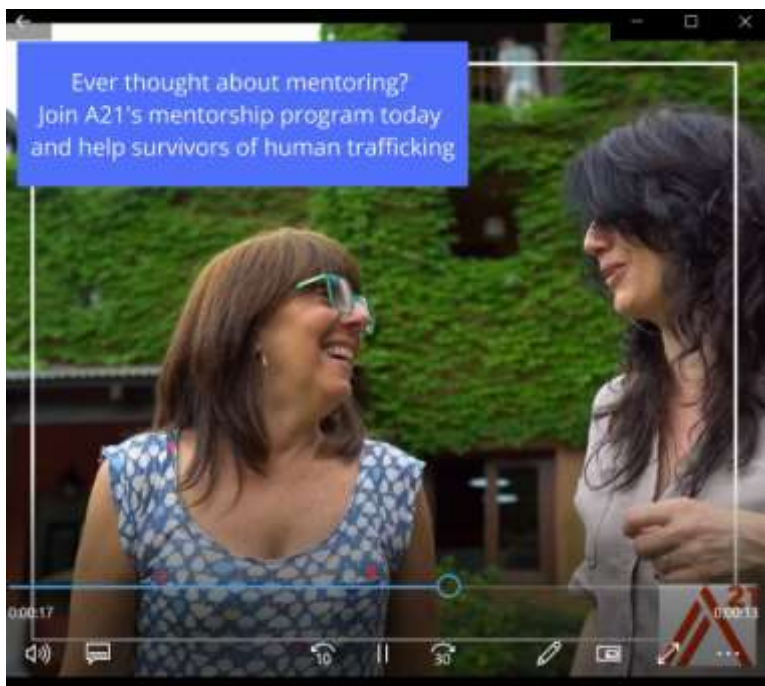
## Facebook New Posts



Ever wonder if the place you're vacationing is safe? How can you prevent foreign human trafficking when trying to relax with friends and family?

The A21 Campaign *Safety by Location* video series is here to help educate you on where to be on guard the most.

Go to [A21/safetybylocation.com](https://a21.org/safetybylocation.com) to watch videos on 12 popular vacation destinations and how to prevent human trafficking.



Have you ever wanted to become a mentor? The A21 Campaign is proud to offer mentorship training and stewardship for new volunteers.

Watch and listen Candace Hubert share how you can get involved to mentor survivors of human trafficking and help them get back on their feet.



## Twitter

The A21 Campaign's Twitter currently has approximately 113,200 followers and posts every two to three days. A21's existing use of Twitter marketing is somewhat sporadic and follows no discernible pattern of shared content. Posts often mirror the content from other social networks with few individual posts. Some framing elements are evident with images and wording, but Twitter's limited character usage means the visual aspects need enhancement.

A21 will now use Twitter primarily for current campaigns utilizing the agenda-setting theory. A21's new *Safety by Location* campaign will transfer content from other social media networks to Twitter in the form of questions on a visual background. This quick and to-the-point approach is eye-catching specifically on Twitter, usually composed of fleeting thoughts and rapid scrolling.

The average retweet rate will accurately reveal if new Twitter media strategies are effective. By retweeting A21 media content, the A21 message is seen by nearly double the number of viewers. This key performance indicator will reveal media reach and show which posts users see as most newsworthy, influencing future A21 posting designs.

## Twitter Current Posts



## Twitter New Posts



Travel restrictions are lifting, and people are starting to book some much needed vacations. But have you wondered if your destination is safe?

A21's new campaign *Safety by Location* takes an all-inclusive look at human trafficking rates, hot zones, and locations specific to Italy tourism locations.

Go to  
[A21/safetybylocation/Italy.com](https://A21/safetybylocation/Italy.com)  
to find out more!



Travel restrictions are lifting, and people are starting to book some much needed vacations. But have you wondered if your destination is safe?

A21's new campaign *Safety by Location* takes an all-inclusive look at human trafficking rates, hot zones, and locations specific to Japan tourism locations.

Go to  
[A21/safetybylocation/Japan.com](https://A21/safetybylocation/Japan.com)  
to find out more!


## YouTube

The A21 Campaign does not currently utilize YouTube very often, at about only four posts per year. A21's primary use for YouTube is to reroute videos to other social media pages (like Facebook and Instagram). Framing theory is used somewhat ineffectively, with failed attempts to market stale videos used on all other platforms.

A21 will now use YouTube primarily for interviews and tours of A21 locations, advocates, and survivors. Presented as a weekly segment, A21 will feature a new interview or tour, giving viewers an inside look at the effects and recovery of human trafficking and survivors. The two-step-flow theory will showcase new content postings by interviewing celebrity advocates who promote the prevention of human trafficking.

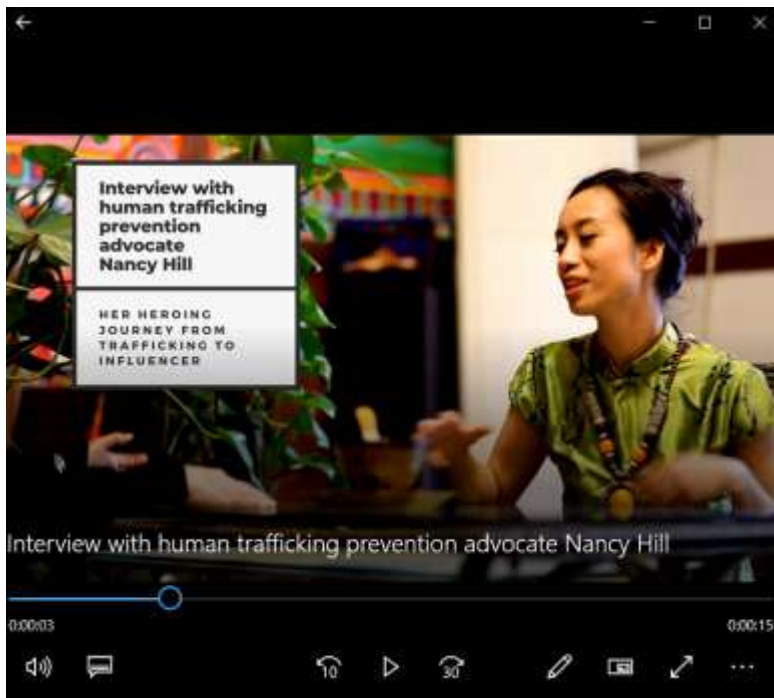
The total watch time of a video is the single most effective key performance indicator concerning YouTube. A clicked video does not necessarily equate to a successful post, as some users click a video only to become bored and stop watching. By tracking each new YouTube video's watch time, A21 will gain a better understanding of what types of videos users enjoy watching the most.

## Current YouTube Posts

 15:27	 1:41	 1:24
<b>A21   Child Advocacy Center Cambodia   360° Virtual Tour</b>	<b>Global Freedom Summit</b>	<b>2019 Walk For Freedom</b>
676 views • 5 months ago	1.9K views • 6 months ago	7.9K views • 1 year ago
360°	CC	

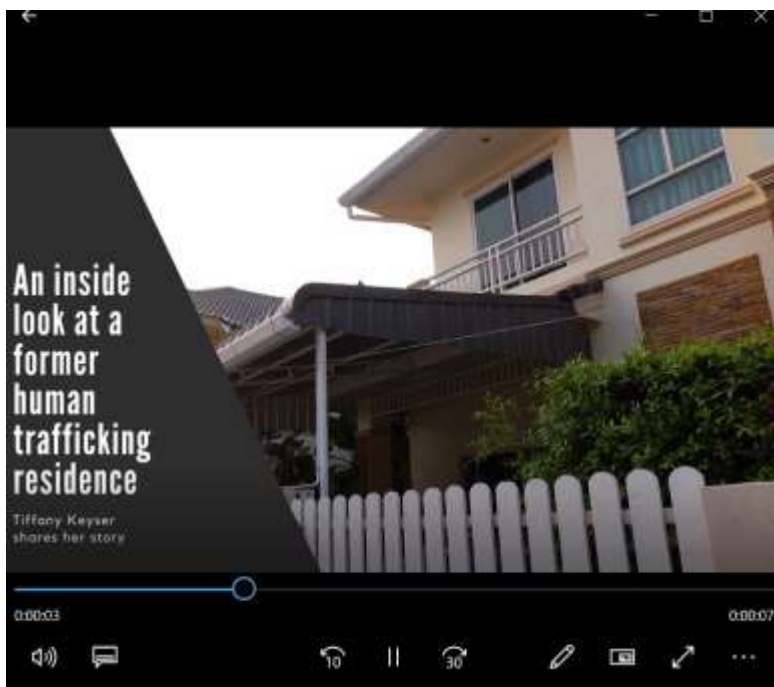


## New YouTube Posts



A21 sits down with Nancy Hill, a former victim of human trafficking turned influencer campaigning for more trafficking oversight.

Listen in and subscribe to A21 for more interviews in the future.



Tiffany Keyser was rescued from a horrific human trafficking situation last year. She was being held captive with 4 other girls and women in a suburban, average looking home.

This week, A21 goes inside the home Tiffany was held for nearly two years.