School of Professional Studies                                    Master's Papers

5-2018

# A Social Media Plan for the Changemakers' Playground

Meng Cong
*Clark University,* mcong@clarku.edu

Ciara Kilian
*Clark University,* ckillian@clarku.edu

Xinling Wang
*Clark University,* xin1wang@clarku.edu

Sumanth Wilson
*Clark University,* swilson@clarku.edu

Chenyu Yan
*Clark University,* chyan@clarku.edu

Follow this and additional works at: https://commons.clarku.edu/sps_masters_papers

Part of the Business and Corporate Communications Commons, Family, Life Course, and Society Commons, Health Policy Commons, Human Resources Management Commons, Information Security Commons, Management Information Systems Commons, Marketing Commons, Nonprofit Administration and Management Commons, Public Administration Commons, Public Health Commons, Social Media Commons, and the Sociology of Culture Commons

# CLARK UNIVERSITY

**CHALLENGE CONVENTION. CHANGE OUR WORLD.**

A Social Media Plan for the Changemakers' Playground

Meng Cong

Ciara Kilian

Xinling Wang

Sumanth Wilson

Chenyu Yan

MSPC 3999: Capstone Practicum

Advisor: Laura Myers

April 23, 2018

**Acknowledgements**

The Changemakers' Playground Capstone group would like to begin by thanking the many people who have assisted us throughout the course of this project. First of all, this project would not have been possible without our client, Sarah Lange of New Era for NonProfits, whose creative energy and vision fueled our motivation to produce the best end result possible. We would also like to thank the volunteers of the Changemakers' Playground, Dee Wells (video editor) and David Posner (website designer), for working with us and providing any additional advice we needed.

Additionally, many thanks to Professor Mary Piecewicz of the Clark University School of Professional Studies (SPS) for making herself available to watch a rehearsal of our group's final presentation when our advisor was not available.

Finally, the group extends our deepest gratitude to our advisor, Dr. Laura Myers of the Clark University School of Professional Studies, for taking time out of her schedule to meet with us regularly and for providing valuable feedback on how to navigate what was, for many of us, the first time working with a client.

**Table of Contents**

**Executive Summary**

The purpose of this project was to create a social media plan for the Changemakers' Playground campaign. The Changemakers' Playground is a website thought up by our client, Sarah Lange, whereby ordinary individuals doing extraordinary things in their community can be celebrated for the work they are doing. Each person featured on the website, also known as a Changemaker, was interviewed by Sarah and that interview was split into three videos to be posted on the Changemakers' Playground website throughout the week they are being featured. In short, our task was to create the Facebook, Twitter, and Instagram content to accompany each of these videos in order to maximize visibility and user engagement with the Playground when it eventually launches. The group was also responsible for coming up with at least thirty hashtags to accompany the posts which would again make the posts more visible to the general public and get more people interested in the project.

In addition to this, our group conducted extensive research on current trends in social media marketing and applied that information when recommending when and how to implement this social media plan. It was discovered that the best days to post are weekdays during the afternoon - specifically on Wednesdays and Fridays between 12pm and 2pm. Additionally, the group researched the best ways to measure success in social media marketing plans and provided a step-by-step plan on how to figure out what plan of action is best for the Changemakers' campaign. This process includes utilizing KPIs and setting benchmark goals to achieve success piece by piece in a more attainable and realistic manner.

**CHAPTER ONE: INTRODUCTION**

**Background Information**

The client for this project is Sarah Lange of New Era for NonProfits. Sarah has devoted her career to the nonprofit sector and worked with many individual nonprofits before founding her own non-profit consulting business in 1999 known as New Era for NonProfits. She has consulted hundreds of organizations on how to improve their functionality and helped implement strategies for those nonprofits. With that being said, Sarah's mantra is to help everyone be the best version of themselves. She is passionate about making the world a better place and wants to inform others about the good happening in the world.

That desire to share the good work being done by others is what inspired Sarah to create the Changemakers' Playground. In short, the Playground is a website intended to highlight ordinary people doing extraordinary things. There will be one Changemaker featured at a time with three short interview videos posted throughout that week. The videos will be derived from an interview conducted by Sarah. In addition to the videos, there will be a section of the website where other Changemakers and any other interested users will have the opportunity to "play". This can be done through following the Changemaker on his or her social media pages, visiting the website of any organization he or she might be affiliated with, or donating to his or her cause. The Playground will also have a presence on social media to further enhance visibility and increase user engagement.

## Purpose of this Project

In short, the purpose of this project was to create and manage the social media pages for the Changemakers' Playground. However, this details of the project changed as the semester progressed. The original intention was to identify appropriate social media platforms to promote the Changemakers' Playground and, from there, create and implement a social media plan throughout the course of the semester that made the Playground visible to the general public.

However, due to constraints outside of the group's control, the project turned into a

recommended plan which will be executed upon the Playground's launch at a later date. With

that being said, the project group was responsible for the following tasks:

1. Identifying the appropriate social media platforms to promote the Playground

2. Developing a social media plan for implementation once Playground launches

3. Identifying at least thirty hashtags to be used for posts to gain visibility

With all of these objectives in mind, the group established the following mission for this

project:

> *"To highlight those people and non-profit organizations who are making significant contributions to our community, bridge the gap between the non-profit organizations and potential sponsors via social media, and therefore enable these organizations to better serve our communities."*

## Significance of this Project

First and foremost, this project is significant because its successful execution will help

the Changemakers' Playground gain visibility and increase user engagement with the

Playground. This is beneficial to the Playground in several ways, namely in that it will help

achieve the Playground's purpose of spreading the word of good being done in the world.

Additionally, increased visibility of the Playground will potentially help to find new

Changemakers to be featured on the site, therefore fueling further engagement.

## What to Expect

In the subsequent chapters, the reader will be provided with an overview of current trends

in the social media marketing industry in addition to a brief case study analysis of the social

media strategies currently being used by several businesses and nonprofits. Additionally, there

will be a description of the proposed social media plan for the Changemakers' Playground and suggestions on how to best measure the successful implementation of the plan upon the Playground's launch. The paper will conclude with a discussion of challenges faced throughout the course of this project and a reflection of what the group learned throughout the course of the semester.

**CHAPTER TWO: TRENDS IN THE INDUSTRY**

**Trends in the Industry**

Life after the internet became universally accessible has changed the way we think about communication. This has become especially true after the introduction of social media into our everyday lives. People now have the ability to share their thoughts and photo, keep in touch with friends, play games, and read the news. Social media platforms have become the standard way for users to stay up-to-date on what is happening in the world. With an increasing number of social media users, there are endless possibilities for businesses and organizations to capitalize. With that being said, social media platforms are viewed as the "best opportunities available" for brands to connect with both existing and prospective customers (Statista, 2018). It can be predicted that, in the next five years, the importance of social media marketing will not increase in any way. In fact, it will entirely accelerate its rhythm by attracting more companies to join and extending its influence.

In order to give the client a clear understanding of what is happening in the social media marketing industry and to provide a baseline for this project, the group extensively analyzed current trends in the field. The following section includes a discussion of four trends in social media marketing as well as the presentation of several assumptions of where the industry is going.

*Trend A: Increasing Numbers of Social Media Users*

It can be estimated that the number of social media users will increase enormously in next three years. As seen from Figure 1 below, the number of social media users worldwide reached 2.46 billion in 2017 (Statista, 2018). With this increased number of social media users, such as the participation of Generation Z, it is predicted that this number will reach 3.02 billion by 2021 with the largest number of users coming from China and India (Statista, 2011). The

figures below each provide more information regarding increased numbers of users and what
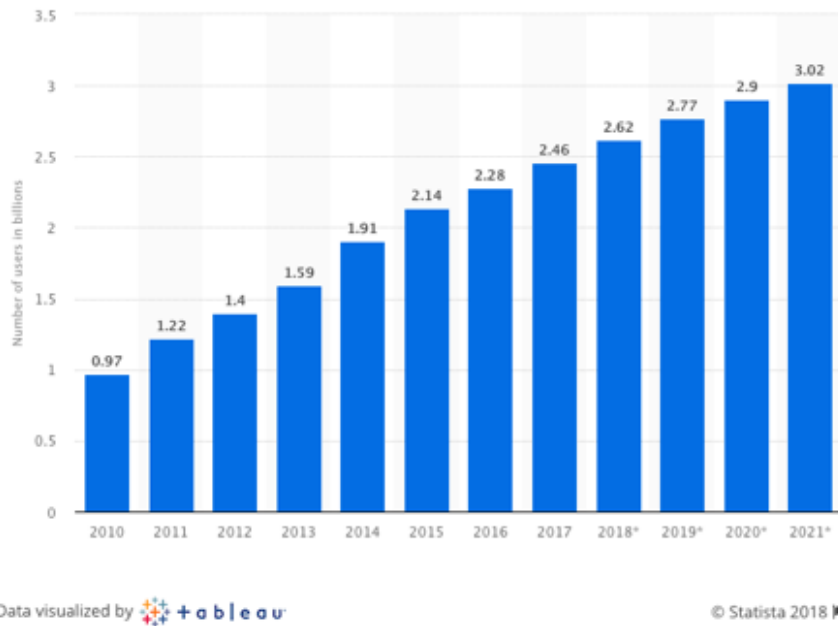
platforms they use (Statista, 2018).



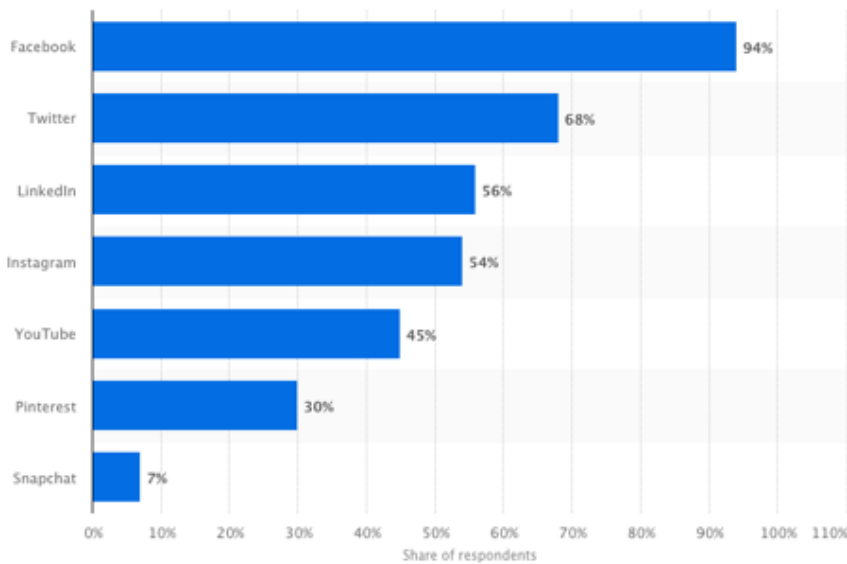*Figure 1: Social media platforms usage in worldwide in 2017*



*Figure 2: Most popular social media platforms in 2017*

**Trend B: Increased Marketing on Social Media Platforms**

The statistics show that 93 percent of companies are using social media as a part of their marketing strategies worldwide. From the year 2011 to 2015, this number increased to 96 percent. Companies and individuals spent over 20.99 billion USD on global social media advertisements in 2011. With that rising trend, social media spending is anticipated to amount to $45.39 billion USD by 2019. Additionally, social media advertising revenue is expected to grow from $8.16 billion USD in 2015 to $20.44 billion USD in 2021 in the United States alone (Statista, 2018).

With this information in mind, we can predict the following trends:

a.      There will be more brands engaging in social media marketing by 2018 and, with that, companies will invest more time and money on customer interaction.

b.      Artificial intelligence (AI), voice assistants and chatbots will help companies to improve customers' purchase experiences.

c.      There will be a rise consulting organizations working on social media marketing strategies.

***Trend C:  Continued Investment on Social Media Platforms***

In recent years, companies and organizations worldwide have realized the enormous benefits of utilizing social media platforms in their marketing plans. Between 2014 and 2016 alone, Facebook's annual revenue on social networks amounted to $27.6 billion USD (Statista, 2018). Figure 3 below provides further details on this statistic.

Meanwhile, Yelp, an online review company, has earned $713 million USD. In 2017, 69 percent of marketers said that interactions on social media helped improve customers' loyalty and attracted more attention (Statista, 2018). Based on this information, it can be predicted that

there will be more companies joining the market in the coming years. Figure 4 below provides

more information regarding the anticipated amount of money spent on social media marketing.

Given the expected increased revenues, it can also be assumed that expenses on social

media will rise tremendously as well. The most popular social media platforms (namely,

Facebook, Twitter, and Instagram) provide free services to its users. Figure 5 details the flow of

funds of Facebook, LinkedIn, Twitter, and Yelp from 2014 to 2016. These platforms rely heavily

on income made as a result of advertising and, with that, it can be expected that this spending
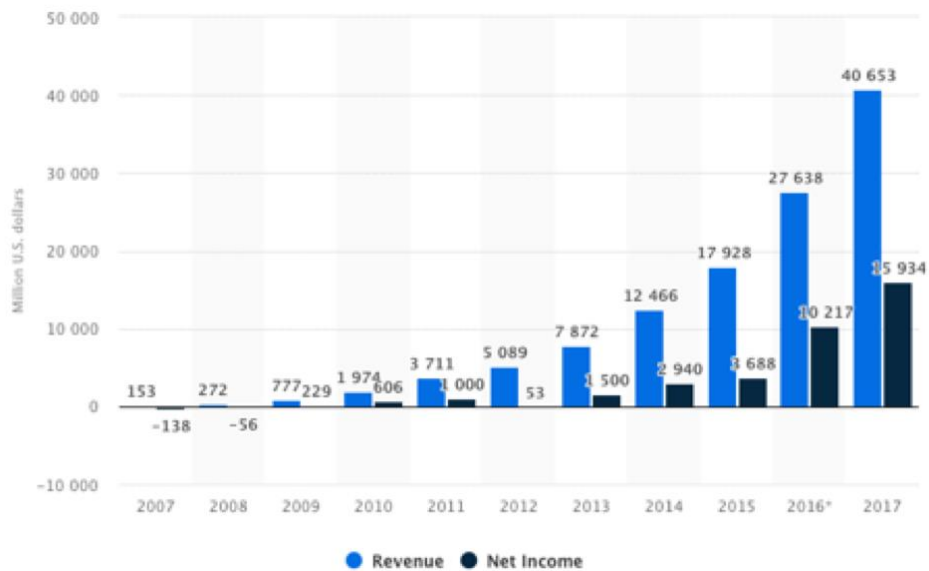
trend will continue.



*Figure 3: Facebook's annual revenue and net income from 2007 to 2017 (in million U.S.*
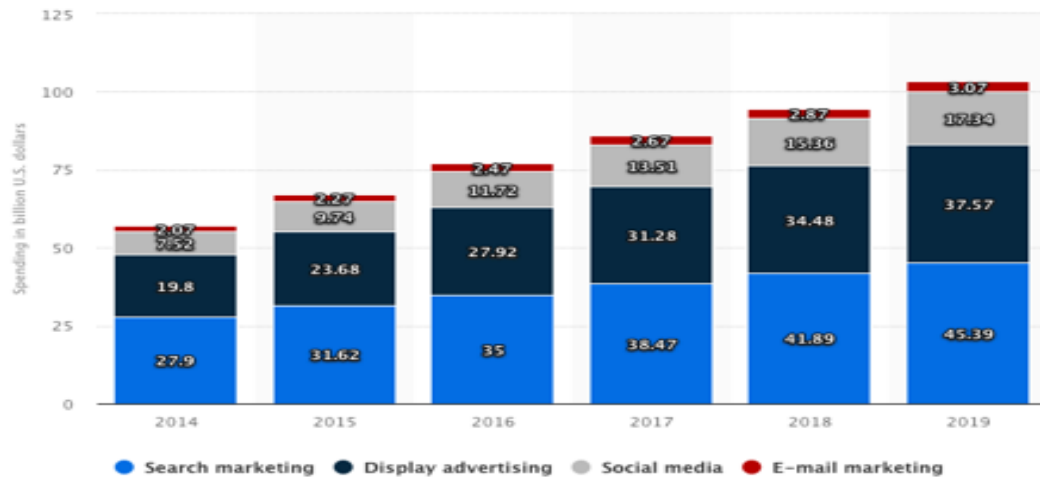
*dollars)*

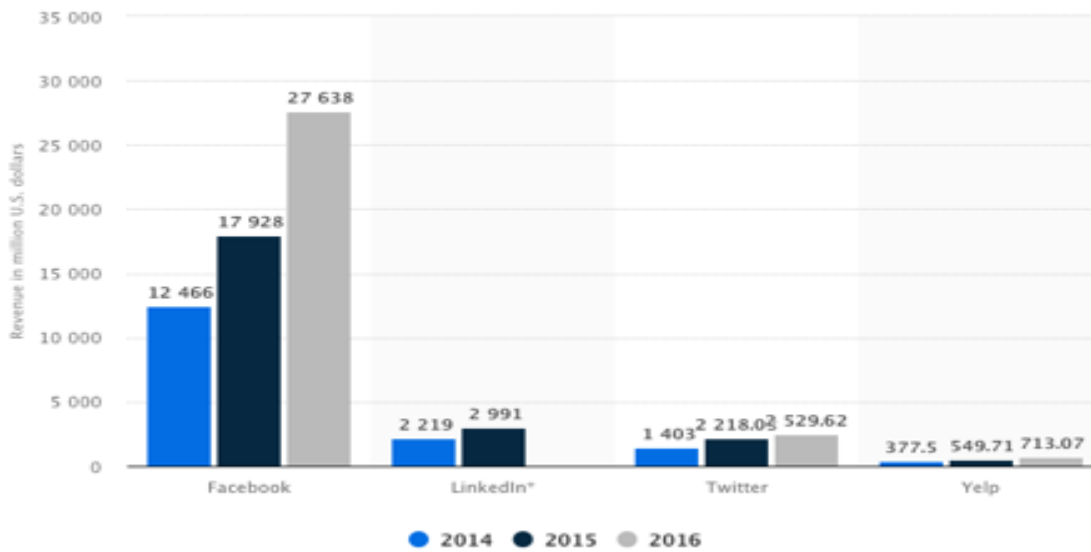*Figure 4: Digital marketing spending in the United States from 2014 to 2019*



*Figure 5: Revenue of selected social media companies from 2014 to 2016 (in million U.S. dollars)*

**Trend D: Changing in Social Media Content**

Social media is quickly changing. It is moving forward to become more engaging and compelling to use. Social media platforms are creating new functions and tools to attract more users and make themselves more useful in the real world.

One of the newest adaptations of social media involves the use of chatbots. They are changing the way we think about customer service. In the past, customers had to either call or email companies to get problems fixed. This process was took up a lot of time, money, and energy for both the company and the customer. However, at the beginning of 2018, many companies began testing Chatbots (Smartinsights, 2018). The increased use of Chatbots will make it possible to reply to inquiries and solve problems almost instantly. Geographic location will no longer be of concern. Thus, it can be predicted that Chatbots will be widely used within next several years.

<div style="text-align:center"><strong>Case Study Analysis</strong></div>

To provide further information regarding current trends in the social media marketing industry, the following section will look at the social media strategies of five businesses and non-profit organizations and analyze their effectiveness in attaining user engagement. The five organizations are: the Coca-Cola Foundation, Victoria's Secret, Starbucks, Dove, and Charity: Water.

### *The Coca-Cola Foundation*

According to the official page's introduction, the Coca-Cola Foundation was established in 1984 by Roberto Goizueta, the chairman and CEO of the Coca-Cola Company. The Coca-Cola Company is committed to giving back one percent of its prior year's operating income to the organization. This commitment is made through The Coca-Cola Foundation and company

donations. In 2015, Coca-Cola and the Coca-Cola Foundation gave back more than $117 million

to directly benefit nearly 300 organizations across more than 70 countries and territories.

Coca-Cola Foundation operates several social media platforms which include: Facebook,

Twitter, Instagram, YouTube, and LinkedIn. Like most other organizations, viewers can easily

access Coca-Cola social media pages by clicking the links listed on the website. Additionally, the

Coca-Cola Foundation has its own social media accounts separate from those of the wider Coca-

Cola organization.

The Coca-Cola Foundation operates each of its platforms differently. While Facebook

and Twitter post similar content that relies heavily on a combination of text and pictures.

Contrarily, the Instagram page posts more videos with shorter amounts of text. The YouTube

channel works very well as it has all of the videos mentioned on the Facebook and Twitter pages.

Although these platforms operate differently, they are work collectively like a social media

ecosystem.

The most direct way to assess the success of a social media plan is to track the number of

followers on each platform and likes for each post. The following chart (Figure 6) provides

information regarding the number of followers on the Coca-Cola Foundation's various social

media platforms:

| Column1 | Facebook | Twitter | Instagram | YouTube |
|---------|----------|---------|-----------|---------|
| Followers | 1.12B | 1.28M | 72.5k | 32k |

| Average Likes/views* | 284 | | 61 | 1433 | 435 |
|---|---|---|---|---|---|
| Post Frequency (for each month) | 9 | | 12 | 4 | 21 |

*Average likes calculated based on the data from the most recent 20 posts*
   *Figure 6*

From the chart above one can see that the Coca-Cola Foundation has a huge follower base, however the average number of likes indicates that the majority of followers do not engage with the posts. Based on this information, it seems as though Instagram is the most effective and active social media platform currently and, because of that, it may be easiest to attract attention using this platform.

Another point worth noting is the manner in which the social media campaign managers craft the posts. When Coca-Cola Foundation's platforms introduce someone, they first provide a brief summary of the person as well as some of his or her significant achievements. This aids in drawing people's interest and makes them more likely to engage with the content.

### Victoria's Secret

Victoria's Secret is an American designer, manufacturer, and marketer of women's lingerie and beauty products. Founded in 1977 as a response to packaged underwear, which the company's founder considered to be "ugly, floral-print nylon nightgowns", the company is now the largest American retailer of women's lingerie (Gritt, 2018).

Victoria Secret (VS) refuses to utilize celebrity endorsements and instead sticks with their own models (also known as the Victoria's Secret Angels). The Angels are selected from the world's major supermodel competitions (with elimination rates as high as 90%). The selection of the Angels in itself is an attractive marketing event. For example, Miranda Kerr, who was an

Angel from 2007 until 2014, has more than 11,720,000 followers on Instagram.

VS focuses on online marketing instead of on the product itself. In 1998, the company invested $5 million USD to establish business-to-consumer platform (B2C) and began trying to sell online (*Sohu News,* 2017). In 2006, Victoria Secret sales website in the United States was listed as a top ten website for comprehensive e-commerce (*Sohu News,* 2017). In 2011, the company's online revenue had reached $1.65 billion USD. In addition, the company has developed a process of understanding the customer's personality traits to better serve individual needs. There is a list of recommended products commonly purchased together and, as a result, the customer usually orders more orders than originally planned.

Finally, VS requires all service personnel to communicate with customers using the word "secret romanticism". This infectious conversation technique is very effective and, because of this, many items are often out of stock.

### Starbucks

Starbucks is one of the most well-known enterprises both in the United States and worldwide. They have many great attributes associated with their brand including: great coffee, friendly baristas, and high accessibility as there are shops all over America. This presence of being "everywhere" extends to its social media pages as well. The table (Figure 7) below shows a comparison of Starbucks' followers over the last four years. The first set of data was collected by Travis Huff while the second set of data was collected by the project group.

| 23-Aug-14 | 14-Mar-18 |
|---|---|
| 37.32 million Facebook likes | 37.21 million Facebook likes |

| | |
|---|---|
| 6.56 million Twitter followers | 11.9 million Twitter followers |
| 2.98 million Instagram fans | 16.1 million Instagram fans |
| 2.86 million Google+ followers | 4.82 million Google+ followers |
| 160K Pinterest followers | 334K Pinterest followers |
| 32K YouTube subscribers | 154K YouTube subscribers |

*Figure 7*

As this chart indicates, the number of followers on Starbucks' social platforms has risen significantly within the last four years. The next two paragraphs will provide more details regarding the Starbucks social media strategy and how it has contributed to this increased number of followers.

The Starbucks Instagram page frequently utilizes color and beautiful imagery. The focus is placed on creating a pretty picture to make the customer desire the "look" associated with the brand. This, in combination with frequent posting and investing money in advertising, is why the account has as many followers as it does.

The Starbucks Facebook page is also posted to very frequently, typically a posting schedule of about two or three times per week. The content of these posts ranges from coffee recipes, recommended speciality drinks, and advertising new items available in the stores. The team is also regularly responses to both positive and negative comments, trying to find the best way to solve problems that customers face.

As a whole, Starbucks social media pages are incredibly well-managed. The company keeps an open mind and is responsive to its followers questions and concerns. This makes followers feel as though they are cared for by the company.

Another huge marketing strategy that the Starbucks team has established is the appeal of the "secret menu". These are items that cannot be found on the menu, and instead customers must specifically ask the barista to create them. It has attracted countless people to purchasing Starbucks products because of the appeal of exclusivity.

Finally, Starbucks is an expert in maintaining customer loyalty. It uses plenty of ways to advertise the brand. For example, in Christmas of 2017, Starbucks launched nine beautifully decorated holiday drinks that were only offered for a limited time. It raised a significant trend in social media. People learn about new products from both social media and word-of-mouth and then to the store to buy them. They then proceed to share their opinions and pictures on their personal social media pages, which then makes their own followers eager to try them. All in all, Starbucks most definitely has strategically created a social media plan that keeps the money flowing and the likes coming.

### *Dove*

Dove brings a unique perspective to this analysis in that they have utilized their social media plan to sell a mentality rather than a specific product. In 2004, the body care brand launched its 'Real Beauty' campaign which sought to celebrate natural beauty and changed the way America thinks about photoshopping models. This came at a time when the company was looking to rebrand and, in the process, discovered that "only 2 percent of the women interviewed considered themselves beautiful" (Bahadur, 2014). Needless to say, Dove saw its opportunity to reestablish itself as a major brand in the beauty industry and ran with it. Now, it is one of the first brands people think of when asked about brands that spread body-positive messages. Additionally, Dove has increased its sale to $4 billion compared to the $2.5 billion when the campaign first started (Skene, 2014).

In looking more closely at the brand's social media pages, it is easy to see why Dove is has had such success with its Real Beauty Campaign. While the numerous commercials and videos have been a huge part of their strategy, Instagram, Facebook, and Twitter have been integral as well. Instagram and Facebook are primarily used for advertising new products and customers sharing reviews on those products. The Dove page is very interactive with its customers, which in turn makes them feel as though the brand cares about them.

The Dove Twitter page is particularly important to the brand's social media plan because it provides an added level of customer service that feels even more personal than the other platforms. According to the company's Twitter page, "Dove is committed to helping all women realize their personal beauty potential by creating products that deliver real care". This statement indicates that they seek to help their customers by empowering them with a message of body positivity and creating products that make them feel as such. When a customer scrolls through the brand's Twitter page, they do not see a lot of 'product talk'. Instead, they see dozens of stories of women who use Dove products telling their stories of body positivity, self-esteem, and heightened confidence. This is a strategic move because it demonstrates to customers that they have a role within Dove and that the company truly is looking to help them.

### *Charity: Water*

Charity: Water is a non-profit organization that was founded by Scott Harrison. The organization is dedicated to drilling wells in impoverished communities around the globe and has raised more than $100 million dollars USD (Charity: Water, 2018). They have been serving some of the world's most vulnerable populations through providing access to the most basic human need - water. The organization has been able to raise such a huge funding base because of the relationship it developed with donors.

Mayank Dhingra, a employee of Open Air says that donor relationships are "the key currency for nonprofits and social media" and that maintaining frequent communication is a fantastic way to build and maintain good relationships (Linkedin, 2017). This is exactly what Charity: Water does. They use social media platforms like Facebook, Twitter, Instagram, Snapchat, and Tumblr to connect people all over the world with an interest in improving access to water.

In the seven years since the organization's foundation, Charity: Water has raised over $100 million USD, allowing them to reach over 500,000 people (Charity:Water, 2018). What is particularly interesting about this organization is that Charity: Water claims to spend no money on marketing. This raises the question: "How are they successful as a non-profit organization in raising funds?" The simple answer is that they use social media to maintain relationships with current and potential donors as well as other individuals who are interested in the organization's work.

The next question is concerning how the nonprofit maintains relationships with their donors and other stakeholders. First of all, they create content based on what they know their followers want to see. This encourages more content engagement and gets more individuals interested in the organization's work. Additionally, the content usually contains compelling images and tells a story about a specific person impacted by their work. This person can be either someone who has gained access to water or a donor of the organization. All in all, it has helped the organization gain a huge following on their various social media pages and, as a result, helped them increase the amount of money they have to attain the mission of the organization.

**CHAPTER THREE: RECOMMENDED SOCIAL MEDIA PLAN AND DATA ANALYSIS**

**Overview**

The following chapter is split into two different sections: the Recommended Social Media Plan and the Proposed Data Analysis methods. The first will provide a brief description of how the plan should be implemented and includes each of the posts for the plan. The second will discuss several recommendations for exactly how to keep track of user engagement and measure the success of the posting plan.

*The Recommended Social Media Plan*

After the team conducted our initial research and met with the client, it was finally decided that the Changemakers' Playground would have a presence on the following social media platforms: Facebook, Instagram, and Twitter. This would require the creation of a new account for each platform with the account name of Changemakers' Playground. Although the client mentioned her preference for using her personal Instagram account, the team is recommending using the same username for the Changemakers' Playground across all platforms to make it easiest for users to engage with the account and find each page.

Currently, the plan involves featuring one Changemaker each week. Each interview has been edited into three separate videos to be posted on three days of that week (typically Monday, Wednesday, and Friday work best). When each video is posted to the Changemakers' website, there will be a Facebook, Twitter, and Instagram post to inform followers that another interview has been posted and direct them to the website. The project team recommends the posts include the following information about each Changemakers:

- Introduction of the Changemaker, including a picture.

- Description and official picture of the Changemaker's organization (if they are affiliated with one)

- List of that Changemaker's achievements and pictures (if available).

It is also important to take into consideration when (both time of day and day) to post to social media. Figure 8, shown below, provides the following information on when is best to post to Facebook:

- The best times to post on Facebook for nonprofits is Wednesday and Friday at 2 p.m.

- Other notably high engagement times include Monday at 9 a.m., Tuesday at 6 p.m., Thursday at 10 a.m. and noon and Friday at 9 and 11 a.m.

- The safest times to post are from 9 a.m. to 4 p.m. on weekdays.

- Sunday has the least amount of engagement for nonprofits on Facebook.

- Weekends and Mondays see less engagement in the week for nonprofits on Facebook.
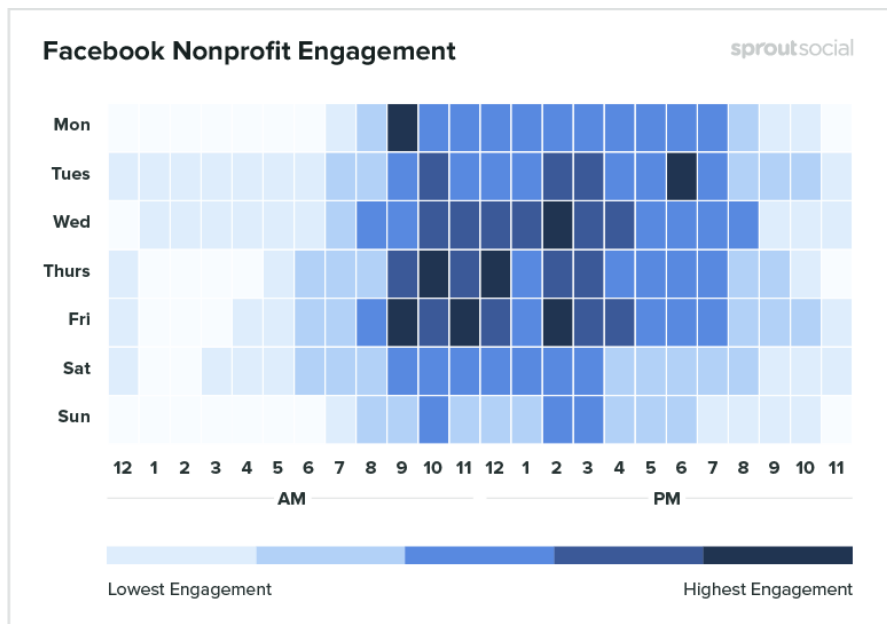


*Figure 8. Source: SproutSocial*

Figure 9 provides a description of when is best to post on Instagram:

- The best time to post on Instagram for nonprofits is Friday at noon.

- Other notably high engagement times include Tuesday at 3 and 9 p.m.,

    Wednesday 3 to 4 p.m., Thursday 2 to 3 p.m. and Friday at 10 a.m.

- The safest times to post are weekdays from noon to 5 p.m.

- Saturday has the least amount of engagement for nonprofits
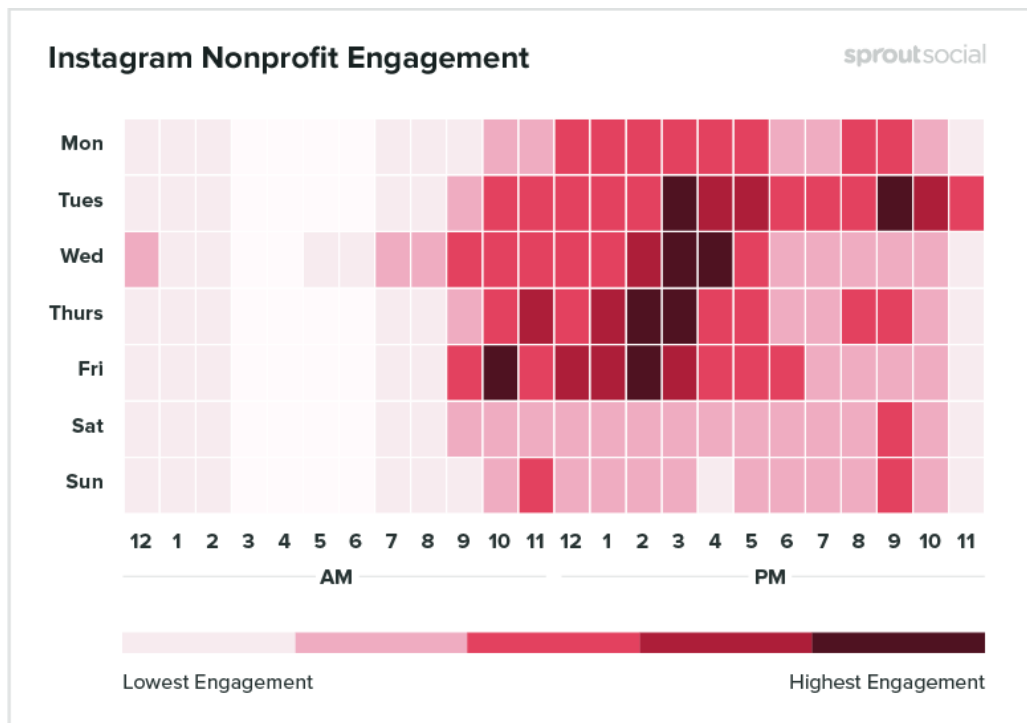


*Figure 9. Source: SproutSocial*

Finally, Figure 10 provides an indication of when the best times are to post on Twitter:

- The best times to post on Twitter for nonprofits are Thursday at noon and Friday 11 a.m.

    to noon.

- Other notably high engagement times include 10 a.m. to 2 p.m. on Tuesday, Thursday

    and Friday.

- The safest times to post are Monday through Friday 10 a.m. to 4 p.m.

- Sunday has the least amount of engagement for nonprofits on Twitter.
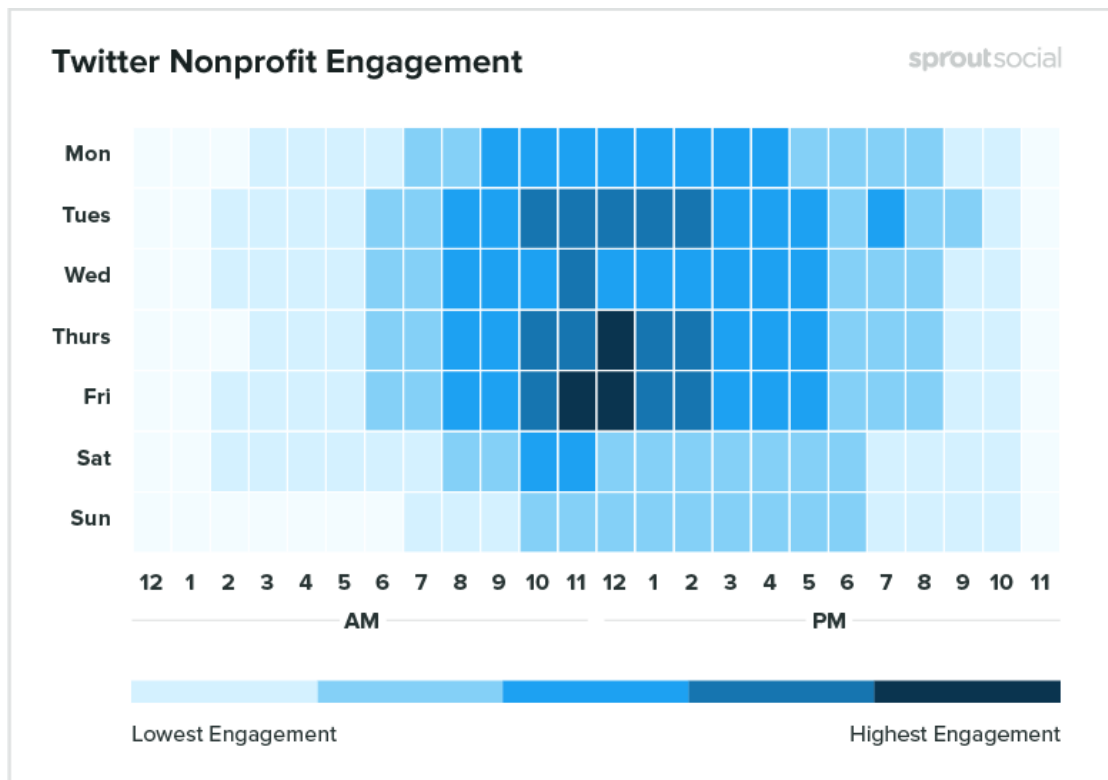
*Figure 10. Source: SproutSocial*

An additional component to this project was including at least thirty hashtags with each post to increase visibility and user engagement. As such, below is a list of all hashtags included throughout the posts: #ChangemakersPlayground #nonprofit #SimonSaysGive #kidshelpingkids #youngchangemakers #bethechange #inspirechange #educationaccess #socialjustice #careerchangemakers #Changemaker #femaleempowerment #bodypositive #spirituality #nonprofitorganizations #socialchange #inspiring #fundraising #MassachusettsAdvocatesforChildren #BostonChildrensChorus #HigherGround #Boston #Massachusetts #serveyourcommunity #serviceagencies #fitnesscoach #struggle #depression #mentalhealth #AmericanNinjaWarrior #inspirations #nature #LakotaYouth #music #poweroffilm #storytelling

In the pages to follow, the reader will see each post for which the group created content. The featured Changemakers our team created content for are as follows: Maggie Dunne, Dan Holguin, Sarah Jenks, Simon Eber, Hubie Jones, Elizabeth Sookey Sunde, Julia Saluder, and Dee Wells.

*Changemaker 1: Maggie Dunne*

Posts for Video 1



**Changemakers**
Yesterday at 2:55am · 🌐

This week we're very excited to introduce to you our first Changemaker, Maggie Dunne. Maggie is a Colgate University alum (just like Sarah!) who founded a non-profit organization called Lakota Children's Enrichment Inc. (LCE) when she was in high school. LCE strives to empower children on the Pine Ridge Reservation in South Dakota through opportunities in the arts, education, sports, leadership, and mentorship. Click here to listen to Maggie talk about herself and what inspired her to create the organization! #ChangemakersPlayground #LakotaYouth #nonprofit #bethechange #inspirechange

Like · Comment · Share

👍 100k people like this.

➤ 10k shares

Write a comment ...

**Changemakers**
@Changemakers                    ⚙  👤 2.6 K Follow

Meet our first Changemaker, Maggie Dunne, of the Lakota Children's Enrichment, Inc. #ChangemakersPlayground #LakotaYouth #nonprofit

↩  🔁  ★  👤  ···

- Yesterday

**Changemakers**
5 mins

♡  ◯  ➤

♥ 200 likes

This week we're very excited to introduce to you our first Changemaker, Maggie Dunne. Maggie is a Colgate University alum (just like Sarah!) who founded a non-profit organization called Lakota Children's Enrichment Inc. when she was in high school. LCE strives to empower children on the Pine Ridge Reservation in South Dakota through opportunities in the arts, education, sports, leadership, and mentorship. Click the link below to watch the interview! #ChangemakersPlayground

Posts for Video 2

**Changemakers**
Yesterday at 2:55am

This week's #Changemaker is Maggie Dunne of Lakota Children's Enrichment, Inc. In this video, listen to her talk about her personal manifesto behind the organization and her thoughts on the importance of investing in our youth. #ChangemakersPlayground #LakotaYouth #nonprofit #bethechange #inspirechange

Like · Comment · Share

100k people like this.

10k shares

Write a comment ...

**Changemakers**
@Changemakers                        1.5 K Follow

This week's Changemaker, Maggie Dunne, is passionate about her work at @Lakota_Children.

- Yesterday

**Changemakers**
5 mins

200 likes

This week's Changemaker, Maggie Dunne, is passionate about her work at @Lakota_Children. In today's interview, listen to her talk about her personal manifesto and why it's important to invest in our youth. Click the link below to watch! #ChangemakersPlayground #LakotaYouth #nonprofit #bethechange #inspirechange

Posts for Video 3



**Changemakers**
Yesterday at 2:55am · 🌐

We've really enjoyed getting to know our #Changemaker, Maggie Dunne, this week! Follow the link below to listen to her talk about the future of Lakota Children's Enrichment, Inc. #ChangemakersPlayground #LakotaYouth #nonprofit #bethechange #inspirechange

Like · Comment · Share

👍 100k people like this.

➡ 10k shares

Write a comment ...

**Changemakers**
@Changemakers

⚙ 👤 1.5 K Follow

Our #Changemaker for the week, Maggie Dunne, has BIG plans for the Lakota Children's Enrichment, Inc. Watch Sarah's final interview here

↩ 🔁 ★ 👤 •••

- Yesterday

**Changemakers**
5 mins

♡ 💬 ↗

❤ 200 likes

We've really enjoyed getting to know our #Changemaker, Maggie Dunne, this week! Follow the link below to listen to her talk about the future of Lakota Children's Enrichment, Inc. #ChangemakersPlayground #LakotaYouth #nonprofit #bethechange #inspirechange

## Changemaker 2: Dan Holguin

Posts for Video 1

**Changemakers**
Yesterday at 2:55pm · 🌐



This week's #Changemaker, Dan Holguin tells an interesting story of a #fitnesscoach and his #struggle with #depression after a series of traumatic losses which started after the death of his coach, who was also Dan's best friend, mentor and a father figure. Click this link to listen his story. #ChangemakersPlayground #bethechange #inspirechange #mentalhealth

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment …

**Changemakers**
**5 mins**



♡ 💬 ↪

❤ 200 likes

This week's #Changemaker is Dan Holguin, a fitness coach who has battled #depression and still made it to NBC's hit show #AmericanNinjaWarrior twice. Watch our interview with him as he tells what caused his depression and how he has overcome it #ChangemakersPlayground #bethechange #inspirechange #mentalhealth

**Changemakers**
@Changemakers                    ⚙ 👤 2.4 K Follow

Dan Holguin, a #fitnesscoach who has battled #depression and still made it to the NBC's hit show #AmericanNinjaWarrior twice! Click the link

↩ 🔁 ★ 👤 •••

- Yesterday

Posts for Video 2



**Changemakers**
Yesterday at 2:55am · 🌐

We are sure you were all moved by this week's #Changemaker Dan Holguin's life story. In the video below, he talks more about his #inspirations, his love of #nature and how he is helping people to live a mentally and physically fit life #ChangemakersPlayground #bethechange #inspirechange #mentalhealth

Like · Comments · Share

👍 99k people like this.

↪ 9k shares

Awesome.....



**Changemakers**
@Changemakers                    ⚙    👤 2.4 K Follow

Want to know more about what inspires this week's #Changemaker, Dan Holguin? Click this link to find out! #ChangemakersPlayground

↩  ⇄  ★  👤  •••

- Yesterday



**John Doe**
5 mins

♡  💬  ↪
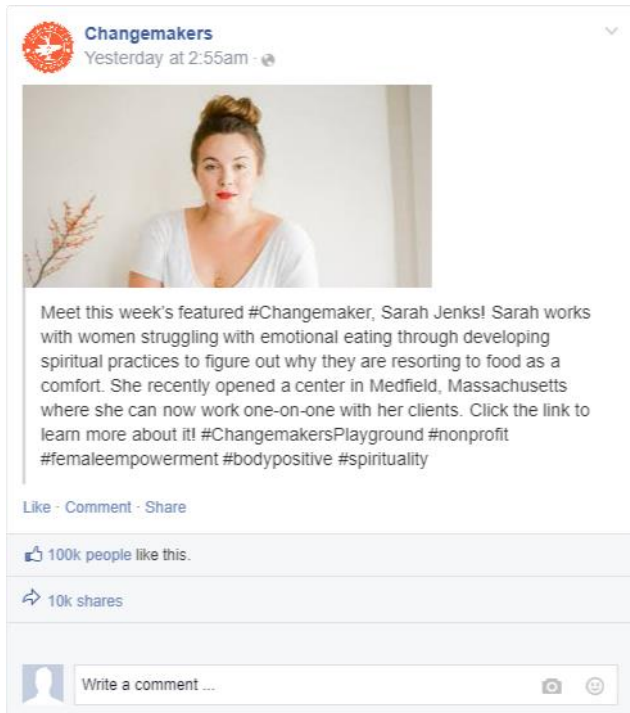
♥ 200 likes

Dan Holguin, two-time #AmericanNinjaWarrior competitor and this week's featured #Changemaker loves spending time in nature. Watch his interview to learn more about why he loves the outdoors so much! #ChangemakersPlayground #bethechange #inspirechange #mentalhealth

## *Changemaker 3: Sarah Jenks*

Posts for Video 1



**Changemakers**
Yesterday at 2:55am · ⊕

Meet this week's featured #Changemaker, Sarah Jenks! Sarah works with women struggling with emotional eating through developing spiritual practices to figure out why they are resorting to food as a comfort. She recently opened a center in Medfield, Massachusetts where she can now work one-on-one with her clients. Click the link to learn more about it! #ChangemakersPlayground #nonprofit #femaleempowerment #bodypositive #spirituality

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...

**Changemakers**
5 mins

♡ 🗨 ↱

♥ 200 likes

This week Sarah interviewed Sarah Jenks, a #Changemaker helping women who struggle with emotional eating develop spiritual practices to combat their own struggles. Sarah just recently opened a spiritual center in Medfield, Massachusetts where she now has the opportunity to work one-on-one with her clients. Follow the link to learn more about it! #ChangemakersPlayground #nonprofit #femaleempowerment #bodypositive #spirituality

**Changemakers' Playground**
@ChangemakersPlayground    ⚙ +2 Follow

Meet this week's #Changemaker, Sarah Jenks! Sarah works with women struggling with emotional eating and helps them with their #spirituality

↩ 🔁 ★ +2 •••
Yesterday

Posts for Video 2



Changemakers
@Changemakers                    ⚙    👤 2.2 K Follow

To quote this week's #Changemaker, Sarah
Jenks, "women forget that they matter".
Follow the link to listen to her story

↩    ⟲    ★    👤    •••

- Yesterday



Changemakers
Yesterday at 2:55am · 🌐

FREE ONLINE WORKSHOP

Lost in the Shuffle of your Life?
*How to Pull Forward
your most Alive,
Confident, Soulful Self*

Meet this week's featured #Changemaker, Sarah Jenks! Sarah works
with women struggling with emotional eating through developing
spiritual practices to figure out why they are resorting to food as a
comfort. She recently opened a center in Medfield, Massachusetts
where she can now work one-on-one with her clients. Click the link to
learn more about it! #ChangemakersPlayground #nonprofit
#femaleempowerment #bodypositive #spirituality

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...                           📷  ☺

**Changemakers**
5 mins

FREE ONLINE WORKSHOP

Lost in the Shuffle of your Life?

*How to Pull Forward your most Alive, Confident, Soulful Self*

200 likes

It is no secret that this week's featured #Changemaker, Sarah Jenks, wants to bridge resources for women to feel comfortable in themselves and develop positive eating habits. What holds them back? "Women forget that they matter", Sarah says. Click the link below to hear Sarah talk about why every woman should prioritize themselves! #ChangemakersPlayground #nonprofit #femaleempowerment #bodypositive #spirituality

Posts for Video 3



Changemakers
Yesterday at 2:55am

Sarah Jenks is intentional with everything she does and has amazing plans for the future of her work! From hosting a retreat at her newly opened spiritual center to writing a book, she intends to make a big impact in her community and across the globe. Follow the link below to hear more about what she wants to do in the coming days, months, and years! #ChangemakersPlayground #nonprofit #femaleempowerment #bodypositive #spirituality

Like · Comment · Share

100k people like this.

10k shares

Write a comment …

Changemakers
@Changemakers                          2.2 K Follow

This week's featured #Changemaker, Sarah Jenks, has big plans for her future. Click here to listen to her talk about it! #Changemakers

- Yesterday

Changemakers
5 mins

200 likes

To finish up this week's featured #Changemaker series, Sarah Jenks talks about what she wants to do in the future to help women develop healthy relationships with food AND themselves. Click here to hear more about her plans for everything from hosting a retreat to writing a book! #ChangemakersPlayground #nonprofit #femaleempowerment #bodypositive #spirituality

*Changemaker 4: Simon Eber*

Posts for Video 1



**Changemakers**
Yesterday at 2:55am

CHAPTER PRESIDENT,
WORCESTER, MASSACHUSETTS:
SIMON EBER
Age 14

This week's #Changemaker is Simon Eber of Simon Says Give. It's a non-profit organization centered on kids helping kids. They distribute backpacks filled with school supplies for middle school students in Simon's hometown of Worcester, Massachusetts. Simon also organizes birthday parties for children who have never had one before. When asked about why he started the nonprofit, Simon said, "I want to be the change I want to see. It is the best decision I've ever made. " Despite his young age, he has already helped over 500 kids in the past year. They handed out more than 200 backpacks and hosted 4 birthday parties. Click the link to watch part one of Simon's Changemaker interview! #ChangemakersPlayground #SimonSaysGive #kidshelpingkids #youngchangemakers

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...

**Changemakers**
@Changemakers  👥 1.2 K Follow

Our #Changemaker, Simon Eber, runs a nonprofit called Simon Says Give. They provide backpacks to middle schoolers. Click the link to watch

↩  ♻  ⭐  👤+  •••

- Yesterday

**Changemakers**
5 mins

CHAPTER PRESIDENT,
WORCESTER, MASSACHUSETTS:
SIMON EBER
Age 14

♡  💬  ↗

♥ 200 likes

#ChangemakersPlayground #changemakers interview video# This week's #Changemaker is Simon Eber, the founder of non-profit "Simon Says Give Worcester, MA.". He just 14 years old and has already helped over 500 kids in need in 2016. He gathers backpacks filled with school supplies to local middle school students and hosts birthday parties for children who have never had one before. Simon wants to be the change he wants to see! He is different. He wants to help more kids

Posts for Video 2

**Changemakers**
@Changemakers

⚙ 👤 1.4 K Follow

"I want Simon Says Give Worcester to become Simon Says Give Massachusetts", says this week's #Changemaker, Simon Eber. Click this link.

↩ 🔁 ★ 👤 ⋯

- Yesterday



**Changemakers**
Yesterday at 2:55am · 🌐

"I want Simon Says Give Worcester to become Simon Says Give Massachusetts one day." says this week's #Changemaker, Simon Eber. He wants everyone knows about "Simon Says Give," and he is eager to extend the reach of his organization.
When talking about Eunice, a girl that the organization hosted a birthday party for, Simon says it is remarkable. The girl had never had a birthday party, and she didn't even know how to light candles. His experiences of helping people has inspired him to set an even bigger goal. Simon wants Simon Says Give Worcester to grow and be able to help even more than the 500 children the organization has served already. Follow this link to hear more about Simon's plans for the future of the nonprofit! #ChangemakersPlayground #SimonSaysGive #kidshelpingkids #youngchangemakers

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ... 📷 ☺

**John Doe**
5 mins

♡  ⬭  ↗

♥ 200 likes

This week's #Changemaker, Simon Eber of Simon Says Give Worcester has big plans for the organization. He wants to transition the Worcester chapter into one that serves all of Massachusetts. Click this link to watch his final interview for the #ChangemakersPlayground series! #ChangemakersPlayground #SimonSaysGive #kidshelpingkids #youngchangemakers

## *Changemaker 5: Hubie Jones*

Posts for Video 1

**Changemakers**
Yesterday at 2:55am ·

Today we are excited to introduce this week's #Changemaker, Hubie Jones. Hubie has been engaged in social work for decades and has started and founded more than two dozen organizations which have each implemented tremendous social changes and social justice in and around Boston. Inspired by Martin Luther King, Jr. and Kenneth Clark, Jones led a task force which led to a nationwide report called "Children Out of School in America" which showed that thousands of children (primarily Latinx and black) were being illegally kept out of Boston Public Schools. It ultimately led to new laws being passed in Massachusetts and dozens of others states to ensure equal learning opportunities for all children in public school districts. Check our interview video below to learn about how Jones was inspired: Changemaker playground video link #ChangemakersPlayground #socialjustice #bethechange #educationaccess #careerchangemakers

Like · Comment · Share

👍 100k people like this.

➪ 10k sharek

Write a comment ...

**Changemakers**
@Changemakers                    ⚙  👤 2.2 K Follow

Meet this week's #Changemaker, Hubie Jones. A #careerchangemaker, Hubie has started and founded over two dozens organizations in Boston!

↩  ⇄  ★  👤  ⋯

- Yesterday

**Changemakers**
5 mins

❤ 200 likes

Today we are excited to introduce this week's #Changemaker, Hubie Jones. Hubie has engaged in social work for decades and has already started and founded more than two dozen #nonprofitorganizations which have brought tremendous #socialchange and #socialjustice to #Boston! One of Jones's most notable achievements launching a task force which changed the law in #Massachusetts and other states to protect countless children who are

Posts for Video 2



**Changemakers**
Yesterday at 2:55am · 🌐

"We don't need more agencies. We've got enough probably. We need to make sure that they are integrated, working with each other, coordinating with each other, and leveraging what they do to get really powerful results." That's the motive for Hubie Jones's most recent project, Higher Ground, which enables services agencies to work more efficiently to serve their target communities. Visit our Changemaker Playground website and learn more details about Jones's new project in our #Changemaker interview: Link #ChangemakersPlayground #bethechange #educationaccess #careerchangemakers #inspiring #fundraising

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...

**Changemakers**
@Changemakers                    ⚙  👥 2.2 K Follow

Check our website to learn about this week's #Changemaker Hubie Jones's most recent project which provides free health services!

↩  🔁  ★  👤  ...

- Yesterday

**John Doe**
5 mins



♡ ◯ ↱

❤ 200 likes

We don't need more agencies. We've got enough probably. We need to make sure that they are integrated, working with each other, coordinating with each other and leveraging what they do to get really powerful results." That's the motive for Hubie Jones most recent project, #HigherGround, which enables #serviceagencies to work more efficiently to serve their target communities. Visit our Changemaker Playground website and learn more detail about Jones's new project in our

Posts for Video 3



**Changemaker**
Yesterday at 2:55am · 

Hubie Jones has maintained high level of enthusiasm and energy toward non-profit organizations for decades and has always devoted himself to solving social problems. The dozens of organizations he's created have all made great contributions to American society! The organizations include: Massachusetts Advocate for Children (1969), Boston Children's Chorus (2003) and Higher Ground (2010). Learn more about the organizations he has founded by watching his interview with us! #nonprofits #organizations #Boston #Massachusetts #serveyourcommunity #ChangemakersPlayground #bethechange #careerchangemakers #inspiring #fundraising Link

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...

**Changemakers**
@Changemakers                    ⚙  👤 2.3 K Follow

#Changemaker Hubie Jones has maintained high levels of enthusiasm and energy for non-profit organizations for decades. Click the link.

↩  ⇄  ★  👤  ⋯

- Yesterday

**Changemakers**
5 mins



♡  ◯  ↱

❤ 200 likes

Hubie Jones has maintained high levels of enthusiasm and energy toward #nonprofitorganizations for decades and has always devoted himself to solving social problems. Each of his organizations have all made great contributions to American society! The organizations includes #MassachusettsAdvocateforChildren (1969), #BostonChildrensChorus (2003) and #HigherGround (2010). Learn more about the

*Changemaker 6: Elizabeth Sookey Sunde*

Posts for Video 1



**Changemakers**
Yesterday at 2:55am · 🌐

Never underestimate the power of music! This week's #Changemaker is Elizabeth Sookey Sunde. She is the founder of Music2Life, which inspires social change by empowering communities, organizations, contributors, and artists through music. Liz wants to offer as many platforms as possible for artists to showcase their talents. Watch her first interview with the #ChangemakersPlayground here! #Music2Life #music #nonprofits #bethechange

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...



**Changemakers**
@Changemakers                    ⚙  👥 2.3 K Follow

Never underestimate the power of music! This week's #Changemaker is Elizabeth Sookey Sunde. Click the link to watch her video! #Changemakers

↩  ↻  ★  👥  ···

- Yesterday



**Changemakers**
5 mins

♡ ◯ ↱

❤ 200 likes

This week's #Changemaker, Elizabeth Stookey Sunde, co-founded Music2Life. This #nonprofit aims to investigate the power of music as an influencer of social change through supporting musician activists and organizing musical events to help socially conscious organizations increase their reach and impact. Click here to watch her first #ChangemakersPlayground interview! #Music2Life #music #nonprofits #bethechange

Posts for Video 2

**Changemakers**
Yesterday at 2:55am · 🌐

INFORM INSPIRE ENGAGE

MUSIC2LIFE SOUNDTRACK FOR SOCIAL CHANGE.

Music2Life, a #nonprofit co-founded by this week's featured #Changemaker, Liz, is really active in the music community. Some of their recent projects have addressed the environment, immigration, racial and gender equality, and sexual harassment. Learn more about how you can get involved by watching Liz's interview here! #ChangemakersPlayground #Music2Life #music #nonprofits #bethechange

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...

---

**Changemakers**
@Changemakers          ⚙ 👥 2.3 K Follow

Some of Music2Life's recent projects have addressed issues like the environment, immigration, and sexual harassment. Click the link

↩ 🔁 ★ 👤 ...

- Yesterday

---

**Changemakers**
5 mins

INFORM INSPIRE ENGAGE

MUSIC2LIFE SOUNDTRACK FOR SOCIAL CHANGE.

♡  ◯  ➢

❤ 200 likes

Do you love music? Are you interested in important issues like the environment, immigration, or gender equality? Music2Life investigates the power of music to influence social change. Watch the interview with this week's featured #Changemaker, Liz, to learn more about how you can get involved! #ChangemakersPlayground #Music2Life #music #nonprofits #inspirechange

Posts for Video 3

**Changemakers**
Yesterday at 2:55am · 

**MUSIC2LIFE**
**SOUNDTRACK FOR SOCIAL CHANGE**

"It's my goal through Music to Life to ensure that organizations, artists, and the general public know how incredibly valuable music can as an advocacy tool and as a bridge building tool." In her final interview with the #ChangemakersPlayground, listen to this week's #Changemaker, Liz, talk about her aspirations for the future. #ChangemakersPlayground #Music2Life #music #nonprofits #inspirechange

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...

**Changemakers' Playground**
@ChangemakersPlayground    ⚙ 👤 Follow

This week's #Changemaker, Liz thinks music is one of the most useful tools for advocacy. Watch her final #ChangemakersPlayground interview

↩  ⇄  ★  👤  •••

Yesterday

**Changemakers**
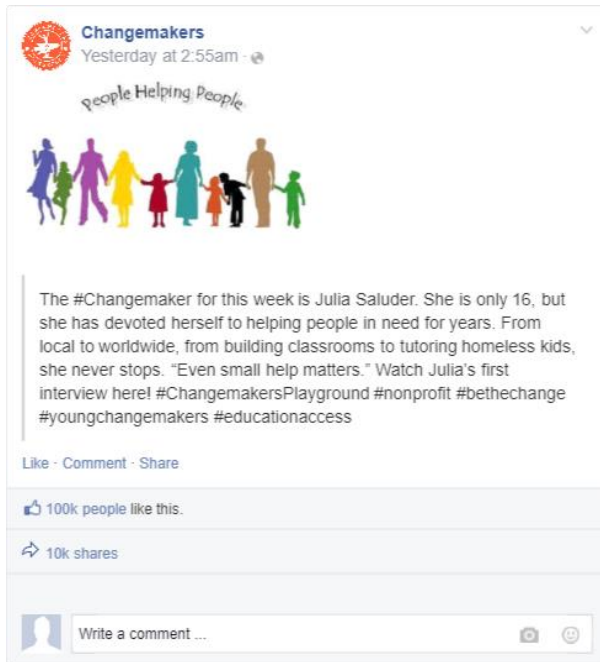5 mins

**MUSIC2LIFE**
**SOUNDTRACK FOR SOCIAL CHANGE**
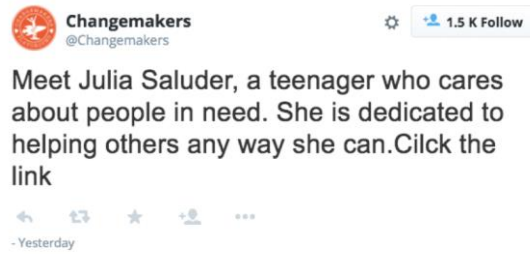
♡  ◯  ↗

♥ 200 likes

'It's my goal through Music to Life to ensure that organizations, artists, and the general public know how incredibly valuable music can as an advocacy tool and as a bridge building tool." In her final interview with the #ChangemakersPlayground, listen to this week's #Changemaker, Liz, talk about her aspirations for the future. #ChangemakersPlayground #Music2Life #music #nonprofits #inspirechange

## *Changemaker 7: Julia Saluder*

Posts for Video 1



Changemakers
Yesterday at 2:55am · 

People Helping People

The #Changemaker for this week is Julia Saluder. She is only 16, but she has devoted herself to helping people in need for years. From local to worldwide, from building classrooms to tutoring homeless kids, she never stops. "Even small help matters." Watch Julia's first interview here! #ChangemakersPlayground #nonprofit #bethechange #youngchangemakers #educationaccess

Like · Comment · Share

100k people like this.

10k shares

Write a comment ...
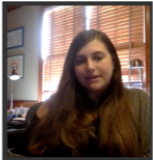


Changemakers
@Changemakers                    1.5 K Follow

Meet Julia Saluder, a teenager who cares about people in need. She is dedicated to helping others any way she can. Cilck the link

- Yesterday



Changemakers
5 mins

People Helping People

200 likes

We are happy to introduce our #Changemaker for this week, Julia Saluder. She is only 16, but she has already done so much for her community to help people in need. Julia has helped many people, from building classrooms to tutoring homeless children. "Even small help matters," she says. Her crystal-clear heart will lead you to a new understanding of what it means to help and facilitate change. #ChangemakersPlayground #nonprofit #bethechange #youngchangemakers

Posts for Video 2



**Changemakers**
Yesterday at 2:55am · 🌐

We are continuing with the story of this week's #Changemaker, Julia Saluder. Julia is compassionate, genuinely willing to help people, and wants to build connections with those she meets. She wants to let people in need know that they are cared about, too. Don't know how you can help those in need? Julia recommends starting locally and expanding from there because even a small thing can improve a person's life. Click the link to watch our second interview with Julia! #ChangemakersPlayground #nonprofit #bethechange #youngchangemakers #educationaccess

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...

**Changemakers**
@Changemakers

⚙ 👤 1.8 K Follow

This week's #Changemaker Julia is compassionate and kind-hearted. Click the link to hear about why she is so passionate about helping!

↩ 🔁 ⭐ 👤 •••

- Yesterday

**Changemakers**
5 mins

♡ ◯ ↗

❤ 200 likes

We are continuing with the story of our #Changemaker, Julia Saluder. She is compassionate and genuinely willing to help people. She also seeks to build connections with those people and does what she can to help them improve their lives. Click the link to listen to her talk about why she is so passionate about helping others! This week's #Changemaker Julia is compassionate and kind-hearted. Click the link to hear about why she is so passionate about

Posts for Video 3



**Changemakers**
Yesterday at 2:55am

SMALL
CHANGES CAN MAKE A BIG DIFFERENCE

This week's #Changemaker Julia Saluder says you can never truly understand a situation until you experience it yourself. In the last segment of our #Changemaker interview with Julia Saluder, listen to her talk about how meeting the homeless inspired her to be more compassionate. #ChangemakersPlayground #nonprofit #bethechange #youngchangemakers #educationaccess

Like · Comment · Share
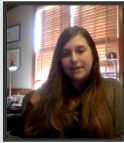
100k people like this.

10k shares

Write a comment …

**Changemakers**
@Changemakers                    1.9 K Follow

Our #Changemaker Julia says she learned to be more compassionate after meeting the homeless. Click the link to watch her final interview

- Yesterday

**Changemakers**
5 mins

SMALL
CHANGES CAN MAKE A BIG DIFFERENCE

200 likes

Are you touched by Julia Saluder's story? Julia says she learned a lot while doing community service. She also learned that you can't understand someone's situation until you see it personally. Follow this link to hear her final interview in our series.
#ChangemakersPlayground #nonprofit #bethechange #youngchangemakers #educationaccess

*Changemaker 8: Dee Wells*

Posts for Video 1



**Changemakers**
Yesterday at 2:55am

This week's #Changemaker is Dee Wells, a professional filmmaker. Since his father put a camera in his hands as a 10-year-old, Dee realized that everyone has a story to tell. Since then, he has made a career out of his passion through founding Future Focus Media. Click the link to watch his first #ChangemakersPlayground interview! #poweroffilm #storytelling

Like · Comment · Share

100k people like this.

10k shares

Write a comment ...

**Changemakers**
@Changemakers
2.4 K Follow

This week's #Changemaker Dee Wells uses his passion for film as a mechanism for storytelling. Watch his video #Changemakers

- Yesterday

**Changemakers**
5 mins

200 likes

This week's #Changemaker is Dee Wells, a professional filmmaker. Since his father put a camera in his hands as a 10-year-old, Dee realized that everyone has a story to tell. Since then, he has made a career out of his passion through founding Future Focus Media. Click the link to watch his first #ChangemakersPlayground interview! #poweroffilm #storytelling

Posts for Video 2

**Changemakers**
Yesterday at 2:55am · 🌐

Dee Wells, this week's #Changemaker, is a firm believer in helping your community. As the child of parents who owned a restaurant and grocery store, Dee realized that they could be involved in the community through giving food free to the homeless. This influenced him to add a community aspect to his #nonprofit Future Focus Media to teach photography techniques. Follow this link to listen to him talk about the importance of helping your community! #ChangemakersPlayground #poweroffilm #storytelling

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment ...

**Changemakers**
@Changemakers                                        ⚙  👥 2.4 K Follow

Our #Changemaker this week, Dee Wells, is passionate about helping the community. Click the link to hear his story #nonprofit

↩  🔁  ⭐  👤➕  •••

- Yesterday

**Changemakers**
5 mins

♡  ○  ↝

❤ 200 likes

Dee Wells, this week's #Changemaker, is a firm believer in helping your community. As the child of parents who owned a restaurant and grocery store, Dee realized that they could be involved in the community through giving food free to the homeless. This influenced him to add a community aspect to his #nonprofit Future Focus Media to teach photography techniques. Follow this link to listen to him talk about the importance of helping your community!

Posts for Video 3

**Changemakers**
Yesterday at 2:55am

"We can teach them [youth]. Everything from ground floor all the way up", says Dee Wells, this week's #Changemaker. Dee is a co-founder of Future Focus Media, a cooperative business that does photography, video production, and website creation. The group focuses on teaching youth photography, filmmaking skills, and also business skills. He wants youth know that everything is art. Learn how to do it and you will have a way to tell your own story. Click here to watch his final #ChangemakersPlayground interview! #ChangemakersPlayground #poweroffilm #storytelling

Like · Comment · Share

👍 100k people like this.

↪ 10k shares

Write a comment …

**Changemakers**
@Changemakers
⚙ 👥 2.8 K Follow

Dee Wells, our #Changemaker this week, believes in the ability of youth to be storytellers. Click here to hear him talk more about it!

↩ 🔁 ★ 👤 …

- Yesterday

**Changemakers**
5 mins

♡ ◯ ↪

♥ 200 likes

"We can teach them [youth]. Everything from ground floor all the way up", says Dee Wells, this week's #Changemaker. Dee is a co-founder of Future Focus Media, a cooperative business that does photography, video production, and website creation. The group focuses on teaching youth photography, filmmaking skills, and also business skills. He wants youth know that everything is art. Learn how to do it and you will have a way to tell your own story. Click here to watch his final

The team also has some additional suggestions for the Changemakers' Playground that we think will help attract more followers to each of the platforms.

1. Create a YouTube Channel for the Changemakers' Playground. This will make it easier for audiences to find the videos online and in one place. More importantly, it would make tracking views and likes significantly easier.

2. Maintain consistency in the posting frequency and content. Editing videos and creating content is a time consuming process. In order to save time and maximize user engagement, we recommend using portions of the videos to advertise the content.

3. Add subtitles to the interview videos. This will make understanding the speakers easier for those audiences whose first language is not English.

### *Measuring Success and Analyzing Data*

Measuring success is the process of collecting, analyzing and reporting information regarding organizational performance. Mitt Romney, an American businessman and politician, says, "If you don't measure something, you can't change it. The process of leadership is one of painting a vision, then saying how you're going to get there, and then measuring whether you're actually getting there. Otherwise, you risk only talking about great things but not accomplishing them." (Romney, 2002). This quote is very true. Many organizations start with a good mission and vision statements, but they fail to measure success. How will they know if they have achieved their vision if they don't have means of measuring? Measuring success leads to comparing the actual performance with the mission of the organization. This way of determining whether performance matches the mission and vision of the organization entails evaluating the difference and take necessary actions to improve the performance.

Measuring success gives motivation to achieve more. It also tells the organization or individual if they are doing enough to achieve the mission and vision. With that being said though, how can one measure success? In the context of this project, success can be measured in a number of different ways including, but not limited to: post likes, shares, comments, and increased brand awareness through page likes.

Additionally, though, there are more concrete ways that success can be measured here, namely through utilizing Key Performance Indicators (KPIs) and Benchmarking. In short, KPIs are "measurable values used by marketing teams to demonstrate the effectiveness of campaigns across all marketing channels" (Klipfolio, 2018). Whether the organization is looking to track digital marketing performance or social media growth, having KPIs can help an organization reach its targets every month.

According to F. John Reh, benchmarking is "the process of comparing the organization, operation or processes against other organizations in the same industry" (2017). Benchmarking can aid in the process of comparing against previous organizational achievements. In social media marketing, figuring out exactly how to measure success depends on why the organization is using social media platforms.

Co-founder of Union Metrics, Jenn Deering Davis says the five steps to measuring social media success are:

1. *Determine the goals*

Determining goals helps an organization determine why they need social media and how it will best help them. As has been previously mentioned, social media can be used for variety of purposes, from broadcasting news and information to creating awareness about anything, to

discuss anything and recently they are also used to get people's opinion through a distinctive feature called an opinion poll. In the case of the Changemakers' Playground, our group wants to utilize social media to spread awareness of the campaign, be a gateway to the original Changemakers' Playground website, engage the community in conversation about the Changemakers and the Playground, and help raise funds for their causes.

2. *Create Metrics to measure these goals*

To decide the "metric factor", the organization should have basic expectations set, also known as Benchmarks. According to Craig Berman, "benchmarks can be developed based on the self-capabilities, past performance and industry standards" (2017). It is very important to be realistic when setting a benchmark. They should neither be easy to reach nor be discouragingly out of reach. Berman also says that the metrics should be focused on SMART objectives, that is, the goals should be Specific, Measurable, Attainable, Realistic and Time-bound. Time bound metrics should include both short-term and long-term goals, so that progress can be determined at each stage (Berman, 2017). In the case of the Changemakers' Playground, one of the key objectives is to spread awareness and in order to do this, measurable metrics like volume, reach, and engagement should be used.

3. *Measure the metrics*

After deciding which metrics which should be measured, we can then start measuring. For example, the engagement of people can be measured by number of likes and comments. There are lot of tools to provide some form of analytics like Buffer to make this process easier.

4. *Monitor and report*

The fourth step is to report what is happening in real time, for example measuring likes and dislikes for any tweets, posts, or pictures. If there is more negative engagement than positive,

the organization can then adjust their marketing strategy and decide whether to post new content

to appeal to their audience. For example, if users like Changemakers that are associated with

certain causes over others (i.e. mental health), the Playground can then take that information and

feature more Changemakers associated with those causes.

5.  *Adjust and report*

The final step is to review the obtained results. Data is automatically generated once

something is posted on social media, and it is known that whomever has the data also has the

power. By analyzing the data, we can get more insights into what works and what does not. For

example, by detecting at what time of the day posts tend to get more likes, the organization can

concentrate their content to fit those time constraints.

**CHAPTER FOUR: LEARNINGS AND REFLECTION**

**Overview**

The following section will discuss several challenges faced by the project group throughout the course of the semester. Additionally, it will provide a description of what the group learned from doing this project and how this experience will be helpful to our professional lives moving forward.

**Project Challenges and Reflection**

We live in the age of "information fragmentation", which means that people are more willing to accept that information that has been "destroyed" into several pieces instead of being presented as a whole story. For example, people would prefer to read a magazine instead of an entire book; and they will definitely choose social media reading if possible. Those pieces of information are more accessible and easier to read because they are shorter. This could be one of the reasons that social media use has increased so dramatically.

Building off of this, we also live in what is known as the "fast food culture era". This means that nobody cares about nutrition, they are instead focused on if they can full for less money. Unfortunately, this trend is also pertinent to how people choose what news, or in this case social media posts, they are going to interact with. Nonprofits organizations frequently struggle getting people invested in their organization because most people would rather consume news regarding popular culture or celebrities. In other words, most people focus on entertainment and gossip, instead of on promotion of nonprofit organizations or other causes that people should care about. Given this trend, we struggled figuring out how we could get people engaged with the Changemakers' Playground instead of focusing on their other interests.

As was briefly touched upon in the beginning of this report, our group's entire project dynamic changed throughout the course of the semester. Although this campaign was supposed to be implemented over the last few months, this did not happen because of several constraints outside of our control. With that being said, there is still no set launch date for the Changemakers' Playground. This was challenging for us because we wanted to carry out our project, however, it taught us the importance of change management and maintaining frequent communication with all members on a project team.

Another major challenge we faced as a group was that we are all graduate students but in different majors with many obligations outside of this project. Some of us had jobs or internships while others had conflicting class schedules. Sometimes it was really hard for us to find time to have a group meeting. We preferred face to face meeting because it meant that we could share our ideas directly; although technology was able to help us through on phone calls or text messages if need be.

Additionally, our group consisted of students from many different countries. We definitely experienced the struggle of language barriers and sometimes we struggled communicating with our clients effectively. Luckily, our advisor gave us many helpful tips and we are all appreciative for that.

Finally, this project also taught us how to deal with people in a project management environment. It was a great opportunity to apply what we have learned in our classes to the real world instead of talking about it in a classroom. We tried to make a "win-win" solution every time we communicated with Sarah. Although we did not know one another prior to the start of the project, we got to know one another throughout the semester and even became friends. It was

a fantastic opportunity to perfect our teamwork skills and, next time we are working in an environment similar to this, we can apply these newly acquired skills.

Ultimately, we faced numerous challenges over the course of this project, however, in the end, we were able to come together and make this project happen. Although we had some disagreements because of our different ages, experiences, backgrounds and even nationalities, we met those challenges and were adaptable when coming up with solutions.

**CHAPTER FIVE: CONCLUSION**

To conclude, the purpose of this project was to create a social media plan for the Changemakers' Playground, an initiative created by our client, Sarah Lange of New Era for NonProfits, to act as a platform of highlighting ordinary people doing extraordinary things. Originally, the team was supposed to implement the social media plan throughout the semester, however, for reasons out of our control we were unable to do so, which in turn transformed our project into a recommended social media plan to be used when the Playground eventually launches. Our group also was responsible for creating at least thirty hashtags to accompany the posts.

In total, the group produced Facebook, Twitter, and Instagram posts for eight Changemakers: Maggie Dunne, Dan Holguin, Sarah Jenks, Simon Eber, Hubie Jones, Elizabeth Sookey Sunde, Julia Saluder, and Dee Wells. The posts for each of these individuals is catered to fit the information discussed in their respective interviews while also getting the public interested in the work they are doing. We firmly believe these posts, in addition to the suggested posting schedule, will get people interested in the Playground and help to spread the word about the Playground. Additionally, the group highly recommends creating an account on each suggested platform specifically for the Changemakers' Playground because this will make it significantly easier for users to find the accounts across the board.

Finally, the group would like to again thank our client for the tremendous opportunity to work with her on this project. It provided all of us with real-world work experience and a chance to develop numerous new skills while also improving those we already possessed. We are excited to see what happens when the Playground launches and are eager to see it flourish.

# Works Cited

Bahadur, N. (2017, December 07). How Dove Tried To Change The Conversation About Female Beauty. Retrieved March 31, 2018, from https://www.huffingtonpost.com/2014/01/21/dove-real-beauty-campaign-turns-10_n_4575940.html

Digital Market Outlook: U.S. social media ad revenue per internet user 2021 | Statistic. (n.d.). Retrieved April 10, 2018, from https://www.statista.com/statistics/459708/social-media-ad-revenue-per-internet-user-digital-market-outlook-usa/

Friedman, Peter. (2013, November 21). The Most Effective Social Media Strategies. Retrieved March 31, 2018 from https://www.wework.com/creator/grow-your-business/social-media/effective-feared-social-media-strategy/

Fuller, S. (n.d.). Social Media Marketing. Retrieved April 10, 2018, from https://www.statista.com/topics/1538/social-media-marketing/

Kissmetrics Blog. (n.d.). Social Media Measurement. Retrieved April 10, 2018, from https://blog.kissmetrics.com/social-media-measurement/

Reh, F. J. (2017). Why Benchmarking is Important for Your Business and How to Get Started. Retrieved April 9, 2018, from https://www.thebalancecareers.com/overview-and-examples-of-benchmarking-in-business-2275114

Skene, Kiley. (2014, April 11). A PR Case Study: Dove Real Beauty Campaign. Retrieved April 1, 2018 from https://www.newsgeneration.com/2014/04/11/pr-case-study-dove-real-beauty/

Statista. Social Media and Its Role in Marketing. (2018). Retrieved April 18, 2018, from http://www.bing.com/cr?IG=1086F339BFD045BEB450B8FD8E1627F4&CID=176A0599D7AE6AE93D0E0E4FD6016BFE&rd=1&h=jvWebvI5KqwFaaljbjA4R9SaEEcXO7D2jgtuNcr9jqs&v=1&r=http://www.ijecbs.com/July2011/13.pdf&p=DevEx,5068.1

Statista. (2018). Social media expected to influence marketing strategies in the U.S. Retrieved April 10, 2018 from https://www.statista.com/statistics/243616/digital-marketing-tactics-marketers-plan-to-pilot-or-increase/

SmartinSights. (2018, March 30). Social Media Marketing Trends 2018. Retrieved April 7, 2018, from https://www.smartinsights.com/social-media-marketing/social-media-marketing-trends-2018/

The Coca-Cola Foundation. (n.d.). Retrieved April 10, 2018, from http://www.coca-colacompany.com/our-company/the-coca-cola-foundation

Wei, MP. (2017, Nov 29.) Victoria's Secret Marketing Case Studies.

York, A. (2018, April 04). Best Times to Post on Social Media: 2018 Industry Research. Retrieved April 10, 2018, from https://sproutsocial.com/insights/best-times-to-post-on-social-media/