



WEST COAST KIDS  
CANCER FOUNDATION

# **SOCIAL MEDIA STRATEGY**

## **JUNE 2023 - DECEMBER 2024**



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# SUMMARY

As WCK looks to grow and scale in all areas – impact for families, programming, donations, supporters, brand affinity – this strategy outlines the relevant aims to increase our social media reach and engagement that will help to achieve this growth. This includes:

- Utilizing the current WCK community to engage more actively with our content
- Differentiating content across platforms
- Our first engagement with influencers
- Social listening exercises and small-scale market research

It's all about advocacy. The focus for growing our social media community and reach is to nurture relationships, encouraging people to leverage their networks and to actively invest in our success.

# SUMMARY

## **WHY SOCIAL MEDIA MATTERS TO WCK**

### **WE CAN REACH FAMILIES**

Anyone across B.C. who could access our programs should know about us.

### **WE CAN GROW THE SUPPORT**

A growing and engaged audience shows our credibility to major funders, and gets us noticed by them.

### **WE CAN GROW THE WCK COMMUNITY**

Social media is a way in for potential volunteers, advocates, and champions who will shout about us and amplify our message.

### **ORGANIZATIONS AND SCHOOLS CAN GET INVOLVED**

The success of our work relies on community partnerships like these, which we can foster, nurture, and give credit to through our social media channels



# AUDIT



**FACEBOOK**

**FOLLOWERS: 1,037**

**ENGAGEMENT RATE: 9.87%**

**CONTENT THAT DOES BEST: TEXT POSTS/LINKS, VIDEOS**

**MAIN AUDIENCE: FEMALE, AGE 25-44, VANCOUVER**

**BEST DAYS TO POST: FRIDAY**



**INSTAGRAM**

**FOLLOWERS: 993**

**ENGAGEMENT RATE: 11.18%**

**CONTENT THAT DOES BEST: CAROUSELS**

**MAIN AUDIENCE: FEMALE, AGE 25-34, VANCOUVER/SURREY**

**BEST DAYS TO POST: WEDNESDAY, FRIDAY**





**LINKEDIN**

**FOLLOWERS: 189**

**ENGAGEMENT RATE: 6.41%**

**CONTENT THAT DOES BEST: IMAGE, TEXT**

**BEST DAYS TO POST: MONDAY, SUNDAY**

## STRENGTHS

- Clear key messages
- Clear WCK branding and brand personality/voice
- Steady growth on Facebook, Instagram, LinkedIn
- High engagement rates with current content
- Frequent posting schedule and growing understanding of optimal days/times to post
- A committed and motivated volunteer base
- Recognizable supporters and partners who can engage with/share content
- Analytics and regular tracking now in place
- Some differentiated content across platforms
- A growing bank of visual assets and video content
- Use of contracted experts with direct connection to (and good understanding of) WCK – photographer, videographer, graphic designer
- Scheduling calendar allows for a breadth and balance of content to be planned



## WEAKNESSES

- Most content is not differentiated to suit each platform/prioritized for particular platforms
- Staff capacity and in-house resources are limited
- Organic reach is always limited due to social media algorithms
- Focus on tagging and involving relevant people/organizations is sporadic
- Very limited two-way communication
- No evidence-based understanding of how people on social media think about WCK, content they would engage with most, what their pain points are
- No knowledge of where people have come to the website from
- Digital content supply chain is disjointed
- Amplification: most of current community doesn't tend to share or discuss content
- We don't explicitly ask our supporters to share our content enough

## OPPORTUNITIES

- Build a focused budget for videography, graphic design, photography
- Engage in social listening relating to WCK, competitors, relevant themes/topics, & keywords
- Respond to and share relevant content from partners - join in with conversations
- Explore parent forums and community group pages that could usefully share our content
- Encourage and engage in two-way communication on our posts
- Feed tracked metrics into content planning
- Include "thought leadership" content to build brand credibility and link WCK to more keywords
- Host student internships
- Utilize volunteers with relevant skills
- Motivate current WCK community to share and actively engage in our content, becoming WCK advocates with their networks - more focus on education to cascade the engagement work across the community
- Build 'asks' of supporters/partners into campaigns
- Collaborate with influencers to increase WCK reach and grow our audience
- Wealth of data, research, campaign/messaging ideas from BCIT Capstone projects
- Join TikTok for more discoverable content



# AUDIT

## THREATS

## HOW TO MITIGATE

Being drowned out by competitors – people may not understand how we are different	Clear and consistent sharing of key messages Regular impact stories and testimonials Put out original content
Ability to engage with those who can boost our reach to our target audiences	Utilize expertise of marketing committee and their contacts
Dependence on volunteers	Work with Volunteer Coordinator to engage with them and understand their needs
Losing focus/control of our message	Properly equip and prep people to advocate accurately for WCK – provide assets, key messages etc.
Stakeholders (especially families) not feeling accurately represented or feeling exploited	Adhere to ethical storytelling processes

# GOAL

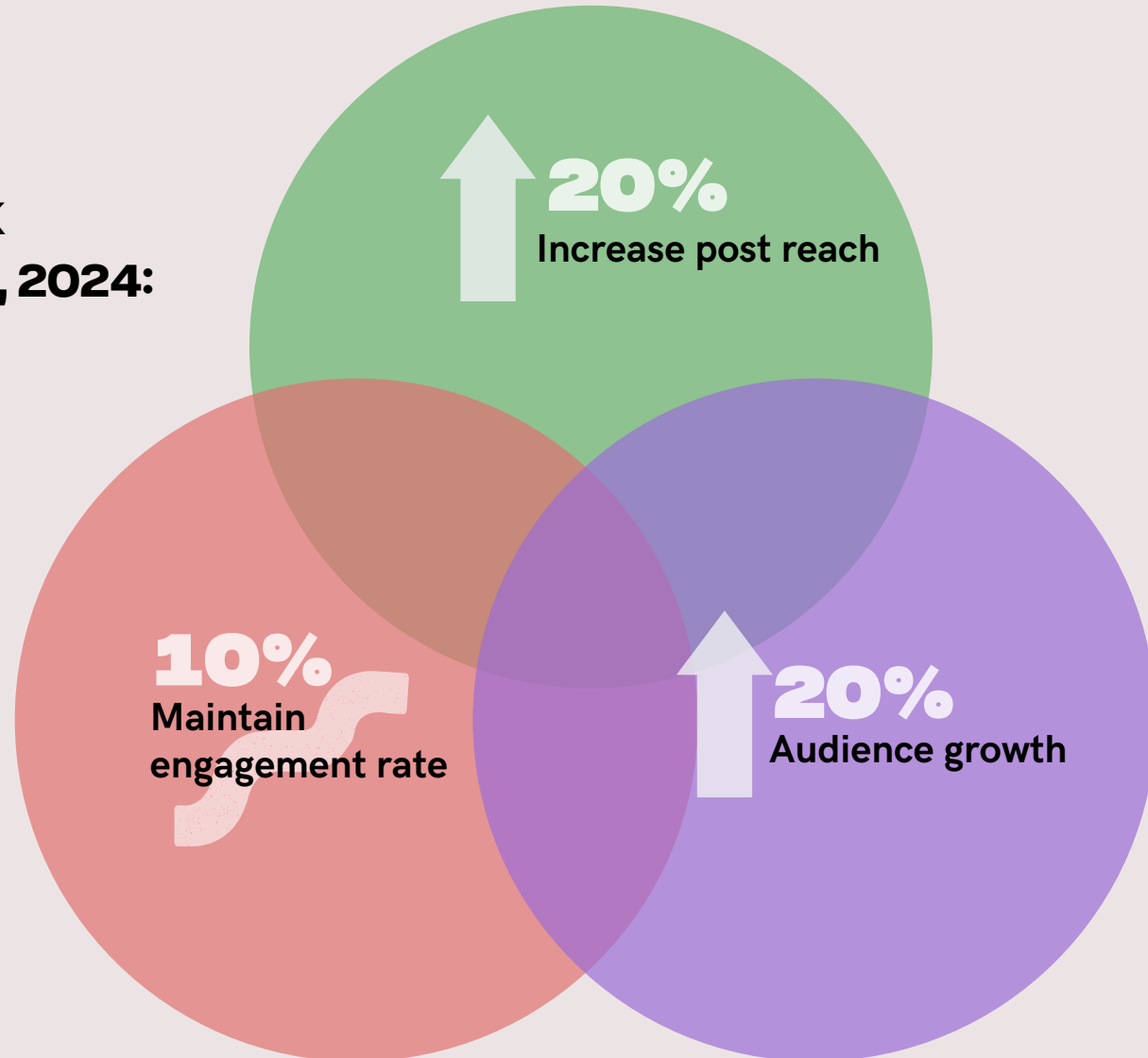


**A GROWING NUMBER OF PEOPLE FEEL CONNECTED  
ENOUGH TO WCK TO ACTIVELY ENGAGE WITH US,  
WHETHER THROUGH SHARING CONTENT, DONATING,  
SUBSCRIBING, OR APPLYING TO VOLUNTEER.**

# OBJECTIVES

**INCREASE AWARENESS OF WCK AND THE NUMBER OF ENGAGED COMMUNITY MEMBERS ON OUR SOCIAL PLATFORMS**

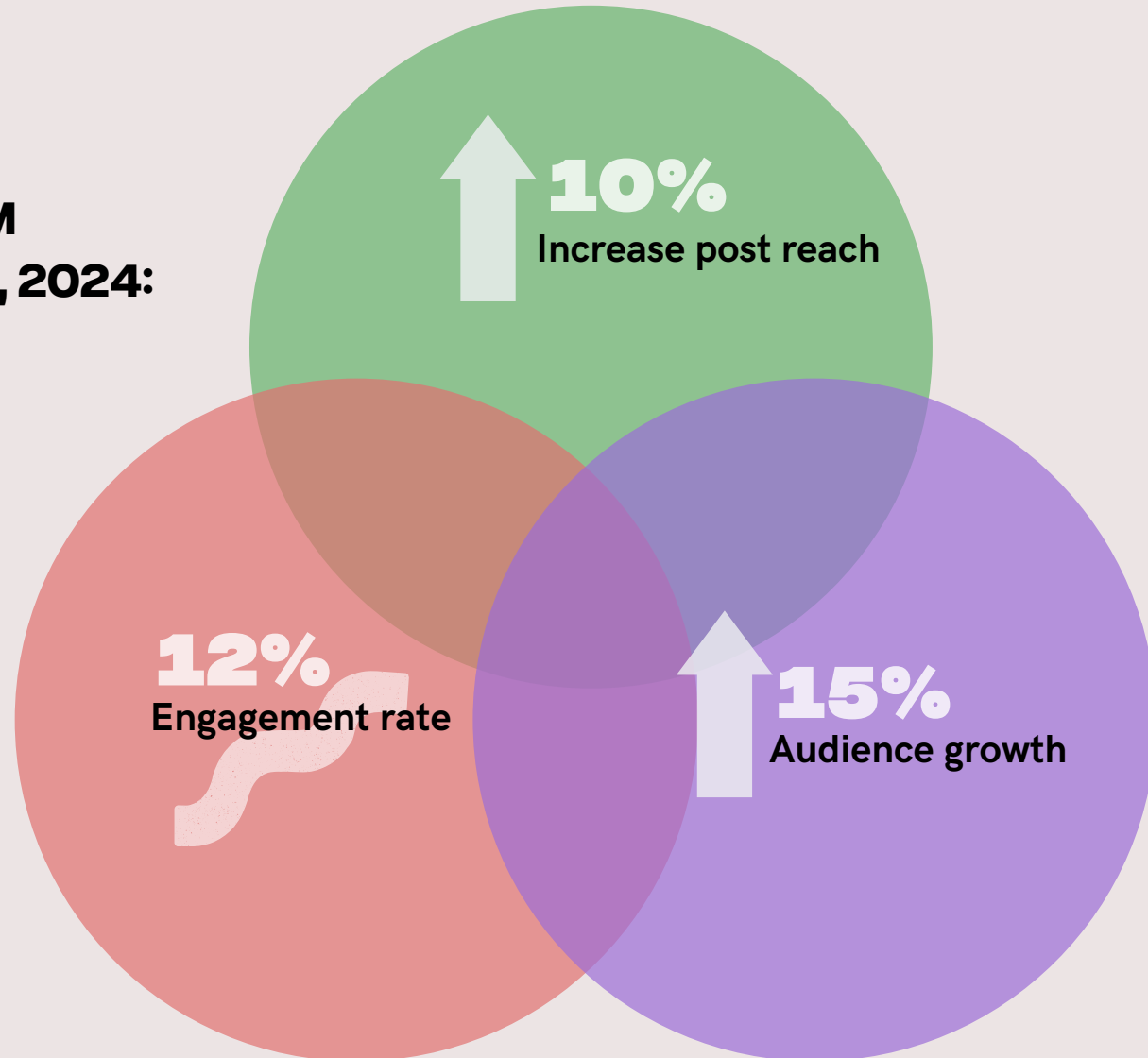
**FACEBOOK  
BY DECEMBER 31, 2024:**





# OBJECTIVES

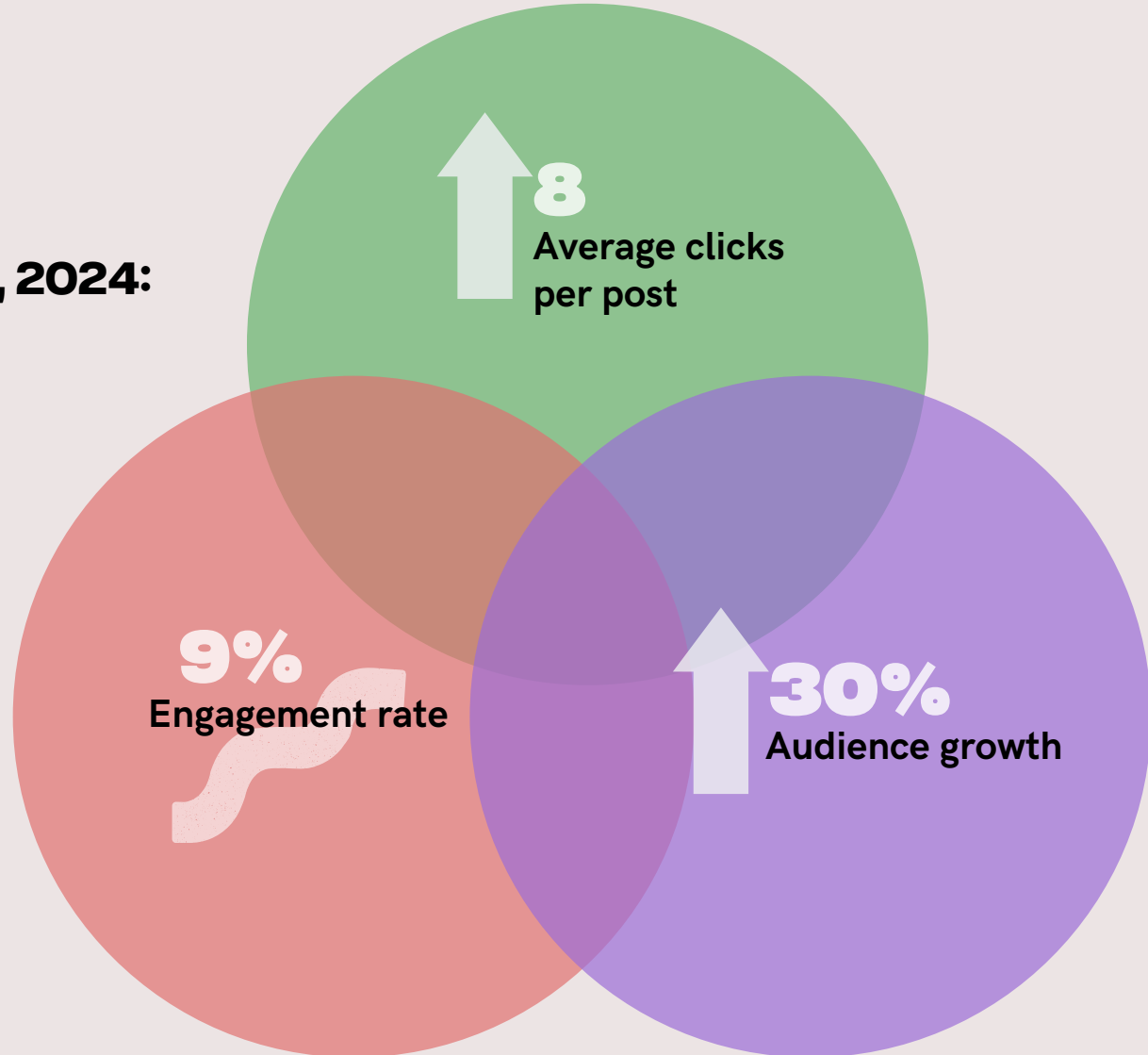
**INSTAGRAM  
BY DECEMBER 31, 2024:**





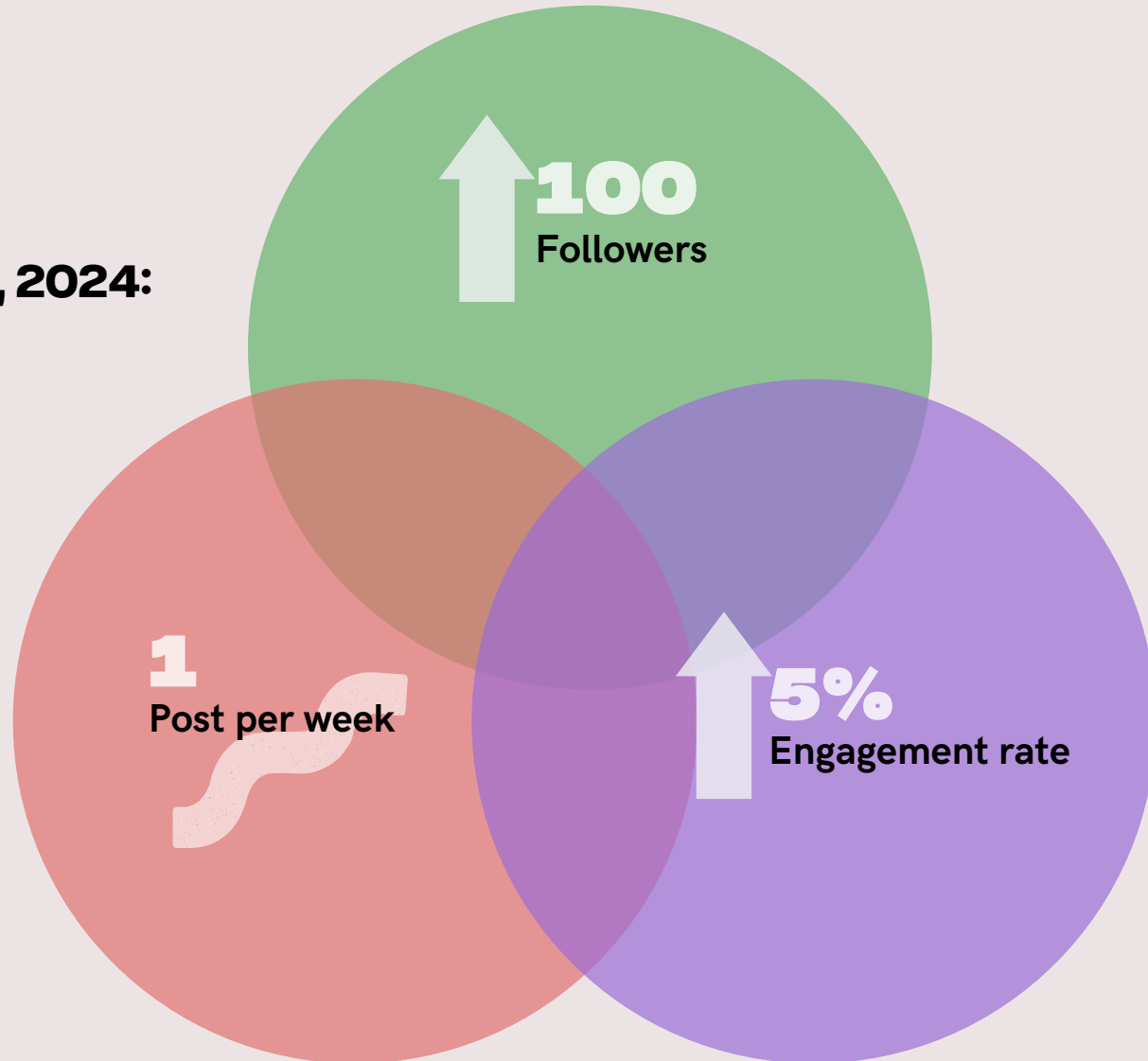
# OBJECTIVES

**LINKEDIN  
BY DECEMBER 31, 2024:**



# OBJECTIVES

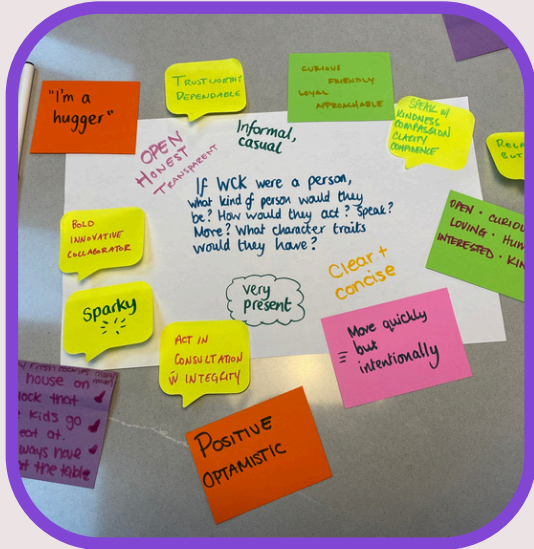
**TIKTOK**  
**BY DECEMBER 31, 2024:**



# OUR KPIS

credit: Robertson Hunter Stewart

## KEEP PEOPLE INFORMED



## KEEP PEOPLE INVOLVED



## KEEP PEOPLE INTERESTED



## KEEP PEOPLE INSPIRED



# TARGET AUDIENCE

## Primary

Women age 25-40

Living in Lower Mainland

Use FB & Insta

A perceived connection to

WCK values/aims

## Secondary

Age 16-25

Living in Lower Mainland

Interested in studying in  
health and/or child-facing  
fields

Philanthropic

## CONNECTION-DRIVEN

- Desire to amplify causes they care about
- Identify with causes influencers care about
- Driven by seeing meaningful impact
- Community-focused, seek a sense of belonging/connection
- Can become advocates/supporters
- Can foster long term loyalty
- Values-aligned



# PERSONA #1

**NAME: OLIVIA**

**AGE: 36**

**OCCUPATION: DATA ANALYST**

**LOCATION: SURREY**

Olivia is born and raised in B.C. She lives with her partner and two young children. She's always looking for ways to influence the world positively, and she particularly connects with concepts around family, caregiving, and community. She's online every day and tends to scroll through social feeds, stopping to engage with content that she feels represents her identity as a communitarian. She's a member of several mom groups and parenting forums.

As a parent, she is watching her young children hit various milestones, and it makes her think back to her own childhood and feel grateful towards her mom for everything she has done for her. She feels the parent/child bond is the most valuable thing in the world.

## **HOW SHE'S FEELING:**

A little helpless about the "big problems" in the world, such as the climate crisis. She wants to find proactive, tangible ways to help communities close to home that she feels an emotional connection to.



# PERSONA #1

***"Supporting families going through childhood cancer fills my cup."***

## **MOTIVATIONS**

- Being personally valued for her involvement.
- Social proofing – able to demonstrate to others what matters to her and what makes her a good person. Also knowing that the causes she supports matter to others.
- Altruism – compassion for caregivers facing the unimaginable.
- Giving back – honouring her mom by championing parents.

## **CHALLENGES/PAIN POINTS**

- Feeling like a "cog in a machine" – like her personal actions don't make a difference or aren't valued.
- Olivia will distance herself from anything that may be seen as unethical, exploitative, inciting online division/rage, or impersonal. She's unfollowed influencers and brands for this reason.
- Olivia is put off by anything that feels like "fake news," sensationalized content, or spurious facts.

## **PREFERRED PLATFORMS**

Facebook, Instagram

Olivia is seeing more YouTube shorts and TikTok videos appearing on her regular platforms and getting more into this type of content.

# PERSONA #1

## OLIVIA'S CONTENT NEEDS

- More awareness of the impact of childhood cancer/blood disorders on family life
- Understanding the difference WCK programs make – the practical and emotional needs we meet
- Clear and achievable calls to action
- Donation asks shouldn't be constant – she needs to know other ways of contributing are valued and meaningful
- Playful and inspiring content that she feels an emotional connection to
- Messaging that encourages connection, collaboration, bringing people together, and cheerleading one another
- Short-form videos, photo carousels for visual storytelling
- Captions on videos – Olivia watches them on mute while on the go
- Powerful testimonials that prioritize caregivers' perspectives
- Social proofing from influential people
- Opportunity to add her own words to shareable posts

## PERSONA #2

**NAME: ARJUN**

**AGE: 19**

**OCCUPATION: HEALTH SCIENCES STUDENT**

**LOCATION: VANCOUVER**

Arjun moved to Canada from Pakistan with his mom, dad, and sister when he was two years old. All of his earliest memories are from living in the Punjabi Market neighbourhood. His younger sister has chronic health issues that often left him feeling worried about her, unsure of what was happening, or sometimes left out when his parents' attention was focused on her. His passion to "figure things out" came from this and was a big reason he applied to study health sciences. He has just moved to UBC for his studies and is enjoying student life with his roommates, but still feels a responsibility to do good and be a model student. He also wants to gain experience that will help him in a health-related career.

### **HOW HE'S FEELING:**

Arjun is often stressed and overwhelmed by his studies, so he's looking for a way to do good and gain relevant experience that is fun, engaging, different to the rest of his week, and easy to achieve.





## PERSONA #2

***"I can relate to how an illness affects the whole family. I want to help other families they way I could have been helped."***

### **MOTIVATIONS**

- Gaining experience/knowledge that will boost his resume
- Feeling like a good, responsible role model
- Advocating for families that he feels he can relate to
- Having a break from academic studies and a chance to focus on something fun/rewarding
- Finding somewhere that he could end up actively volunteering

### **CHALLENGES/PAIN POINTS**

- Time and mental energy for anything outside of studies
- Arjun won't engage anything that asks too much of him (e.g. having to articulate the 'whys' and 'hows' for himself)

### **PREFERRED PLATFORMS**

Instagram, TikTok



## PERSONA #2

### ARJUN'S CONTENT NEEDS

- Understanding the difference WCK programs make – the practical, social, and emotional needs we meet, especially for children
- Straightforward and easy calls to action
- Information about volunteering opportunities
- Informational/educational content that is easy to share to raise awareness among his networks
- Informal content that he can share with his friends in a casual way
- Short-form videos with captions (he watches on mute on his mobile)
- Powerful testimonials that describe the kid/youth experience (including siblings)
- Content that shows we are credible and well-respected among healthcare settings in B.C.

# CONTENT CHOICES

- List key campaigns through the year – mini campaigns, send a kid to camp, CCAM, year-end campaign
- Prioritize storytelling, testimonials, impact stories
- Consistently convey WCK values and personality
- List some key themes/keywords for thought leadership and links to blog content
- Breadth of media/post types – videos, reels, carousels, clickable links
- Focus on authentic, behind-the-scenes, rough and ready content
- Continue to use ClickUp calendar to ensure a balance between awareness raising, donor recognition, program promotion, campaigns, fundraising, person spotlights, events etc.
- Within this calendar, ensure balance and consistency in how all WCK programs are highlighted
- Include messaging for each stage of the donor journey – develop content funnel for this
- Evaluate content pillars for what resonates most with the community

# HIGH-LEVEL TASKS: WHO & WHAT

## INTERN

Influencer project

Plan for  
differentiated content

Social listening

Research forums and  
community groups who  
could share content

## MARCOMM MANAGER

Influencer project

Campaign planning  
& delivery

Strategy to utilize  
WCK community

Plan thought  
leadership content

Manage intern

Plan for  
differentiated content

Social listening

Ongoing social media  
planning, delivery, tracking

Digital asset  
management review

## DEVELOPMENT MANAGER

Influencer project

Campaign planning  
& delivery

Strategy to utilize  
WCK community

Plan thought  
leadership content

## MARKETING COMMITTEE

Influencer project

Campaign planning

Strategy to utilize  
WCK community

# WCK MANAGEMENT & BOARD TASKS

- The new organizational strategy will inform communications needs
- Audit longer-term staff and resource needs to achieve communications aims
- Leverage own networks and contacts to increase WCK's profile and reach



# EVALUATION

## **WE WILL TRACK...**

- Metrics related to our objectives (on Buffer Analytics)
- Click-through rates (on website analytics)
- Where click-throughs have come from (using utm tags)
- The most successful calls to action
- Content that has highest engagement
- Audience sentiment related to WCK (through social listening)
- Number of WCK mentions and their reach

**We will have succeeded if we see a steadily growing and engaged community on our social media platforms, who feel good about WCK and their role within the community.**