



CHARITY SOCIAL MEDIA CASE STUDY:

**COMMUNITY
MATTERS**
PARTNERSHIP

Client: The Community Matters Partnership (CMP)

Location: Fleet, Hampshire

Client Since: January 2020

CHALLENGE

CMP was generating incredible impact on the ground but lacked the time and resources to consistently share their success stories online. They needed a scalable strategy to:

- Keep social media updated with authentic content from events
- Visually communicate the value of community investment
- Celebrate their member companies and engage their employees
- Attract new partners through clear, compelling storytelling

OBJECTIVES

Conquest Social Media was brought on to help CMP build a professional & engaging social presence. Our key objectives were to:

- Celebrate Volunteer Engagement - Ensure every Corporate Volunteer Day is communicated
- Increase Brand Visibility - Position CMP as a leader in corporate-community collaboration through strong digital storytelling.
- Showcase Member Contributions
Give public recognition to member companies, encouraging pride, participation, and re-sharing.
- Drive New Member Enquiries
Use engaging and informative content to attract more businesses to join CMP's mission.

Turning community
action into digital impact.

STRATEGY

Our strategy focused on four key pillars to help CMP scale their message, elevate their brand, and foster deeper engagement with their corporate members:

1. Showcasing Real People, Real Impact

- Focus on volunteer faces to humanise posts.
- Feature company logos and group shots to highlight member participation.

2. Integrated Content Planning

- Created a shared event content tracker for CMP and their team to upload photos and key information.
- Implemented a 3-month rolling content calendar to plan social posts around live events
- Scheduled consistent content across LinkedIn, Instagram & Facebook.

3. Visual Identity & Template System

- Designed a library of on-brand, reusable post templates
- Ensured brand consistency across all platforms and campaigns

4. Introducing a simple pipeline for events.

- Pre-event post to promote engagement
- Post-event imagery featuring staff, impact stats, and partner tags

IMPACT

By turning everyday community efforts into polished, engaging digital content, CMP has strengthened:

- Member relationships
- Brand credibility
- Visibility of their social impact

They now stand out as a modern, connected charity with a clear voice and a thriving online community.

RESULTS

Metric	Before Conquest	After Conquest
Avg. Engagement Rate	↓ Low	↑ +62%
Monthly Reach	2,300	13,000+



CLIENT FEEDBACK

"Dan at Conquest is so easy to work with: sympathetic to our aims with a heartfelt understanding of what we do. Dan is always available to bounce ideas off - and his expertise and insight invariably improve our plans. Professional friends, Conquest are like an invaluable extension of CMP."

Simon Jarvis - Chief Executive Officer

CONCLUSION

This partnership between CMP and Conquest Social Media shows what's possible when storytelling meets strategy. By aligning clear communication goals with visual content and smart scheduling, we helped CMP turn community action into a compelling digital presence. CMP now stands out not only for what they do, but for how they show it.

Whether you're a charity with big goals or a small team doing big things, we can help you share your impact with clarity, creativity, and consistency.



Ready to Level Up Your Charity's Socials?

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