

SSOC Listening/Research

JRN370

Dr. Brodie

1 December 2019

This assignment is being submitting within the College of Arts and Science for Journalism with

the purpose to outline the plan for improving Community Mission of Hope's social media platforms.

ORGANIZATIONAL OVERVIEW:

Community Mission of Hope's roots date back to 2009 when Rancho Community Church and Orange County Rescue Mission partnered together to make the Temecula Murrieta Rescue Mission. This organization continued to grow and had many projects until March 2013 when the Rescue Mission and several other food banks all joined forces under the banner of Community Mission of Hope which is an affiliate of Rancho Community Church. They also recently absorbed two other failing pantries as well.

CMOH in its current form is a food bank and housing resource center. Their goal is to "feed and provide help and loving counsel to those in need within our local region." They do this by partnering with local markets and taking their food that is still fresh but is near expiration and then giving this to those in need. All those who qualify for food aid have a different allotment of different types of food in a given span of a week. Basic toiletries are also provided as well. The main goal with the food help is to take pressure off families or individuals who have the pressure taken off them to buy groceries for a week can keep them afloat until they are self-sufficient.

Another major thing they do is case management. If someone wants guidance through the rather complicated process of obtaining government housing, CMOH has their case managers come along side said person and guide them. They also provide general mentorship to people on financial matters and find the root of their problem.

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The core principles that CMOH operates on are responsible compassion which means that the goal is to always create self-sufficiency. They want to keep people from going under and/or help people get back on their feet. Their main fundraising events are their yearly galas and various donors and donations.

SOCIAL MEDIA AUDIT:

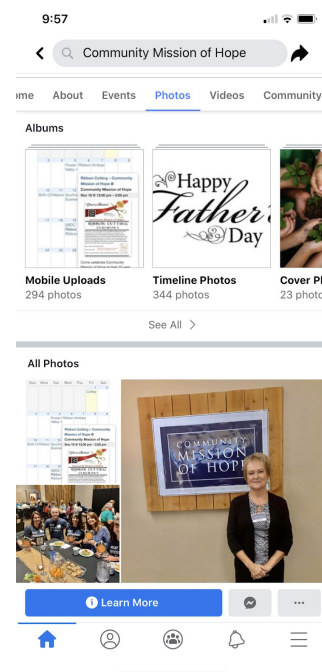
FACEBOOK				
LIKES	FOLLOWERS	POSTING FREQUENCY	LAST WEEK ACTIVITY	ISSUES/ CHALLENGES
885	892	11.1 average posts per month	6 New Posts	Low engagement. High activity. Branding is consistent.
INSTAGRAM				
FOLLOWERS	FOLLOWING	POSTING FREQUENCY	LAST WEEK ACTIVITY	ISSUES/ CHALLENGES
536	1,733	4.3 average posts per month	1 New Post	Low engagement. Low activity. Branding is somewhat consistent.
BLOG				
BLOG POSTS	CATEGORIES	POSTING FREQUENCY	LAST WEEK ACTIVITY	ISSUES/ CHALLENGES
7	4	3.1 average posts per year	Inactive	No activity since 2015.
LINKEDIN				
FOLLOWERS	EMPLOYEES ON LINKEDIN	POSTING FREQUENCY	LAST WEEK ACTIVITY	ISSUES/ CHALLENGES
6	3	0 posts	Inactive	No posts. No cover photo.

SITUATIONAL ANALYSIS:

CMOH has been around for a few years now, but still has lots of room to grow. Their main event that they have every year is their fundraising Gala which brings in some of their main donors and other members of the community. They have enough revenue to operate, but there is always room for more growth. Some social media improvements and campaigns could easily

boost community engagement and gain more awareness for CMOH. Below is a breakdown of their social media and the current state of it along with some improvements that can be made.

Facebook: CMOH's Facebook page is off to a good start, but there is always room for improvement. They post plenty of pictures of various events they go to or that are happening at CMOH. It is advised to shorten the captions so that readers can quickly learn the information being presented. It would be extremely helpful if CMOH would set a consistent schedule on when they post, so there would be regularity. Also, more call to action posts encouraging current donors to donate again or encouraging fence sitters to get involved could also be very beneficial. Promoted posts and/or ads could also be a great way to boost engagement as well. Another big thing CMOH could do to boost engagement is make more use of hashtags in their posts so that their posts can show up in related content. Lastly, more pictures of day to day operation using similar filters or color pallets could also be beneficial, especially with appropriate hashtags that will apply to the Temecula and Murrieta area.

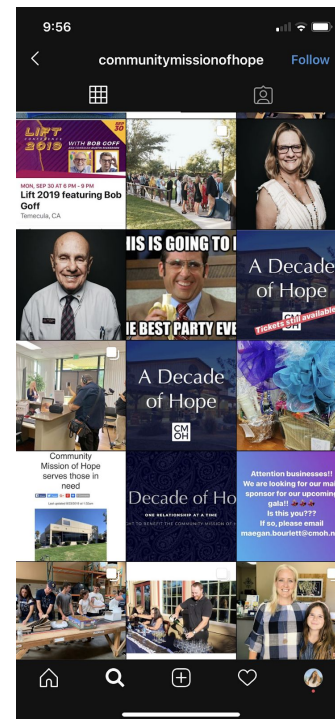
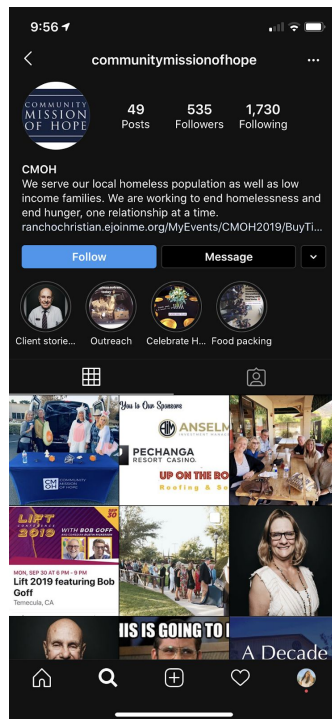


Instagram: Community Mission of Hope's Instagram is certainly a work in progress. The account is there and posts have been made, somewhat establishing the brand, but overall, it needs some tweaking. Instagram is an important platform that should be utilized when trying to get your name out there, which is what Community Mission of Hope appears to be striving for. However, the lack of activity leads to low engagement, causing the account to be a bit of a flop. There are a few quick and simple ways to improve the account that will also bring in more traffic. CMOH first needs to switch their account from personal to business. By doing this, they will have the option of choosing what kind of business they are (non-profit), which will then appear under their name in their bio. This will also allow them to include an email address and/or phone number so they can be contacted easily. By doing so, the account will automatically look professional. Next up, CMOH should update their profile picture to a logo that represents the organization. Again, it will add a professional feel to the account. Once the account looks like it is run by an established organization, it is time to work on increasing the activity, which will lead to higher engagement. It is important to post content that followers enjoy seeing, which most of the time does not include graphics. People like seeing posts of other people. It is advised that CMOH should stop posting graphics, and instead post photos from events or of the staff hard at work. It is also important to have a consistent feed, meaning the posts all flow together. This can be done by using the same edit on every photo, sticking to a color palette, or simply posting all indoor or outdoor photos. This will make it pleasing to the eye and draw in more attention. Lastly, CMOH should post on regular basis, which should be at least once a week. This shows followers that they working to better the community. When it comes to posting, there are lots of tips and tricks that can help get the post out to a wide audience, such as hashtags, locations, and

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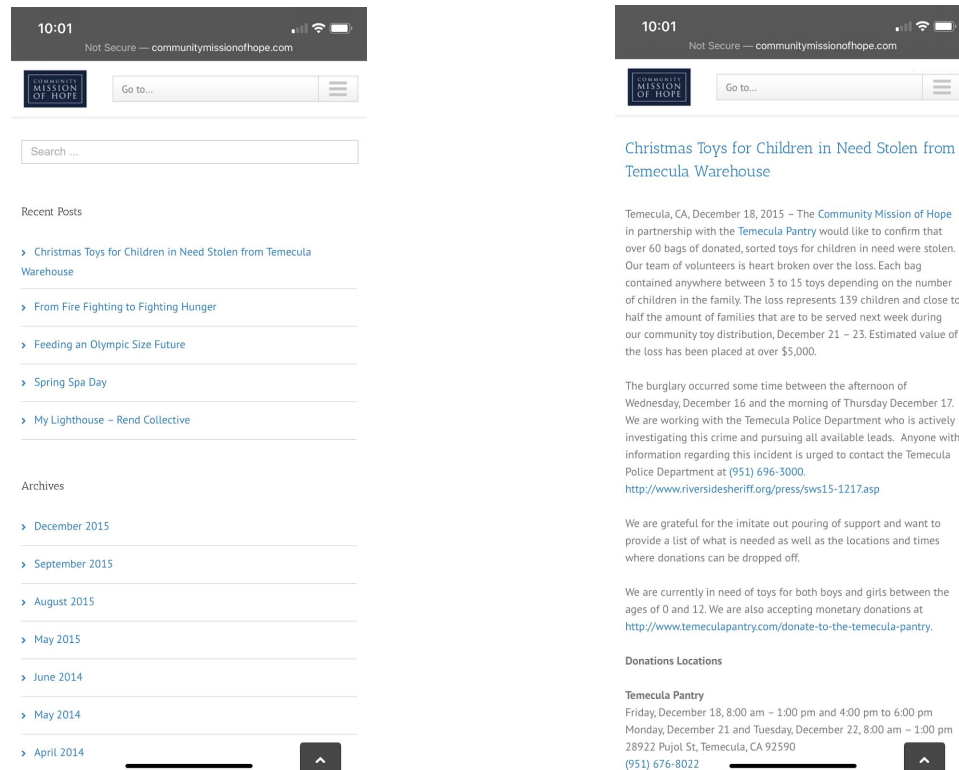
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even promotions. These are all things that the account administrator can learn in order to reach a larger audience. If CMOH updates their profile, posts 1-3 times a week with nice looking photos and include hashtags and a location, their branding will become consistent and their engagement will increase.



Blog: When browsing through Community Mission of Hope's website, there is an option to read their blog. However, the blog is not up-to-date. We advise more activity on the blog since it has not been updated since 2015. Potential volunteers, donors, etc., looking through the website will want to know what they are getting into, and reading a few blog posts is the perfect way. A blog shows a brand's voice and gives it a personality through the writer. It also informs the community about the happenings within the organization. Viewers might come across it and think that CMOH as a whole is no longer active or that it does not keep up with its events. If CMOH wants to keep the blog up on the website, then they need to be consistent with its posts.

They do not have to be as frequent as Instagram or Facebook, but there should be a post for every event that is put on by the organization. In each post, CMOH should include a few photos from the event and a link to their Facebook and Instagram. By providing a link, they will be directing traffic to their other platforms, which will increase their engagement.

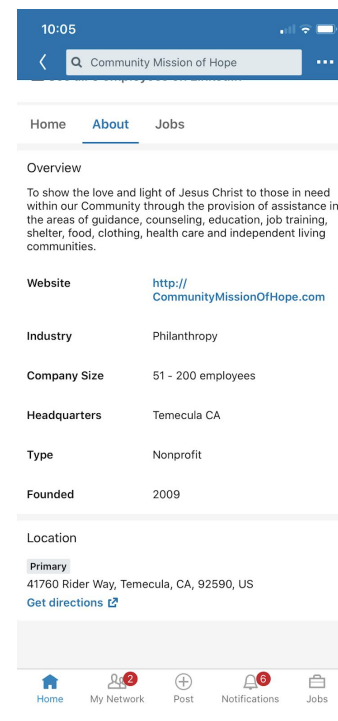
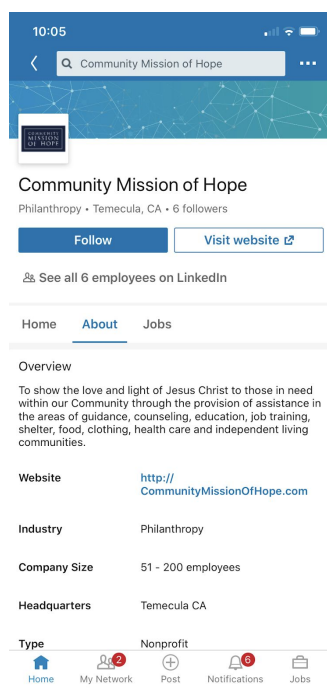


LinkedIn: Community Mission of Hope's LinkedIn account needs to go through some serious work. LinkedIn is an important platform to have because it allows employers to find employees, which would be advisable for CMOH should take advantage of. Because they are a non-profit organization, they are volunteer based, but can still use LinkedIn to find people willing to help out. The first step they need to take is to upload a profile photo and a cover photo. This will allow viewers to understand who they are visually. Next up, CMOH should add a bio explaining who they are and what they do. It was also be advisable for them to update their

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contact information. Once they have those few things, their profile is ready to go. From there, CMOH can begin making connections with those in the nearby area to get their name out there. The more connections, the better. They should try to connect with high school and college students because they may need volunteer hours for an assignment or club. It is also important to post photos from events, so their connections can see that they are an active organization. These can be the same photos posted on CMOH's Facebook and Instagram accounts.



PROBLEM STATEMENT:

Our plan for improving the Community Mission of Hope with addressing the lack of recognition that the organization currently. Fixing the problem will result in having more exposure in the community.

AUDIENCE:

Primary:

1. New potential donors and volunteers
2. Friends and family members who have connections to the organization
3. Faith-based nonprofit churches throughout the community

Secondary:

1. Previous donors and volunteers who were involved in the past, but still are interested in being involved
2. The followers on social media who are caught being interactive on the platforms that the organization has but have not had the opportunity to donate or volunteer
3. Individuals that are interested in improving self-sufficiency and a better quality of life with people who are known for being less fortunate.

Marginal:

1. The followers who have been connected in the Mission of Hope organization but have not yet had the opportunity to donate or volunteer
2. People who are not from the area of Temecula that are not technically interested or don't have an idea as to what the organization is about.
3. Colleges around the area who can get their staff and faculty involved in helping with donations and volunteer hours.
4. Collaborating with other nonprofits or charities around the area to help each other build off of each other and grow in connections by providing support
5. Other types of businesses throughout the area who have participated within the organization with helping with self sufficiency

TARGET: Primary

S.W.O.T.

Strengths: <ul style="list-style-type: none"> • Work ethic • Location • Providing help in all aspects <ul style="list-style-type: none"> o Physical o Financial o Social o Spiritual • Clearly defined mission statement 	Weaknesses: <ul style="list-style-type: none"> • Social Media • Engagement on Social Media • Campaigning • Lack of reputation
Opportunities: <ul style="list-style-type: none"> • Create larger client base <ul style="list-style-type: none"> o Loyalty o Word of mouth o Exceptional service • Partnership with local businesses • Improve organizational awareness • Large number of affluent people in the southwest Riverside County area • Numerous charities and churches to partner with 	Threats: <ul style="list-style-type: none"> • Lack of awareness of the complexities required in obtaining government housing • The large number of nonprofits in Southern California

Strength & Opportunities: <ul style="list-style-type: none"> • CMOH can use their work ethic to partner with local businesses to create events for their clients 	Weaknesses & Opportunities: <ul style="list-style-type: none"> • CMOH can improve their social media platforms so the client base will continue to grow
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<ul style="list-style-type: none"> CMOH can use their mission statement to spread their name out by word of mouth, as well as social media 	<ul style="list-style-type: none"> By campaigning more, CMOH will be able to alert the community of their presence by word of mouth about their exceptional service If CMOH partners with local businesses, both sides will get exposure, leading to a win-win situation
<p>Strengths & Threats:</p> <ul style="list-style-type: none"> In order to minimize the threats posed by other food banks, CMOH can continue to keep up their work ethic as well as continue providing help in all aspects of life, not just physically 	<p>Weaknesses & Threats:</p> <ul style="list-style-type: none"> By improving their social media accounts, CMOH will stand out more and pull in more donors as well as gain more followers

GOALS:

Goal: To Increase brand awareness for Community Mission of Hope

- Objective 1: Increase social media engagement by gaining 1200 followers on Instagram with a growth of 150+ likes, 5-10 comments, and 10+ shares.
- Objective 2: Expand CMOH's Facebook followers by 1500 with an increase of 200 likes, 20-30 comments, and 30+ shares.

Strategies: By posting regularly on Facebook, there will be an increase in interaction and engagement. Interactive Instagram posts will result in more activity from followers. Event blog posts will allow the interested parties to learn about CMOH's involvement with their clients. Weekly devotional posts on all social media platforms will reflect CMOH's partnership with local churches.

Tactics:

- Regularly scheduled Facebook posts
- Interactive Instagram posts (i.e. stories, vibrant posts, Instagram Live)
- Updated Blog posts when event occurs
- Weekly devotional with appealing visuals (graphics)

Key messaging: Emphasize our target audience's individual ability to make a difference and help people in their community. Talk about the importance of what CMOH does and the pitfalls of trying to get government housing. Emphasize responsible compassion and human elements.

TIMELINE:

Week 1:

- Sunday: Go through social media platforms to plan out strategy plan
- Monday: Observe social media activity on Instagram and Blog
- Tuesday: Observe social media activity on Facebook
- Wednesday: Come up with ideas to help revamp each platform such as Canva
- Thursday: Sign up for Hootsuite
- Friday: Assign members who will post on each site
- Saturday: Design a schedule on activity of each social media platform on Hootsuite

Week 2:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Pick volunteer spotlight for the week on Instagram

- Tuesday: Plan post on Facebook that is a devotional that is either uplifting or relating to CMOH mission statement
- Wednesday: Fun facts or statistics about CMOH to Instagram, post to blog if event takes place
- Thursday: Volunteer spotlight uploaded to Facebook from Instagram post
- Friday: Plan post about ways donors and volunteers can help CMOH on Facebook for next day, highlight of the week post to Instagram
- Saturday: Review weekly activity on each site

Week 3:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Pick volunteer spotlight for the week on Facebook
- Tuesday: Plan post on Instagram that is a devotional that is either uplifting or relating to CMOH mission statement
- Wednesday: Pick partner spotlight for post on Facebook
- Thursday: Volunteer spotlight uploaded to Facebook from Instagram post
- Friday: Fun facts or statistics about CMOH to Instagram, post to blog if event takes place
- Saturday: Review weekly activity on each site, highlight of the week post to Instagram

Week 4:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Fun facts or statistics about CMOH to Instagram

- Tuesday: Plan post on Facebook that is a devotional that is either uplifting or relating to CMOH mission statement
- Wednesday: Pick volunteer spotlight then uploaded to Facebook, post on blog if event has taken place
- Thursday: How to Help CMOH on Facebook
- Friday: highlight of the week post to Instagram
- Saturday: Review weekly activity on each site, volunteer spotlight post from Instagram uploaded to Facebook

Week 5:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Brainstorm and upload weekly goals on Facebook and encourage followers to share
- Tuesday: Pick partner spotlight for the week for Instagram
- Wednesday: Volunteer Spotlight on Facebook, post to blog if event has taken place
- Thursday: Fun facts or statistics about CMOH to Instagram
- Friday: Prepare and brainstorm weekly highlight for Instagram
- Saturday: Review weekly activity on each site, upload weekly highlight to Instagram

Week 6:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Pick volunteer spotlight for the week on Instagram
- Tuesday: Plan post on Facebook that is a devotional that is either uplifting or relating to CMOH mission statement

- Wednesday: Fun facts or statistics about CMOH to Instagram, post to blog if event takes place
- Thursday: Volunteer spotlight uploaded to Facebook from Instagram post
- Friday: Plan post about ways donors and volunteers can help CMOH on Facebook for next day, highlight of the week post to Instagram
- Saturday: Review weekly activity on each site

Week 7:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Pick volunteer spotlight for the week on Facebook
- Tuesday: Plan post on Instagram that is a devotional that is either uplifting or relating to CMOH mission statement
- Wednesday: Pick partner spotlight for post on Facebook
- Thursday: Volunteer spotlight uploaded to Facebook from Instagram post
- Friday: Fun facts or statistics about CMOH to Instagram, post to blog if event takes place
- Saturday: Review weekly activity on each site

Week 8:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Fun facts or statistics about CMOH to Instagram
- Tuesday: Plan post on Facebook that is a devotional that is either uplifting or relating to CMOH mission statement

- Wednesday: Pick volunteer spotlight then uploaded to Facebook, post on blog if event has taken place
- Thursday: How to Help CMOH on Facebook
- Friday: highlight of the week post to Instagram
- Saturday: Review weekly activity on each site

Week 9:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Brainstorm and upload weekly goals on Facebook
- Tuesday: Pick partner spotlight for the week for Instagram and encourage followers to share
- Wednesday: Volunteer Spotlight on Facebook, post to blog if event has taken place
- Thursday: Fun facts or statistics about CMOH to Instagram
- Friday: Prepare and brainstorm weekly highlight for Instagram
- Saturday: Review weekly activity on each site

Week 10:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Pick volunteer spotlight for the week on Instagram
- Tuesday: Plan post on Facebook that is a devotional that is either uplifting or relating to CMOH mission statement
- Wednesday: Fun facts or statistics about CMOH to Instagram, post to blog if event takes place
- Thursday: Volunteer spotlight uploaded to Facebook from Instagram post

- Friday: Plan post about ways donors and volunteers can help CMOH on Facebook for next day, highlight of the week post to Instagram
- Saturday: Review weekly activity on each site

Week 11:

- Sunday: Schedule 3 post on Hootsuite for each social media platform
- Monday: Pick volunteer spotlight for the week on Facebook
- Tuesday: Plan post on Instagram that is a devotional that is either uplifting or relating to CMOH mission statement
- Wednesday: Pick partner spotlight for post on Facebook
- Thursday: Volunteer spotlight uploaded to Facebook from Instagram post
- Friday: Fun facts or statistics about CMOH to Instagram, post to blog if event takes place
- Saturday: Review weekly activity on each site

Week 12:

- Sunday: Review weekly activity on each site
- Monday: Fun facts or statistics about CMOH to Instagram
- Tuesday: Plan post on Facebook that is a devotional that is either uplifting or relating to CMOH mission statement
- Wednesday: Pick volunteer spotlight then uploaded to Facebook, post on blog if event has taken place
- Thursday: How to Help CMOH on Facebook
- Friday: highlight of the week post to Instagram

- Saturday: Calculate engagement growth

CONTENT CALENDAR:

Communit y Mission of Hope	Month #1 Social Media Editorial Calendar						
Week 1	Sunda y	Monday	Tuesday	Wednesda y	Thursda y	Friday	Saturda y

Facebook			Weekly Devotiona l		Volunteer Spotlight (See Example C)		Ways to Help CMOH (See Example B)
Instagra m		Voluntee r Spotlight		Statistics (CMOH and Hunger)		Highligh t of the Week	
Blog				Post Only For Events (day after event takes place)			
Week 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook		Voluntee r Spotlight		Partner Spotlight		Statics (CMOH and Hunger)	
Instagra m			Weekly Devotiona l		Volunteer Spotlight		Highlight of the Week

Blog				Post Event (day after it takes place)			
Week 3	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook			Weekly Devotional		Ways to Help CMOH		Volunteer Spotlight
Instagram		Statics (CMOH and Hunger)		Volunteer Spotlight		Weekly Highlight	
Blog				Post Event (day after it takes place)			
Week 4	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook		Weekly Devotional		Volunteer Spotlight		How to help CMOH	
Instagram			Partner Spotlight		Statics (CMOH and Hunger)		Weekly Highlight

Blog				Post Event (day after it takes place)			
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EVALUATIONS:

In order to reach the intended goals and objectives, we plan to increase the engagement and follower count of CMOH on its two main social media accounts. We also plan on increasing the content of CMOH's social media by posting frequently, use hashtags, etc.

- The success of the campaign will be measured in followers on Instagram and likes/followers on Facebook gained.
- Across the social media campaign, we expect to post polished content three times a week on each platform throughout the duration of this twelve week campaign.

SAMPLE POSTS:



Event Sample Post (Example A)

Ways to Help Sample Post (Example B)



communitymissionofhope Meet Cici, a volunteer and client at Community Mission of Hope. Cici has been with us for eight years. She first heard about CMOH when a friend told her about us. Cici and her husband had just lost their jobs and needed help with food. "They gave us food and gave it with a big smile." After receiving, Cici felt a desire to give back and thus began helping with food distribution. "All the volunteers are like family and are always friendly", Cici says about her fellow CMOH volunteers. "It (CMOH) is a good, very very good thing. It helped me. Everything is in the bag and I use everything." The thing Cici emphasizes most is how CMOH always serves its clients with a smile. If you would like to volunteer, please visit our website at <http://communitymissionofhope.com/volunteer/> or call us at 951-444-1404

Volunteer Spotlight Sample Post (Example C)

INFOGRAPHICS:

Monday
April 15, 2019
10 A.M. - 2 P.M.
Perris Library
163 E. San Jacinto
Perris, CA 92570

Monday
April 29, 2019
10 A.M. - 2 P.M.
Louis Robidoux Library
15840 Mission Blvd
Jurupa Valley, CA 92509

Monday
May 6, 2019
10 A.M. - 2 P.M.
Palm Desert Library
73300 Fred Waring Dr
Palm Desert, CA 92260

Tuesday
May 14, 2019
11 A.M. - 3 P.M.
Grace Mellman Library
41000 County Center
Temecula, CA 92591

Monday
June 3, 2019
11 A.M. - 3 P.M.
Sun City Library
26982 Cherry Hills Blvd
Sun City, CA 92586

PROJECT CONNECT
RESOURCES + PARTNERSHIPS = IMPROVED QUALITY OF LIFE

Homeless and Mental Health Resource & Information Sharing Events

Community Services Health Maintenance Information
Employment Support Veteran's Resources




CMOH COMMUNITY MISSION OF HOPE

Yes, We Need Your Help


Schedule your school's Annual Food Drive TODAY!
We supply EVERYTHING you need for a successful event




Did you know?
MORE THAN 400 LOCAL FAMILIES
-Many with school aged children-
ARE IN NEED OF HELP

SCHEDULE YOUR FOOD DRIVE TODAY!
Email us at fooddrives@cmoh.net
or call 951-444-1404

CMOH STATS
SINCE OUR FOUNDING IN 2009



Over 300 families served and 700 individuals over the course of its existence



300 people housed

