



New American[®]
Pathways

HELPING REFUGEES AND GEORGIA THRIVE

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I. Introduction

New American Pathways is a nonprofit organization located in Atlanta, GA, dedicated to helping refugees become settled in the United States and connect with their community. Founded in 2014, New American Pathways, originally called Refugee Family Services, provides financial, educational and social resources to provide a stable and positive life for everyone.

New American Pathways' purpose for this campaign is to encourage and connect with the community and stakeholders by getting them to become more aware about the organization. Informing the public on the resources and different programs New American Pathways offers and how deeply it impacts others, will motivate them to get involved and more attached to the organization.

II. Crisis Breakdown

New American Pathways' current crisis is a lack of awareness among their audiences and mismanagement of their social media platforms. The organization is relatively unknown in its area, so the lack of awareness keeps them from reaching its full potential of donors, volunteers, and refugees to serve. The lack of awareness and mismanagement of the organization is a significant issue for the organization because they cannot effectively support their audiences if people do not know about them. The main issues currently facing New American Pathways are the lack of publicity that the organization receives and the minimal awareness of the organization in the community. New American Pathways presently has minimal coverage in the media and is difficult to find in major search engines. Additionally, NAP lacks a large social media following and high engagement rates. New American Pathways currently posts on social media

inconsistently regarding the timing and aesthetic of posts, making the organization appear less appealing to audiences.

Although New American Pathways faces struggles, there are opportunities for improvement by changing its current PR plan. We want to increase the usage of social media and digital avenues because those are the best platforms to reach our desired audiences. Using social media is now the new norm for reaching people, and it offers the benefits of being inexpensive and easy tracking of who our posts are reaching. We want to increase social media and increase the cohesive nature of all of our digital media. There is no clear aesthetic or design which lacks an integrated factor for New American Pathways.

There are several benefits that social media provides for reaching specific audiences. According to Sam Wixted from WebFX, “One of the reasons social media marketing is so effective is that digital consumers spend 2.5+ hours on social platforms daily.”¹ For nearly three hours a day, you have a chance to reach your target customers with your products and services. Therefore, social media is the most cost-effective, measurable device that we can utilize to reach our desired target audience. Social media has the power to create a stronger brand identity and build relationships with its audiences, which is a key benefit that NAP can utilize to its advantage. Social media is the best resource to measure their growth and engagement, providing a cost-effective means of engaging audiences.

III. Featured Story

A story we would include in the campaign would surround a refugee who used New American Pathways’ services to integrate into their community and the United States as a whole. These stories would start by describing what the refugees went through when traveling to the US

¹ <https://tinyurl.com/28br4td9>

and how the nonprofit organization helped them with tough internal changes, as well as supporting and helping their families adapt.

The purpose of the story would show a real-life example of how the nonprofit uses its connections and volunteers to positively impact the lives around them. It also portrays information on some of the programs NAP offers to employees and others, including leadership workshops and educational programs to further develop a sense of initiative in its community.

It's important for volunteers and stakeholders to understand and see where their money and time go. With New American Pathways sharing personal stories like this, it forms a deeper connection between community members, stakeholders and volunteers. Therefore, bringing a sense of purpose and accomplishment to those who have helped the organization.

IV. Audiences and Platforms

The targeted audience for this story includes refugees, volunteers, and donors. Narrowing our focus to these audiences will encourage a connection with the community and stakeholders by getting them to become more involved and aware about the organization. Fostering these relationships can increase social media awareness and give NAP a greater presence in its community. The platforms that will be used to share this story include Instagram, TikTok, and Facebook. Using these platforms, we can ensure our messages reach multiple audiences and provide them with the important information they need.

Instagram is the primary platform we are utilizing, due to its visual storytelling that can effectively maximize the narrative. Instagram will cover all sides of our plan in reaching three of our targeted audiences, and will be utilized as the main platform in promoting our campaign's stories. Through tools like feed posts and stories, NAP can easily promote the multiple programs and personal stories provided by the organization to assist refugees.

TikTok has applicable data in international usage that will assist our interactions with content by crossing borders. This would assist our message and reach refugees who might need assistance, who are our primary audience. TikTok has tools that allow a more artistic approach to our videos including filters and integrated captioning that will expand more creative implementation to our story. This will be an appealing factor by meeting our audience in an aesthetic fashion.

Facebook is similar to Instagram and covers all three of our targeted audiences as well. However, Facebook has more integrated data tools available through advertising and audience-locating to proactively reach our community-based audience and gain donors and volunteers. Sharing our campaign's cover story, it is anticipated that donors and volunteers will be more active on the platform. Facebook also allows us to create event pages to notify community members when the next volunteering opportunity arises and allows others to RSVP to events and directly donate to organizations.

Through using these elements, we will successfully grow our social media presence and allow the public to have a greater awareness. These three platforms will be an influential part of expanding the organization's messaging through video tools and strategically reaching our three target audiences.

Our story is designed to be a series of short video clips to be run on social media. Because the goal of our campaign is to increase social media NAP's presence we feel that focusing on creating a social media based campaign will be an effective way to bring more attention to social media platforms and in turn increase our social media presence.

We want to create video clips that are about 30 seconds to 1 minute long so that they will be able to be run on all major social media platforms including Instagram, Facebook, and Tiktok.

The issues that NAP deals with are emotional and complicated, and as a result we feel our stories will be best portrayed through the use of a video.

The main message we want to get across to our viewers is how New American Pathways makes a difference in people's lives by allowing them to integrate into American society. In order to portray this we want to make sure to include the struggles refugees went through in their past lives, and how New American Pathways has helped to change that. As part of being able to show this we think it is important to include images of a New American Pathways volunteer going with the refugees to help them open a bank account, or enroll their children in school.

Jane is a young college student who has recently emigrated, but finds herself achieving her goals in her new home country, the United States.

One of our stories will focus on Jane, a sophomore in college whose family was helped by New American Pathways. To start we will show images of Jane and her family's life in their home country, and some of the struggles they faced. We will then show Jane on her way to class at a local college. One thing we want to emphasize is how NAP made it possible for Jane to receive an education and get an American college experience. To do this we will show footage of a NAP volunteer helping Jane and her family enroll her in college. It is important that our videos have a strong emotional appeal so we want to make sure the audience knows how Jane could not be living the life she has now without the help of NAP.

V. Evaluation

In order to evaluate if the campaign is successful, we can use social media analytics, online interaction levels and surveys to better determine the outcome of the strategy. In this campaign there is a heavy focus on Instagram, Facebook and TikTok. By looking into each of

these account insights, we can compare the level of interaction, accounts reached (as well as audience demographics) and total followers to what the organization had before the campaign. These social media platforms regularly track activity on an organization's page to easily break down which posts, stories or videos received the most reaction so NAP can track how its social media presence has grown and what they should continue posting in the future.

New American Pathways will include a feedback survey following important interactions that the public has with the organization. For example, a survey will be attached in emails following donations, volunteer events, different classes offered to refugees, and more. By using surveys, NAP will have continuous sources of feedback that will allow them to better serve their target audiences. These qualitative surveys will highlight consumer satisfaction and give suggestions for improvements. This gives NAP an evaluation tool that can highlight growth and satisfaction while providing ways to meet its public's needs.