

TBBCF Social Media Report Card

At the start of 2016 - its 10th anniversary year - TBBCF decided to launch a targeted social media campaign with two major goals in mind:

1. Raise the profile of the organization
2. Refocus the brand to emphasize the funding of breast cancer research that is making great strides toward finding a cure.

The plan was simple: post content that was relevant to TBBCF's audience, and strategically use Facebook paid advertising (primarily boosted posts) to reach more people with the message.

In the 10th anniversary year, there were several content 'tentpoles':

- ★ TBBCF's 10th Birthday Party (researcher highlighted)
- ★ Logan's Heroes (stories of walkers and others involved with TBBCF)
- ★ Survivor Stories (Aimee Reed/Melissa Johnson, breast cancer awareness honoree and honorary walk chair)
- ★ Annual Meeting (researcher highlighted; 27th Mile Club inductees)
- ★ Media coverage of TBBCF (articles in The Day and on WFSB-TV news)

The 2016 campaign was successful across the board: we grew our Facebook page likes by 376 (21%), our Twitter followers by 64 (40%) and our Instagram followers by more than 100 (476%). Additionally, we successfully refocused attention on the research being funded by TBBCF and the important advancements being made thanks to our support.

In 2017, the marketing and social media focus will remain on the benefits of the research, and also the relationships formed between TBBCF and the research grant recipients. Our slogan for 2016 was "the little nonprofit that could." Our slogan for 2017 will be "It's all about relationships."

This theme can be expanded to the Walk marketing as well, as we continue to feature and promote those who have been supporting us for so many years - volunteers, walkers, sponsors, groups and individuals who host events and promotions.