

EXTENDING THEIR REACH Nonprofit touches more hearts with new social media strategy

Project Goals:

Increase social media interactions and engagement on Facebook, Twitter and Pinterest

- Create a bank of daily posting content
- Create editorial calendar for organizing posting by day, by platform
- Increase social sharing by developing image posts that support the mission of love, hope and caring



Nighthawk revitalizes social media campaigns for CaringBridge with content development

Results & Key Performance Indicators



Social interactions – likes, shares, comments, retweets, etc. – increased 135% in first four months



Facebook likes (fans) increased ten percent



Post click throughs increased 36% overall; Clicks/post increased 70%