

LoveU2Pieces: Examining Effective Social Media Promotion and Fundraising

Tactics for Nonprofits

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### Abstract

This study evaluates the relationship between social media promotion and online fundraising pertaining to nonprofit organizations. This campaign was examined through the lens of Social Networking Theory which provides an extension to the 4 P's of marketing and relates them to organizations that focus on socially charged products or services. A Facebook campaign was designed to raise engagement with the established following of nonprofit, LoveU2Pieces. A Twitter campaign was implemented to increase followers in an effort to engage a younger demographic that LoveU2Pieces was not reaching effectively. An online fundraising campaign was designed to raise money for a new program LoveU2Pieces would like to start to educate kids on the benefits exercise and healthy habits. The fundraising campaign was promoted on both platforms to evaluate the most effective messaging for promoting online fundraisers and engaging donors. The results displayed that Facebook engagement was most prominent when content was accompanied by videos or was related to local events. Results of the Twitter campaign displayed that the content engaged was relatable for followers and saw a strong engagement from the platform's small following. Facebook and Sprout Social Analytics were used to evaluate the effectiveness of the social media content.

### **Situation Analysis**

The struggle for nonprofit organizations (NPOs) to reach adequate funding for operation is one that most struggle with daily. Their causes and missions are some of the most personal and needed within society. However, many of these life-altering services are not provided by regular businesses due to their expensive nature and critical or unconventional circumstances. Along with offering these unique services comes a high price, leaving donations to do the work and little excess funding for regular business expenses like advertising or internal communications positions. With the large and growing social media sphere, there are so many tools that when effectively engaged can assist nonprofits in raising funds from several demographics. Each platform can be used to target a different audience with tailored messages and concepts, all for a minimal cost.

According to Forbes (2016), millennials are attracted to nonprofit giving through different avenues than those before them. Most specifically, they note that social media advocacy is one way that millennials tend to give, by promoting and sharing the nonprofits they are passionate about on social media. With such a socially conscious generation joining the workforce and growing their giving potential, targeting millennials through social media can be extremely beneficial for nonprofits. According to the Pew Research Center (2018), 71% of Twitter users are between the ages of 18 and 39. This considered, Twitter could prove to be a beneficial outlet for nonprofits trying to reach this younger demographic.

### **Rationale**

Given the lack of funds that nonprofits possess, social media is one of the most realistic ways for these organizations to communicate with the community. Effective communication

between nonprofits and donors are crucial to the often minimal public relations strategies these organizations employ. With little time and ability to explore the most effective strategies for communicating to their ideal donor demographic, many nonprofits fall short here. For nonprofits to address these problems, personnel must be able to implement modern technologies and use each platform to the fullest potential. Lack of communication education regarding technologies and low funds to allocate towards a media professional are a hindrance to this within many nonprofits. It is essential that nonprofits find cost-effective promotion tactics to employ and emerge as well-known household names, as this can assist in the process of pursuing government funding and grants. A social media awareness campaign is needed that will attempt to bring about new followers and donors for nonprofit, LoveU2Pieces (LU2P), for the purpose of generating awareness to millennials on Twitter. As previously stated, 71 percent of Twitter users are between the ages of 18 and 39 (Pew, 2018); this is a demographic LU2P would like to engage on a larger scale. Additionally, in an effort to raise funds, finding a way to generate more online fundraising through their established donor following on Facebook will be beneficial.

### **Purpose Statement**

The purpose of this work is to explore the effectiveness of social media campaigns in addressing the problem of low awareness and donations. Results of the work will be explained through the lens of Social Networking Theory. Social Networking theory takes the traditional 4 Ps of the marketing mix as presented by McCarthy and provides a new angle for those seeking to achieve success in selling socially charged products or ideas.

### **Research Question**

The primary research question for this applied research project is: Can the use of a social media-promoted fundraising campaign be effective at raising donations and awareness for nonprofits?

### **Research**

Current research concerning nonprofits and fundraising is often in terms of effective messaging for certain demographics and the most successful ways to communicate with targeted demographics on various social media platforms. Researchers that are investigating social media tactics explored how social media messaging for nonprofits is different in nature compared to regular businesses. Researchers that looked into effective messaging often search for information pertaining to the nature of how people handle pro-social behavior and the psychology behind why people give in certain situations and not in others. Research regarding online fundraising often pertains to the most effective organization of online fundraisers and the ideal demographics to target for the best results.

### **Nonprofits and Social media**

In 2012, Lovejoy and Saxton (2012) conducted a study regarding the use of Twitter among over 100 nonprofit organizations. They observed these organizations, all the way down to the specifics of the content within the messages they were publishing from their Twitter accounts. They break down the content into three different categories: information, community, and action. A common misconception Lovejoy and Saxon address is that more interactive tweets are expected to bring in a stronger base of donors, however they found that an information-based communication strategy is still extremely relevant and sometimes more effective. Overall, they noted that each of the three categories are important to followers to some degree (Lovejoy & Saxton 2012).

In 2014, a study was conducted that surveyed the role of social media throughout several nonprofits. They gathered information from nonprofit donors, nonprofit organizations, and county departments (Campbell et al., p. 269). The survey yielded that roughly 40 percent of nonprofit donors chose Facebook as their preference for social media communication with nonprofits. From the entire sample, 49 percent preferred Facebook. Additionally, 76 percent of those surveyed that their goals and purpose for having a Facebook page was for marketing purposes (Campbell et al., p. 269).

In 2016, Campbell published an article chronicling several ways that nonprofits can grow their follower counts on social media. One of the tactics noted was to include a visual with every post; content with images can receive 94 percent more views than those without multimedia. Additionally, video content is 40 percent more likely to be shared to social media (Campbell, 2016). Another effective tactic that this article elaborates on is tagging. Tagging can get other followers engaged that may not be familiar with the promoting organization. An example of this would be publishing an informative message and encouraging followers to tag someone that it made them think about. This can draw new followers to a page, while also engaging the current followers with informative messaging.

### **Strategic Messaging for Nonprofit Organizations**

In 2014, Edgardo studied the different factors that influence pro-social behavior. The study found that donations often decrease when online because they err more on the side of personal development, rather than publicity. The publicity that comes from in-person donations leads to higher donation amounts as there are witnesses present. Edgardo supports the idea that through offering rewards and incentive in online opportunities, they will see an increase in online

donations. It allows for a specific acknowledgement of a problem: greater offline than online donation and provides ways to combat that problem (Edgardo et al., 2014).

Wilburn (2015) conducted a study regarding the role of corporate social responsibility. While the main aspect of this study was regarding for-profit organizations, information pertaining to the development of social media goals that reflect an organization and commitment to its corporate social responsibility are relevant to those building nonprofit social media strategies. They assessed the importance of corporate social responsibility in large companies such as Nestle, Unilever, and P&G. These companies have a large responsibility to their stakeholders, much like nonprofits have a certain level of loyalty to their most involved donors. This essay develops the concept that if consumers project value on corporate social responsibility and receive a lot of communication of those standards from brands they value, they will be willing to spend more money (Wilburn, 2015).

Wang (2015) surveyed a sample of college students and asked about a variety of nonprofit organizations. The purpose was to gather information about the role site navigation plays in the overall desire people have to donate to these causes. In the end they discover that strong site navigation is not directly related to an approval or disapproval of the nonprofit. A portion of this article that will be beneficial for the LU2P campaign are the findings that suggest what college students find to be the most important when determining if they will support a nonprofit, such as their perception of the nonprofit and the attitudes they have towards the causes they stand for (Wang, 2015).

One of the positive sides of using the internet to promote a nonprofit and communicate with donors is the ability for content to be interactive. Hart, Greensfield, and Johnston (2005) emphasize that while individuals read the newspaper or watch television, they can actively

engage and ask questions when interacting with an organization on the internet. The note that “The internet enables charities to initiate dialogues, invite two-way communication, and enhance relationships” (Hart et al, p. 4). They note additionally that online philanthropy provides potential donors with “useful tools, allowing them to accomplish their interest to support the organization’s work and to share their support with their personal and business networks” (Hart et al., p. 4). Engaging an established following on social media can allow nonprofits to communicate with people that may already have knowledge of the nonprofit’s mission. With this in mind, remembering to make donors feel engaged with the mission as individuals can increase the likelihood of additional donations and a long term donor-nonprofit relationship.

### **Nonprofit Fundraising and Donor Demographics**

According to Ilma Ibrisevic (2018), one of the top fundraising trends for 2018 is to make donation pages possess the materials that donors look for in an organized manner. According to Ibrisevic, a donation page should “include a compelling why, be customized and branded, include giving amounts, and have a donation button leads directly to the donation page” (Ibrisevic, 2018). Including a compelling why will prove essential for the fundraising campaign because followers often want a specific explanation as to where their money is going, beyond just acknowledging that it is going to the nonprofit as a whole. Giving amounts can add materialistic affirmation to donors. While many donors give in sums, having specific monetary values for the different pieces of a program can give importance to a donation of any level.

Demographics also play a pivotal role in engaging nonprofit donors. According to Schloderer (2014), “several studies have found that younger individuals are less likely to volunteer and donate than older individuals. Researchers ascribe this behavior to the current younger generation’s alleged greater suspicion of institutions” (Schloderer, 2014, p.112).



LoveU2Pieces undoubtedly engages a more mature age demographic with 55% of their followers falling between the ages of 35 and 55. The understanding of the most engaged demographics for nonprofits is essential to the success of any targeted posts or content. The journal goes on to say that “Although early provide inconsistent results on the effect of gender, more recent research clearly shows that women generally tend to be more altruistic, which is reflected in their propensity to donate” (Schloderer, 2014, 112). The current following of LoveU2Pieces Facebook page 82% female. This data and evaluation will be used when determining targeted demographics for boosting posts on Facebook. By using a more intentional approach to target age and gender, the impressions served will not be used on demographics that are considered unlikely donors. The combination of gender, age, and lifestyle preferences will prove vital to the success of each impression and engagement.

Online giving by nature can target a very different demographic. According to Guidestar (2006), the median age of online donors is 38 years old. This is significantly lower than donors that give offline, with an average age of over 60 years old. Additionally, they note that donations on weekends are scarce, and that the majority of donations are given between Monday and Wednesday. For a nonprofit that is trying to engage a younger demographic, online fundraising would prove beneficial given these donor statistics (Guidestar, 2006). Considering this information will allow for posts about the fundraiser to be promoted at peak times and targeted at the correct age ranges. This way, impressions can be served to the demographics that are perceived to yield the best results.

### **Social Networking Theory**

Kotler and Zaltman (1971) first proposed Social Networking Theory as a way to emphasize that while marketing was a commercial idea at the time, those with social goals still

need effective ways to market. “The application of the logic of marketing to social goals is a natural development and on the whole a promising one. The idea will not disappear by ignoring it or rallying against it” (Kotler & Zaltman, 1971, p.3). The theory references and builds upon the 4 P’s of the marketing mix by McCarthy. By analyzing a social approach through McCarthy’s lens, an approach is developed that reaches an angle on product, promotion, place, and price that can be effective for those advocating for social issues or businesses.

Kotler and Zaltman clarify that the role of “place” is evaluated from a different angle for those promoting social issues or nonprofit causes: “Thus, place means arranging for accessible outlets which permit the translation of motivations into actions” (Kotler & Zaltman, 1971, p. 9). By promoting fundraising online parallel to content that informs followers, this allows them to take action immediately upon seeing the message. Additionally, Kotler notes that “price” in the social sense has to do with the cost-benefit analysis that audience members perform when making purchase decisions. “They somehow process the major benefits and compare them to the major costs, and the strength of their motivation to act is directly related to the magnitude of the excess benefit” (Kotler & Zaltman, 1971, p.9). Providing perceived benefits to donors may include the ability to share their donation on social media with friends and family. Kotler notes finally that:

“The main point is that social marketing requires that careful thought be given to the manner in which manageable, desirable, gratifying, and convenient solutions to a perceived need or problem are presented to its potential buyers” (Kotler & Zaltman, 1971, p. 10).

This theory takes the typical marketing and advertising approach and notes the ways it is modified to be successful for those pursuing “products” that are not the most purchaser friendly.

The perceived benefits to a donor are far different from those of a product purchaser. Through applying these modifications to the marketing mix, a campaign will be developed in an effort to win donors over with an elevated benefit over cost analysis.

Overall, researchers have generated a wide range of research that outlines most effective practices regarding strategic messaging, donor demographics, online fundraising, and nonprofit social media practices. Understanding these findings will allow for the most tailored and effective social media content to be generated for LU2P and their following on social media. By putting these considerations into place and generating a method that examines this campaign through the lens of social networking theory, findings will be effectively analyzed in producing the most effective social media content for LU2P and their followers.

### **Strategies & Tactics**

This social media campaign sought to expand and engage the followers of social pages that LoveU2Pieces had in place. Specifically, it looked to engage those individuals that followed these pages and wanted to donate to personally help those that LoveU2Pieces supports, children with Autism spectrum disorders.

Facebook and Twitter platforms were used to reach potential donors and to promote the fundraiser in an attempt to get followers involved in starting a new program at LU2P. The fundraising platform used was Classy. Classy exhibits many tools including a pace review that shows what donations came in on certain days, an ability to thank donors, and campaign event invitations that will prove beneficial in attracting donors. Additionally, it is one of the most widely used and reliable nonprofit crowdfunding fundraising sites. A landing page, donation page, and thank you page were all designed specifically for the campaign, Activate

LoveU2Pieces. Once a donation was received, it was directly deposited into the LoveU2Pieces bank account on a weekly basis without traveling through a third party (refer to appendix F).

First, a visit was scheduled to LoveU2Pieces to gather video and photo content for the campaign and the purpose of the campaign was defined. The campaign was called Activate LoveU2Pieces and will serve as a program to educate kids with Autism spectrum disorders the importance of healthy habits and exercise. This is a new program that LoveU2Pieces wanted to initiate to work along their social connection programs, but needed some general funding as a kick start.

Parents were given the option to have their children participate in promotional materials and received waivers to confirm their consent (refer to appendix C). The photos were taken using a Nikon camera with auto settings to adjust to changing light in the room. Candid photos were taken to give an authentic look of all of the work LoveU2Pieces offers to those suffering from Autism spectrum disorders. Photoshop was used to make minor adjustments to lighting prior to being used in social media promotional materials.

Canva was used to design Facebook and Twitter headers to promote the Activate LoveU2Pieces campaign upon visiting the LU2P social pages (refer to appendix D). The main photo that was used is a stock photo that LU2P purchased the rights to use, as it displayed diversity. There were three different photos discussed, and the one that was chosen was felt to be the most inclusive.

A meeting was scheduled to review the social plan and receive login information for the social media platforms. A social media calendar was prepared with content for both the Facebook and Twitter profiles for the entirety of the campaign. The calendar, including both the text and multimedia content, was initially set up in a Google spreadsheet. The content was then

copy and pasted into the Sprout Social dashboard and scheduled to publish at peak engagement times. Sprout Social is a website that allows posts to be scheduled and gathers a wide variety of analytics for evaluation and adjustment. Posts to promote engagement were published on both sites for four weeks. Two weeks after the campaign began, analytics from Facebook analytics and Sprout Social were gathered and the social calendar was updated to ensure content was the most effective in achieving the donation and engagement goals. Additionally, posts that promoted the fundraiser were posted during the final three weeks of the campaign on both platforms.

Posts on Facebook were daily throughout weekdays, with a minimum of three posts about the fundraiser specifically per week. Tweets were published a minimum of 6 days a week, with a minimum of two fundraising specific posts per week, as one of the outstanding goals for Twitter is general engagement of a new audience. Posts regarding fundraising were direct and persuasive in nature to begin, but became more peripheral as followers became exposed to the fundraiser over time. Posts on both platforms included images or videos as it is a strong practice to draw in followers to the content within the post. Images that were taken at LoveU2Pieces during the communication sessions they offer were used for authentic content and to easily display when discussing all that LoveU2Pieces has to offer those it serves. Images will mostly be candid shots of the kids interacting with each other. LoveU2Pieces owns the rights to a couple of stock photos that were used occasionally if they suited the content better.

The Facebook campaign targeted the demographic that is most successful for LU2P currently: individuals over 35, mostly women, all with prior knowledge of the nonprofit and their mission. The Twitter campaign was implemented in an attempt to engage a younger target audience, individuals between 20 and 30 years old. The main goal of the Twitter campaign was

to grow the following and engage those films. It was expected that the Facebook campaign will prove to be the more successful campaign in raising money for the fundraiser for LU2P due to the strong foundation of followers their following represents.

Analytics were gathered from Sprout Social regarding the engagement and reach of posts to date prior to starting the campaign for reference (refer to appendices J & K). Analytics gathered regarding engagement were clicks on both platforms, comments, reactions, and likes on Facebook, and likes and retweets on Twitter. Analytics regarding reach for both platforms were organic and nonorganic impressions. Organic impressions are impressions that are served without boosts or payment, while nonorganic impressions are those that come from boosting posts to increase reach.

Posts to promote engagement were published on both sites for four weeks. During the final week of the campaign, a post promoting the fundraiser was boosted to those that fit the following demographics: men and women ages 30-65+ that live in the Saint Louis or Kansas City area, or display interest in nonprofit organizations, physical fitness, healthy diets, Autism Awareness, donation, physical exercise or Autism: Spectrum Support. The campaign was closed after four weeks.

Problems that were anticipated were a late start of the fundraising campaign and a potential for technical issues with the Classy fundraising site. In the event of technical issues, an alternative platform would be used and funds will be merged to determine the money raised relative to goal.

Anticipated results include successful fundraising by communicating with donors exactly what their money is going towards, rather than blanket statement of the money going towards the nonprofit itself. The money raised will go toward funding sessions that promote healthy living

and teach kids effective ways to stay healthy and exercise. Additionally, content that is from the LoveU2Pieces Center will make the content more authentic and lead to a more receptive and in tune donor base on social media.

The goals for the campaign are unique to each platform. Goals for the Twitter page were a minimum of 35 followers total, as the primary purpose of this platform was to expand reach and visibility to a younger demographic that LU2P is not familiar with. The goals for the Facebook campaign were to see an increase in click-through-rate (CTR) and overall engagement. The fundraising goal was set at \$500 for a three-week fundraising campaign.

## **Results**

### **Twitter Results**

Prior to this campaign, the LU2P Twitter profile had 12 followers and averaged less than one organic impression per month. There were no tweets in the past three months, leaving baseline data for the Twitter profile at zero for all statistics besides followers (refer to appendix J).

After the first two weeks of the campaign, the Twitter campaign generated 2,502 organic impressions and 100 engagements. Twitter followers increased during these two weeks by over 100% to 23 followers. Seeing such an increase in organic impressions supports an increase in reach, and the growth in followers ensured that LU2P was reaching a stronger audience on Twitter than it was previously. While engagement was not a goal of this campaign, the total of 100 engagements supported that not only was the following increased, but those that were following the nonprofit's account were seeing content they liked and engaged well with. It is important to note that with a total of 22 retweets, messages were also reaching those that do not

follow the LoveU2Pieces Twitter account, thus expanding reach even beyond the scope of their direct followers.

At the conclusion of the campaign, the Twitter page had 27 followers, with over 50% of them gained over the course of the campaign. There were a total of 3,694 impressions served over the course of the entire Twitter campaign. Additionally, there were 136 engagements. While the goals of the Twitter campaign were designed to expand reach, the elevated level of engagements was an added bonus, meaning the people following were receptive to the information.

### **Facebook Results**

Prior to the campaign, the Facebook page received an average of 5,745 organic impressions and 190 engagements (likes, shares, or comments), per month. These numbers are an average of the four months prior to the campaign. Additionally, Facebook posts were averaging 668 organic impressions per post and 19.5 engagements per post. The average amount of clicks per month was 34 (refer to appendix G).

After the first two-weeks of the Facebook campaign, the impressions projected for the month were slightly higher than average at 5,894 and average engagement estimated at 150. Facebook saw a slight decrease in clicks with a projected number of 28. All engagements and impressions for this two-week period were organic, as none of the posts were boosted. (refer to appendix K). The projected numbers were slightly lower than expected and this was attributed to a lack video content. Adjustments to how content was conveyed were made after this data was gathered and one post was boosted.

The statistics at the conclusion of the Facebook campaign far exceeded initial goals and the projections made at the conclusion of week two with the change in content. The campaign



served 8,826 total impressions over all content posted to the Facebook page. This is nearly 3,000 impressions over projections from week two. Additionally, the total amount of clicks throughout the campaign was 71, nearly triple the projected number of clicks after week two (refer to appendix Q). This increase in clicks supports the change in content made after week two, with an increase in videos rather than just articles and photo content.

The final two weeks of the Facebook campaign were proven to be the most beneficial. Nearly 7,000 impressions were served in the final two weeks of the campaign which accounts for 75% of the total impressions served over the entire month of the campaign. Over 70% of the total clicks were served in the final two weeks as well, with 52. The adjustment in content and addition of one boosted post produced a positive result and an overall increase in all areas.

### **Fundraising Results**

The fundraiser reached the \$500 goal after two weeks of the three-week campaign (refer to appendix P). The total amount of money raised was \$567 from 8 total donors. One of these donors learned from Twitter, but the other 7 donors received word of the fundraiser from Facebook. One of the donors was reoccurring and donated twice. All but one of the donors gave one of the specific amounts outlined on the donation page. Donation increments were implemented to give donors a specific understanding of what their money was going towards, as mentioned by Kotler and Zaltman within Social Networking Theory. The use of these increments by nearly all donors supports the idea that this is influential in how much donors give and their understanding of where that money is allocated.

### **Discussion**

Finding effective tactics to engage donors is a frequent struggle for nonprofits and finding tactics that are cost effective can be even more daunting. Social media can satisfy both of

these needs when used effectively. Finding the most beneficial avenues to use these platforms can be the key to fundraising and engaging followers on a daily basis. Social media can certainly solve some of these issues, but what are the most effective tactics to drive engagement in online fundraising?

Content was designed to promote engagement on Facebook through a use of videos and articles. At the very least, posts were accompanied by a photo. A much higher level of engagement was reached by applying these factors. Additionally, Twitter content was tailored to educate new followers about the LU2P mission. With the Twitter platform designed to convey messages quickly and concisely, often instead of publishing full videos, the content would be accompanied by a GIF. GIFs are motion centered graphics, but do not require a viewer to engage for more than five seconds.

While the Twitter followers goal of 35 was not reached, the following was more than doubled. There was far more engagement with the tweets than anticipated. In hindsight, with such different goals, designing separate campaigns for social media platforms is quite difficult. A lot of the following on Twitter came from those on Facebook, and the understanding of the content they like the most is very different than any material that would be targeted to millennials. Considering the following was not as millennial based as LU2P would like it to be, designing content that attracts millennial followers and still is easily perceived by current followers was a challenge and, in the end, contributed to a lower following than anticipated.

According to Social Networking Theory, the traditional marketing mix can be modified to be applicable and beneficial for those advocating for causes that are socially charged. The perceived benefits manifest themselves differently to the audience than those acquired through a product purchase. It can be expected that if donors perceive a heightened benefit rate to cost,

they will be more willing to donate to a social cause. Potential benefits for donors in this specific campaign will be the ability to share their donation with their friends and followers on social media and knowing exactly what the donation is going towards within the LoveU2Pieces mission statement.

By examining this project through the lens of Social Networking Theory, specific increments of donations were used. With seven of the eight donations falling under one of those increments, this supports the portion of the theory that gives donors a specific understanding of what this project benefits and the exact role they will play. In most cases, donors covered the cost of the FitBit Flex which was listed at \$63. About half of the donations were given anonymously, which contradicts the anticipated idea that donors like to publicize to friends when they give.

Taking all of this into consideration, one can expect that by engaging tactics that are unique to the targeted millennials' engagement preferences, overall engagement on Twitter would see an increase. Additionally, considering that the following LoveU2Pieces exhibits on Facebook currently is a network of past donors that are familiar with all that LU2P stands for and the services they provide, implementing tactics that introduce online fundraisers in a way that may be more descriptive or informative may lead to an increase in donations.

**Reflection**

This entire process from research to execution has been very helpful in understanding the different aspects of digital advertising and fundraising. A lot of the reason that I have chosen to graduate early is my eagerness to go out into the world and apply all of the knowledge I have gained. This project allowed me to do that while still in school and to learn my strengths and weaknesses in project and campaign planning. Another aspect that I really enjoyed about this project is it allowed me to do a little bit of everything. Prior to college I had gotten away from my love of writing and through my classes at Spring Hill I have rediscovered that love, while also finding my passion of public relations and advertising. I have also found that one of my favorite parts of the campaign process is using analytics to assess the success of the campaign. The critical thinking has been extremely rewarding and it just reinforces the fact that I chose the right area of interest.

There have also been a fair share of challenges with this project, luckily I expected nothing less. Sticking to my timeline was not as difficult on my end, but getting other people to function on your timeline can be difficult. I also think that considering this project was run remotely, it gave me an insight into the struggles of communicating with clients that cannot be met with face-to-face. In hindsight, the most difficult goal to reach was the Twitter followers goal. Gaining a strong following on any social platform from the ground up is difficult and I definitely experienced that firsthand.

Overall this project has given me confidence in some areas and also reminded me that there is room for growth in others. I believe that one of the most important things to remember as a communications professional is that you always have more to learn and advertising word is always changing, and the second you forget that is the second you stop learning!

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