

ST. MARK'S COMMUNITY
EDUCATION PROGRAM

SOCIAL MEDIA STRATEGY



STRATEGY OUTLINE

POINTS FOR DISCUSSION

Strategy Overview

Organizational Goals

Target Audiences

Social Media Platforms

Messaging

Campaigns

ABOUT ST. MARK'S

MISSION

SMCEP's mission is to build a vibrant and flourishing community by providing English language and Citizenship educational skill development and access that adult immigrants and their families need to fully participate in the U.S. society.

STRATEGY OVERVIEW

RAISING AWARENESS

This strategy provides recommendations on how St. Mark's can raise overall awareness of the organization in order to fulfill their larger organizational goals. It specifically focuses on social media strategy and storytelling.

ORGANIZATIONAL GOALS

1. Increase the amount students
2. Increase awareness of volunteer opportunities
3. Increase outside donations & financial partners

TARGET AUDIENCES



INTERNAL

Students & Volunteers

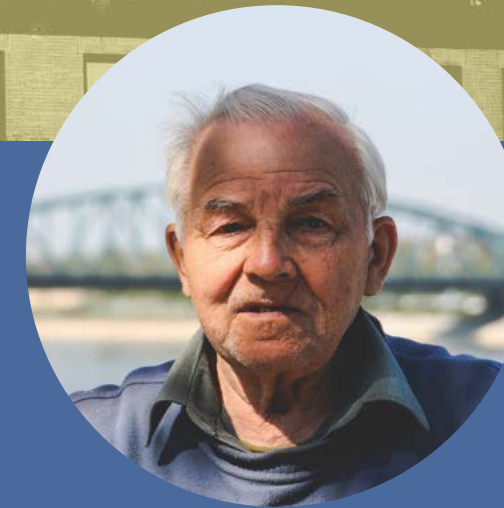
Basic understanding of English
Juggling multiple jobs/positions
Needs flexibility and support



EXTERNAL

Community Partners

Similar values to St. Mark's
Interested in funding or
sponsoring



DONORS

Individuals & Organizations

Desire to make an impact
Personal connection to
St. Mark's mission

SOCIAL MEDIA PLATFORMS



FACEBOOK:
[@StMarkESL](#)



INSTAGRAM:
[@starkcep](#)



TWITTER:
[@stmarkcep](#)



LINKEDIN:
St. Mark Community
Education Program

FACEBOOK



TARGET AUDIENCES

Internal, External, and Donors

POSTING FREQUENCY

2 to 3 times a week

MESSAGING

Facebook will serve as the primary social media platform and must provide both updated information about the organizations and human-centered posts to attract outsiders.

EXAMPLE POSTS

1. Informational Posts: What the classes are, when classes are held, and organizational updates
2. Promotional Posts: Posts detailing registration deadlines, fundraising events, and conversation groups. Start sharing posts about the event 1-2 weeks in advance.
3. Partnership Building: Develop a list of similar organizations in the Boston area and reshare their content when they post something relevant. To increase potential partnership opportunities, contact the organization through social media to let them know that you are resharing their content.

TWITTER



TARGET AUDIENCES

Internal, External, and Donors

POSTING FREQUENCY

2 to 3 times a week

MESSAGING

Twitter will be a secondary platform to Facebook. Twitter is best utilized for informational posts rather than storytelling.

EXAMPLE POSTS

1. Informational Posts: What the classes are, when classes are held, and organizational updates
2. Partnership Building: Develop a list of similar organizations in the Boston area and reshare their content when they post something relevant. To increase potential partnership opportunities, contact the organization through social media to let them know that you are resharing their content.

INSTAGRAM



TARGET AUDIENCES

Internal and Donors

POSTING FREQUENCY

2 to 3 times a week

MESSAGING

Currently, many of SMCEP's Instagram followers are current volunteers and students. Use this platform to highlight their impact and encourage deeper engagement within the organization. Make sure to include a donation link in the bio of your page.

EXAMPLE POSTS

1. **Storytelling:** Find successful business run by an immigrant(s) and share their story. Make sure to reach out and ask for their permission before sharing.
2. **Volunteer Spotlights:** Share the stories of who your volunteers are and how they impact the organization. Collect images of and stories from volunteers as a way for your audience to connect and inspire further action.



TARGET AUDIENCES

Internal and External

POSTING FREQUENCY

As needed

MESSAGING

LinkedIn is a professional networking platform and should be used as such. This platform will serve to connect to potential volunteers and future staff.

EXAMPLE POSTS

1. **Informational:** Update the page anytime there is a new hire or organizational change. Ensure that the new hire is mentioned on their page and create a new post celebrating the new hire.
2. **Intern/Volunteer Opportunities:** Any time there is a call for volunteers or interns, create the openings on LinkedIn and create individual posts for each opportunity.

IMPORTANT HOLIDAYS

Use these holidays & cultural moments to further connect with your audience to both raise awareness of your work and encourage donations.

May

Asian American &
Pacific Islander
Heritage Month

**September &
October**

Hispanic Heritage
Month

September 17

Citizenship
Day

October 28

National
Immigrants Day

December 1

Giving Tuesday

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