

The Walk to End Lupus Now

Social Plan



The event that our group chose to promote is the Walk to End Lupus Now for the Utah Chapter of the Lupus Foundation of America. The walk will take place on May 2, 2015 at Liberty Park in Salt Lake City. This is an important annual fundraising event for the foundation and we wanted to increase participation, as well as bring awareness to this important cause. The walk is only a few weeks away so we had limited time and resources to develop and implement a plan. For this reason, we knew that it was very important to remain focused and select meaningful and effective options.

During our first strategy meeting it was decided that we would like to promote the event through multiple social media platforms because we could reach many individuals and groups quickly. The foundation currently has an account with both Facebook and Twitter. Our strategy was to utilize these existing accounts to communicate the details of the event and to increase followers, both for the walk and also for ongoing programs and events. In addition, we wanted to engage followers and encourage each person to interact and share stories, pictures, and thoughts with the foundation and the public. Ideally, followers will like and share the posts and the information will extend to many new people and ultimately result in higher participation rates, additional donations, and increased lupus awareness. We also discussed starting an

Instagram account, but later decided that we would not have enough time to build followers for this particular event, so we abandoned that idea for this project. Our strategy was presented to the foundation and approved.

The next step was to determine what type of content we wanted to offer, how often to post, and how we would track our progress. Each member of the team submitted ideas for content and we discussed the options, narrowed down the choices, and agreed upon the content that we thought would be the most relevant and effective. We also decided on a timeframe of when to post the content and which platform(s) would be used. A social calendar was created showing this information and each post was recorded.

We also decided that we would use the hashtag #UTWalkToEndLupus and specialized links to track the reach and progress of our posts. Posts were to commence on April 15 after approval from the foundation and then continue through to the day of the walk on May 2. Posts that day included thanking people for their participation and inviting everyone to share their pictures and experiences of the event. These would be a great way to encourage participation for next year's walk, especially for those who weren't able to walk this year.