

Module 5: Social Media

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Key objectives.



Join the QUEST

Increase the number of website hits on QUEST by 40% and duration of website visit by 50% in 2 months.

Justification: Driving website traffic was an inherent priority of the brief and necessary to build consumer engagement and grow donations.

Share the QUEST

Grow the current number of users by100 sign-ups to the QUEST program within a 4 month period.

Justification: Sign-up is the ultimate measure of user engagement and necessary for long-term viability of the program.

QUEST for Recognition

Ensure 60% of sign-ups are tracking QUEST progress at least once a month within a 12 month period and 50% of those achieve badges.

Justification: This is necessary to track user experience and build brand loyalty and advocacy.

Strategy statement.

Advertising will convince schools and workplaces that Cancer Council Queensland's QUEST program will enhance learning and productivity through the implementation of five key lifestyle changes. Support is provided by Cancer Council Queensland's reputation and the advocacy driven by their consumers. Tone will be factual, yet use humour to create relevance to consumers' lives and aspirations in order to incite change. Character of the company will be encouraging, trust-worthy and facilitative of change.

Justification:

To many people, the Cancer Council seems a well-intentioned bureaucracy with little relevance to their lives. Therefore, this strategy is all about proving relevance, building connection and rewarding participation. In order to encourage people to be part of the drive for healthy living, this social media campaign invites them to "Join the Quest". By using quirky images of people in the news such as celebrities and politicians, the strategy aims to ignite people's interest in healthy living and direct them to the website. This interest is then converted to advocacy by encouraging them to "Share the Quest" and to reward them for their loyalty and participation using badges and gamification. The strategy aims to make Quest relevant and rewarding and create a new breed of ambassadors for the Cancer Council.

Social Media Plan and Justification.





Objective 1: Join the Quest

Instagram is a photo sharing platform that allows users to follow, like and comment other users' posts. With more than 300m users sharing over 70m photos per day, it has wide reach and strong user-connection and is the ideal platform to recruit participants for QUEST. In this campaign, Instagram will be used as the voice of a friend, to personalize a response to a user's post to activities that promote or prevent cancer. This channel will help raise awareness and achieve Objective 1 to Join the QUEST.



Objective 2: Share the Quest

Meerkat is a live video streaming service that enables users to post real-time videos. While other videosharing platforms have more users, Meerkat with more than 2 million current users is earmarked for exponential growth. By leveraging an up and coming platform, it also positions QUEST as an innovative organization, relevant to the target market.

QUEST will use Meerkat to build authenticity by gaining real-life footage of people on their QUEST. This channel will chronicle challenges and triumphs as well as build social capital. Using video also encourages share-ability which is the second campaign objective.



Objective 3: QUEST for Recognition

Email is still the predominant form of communication within organizations and between professionals. Email is also used as an important platform for communication within the education sector. It is estimated that the total number of email accounts will grow from 3.9b to 4.9b by 2017.

QUEST will use email to deliver notice of recognition through badges. This gamification, where completion of certain milestones in the QUEST program are rewarded with badges such as the "Forest Gump" badge, recognizes participation and keeps the user on task. It also provides an image which is infinitely shareable on email and postable on other social media channels. Sharing this image grows social capital but also may encourage new users to join the QUEST.

Schedule and Budget.



	Target	Image	Message	Platform	Style	Schedule	Budget
Post 1	Male and female school kids aged 16 – 18 and employees aged 24 – 34	Relevant user- generated images selected, featuring smoking, eating or sun safety	"Love the brim on that hat, leave it on! #jointheQUEST #cancerprevention" (please see slide 6 for context)	Instagram	Use of simple algorithm to comment on users' posts	Two day, 24 hour, campaign across end of financial year period	\$4,608 for 4 copywriters across two days
Post 2	Male and female school kids aged 16 – 18 and employees aged 24 – 34	Link to the Meerkat platform and example video upload	"Now that you've joined the QUEST, we'd like you to share it as well. Sign up below and use the #shareyourQUEST to contribute and follow."	Email linking to Meerkat	Direct email to student and employee list	Acknowledge the video within 15 minutes of being posted	\$0.0001/email sent
Post 3	Male and female school kids aged 16 – 18 and employees aged 24 – 34	Relevant user- generated videos featuring quitting smoking, healthy eating or sun safe activities	"My QUESTis to stop snacking" (please see slide 7 for context)	Meerkat	Sharing of user- generated content	Ongoing	Free application
Post 4	P&C Committee of Schools and Human Resource Employees	Picture of cricket pitch with an overlay of text	"Congratulations! You've earned the "Cricket Pitch" badge. By logging over 100km, you have walked the equivalent of 5,000 cricket pitches." (please see slide 8 for context)	Email	Direct email to contact at school or workplace	Upon the school or workplace logging 100km on their QUEST profile	\$0.0001/email sent

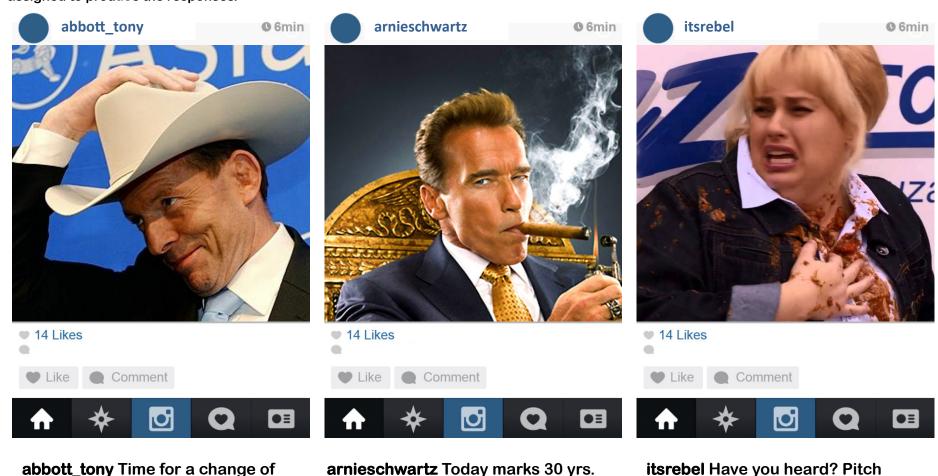
Appendix: Example Content Creation.



Content Piece 1: Join the QUEST.

To recruit new members to join up, QUEST will use Instagram to make humorous and potentially life-changing comments about an element of QUEST, such as sun protection, anti-smoking or overeating. When users click on the QUEST account, they are directed to vital information about QUEST and cancer protection. This will be achieved through the use of a simple algorithm, designed to detect common hash tags such as #smoking #diet #exercise. A number of copywriters will be assigned to produce the responses.





abbott_tony Time for a change of hats, thanks Australia #hatsoff QUEST Love the brim on that Akubra Tony, don't take it off #jointheQUEST #cancerprevention

since the release of the terminator
#flashback #smokin
QUEST Keep smoking Arnie, and it'll
be terminal #youwontbeback
#jointheQUEST #cancerprevention

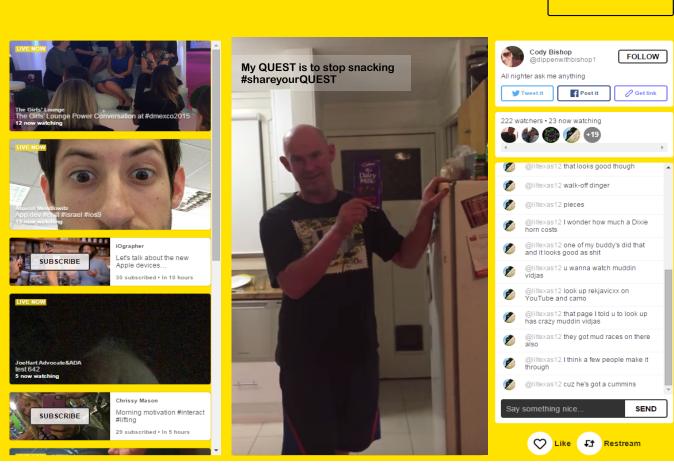
itsrebel Have you heard? Pitch
Perfect 3 is due for release in 2017
#fat #amy #returns
QUEST No matter how you pitch it,
bad eating will always hit you hard
Rebel #jointheQUEST
#cancerprevention

Content Piece 2: Share your QUEST.

To encourage sign-ups, QUEST will use Meerkat to enable user engagement and shareability. Individuals and organisations can live stream their QUEST, such as going on a lunch-time run, or putting on sunscreen. By searching the hash tag #shareyourQUEST, users can track each others progress and incite a comradery. It both builds a community of like-minded individuals and organisations, and also raises awareness of the name.







Examples of videos -

https://www.youtube.com/watch?v=O99LtUFGoJM https://www.youtube.com/watch?v=ItL536b_Qrw https://www.youtube.com/watch?v=NRsdyUo4niA

Content Piece 3: QUEST for Recognition.

To gain brand loyalty and advocacy, QUEST will use badges of achievement sent to personal, business or school email accounts. The hierarchy of achievements encourages competition between organisations, schools and individuals. The level of achievement is determined by reference to the progress lodged online. It will be presented in a relatable and relevant format, and integrate elements of gamification to engage users. The following example is for the "exercise" component of QUEST, however it is recommended that the same strategy be adopted across each component.





