

Goal

- Develop a complete social media strategy for Parasol Tahoe Community Foundation
- Train internal staff on social media

Result

- Out&About Marketing researched the nonprofit environment and Lake Tahoe social conversations
- Developed a complete social media strategy with objectives, listening platform, blog strategy, Facebook & Twitter strategy, Flickr, YouTube, social event networks, social bookmarks, social media policy and Measurement Dashboard
- Educated and trained staff how to best utilize their time to engage and connect with their customers

Measurements

- Increased Facebook likes from 25 to 315
- Trained internal staff how to manage their social voice

Testimonial

“The detailed Social Media strategy Milena developed for Parasol has been exceedingly valuable to our organization. The recommendations and strategies put forth have increased traffic to our sites and increased awareness of our message. Milena’s forward thinking ideas have been an asset in our social media development and instrumental to our organization as a whole. Thank you Milena for your incredible work!”

Leanne Kuchar, Donor Services Manager, Parasol Tahoe Community Foundation