

NOT FOR SALE

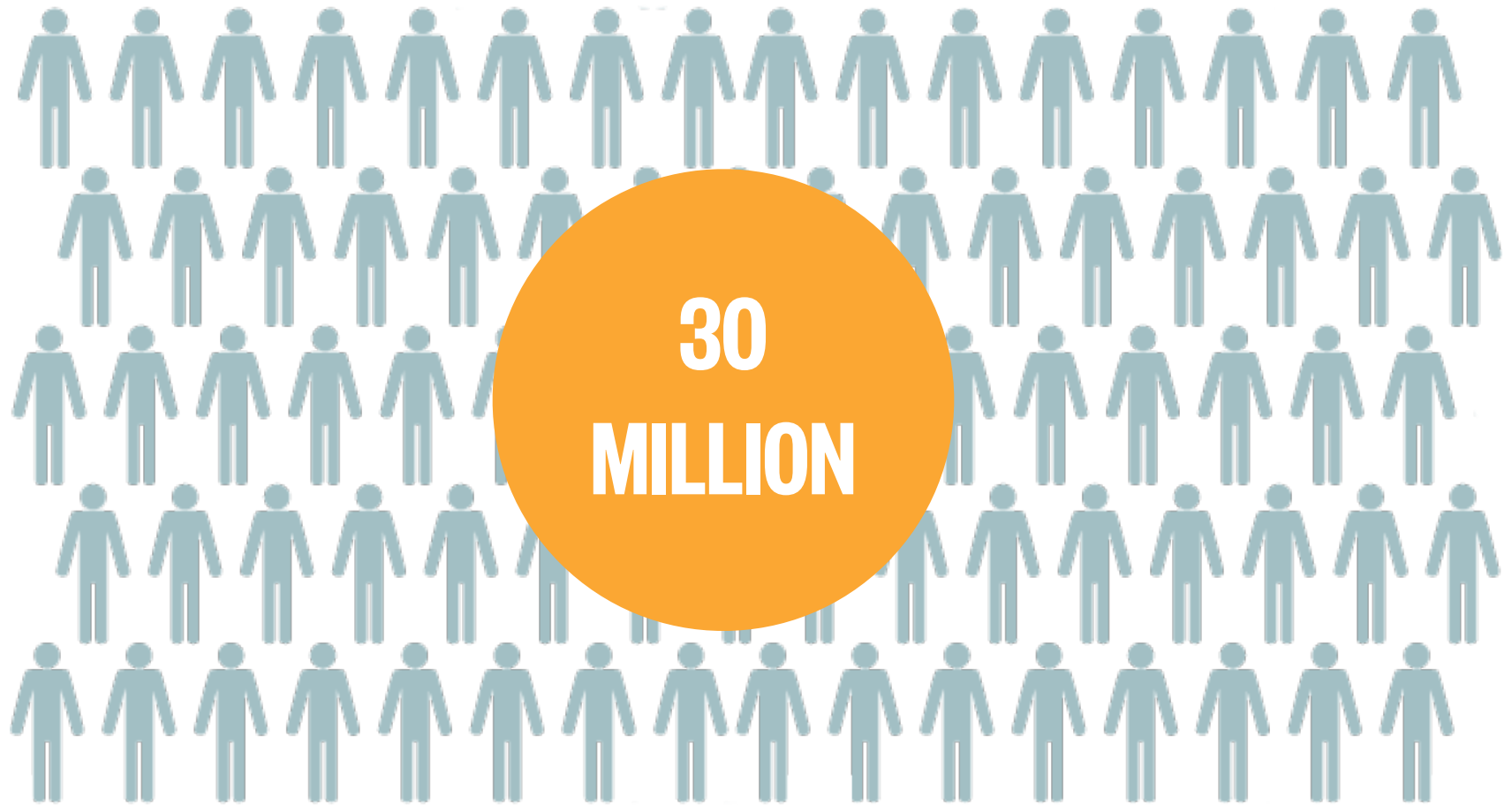


TWITTER: YOUR HOME WHEN YOU DON'T HAVE A HOME

JESSICA HENRY
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NOT FOR SALE
@JESSICAHENRY

#DIGITALPR

WHO IS NOT FOR SALE?



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NOT FOR SALE 

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MISSION:

CREATE A WORLD WHERE NO ONE IS FOR SALE

STRATEGY:

OFFER RELEVANT VALUE EXCHANGES TO DRIVE TARGETED ACTION

TWITTER GOAL:

AMPLIFY BRAND VIRALITY FOR MEASURED RESULTS

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TELLING A GREAT STORY WILL...

ATTRACT MORE FOLLOWERS

EXCITE THE EXISTING AUDIENCE

OFFER VALUE TO YOUR AUDIENCE

SELL MORE

HOW TO TELL A GREAT STORY

CAST: KNOW WHO YOU ARE

PRODUCTION COMPANY: ALIGN THE TEAM

MOVIE TRAILER: CREATE UNIQUE VALUE

THEATER: STIR THE RIGHT EMOTION IN YOUR AUDIENCE

THE SEQUEL: WHAT DO YOU WANT PEOPLE TO DO NEXT?

HOW TO TELL GREAT STORIES ON TWITTER

DEFINE BRAND PERSONALITY

DETERMINE VALUE PROPOSITION

DISCOVER OPPORTUNITIES TO ENCHANT

DEMAND EXCELLENCE

DO BETTER: MEASURE & ADAPT

DEFINE BRAND PERSONALITY: WHO ARE YOU?

DEFINE VOICE ATTRIBUTES

CREATE **SHARED UNDERSTANDING** ON THE TEAM



Not For Sale @NFS

Feb 6

This is powerful: nfs.am/huiwn

Expand



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Jan 27

Finish the weekend inspired. Global Forum 2012 sessions with Kru Nam, @bobgoff, @nancyduarte & more are now online: nfs.am/hapTS

Expand



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Feb 12

Magic is happening. There is still time to RSVP: nfs.am/hCbjE
[instr.am/p/VpCBDOEBE_](https://www.instagram.com/p/VpCBDOEBE_/)

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DEFINE BRAND PERSONALITY: WHO ARE YOU?

CREATE THE **RIGHT MIX**

- WHAT DO YOU NEED TO COMMUNICATE?

IMPACT

STATS/INFO

CAMPAIGNS

INSPIRATION

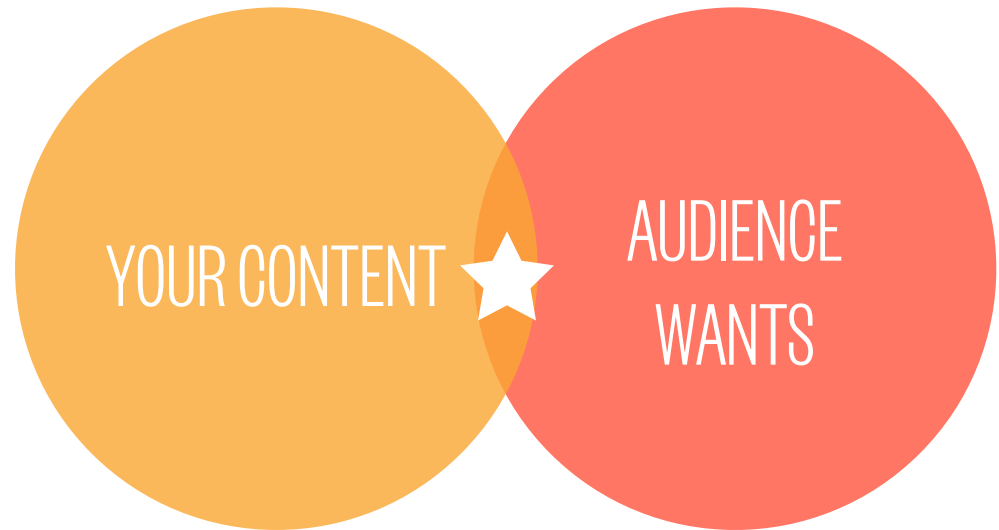
DETERMINE VALUE PROPOSITION

WHAT CONTENT/THOUGHT LEADERSHIP CAN YOU OFFER?

- EXPERTISE? IDEAS? INFO?

WHAT DOES YOUR TARGET **AUDIENCE WANT & NEED?**

- ENTERTAINMENT
- INFORMATION
- FEED GOOD MOMENTS
- HUMOR

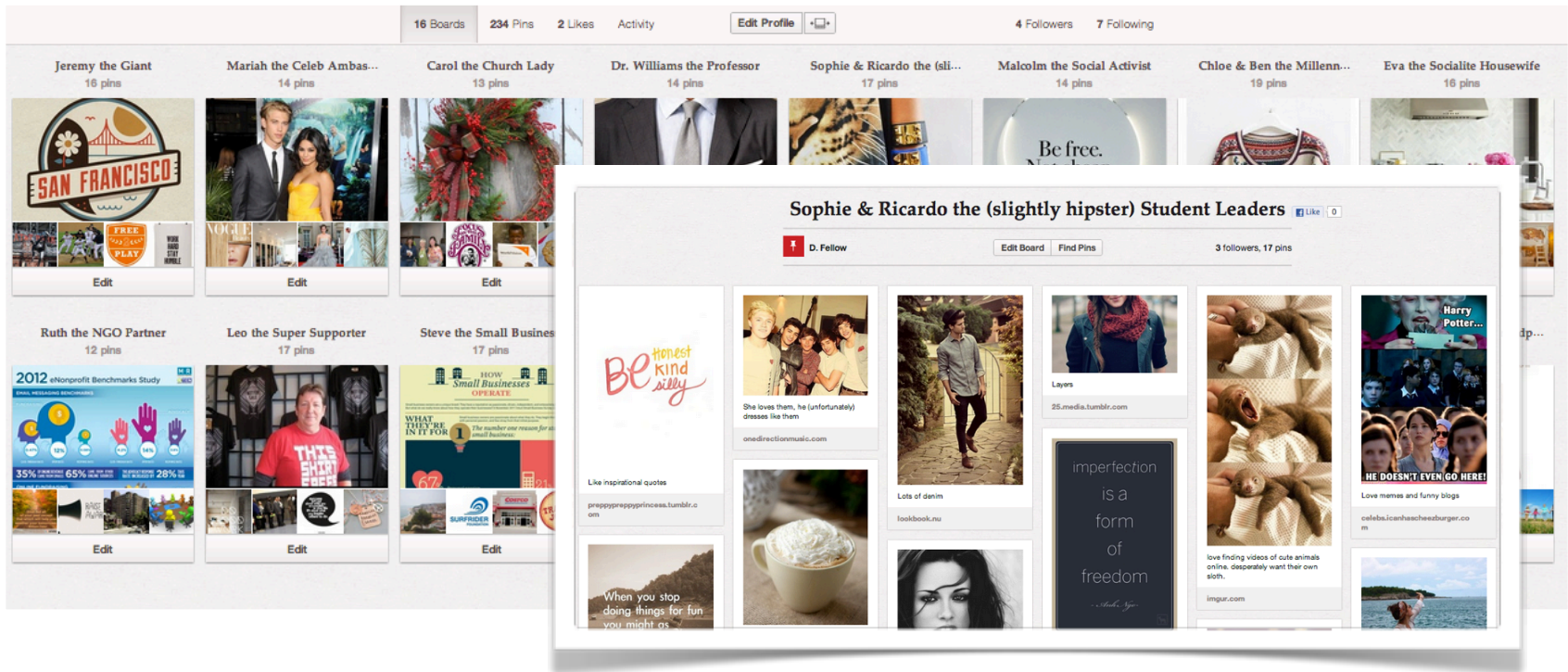


THOUGHT LEADERSHIP



DETERMINE VALUE PROPOSITION: KNOW YOUR AUDIENCE

UNDERSTAND WHO YOU ARE TALKING TO



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DISCOVER OPPORTUNITIES FOR ENCHANTMENT

BUILD **SOMETHING WORTH FOLLOWING**

- CAMPAIGNS
- COMPETITIONS
- STORIES
- ACCOMPLISHMENTS
- COMMUNITY

DISCOVER OPPORTUNITIES FOR ENCHANTMENT

EXPERIENCES TO **CREATE:**

- EXCITEMENT AROUND PROGRESS



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Feb 8

Progress in India: New penal code passed to clearly define sexual assault and punishment. nfs.am/hyOaL

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RETWEETS

6

FAVORITES



3:32 p.m. - Feb 8, 2013 · [Details](#)



Not For Sale @NFS

Feb 8

Bay Area: More than 5,466 services provided in 2012. Come celebrate what we've accomplished together 2.12.13 nfs.am/hw1um

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RETWEETS

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FAVORITES



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DISCOVER OPPORTUNITIES FOR ENCHANTMENT

EXPERIENCES TO **CREATE:**

- SENSE OF A MOVEMENT



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Feb 13

RT @JackTMoore 'Getting my outline finished up for #FreedomSunday this weekend at Ogemaw Hills Free Methodist' Join him nfs.am/hGDT1



Caren Kelleher @Caren

Happy 6th birthday, @NFS. I hope in 6 years we are no longer celebrating your birthday, but the end of modern slavery. notforsalecampaign.org

 Retweeted by Not For Sale

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RETWEETS

4
FAVORITES



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DISCOVER OPPORTUNITIES FOR ENCHANTMENT

EXPERIENCES TO **CREATE:** - SENSE OF COMMUNITY



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Following

Tomorrow is National Human Trafficking Awareness Day. We're asking our community: how did you find out about modern-day slavery?

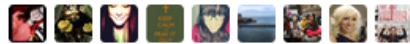
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RETWEETS

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FAVORITES



11:36 AM - Jan 10, 2013

 Kristen @readstooswift @NFS Through a preser university, six or seven Details	 Carol Fenton @cfpdx @Nfs Elementary school - time ago. Details	 Jessica @takeYourglory @NFS I didn't really discover what was going on till #Passion2012 that conference was a major eye open Details
 michael knowles @Mich @NFS a friend who wen Details	 Dave Batstone @DaveBats Thanks for fighting the goc @Randy_INC_ @NFS @Mira Details	 Desire of the Humble @DesireOfHumble @NFS through an @AJC article about @zachhunter combined with the extra stuff on the 'Amazing Grace' Details
 Not For Sale @NFS @readstooswift @jmhq involved, Kristen. Details	 Randy P @Randy_INC_ @NFS thanks so much! Yo & look forward to connecti Details	 Randy P @Randy_INC_ @NFS From the @MiraSorvino film 'Human Trafficking' & it changed my life. Now I'm proud to we with an org that fights HT! Details
 Erin Kimminau @TheCo @NFS FB post by a frier cocoa industry! Details	 LSS SNA @NewAmerServi @NFS #EndofSlavery docu Details	
 Not For Sale @NFS @Michael_Verge @pass powerful sharing with o Details	 Irina Poslavsky @MsIrina @NFS from Prof.Dave Bats @usfca while taking his co Details	 Jay & Michelle Brock @hopeforthesold @NFS Found out about slavery 6 yrs ago at @CatalystLeader when Gary Haugen from @UMHQ sp followed by prescreen of the movie TRADE. Details
 Taylor Vick @pinksmurf @NFS 2-3 years ago a the most awful story of actually live in. #change Details	 Not For Sale @NFS @KristieClobes Wow, thani Details	 Not For Sale @NFS @takeYourglory Amazing! Details
 Caitlin C. @C_Squared @NFS from the I Crave uOttawa. Now I'm cons for rescued trafficking v Details	 Not For Sale @NFS @NewAmerServices @jmh Details	 Not For Sale @NFS @DesireOfHumble @ajc @zachhunter Wow. We'd love to see the article. Details
 Desire of the Humble @DesireOfHumble @ajc @zachhunter Not sure I could find it ; Details	 Not For Sale @NFS @MsIrina @davebatstone @us has been my pleasure, to Details	 Not For Sale @NFS @Randy_INC_ Awesome!! Keep up the great work. Details
 London Below @London @NFS I worked with/me streets. So many storie Details	 Intl Justice Mission @IJM @NFS @NewAmerServices Details	 ryanmeyer @ryanmeyer @NFS passion 2012 Details
 Holly @medusa7111 @NFS Attended a Worki @traffickfree44 and the you for the work you d Details	 Intl Justice Mission @IJM @KristieClobes @NFS @chr Awesome to hear! Details	 Kristie Clobes @KristieClobes @NFS an @UMHQ event my friend invited me to worship w @christomlin when worshipping Jesus was holding me together & then @passion268 2012

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DISCOVER OPPORTUNITIES FOR ENCHANTMENT

EXPERIENCES TO **CREATE:**

- AN IDENTITY
- USE STATEMENTS THAT ARE IRREFUTABLE & PEOPLE AGREE WITH



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Feb 18

'If slavery is not wrong, nothing is wrong' - Abraham Lincoln

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RETWEETS


20



FAVORITES




DISCOVER OPPORTUNITIES FOR ENCHANTMENT

CAMPAIGN EXAMPLE: THE ROAD TO REBBL

 **Not For Sale @NFS** Jun 12
Announcing that Not For Sale is launching a company!
You're invited to join us on the Road to REBBL: nfs.am/bvNxJ

 **Not For Sale @NFS** Feb 21
#REBBL now available in California! We are combating slavery through social enterprise. #enditmovement
pic.twitter.com/h3aFLeELjY




 **Not For Sale @NFS** 

A celebration is in order! Looking back on the Road to #REBBL: nfs.am/dvZie



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DISCOVER OPPORTUNITIES FOR ENCHANTMENT

THE **PROCESS** FOR BUILDING SOMETHING WORTH FOLLOWING:

- CONSTRUCT ARCHITECTURE
- USE BASIC STORY ELEMENTS: PROBLEM, RESOLUTION

	PHASE 1 - TELLING THE STORY (ACTION SEQUENCE)					PHASE 2 - CALL FOR DONATIONS (DRIVE TO DONATE)				
	Week of 5/28	Week of 6/4	Week of 6/11	Week of 6/18	Week of 6/25	Week of 7/2	Week of 7/9 <i>Predicting 750 seeded donations by morning of 7/10</i>	Week of 7/16	Week of 7/23 <i>First date that REBBL tee can be mailed</i>	Week of 7/30
Monday	n/a	n/a	n/a	n/a	n/a	n/a	SUNDAY CAUSES FB POST - Reminder, something big is happening on Tuesday	n/a	n/a	n/a
Tuesday	Watch a video: Things are about to change around here		Video 0: A Preview of What's Ahead (Hank Status: Preview Monday)	Video 1: Why REBBL Matters	Video 2: How NFS Came Up with REBBL	Video 3: What is REBBL?	DONATE ACTION with Video 4 attached: We Need You to Donate! (PREVIEW VIDEO)	Video 5: The Movement Depends on You (creating a market demand)	Video 6: How You Can Help	Video 7: People Wild for REBBL

DEMAND EXCELLENCE

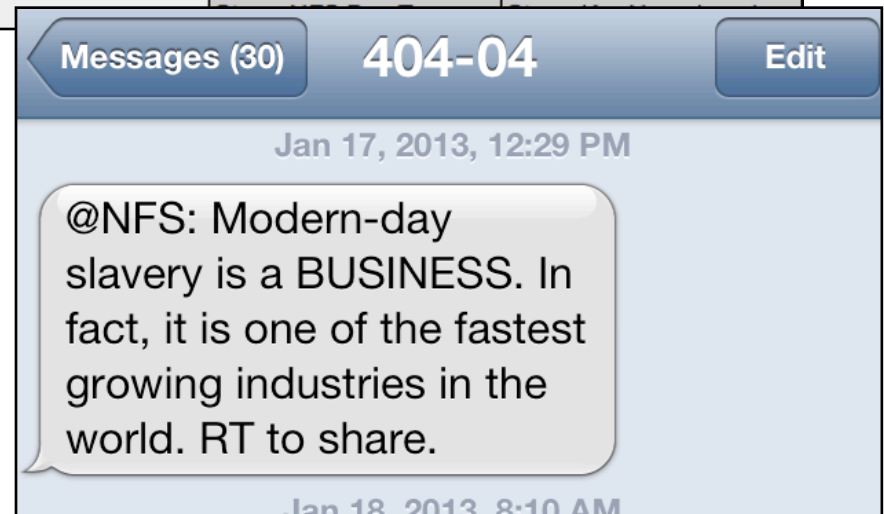
BE CONSISTENT

TWITTER Schedule	Message:
5-8AM	1. Impact
10AM	2. Campaign 1
12PM	3. Quote/external article/RT
1PM	4. Store Promo
2PM	5. Campaign 2
5PM	6. Quote/external article/RT

	Week of 6/11	Week of 6/18
Monday	1. GF 2. F2P SV: Amazon Artisan Training Store: Thai cord bracelet	1. Gala 2. REBBL SV: Romania Survivor Update Store: none
Tuesday	1. REBBL 2. GF SV: HOME Soup Trainees Store: Kru Nam Jewelry	1. REBBL 2. Tour SV: India Progress Store: Kru Nam Jewelry
Monday	1. APF 2. REBBL SV: Thailand survivor helps others	1. GF 2. REBBL SV: Romania gangs Olympics

BE ACCOUNTABLE

- ENABLE REALTIME FEEDBACK



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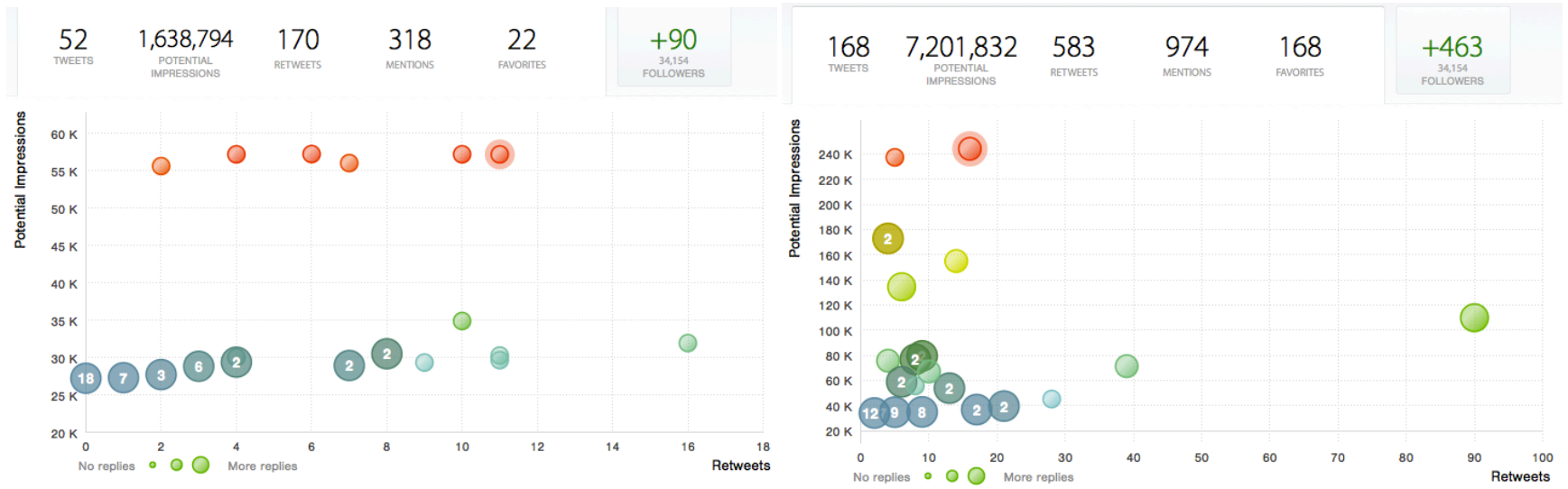
DO BETTER: CONSTANTLY MEASURE AND ADAPT

DON'T JUST GROW FOLLOWERS, **GROW INFLUENCERS**

- CAN YOU INCREASE THE NUMBER OF TOP RETWEETERS?
- IDENTIFY WHAT CONTENT PEOPLE ARE RETWEETING
- ADJUST YOUR CONTENT TO FEED THAT

DO BETTER: CONSTANTLY MEASURE AND ADAPT

THE IMPACT OF GROWING INFLUENCERS



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DO BETTER: CONSTANTLY MEASURE AND ADAPT

SET BARS AND THEN BREAK THEM

- ESTABLISH AVERAGES FOR FOLLOWER GROWTH, RETWEETS, REACH, ETC.

KNOW WHAT YOUR AUDIENCE IS INTERESTED IN

- TRACK PERFORMANCE OF CONTENT TYPES
- LOOK FOR PATTERNS

FINAL THOUGHTS

KNOW WHO YOU ARE

CREATE AN EXPERIENCE FOR YOUR FOLLOWERS

OFFER VALUE & THOUGHT LEADERSHIP

CONNECT WITH THE PEOPLE WHO LOVE YOU

TELL A GOOD STORY. PERIOD.

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