



Case Study: PR Measurement at Work in the Real World

#PowerOfPR

April 2015

Speaker



**VP, Communications and
Information Management**

Beth Perell

beth.perell@goodwill.org

Twitter: @bcperell @GoodwillIntl

Agenda

- **About Goodwill®**
- **Digital strategy**
- **Case studies**
- **Using social media metrics for planning**

About Goodwill®: Our Mission

Mission Statement: Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.

HOW AN OLD PAIR OF JEANS TRANSFORMS LIVES



Jeans hang unworn in the closet for years.



They are donated to Goodwill® and sorted for sale in store.



A customer purchases the jeans and wears them with pride.



Funds are invested in job training, placement and other programs, creating stable families and communities.

Goodwill Highlights – 2013

What Goodwill Did


- 9.8 million served
- 44 million services provided
- 261,875 placed in jobs
- \$4.4 billion earned
- 122,000 employees
- \$5.17 billion in revenue

Who Goodwill Served


- People with disabilities
- Non-English speaking
- People with criminal backgrounds
- Welfare recipients
- Working poor
- Limited education
- Seniors
- Youth who are at-risk
- Homeless
- Dislocated workers

About Goodwill: Our Impact


IN 2013,
261,875
PEOPLE (THE EQUIVALENT
OF BUFFALO, NY)
earned a job with Goodwill's help.



That's a lot
of wings!




IN 2013,
9.8 MILLION
PEOPLE
ACCESSED GOODWILL SERVICES
to advance their careers & manage their finances.




That's roughly the
ENTIRE population of
North Carolina!

...or Michigan


7.8 MILLION WERE
OF THOSE PEOPLE SERVED ONLINE!



IN 2013...
AS A RESULT OF
QUALIFICATIONS
EARNED WITH
GOODWILL'S HELP,
OUR PROGRAM
PARTICIPANTS
INCREASED THEIR
COLLECTIVE LIFETIME
EARNING POTENTIAL
BY \$15 BILLION



That's enough to buy the
full Star Wars™ franchise
3 TIMES ...with funds left over
to build and launch
a space shuttle!



Goodwill Services

Job Training

- **Assessment**
- **Job-readiness**
- **Soft-skills**
- **Occupational skills**
- **Transitional Jobs**
- **Job placement**
- **Job coaching**
- **Supported employment**
- **Career advancement**

Family and Community Strengthening

- **Financial Education**
- **Free tax preparation**
- **Childcare**
- **Adult day care**
- **Transportation**
- **E-Learning**
- **Residential**
- **Medical Therapies**

Goodwill is North America's Power Brand

#11

America's 20 Most
Inspiring Companies
(Forbes, 2014)

#7

America's 50
Largest Nonprofits
(Forbes, 2014)

#5

power brand
(Cone Nonprofit Power Brand 100, 2009)

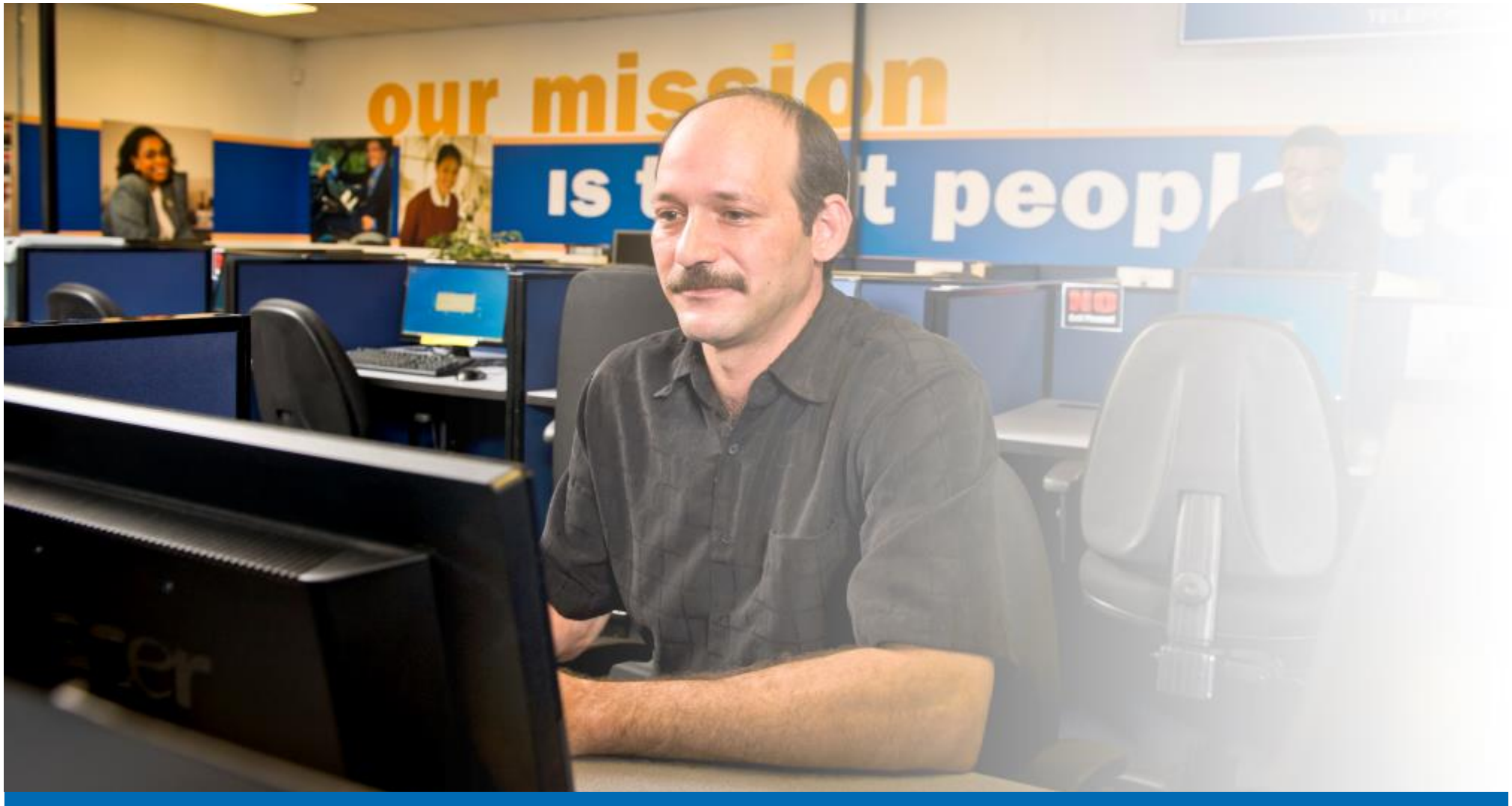


Goodwill Today

Global network of Goodwill member organizations

- 165 Goodwill agencies in the U.S. and Canada with more than 3,000 stores
- Presence in 14 other countries
 - Mexico
 - Costa Rica
 - Panama
 - Brazil
 - Venezuela
 - Trinidad & Tobago
 - Philippines
 - Uruguay
 - Italy
 - Israel
 - Taiwan
 - Thailand
 - Korea
 - Finland





Goodwill's Digital Presence



Goodwill's Digital Presence

- **Websites (responsive design)**
- **Apps**
- **Blogs**
- **Social media**
 - Facebook, Twitter, YouTube, Pinterest, LinkedIn, Tumblr, Instagram
- **Videos**
- **Email marketing**
 - E-newsletters



Goodwill's Primary Goals for Digital

1. Increase reach and engagement.
2. Increase influence on public policy.
3. Increase constituent retention (the amount of people coming back to us on our social channels).
4. Increase financial revenue.
5. Increase customer service.

Online Hubs: Public Site

Goodwill Industries International, Inc. | Donate and Shop | Partner with Goodwill | Find Jobs and Services | Give a Gift | HELLO, SIGN IN TO YOUR ACCOUNT | En Español | Employee Log In

Search Goodwill.org

LOCATE: Retail Store | Job & Career Support | Donation Site | Outlet | Headquarters

EXPLORE OUR MAP

DONATE STUFF. CREATE JOBS.

DONATE STUFF TO GOODWILL[®] | FIND JOBS AND CAREER HELP

217,115 PEOPLE BACK TO WORK

ADVOCATE FOR JOBS | CREATE JOBS AS A PARTNER | STAY INFORMED WITH OUR NEWSLETTER

- <http://www.goodwill.org>
- Receives more than 1.2 MM visits per month
- Information about Goodwill's mission, retail and business initiatives as well as the latest news and events

Blogs

LOCATE: [Retail Store](#) [Job & Career Support](#) [Donation Site](#) [Outlet](#) [Headquarters](#) Enter Location **FIND**

THE GOODWILL BLOG

View All

Each week, Goodwill Industries International posts new blog content across a variety of categories. Browse our latest posts below or use the drop-down menu on the right to filter posts by a specific category. Have an idea for a Goodwill blog post? Email GII Online Content Program Manager Jenni B. Baker at jenni.baker@goodwill.org.

Amid Politics as Usual, Every Vote Still Matters

Sacramento Partnership Aims to Provide Real Solutions to Home...

<http://www.goodwill.org/blog>

Post categories:

- **My Story**: program participant success stories
- **Up to Some Good**: member and GII mission news
- **Ask Goodwill**: career and financial advice column
- **Advocate**: public policy
- **Organizing (monthly)**: Content from Lorie Marrero
- **Bargain shopping**

My Story

<http://www.goodwill.org/blog/my-story/anny-pena/>



My Story: Anny Peña

New York, NY

I joined the Marine Corps in July of 2002, a full year before finishing high school. For me, the biggest challenge after transitioning from the Marines to civilian life was finding work. I was close to graduation (finishing my MBA), and I didn't have interviews. Then I started having that dread, thinking, *am I going to be unemployed?*

At that point I was really, really desperate so I thought, you know what, I'm going to try anything. There was this program at Fordham University called [Edge4Vets](#). That's where I met Martha

Public Newsletters/Alerts

- Sent monthly to 58,000+ public subscribers
- Initiatives, news and resources applicable to the Goodwill enterprise
- Mail Chimp
- Can use content, repost on social media networks

September 2011

Hello The E-Newsletter,

When you shop and donate at Goodwill®, 54 percent of the sales raised from your donated items support people who need job training and placement in your community. This September, we invite you to participate in both sides of the donation equation: give during the final days of the Goodwill Sale, and let Goodwill help you find a job and advance in your career.

Make Goodwill Your Halloween Headquarters

Head over to [Goodwill.com](#) to get a head start on your Halloween costume this year. Whether you're planning something spooky, Old-Fad, hipster, vintage or simply a beloved character, turn to Goodwill's section site to feed your creativity.

It's Not Too Late to Donate and Save!

Attention shoppers! The semiannual [Goodwill® Sale](#) is ending September 23, giving you just a few more days to donate your gently used items for Goodwill at any Bon-Ton location and receive a coupon to use in the store.

Donate your items at any [Bon-Ton](#), [Bosc's](#), [Boston Store](#), [Carson's](#), [Elder-Beerman](#), [Hatchers](#) and [Yonkers](#) store to receive your coupon worth:

- Twenty percent off of apparel, shoes and accessories
- Fifteen percent off of cosmetic, fragrances and home store merchandise
- Ten percent off of electronics and toys (some exclusions apply)

But that's not all – when you donate to Goodwill, you help people earn jobs, be independent and care for their families.

Don't have a Bon-Ton location in your area? Pledge your support for Goodwill's mission by [making a \\$5 online donation](#), and you'll receive a coupon for a 20 percent discount in [Bon-Ton's online store](#).

DONATE AND SAVE

Get Career, Financial Help at Goodwill®

Earlier this month, U.S. President Barack Obama proposed the [American Jobs Act](#), emphasizing his renewed focus on helping people find employment.

At Goodwill®, we've been helping people [go back to work](#) for nearly 110 years. In fact, in 2010, Goodwill provided employment training, job placement services and other community-based services to 2.4 million people in the U.S. and Canada.

Whether you're a veteran, senior, single mother or young adult, or have a disability or a criminal background, Goodwill can help you

Learn How We Serve Seniors:

Back to Work! 100 Stories of Job Success

Social Media Channels

Facebook

<http://www.facebook.com/GoodwillIntl>

Find Monster Savings This Halloween.

Goodwill Industries International, Inc.
Thrift or Consignment Store · Disability Services · Education

106,782 likes

Looking for a last minute Halloween option? Check out these easy DIY costumes on our Pinterest page: <http://bit.ly/1w01ACw>.

Find your closest Goodwill with our locator: <http://bit.ly/1zauRhg>

THRIFTY THURSDAY

DIY: LAST-MINUTE HALLOWEEN COSTUMES!

Twitter

<http://www.twitter.com/GoodwillIntl>

Find Monster Savings This Halloween.

Goodwill Industries International, Inc.

4,525 Tweets · 158 Followers · 28.4K Retweets · 977 Likes

Goodwill Industries @GoodwillIntl
Official Twitter page of Goodwill Industries International. Get your local Goodwill's good deals for your shopping, visit us @GoodwillIntl.

Goodwill Industries
@GoodwillIntl
10 hours ago · Retweeted by Goodwill Industries

Looking for a last minute Halloween option? Check out these easy DIY costumes on our Pinterest page: <http://bit.ly/1w01ACw>

Find your closest Goodwill with our locator: <http://bit.ly/1zauRhg>

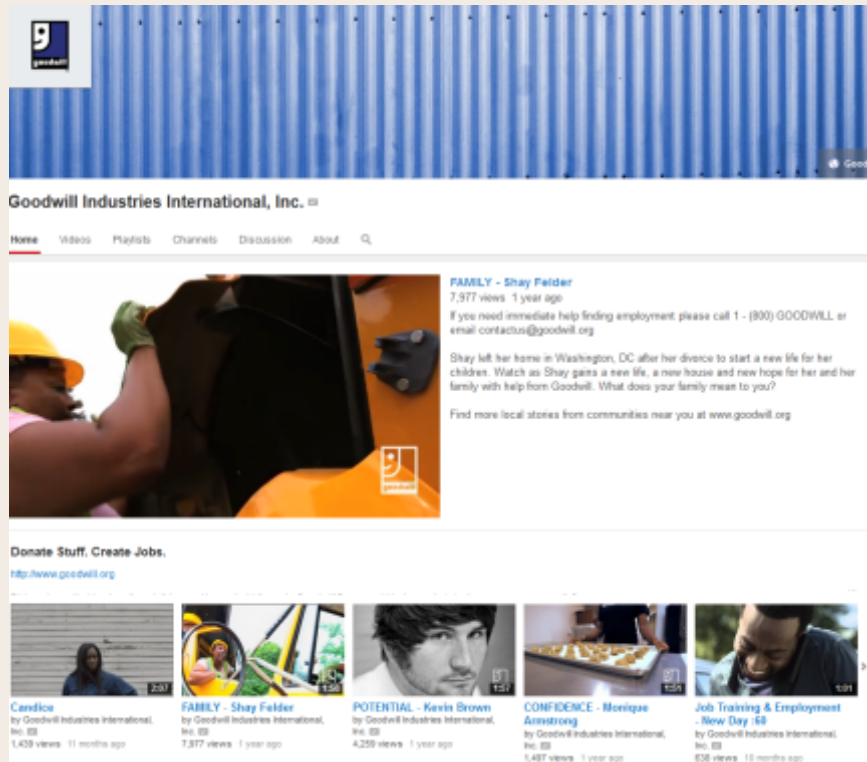
THRIFTY THURSDAY

DIY: LAST-MINUTE HALLOWEEN COSTUMES!

Social Media Channels

YouTube

<http://www.youtube.com/user/GoodwillIntl>



The screenshot shows the YouTube channel page for Goodwill Industries International, Inc. The header features the Goodwill logo and the channel name. Below the header, there are navigation tabs for Home, Videos, Playlists, Channels, Discussion, and About. The main content area displays a video titled "FAMILY - Shay Felder" with 7,377 views, posted 1 year ago. The video description mentions that if you need immediate help finding employment, you should call 1-(800) GOODWILL or email contactus@goodwill.org. It also states that Shay left her home in Washington, DC after her divorce to start a new life for her children, and that she gained a new life, a new house, and new hope for her and her family with help from Goodwill. A link to find more local stories is provided: www.goodwill.org. Below the video, there is a section titled "Donate Stuff. Create Jobs." with a link to <http://www.goodwill.org>. At the bottom, there are five video thumbnails with their respective titles and view counts: "Cardiac" (1,438 views, 11 months ago), "FAMILY - Shay Felder" (7,377 views, 1 year ago), "POTENTIAL - Kevin Brown" (4,259 views, 1 year ago), "CONFIDENCE - Monique Armstrong" (5,487 views, 1 year ago), and "Job Training & Employment - Rew Day 68" (838 views, 13 months ago).

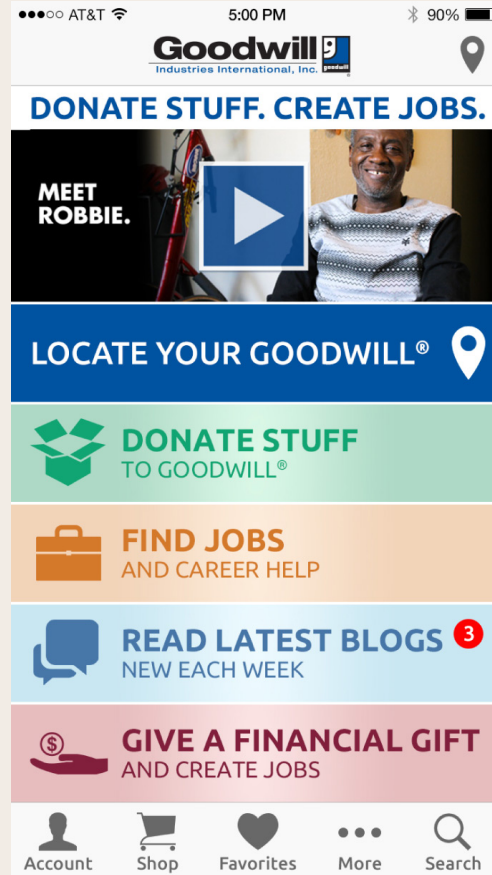
Tumblr

<http://goodwillintl.tumblr.com/>



The screenshot shows the Tumblr blog for Goodwill Industries International, Inc. The main post is a Halloween-themed graphic with the text "Find Monster Savings This Halloween." and a cartoon illustration of a girl in a blue shirt and yellow pants running. Below the main post, there is a section titled "THRIFTY THURSDAY" with a large "X" icon. To the right of this section is the Goodwill logo. Below the "THRIFTY THURSDAY" section, there is a section titled "DIY: LAST-MINUTE HALLOWEEN COSTUMES!" with three sub-sections: "ZOMBIE" (a girl in a white dress holding a red box), "MUMMY" (a person in a white mummy costume), and "COWBOY" (a person in a cowboy costume). To the right of this section is a section titled "BE A JOB CREATOR." with the Goodwill logo. At the bottom right, there is an "About" section with the text: "We are North America's leading nonprofit provider of education, training, and career services for people with disabilities as well as those with physical, mental and emotional..."

Goodwill's Mobile App



- Launched in April 2013; updating in June 2015
- Nearly 50,000 downloads
- Mobile user can opt to geo-locate closest Goodwill agencies in U.S. and Canada
- Can “favorite” locations
- <http://www.goodwill.org/apps/>



Case studies



Labor Day 150 Jobs Campaign

- #150Jobs Campaign
- **Dates: 08/28/12 - 09/03/12**
- **Impressions: 4,028,548**
- **Mentions: 548**

The image shows a screenshot of a blog and a Twitter feed. The blog header is "Beth's Blog" with a navigation menu: "About Beth", "Speaking", "The Networked Nonprofit", "Work with Beth", "Best of Beth", "Archives", "Contact". Below the header is a green banner for "03 SEP 2012" and the title "How @GoodwillIntl is Celebrating Labor Day with". A welcome message says "Hi, I'm Beth. Welcome!". The Twitter feed shows several tweets from Goodwill organizations:

- Goodwill NYNJ** @NYNJGoodwill - 30 Aug 2012: "One of our own! #NY #NJ RT @GoodwillIntl 41. EDMOND: 'When you're down and out, the only place to go is up.' #150Jobs - ow.ly/dIFFG"
- Goodwill of Tulsa** @goodwilltulsa - 29 Aug 2012: "RT @GoodwillIntl: 27. RICHARD: 'Goodwill has helped me accomplish a lot of my goals in life.' #150Jobs - ow.ly/dIFFp"
- Goodwill Industries** @GoodwillIntl - 29 Aug 2012: "28. AUTUM: 'I was in this big black hole that I couldn't get out of.' #150Jobs - ow.ly/dIFFq"
- Goodwill Industries** @GoodwillIntl - 29 Aug 2012: "27. RICHARD: 'Goodwill has helped me accomplish a lot of my goals in life.' #150Jobs - ow.ly/dIFFp"
- Goodwill NWNC** retweeted **GoodwillofCentralAZ** @GoodwillAZ - 29 Aug 2012: "RT @goodwillintl: 6. JOANN: 'By the time I finished, I felt like my self-esteem was more intact.' #150Jobs - goo.gl/Ux8ka"

The image shows a screenshot of a "My Story" page for Edmond Cadet. It includes a photo of Edmond, a "Recent Stories" section with other photos, and a "STAY INFORMED WITH OUR NEWSLETTER" sign-up form. The main text reads:

My Story: Edmond Cadet
Austin, NY

Before I came to the program, I was hospitalized for a few months due to a brain injury that I was born with. I was unable to work for some time and I was pretty much down and out.

Even though I was down for four years, I fought the struggle in order to continue to move on in life. When I was able to work again, I joined **Goodwill Industries® of Greater New York and Northern New Jersey's WeCARE** program. It took me some time, but after a few interviews I was hired on October 2006 by a law firm.

I started off as a file clerk, searching for files for attorneys and entering data. It was important because I needed a job at the time, and it was something very big for me to do it. After about two years, I received my own office and a new position. I moved up gradually and became a clerk/scanner, who enters court records, police reports, medical reports and other information into the computer system.

Edmond Cadet enters reports and records into the computer at his law office job.

STAY INFORMED WITH OUR NEWSLETTER
Enter Email Address

JOIN US ON

Social Media as a Campaign Tactic

Creative Brief
Goodwill Case for Support
July 1, 2014

Assignment:

Develop and execute an integrated communications strategy that supports the Goodwill case for support at both the local and national level and aligns with marketing strategies for the donated goods retail social enterprise.

Objective:

Primary: Inspire people to invest time, money, and resources to help Goodwill fulfill its mission.

Secondary: Encourage businesses and foundations to engage with the Goodwill enterprise.

Target audience and what we know about them:

- Millennials to boomers who are successful and have been, for the most part, significant creators of the ideas, products, and services that have made them wealthy. They're used to being involved in the creation, implementation, and evaluation of projects: they respond to outcomes¹. They want to be involved and are already internally motivated. They are engaged in national dialogues on social issues with thought leaders, think tanks, and social media communities.
- Wealthy families that have departed from their philanthropic traditions and are directing their money towards programs with high social impact rather than those with high social recognition.²
- Philanthropic Foundations seeking to demonstrate investment in programs that deliver measureable results both in terms of validating models of service that have meaningful long-term social impact and in terms of positively affecting the lives of underserved populations.
- Corporations and corporate foundations that seek to demonstrate their social responsibility and reinforce their image as a genuine civic partner.
- Civic leaders and legislators working to find community organizations and partners that can address pressing community needs important to their constituents.

Main idea: Goodwill is connecting people to training, opportunity, and other resources to find and keep employment and to advance their lives.

Key takeaway: Goodwill achieves our mission through the vibrant social enterprise we operate. We connect people with opportunities to work, earn credentials to advance their careers, strengthen their families, and learn the financial and life skills they need to create prosperous futures – for generations to come.

¹ From the second edition of *Over Goal! What You Must Know to Excel at Fundraising Today*, Kay Sprinkel Grace

² From the second edition of *Over Goal! What You Must Know to Excel at Fundraising Today*, Kay Sprinkel Grace

Elements of a Creative Brief

- Goal
- Objectives (primary and secondary)
- Target audiences
- Key messaging
- Tactics
- Success measures
- Timeline
- Budget
- Internal Stakeholders



Social Media as a Campaign Tactic



HALLOWEEN COSTUME GENERATOR

First Letter of First Name	First Letter of Middle Name	First Letter of Last Name
A. Sparkly	A. Checkered	A. Machine
B. Sassy	B. Orange	B. Zombie
C. Punk Rock	C. Leather	C. Vampire
D. Amazing	D. Green	D. Alien
E. Brilliant	E. Blue	E. Scientist
F. Monstrous	F. Indigo	F. Ninja
G. Ridiculous	G. Violet	G. Mermaid
H. Shrinking	H. Pink	H. Prince/Princess
I. Crouching	I. Silver	I. Shark
J. Friendly	J. Moldy	J. Athlete
K. Screaming	K. Creepy	K. Bee
L. Jumping	L. Glistening	L. Horse
M. Hairy	M. Striped	M. Flight Attendant
N. Shiny	N. Plaid	N. Clown
O. Giant	O. Paisley	O. News Anchor
P. Tiny	P. Flying	P. Mummy
Q. Translucent	Q. Running	Q. Witch
R. Elegant	R. Hopping	R. Diva
S. Golden	S. Dancing	S. Fireman
T. Decomposing	T. Dead	T. Scarecrow
U. Awesome	U. Sick	U. Cowboy
V. Absurd	V. Bloody	V. Cat
W. Incredible	W. Amazing	W. Dog
X. Mad	X. Caped	X. Doctor
Y. Surprising	Y. Goofy	Y. Pirate
Z. Evil	Z. Angry	Z. Hippie



Goodwill Industries International, Inc.
Posted by Mary Speed '11
Page Liked · October 30, 2014 · 49

Haven't decided on a costume yet? Give our Halloween Costume Generator a try!

Like · Comment · Share

Thomas Roszkowski and 304 others like this.

794 shares

Uziel Atlas Umrin... yes no middle name here
Like · Reply · October 31, 2014 at 9:15pm

Goodwill Industries International, Inc.
Then take your pick!
Like · Commented on by Mary Speed '11 · October 30, 2014 at 12:00pm

View more replies

Kenneth Anton Barker Do I have to sew, or can my colors do it for me?
Like · Reply · +1 · October 30, 2014 at 2:05pm

Goodwill Industries International, Inc.
Whatever you prefer!
Like · Commented on by Mary Speed '11 · October 30, 2014 at 2:05pm

View more replies

Lizell Renee I like how the zombie girl is throwing a flying dragon kick.
Like · Reply · +1 · October 31, 2014 at 12:45pm

Christina Pulliam Punk Rock Blue Mummy, I'm there!
Like · Reply · +1 · October 30, 2014 at 3:07pm

Haley Lee Shiny Glittering Vampire
Like · Reply · +1 · October 30, 2014 at 8:08pm

View more comments

Write a comment...

Suggested Pages See All

Jesse Stone Movies
320 people like this.
Like

Sponsored 91 Create Ad

Get \$20 Free!



Get \$20 Off Pure Vida!
purinapurevida.com
Get \$20 FREE! Partner a Friend & SAVE! Shop Pure Vida Granitola Today!



Social Media as Campaign Tactic cont.

2014 Halloween Social Media Messaging and Tip Sheet for Members (Excerpt)

TWITTER

October 2014	<p>[[OPTIONAL: Use with Be Your Own Monster Facebook image or Halloween costume generator in marketing toolkit to accompany this tweet]]</p> <p>How will you #BeYourOwnMonster [[insert shortened link]] #GoodwillHalloween</p>
October 2014	<p>[[OPTIONAL: Use with Be Your Own Monster Facebook image in marketing toolkit to accompany this tweet]]</p> <p>Want something unique for your Halloween costume? [[insert shortened link]]. #GoodwillHalloween #BeYourOwnMonster</p>
October 2014	<p>[[OPTIONAL: Use with the ZNFA Standing FB wall image in marketing toolkit to accompany this tweet]]</p> <p>Get #YourMonsterOn at Goodwill. [[insert shortened link]] #GoodwillHalloween</p>

Other Ideas

Create a blog post or Pinterest board with unique and creative Halloween costumes that customers put together using clothing items found at Goodwill.

Provide video tutorials on how to turn a room into a Haunted House or Monster Mash party with home accessories from Goodwill.

Create and monitor an online "Most Creative Costume" contest on your Facebook page. Let fans vote on their favorite costumes.

Invite people to post their Halloween costumes, purchased at Goodwill, on your Flickr or Facebook page.

Halloween graphics optimized for social media sharing



Halloween Costume Poll

**ZOMBIES,
PIRATES,
& VAMPIRES**
ARE TRENDING AS
**THE MOST
POPULAR
COSTUMES**
FOR BOTH
ADULTS &
CHILDREN*



*BASED ON OUR 2014 NATIONAL HALLOWEEN IN-STORE SURVEY OF MORE THAN 8,500 CUSTOMERS.

npr news arts & life music topics programs listen station

the **protojournalist** VERY ORIGINAL REPORTING

America's Boo-It-Yourself Halloween Spirit

OCTOBER 18, 2014 10:11 AM ET

LINTON WEEKS

How about we call it boocycling — putting together an adult's or child's costume using recycled, thrift-store clothing?

According to [Goodwill](#), the favorite costumes for adult men and women this year will be zombies and pirates; for young girls, princesses, witches and fairies; and for young boys — Ninja Turtles, Spider-Men and zombies, all of which can be thrown together with secondhand threads.

Looking for trick-or-treat trends, Goodwill recently polled more than 9,500 Americans about Halloween disguises and discovered that 62 percent of women and 57 percent of men prefer do-it-yourself costumes to store-bought, prepackaged ones.

SHARE

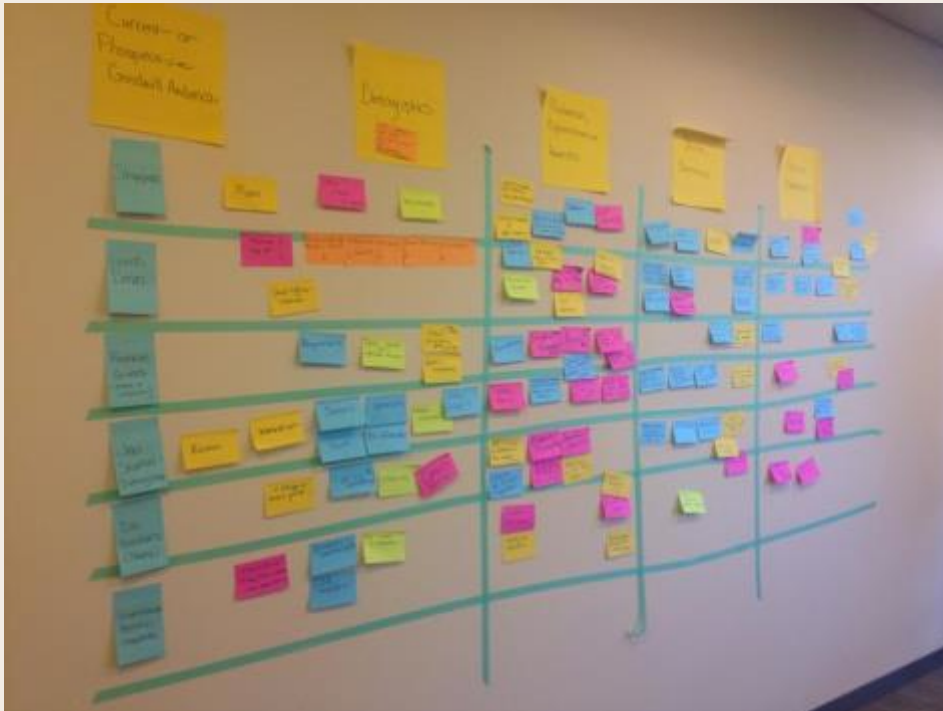
Facebook Twitter

Google+ Email

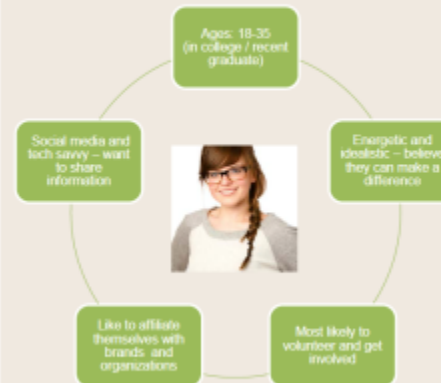
Comment

Lo and behold, some 17 percent of respondents prefer funny costumes; another 17 percent make do with minimalist makeovers; and 14 percent seek something unique.

Know Your Audience: Who Do You Want to Reach?



Audiences in Focus: Do-Gooders



Highlights

- Harness their energy and idealism by creating opportunities for them to align and get involved with Goodwill.
- Increased opportunities to integrate PSA messaging and highlight our affiliation with high-profile partners committed to doing good.
- Use their digital influence to combat misinformation and rumors around Goodwill.

More information: <http://blog.hubspot.com/marketing/honoreff/marketers-guide-to-millennial-persona-1>



Know Your Channels: Who's Using Them?

Who's Using Them Broadly?

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n=685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER

Instagram users

Among online adults, the % who use Instagram

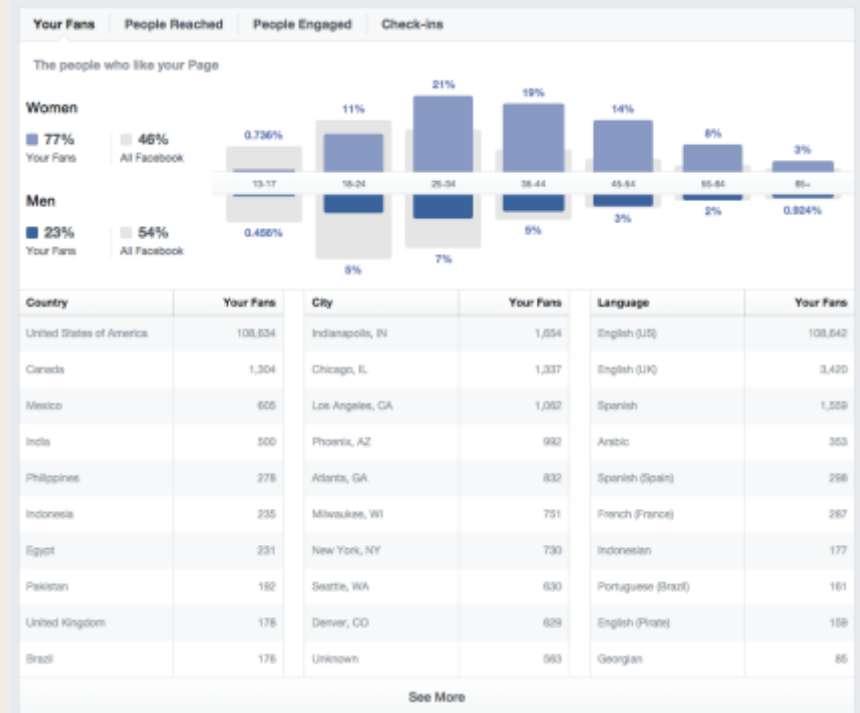
	2013	2014
All internet users	17%	26%*
Men	15	22*
Women	20	29*
White, Non-Hispanic	12	21*
Black, Non-Hispanic	34	38
Hispanic	23	34*
18-29	37	53*
30-49	18	25*
50-64	6	11*
65+	1	6*
High school grad or less	16	23*
Some college	21	31*
College+ (n=685)	15	24*
Less than \$30,000/yr	18	28*
\$30,000-\$49,999	20	23
\$50,000-\$74,999	15	26*
\$75,000+	16	26*
Urban	22	28
Suburban	18	26*
Rural	6	19*

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER

Who's Using Them on Your Existing Channels?



<http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>

Goodwill Industries International Facebook Insights Snapshot

#PowerOfPR



Map Audiences to Social Media (and Other) Channels

CORE STRATEGY STATEMENT: Create uplifting, visually rich content that conveys enterprise impact while empowering audiences to take part in the Goodwill lifecycle of donations to jobs.

	DO-GOODERS	JOB SEEKERS	GOODS DONORS	FINANCIAL GIVERS	SHOPPERS
Facebook	Build case for support of advocacy or mission-supporting activities through compelling and shareable content. Videos, graphic depictions of testimonials / quotes, visual representations of big numbers and data. Associating ourselves with bigger picture conversations / issues	Showcase success stories and programs available to generate interest and follow-up by job seekers or those around them. "Goodwill can help someone like you" CTA that encourages people to share Photos of the person / quotes overlaid - develop a template for this. One for smiling faces and one for action photos	Push content from website in channel-specific format Reflect on blog content and how to reinterpret that for Facebook Ad Council campaign-related materials	Push "case" materials, CTAs do not need to link directly to giving a gift Urgent needs for support (end of year) or, for members, following a natural disaster or as part of a capital campaign Formalize response procedures for natural disasters (across all channels)	Push ideas, projects and tutorials and solicit responses for how someone might tweak the tutorial for their own needs Push people to the content on goodwill.org rather than the member site (include inline references to the local Goodwill agency Facebook site) Style guide around images that we share? Paid campaigns targeted at younger demographic if we want to attract Millennials? For GII, new tutorials or content available (see above)
Mobile (SMS / app / push notifications)	Call-to-actions that empower individuals to feel like they are helping to advance Goodwill's mission	Time-based alerts about job openings or new programs that would fit their interests. Equip members to do the same in their location. GP opportunities - webinar, discussion boards, etc. Keep younger demo in mind	Incentives to donate (coupons - e.g. Bon-Ton) or tax deduction reminders (end of year)		
Twitter	RT people / organizations that Goodwill is associated with or wants to be associated with (influencers) (JB - are we still thinking of using mobile to push out blog update alerts? This comment pertains to all categories that email does. Revisit SMS delivery options - Twilio)		Give Back Box / HDB / National initiatives		Incorporates more media to tell a visual story on Twitter Deliberate outreach and following of influencers related to Goodwill's work \$ - promoted tweets for good content Customer service, advocacy, Jim Gibbons
Pinterest	Secondary to shoppers/fashion content	Financial / job services that lend themselves to visual representations (Top X tips, ways to save money, etc.)	Consider opportunities for Love content here - organizing, decluttering, etc. could be a good fit if we can make it more visual. Think about visual representations of her posts - how to achieve that with GII staff resources. Tie in with events / campaigns / holidays	Allow members to take the lead in adding pins based on local trends (DIY, career focused fashion etc). Create a master calendar. Would need to re-take a census of members using Pinterest - develop a strategy around using members to pin content. Tie in with campaign / event / initiative (Halloween / BTS) For training, tie in with something hands on (crafting, etc)	Goals for members - number of members using the tool and their followers. Also set a low-level goal for GII # of followers



Content Channels: Overview

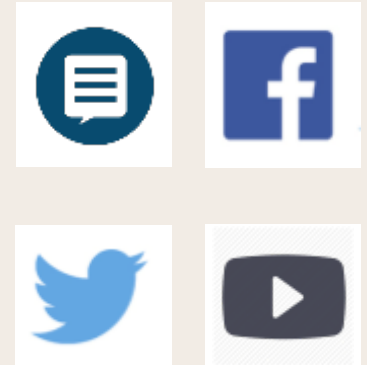
	Do -Gooders	Job Seekers	Goods Donors	Financial Givers	Shoppers
Website (Pages)	X	X	X	X	X
Website (Blogs)	X	X	X		X (curation only)
Email	X	X	X	X	X
Mobile / SMS	X	X	X	X	X
Facebook	X	X	X		X
Twitter	X	X	X		X
Pinterest			X		X
Tumblr	X	X	X		
LinkedIn	X	X			



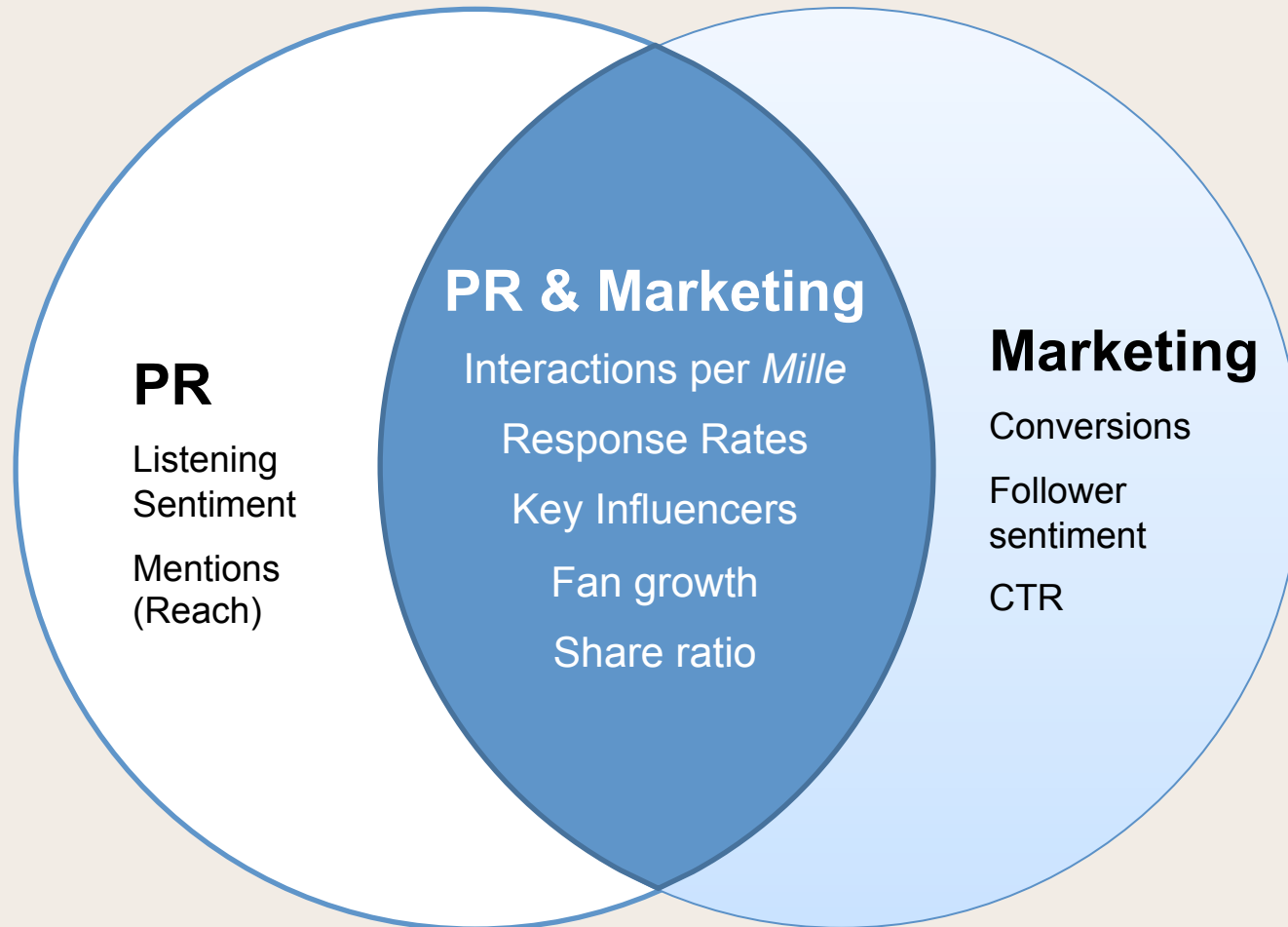
Channel mapping overview from GII content strategy

Snapshot of internal-facing mapping document

Monitoring Tools



What to Measure



Making Informed Decisions



Aligns with Business Goals

Plays to people's egos

Simple

Practical

Observations > Guidelines

Simple

Practical

Play to people's egos



Intuitive

Useful

Personal



Q&A

