

I AM THAT GIRL

Social Media Campaign

Spring 2017

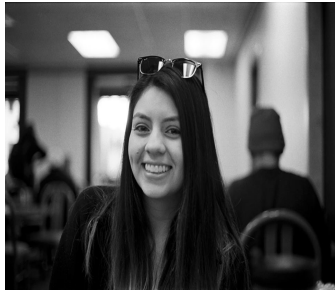


Meet The Team



Alexandra Felton
B.A. Public Affairs and Information, Minor Social & Behavioral Science
Junior

Alexandra is an undergraduate student at the University of La Verne graduating in May 2018. She is pursuing an internship with ESRI in hopes of promoting Digital Media and Marketing strategies for emergency management and safety. She loves exotic pets and singing in the shower.



Arielle Torrez
Public Affairs
Senior

Arielle is an undergraduate student with a BA in Communications with an emphasis in Public Relations from the University of La Verne. She has experience as a journalist and public relations practitioner and has written for the La Verne Magazine and Campus Times newspaper. She also works part time for an entertainment brand strategy firm called FYI Brand

Communications as a Junior Publicist. She enjoys hiking and updating her music blog.



Autumn Simon
Journalism
Senior

Autumn Simon is a graduate with a Bachelor's degree in journalism from the University of La Verne, who is pursuing work in journalism, social media strategy as well as event planning. Her experience includes being both a writer and social media handler for the University of La Verne's Athletic Department and the Los Angeles Confidential Magazine. She enjoys writing, Disney and working on her fashion blog the IndigoStop.com.



Nayla Abdul Sater
Public Affairs
Junior

Nayla Abdul Sater is an undergraduate student at University of La Verne. She is a Communications major with an emphasis in Public Affairs. She has experience managing social media for a start up company called Eddi, and currently works at In N Out.

Executive Summary:

This strategic social media campaign was designed to extend the reach of the non-profit I Am That Girl's audience to target male allies and create unity within their female empowerment mission. The social media team used prestigious members of the American national athletic community to comment on women's empowerment issues and present through multimedia outlets how they support I Am That Girl's brand. The campaign promotes dialogue between both genders in hopes of creating dialogue that is conducive to change for gender norms and for society.

Introduction:

I Am That Girl is a nonprofit 501(c)3 organization that aims to help girls transform self-doubt into self-love by providing safe spaces on college campuses and other groups. Their social media platforms were created to become vehicles for women and female supporters to connect and have honest conversations about ideas that matter. I Am That Girl serves all types of women ages 14-22 in the hopes of contributing to the female empowerment movement in America to change girl culture positively. Their vision is rooted in creating a safe space for a woman's self-worth. They have a "Theory of Change" which states that girls are the ones that shift girl culture on their own and within society. Women also have the power to change media and consumer culture surrounding them, but they need to know that they are strong enough to change the social-cultural norm together.

Trends in regards to women's empowerment are synonymous to other movements like the Women's March and the A Day without a Woman movement. Other large civil rights leaders like Malala Yousafzai and celebrities like Emma Watson have spoken out publicly about the woman's role in society and how it should be changed.

Women's civil rights have been exploding upon all social media platforms, as well as traditional media outlets, educational facilities and word of mouth discussions around the world.

Our client, I Am That Girl, will be contributing positively through all of America's young women ages 14-22 while looking to keep trending within social media through our campaigns, retreats and reach within group and individual connections.

Brand Voice Chart

<u>Voice Characteristic</u>	<u>Description</u>	<u>DO</u>	<u>DON'T</u>
Empowering	We seek to empower women in every way possible We seek to have women feel like they can say however they are feeling to the I Am That Girl community and get results	-Use positive and uplifting words -Promote individuality -Create an open environment for all -Promote expression of self	-Don't Put People Down -Don't Let Other People Bring You Down -Don't Be close-minded - If someone speaks negatively, show you have a girl team to back you up
Diverse	We seek to create a diverse and respectful environment for all types of women	-Include all perspectives -Encourage Diversity -Promote being proud of who you are and	-Don't exclude -Don't stick to one opinion without hearing different perspectives

	(including but not limited to the LGBT+ community)	where you come from -Show interactions with each type of female	
Confident	We seek to bring out the beauty that is inside everyone by promoting all types of expression and positive lifestyles	-Emphasize in promoting the pledge -Believe in yourself -Bring about positivity -Show examples of women in environments that make them happy	-Don't confuse cockiness with confidence -Don't lose sight of the I Am That Girl mission -Don't put yourself down

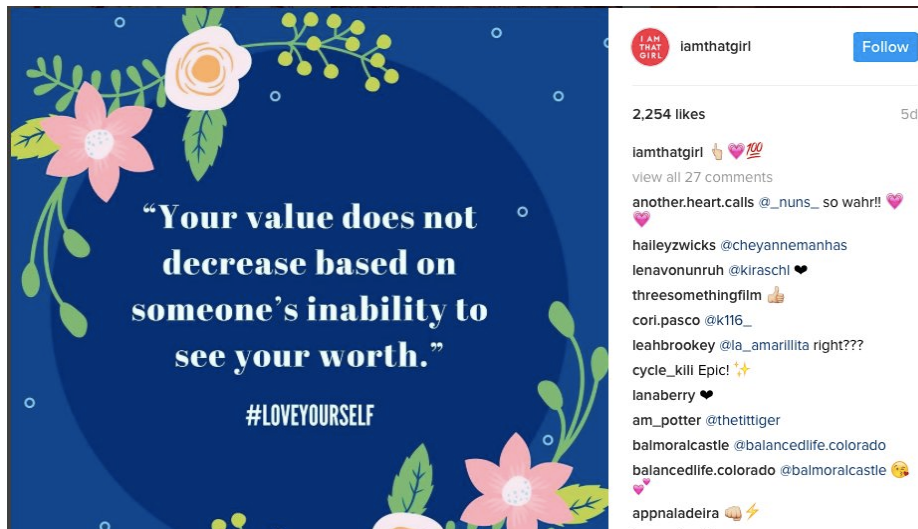
Social Media Analysis

I Am That Girl uses Instagram, Facebook, YouTube, Tumblr, Pinterest and Twitter for outreach.
Social Media Monitoring Statistics

Platform	Posts How Often?	Follower Count	RE Rate
<u>Instagram</u>	1+ a day	88.4k followers	91.0%
<u>Facebook</u>	2+ a day	963,017 page likes	6.16%
<u>YouTube</u>	about 8 times a year	2,004 subscribers	-----
<u>Tumblr</u>	No posts since 2015	NOT ACTIVE	-----
<u>Pinterest</u>	Somewhat still active	2,906 followers	-----
<u>Twitter</u>	about 3-4 times a day	52.3k followers	14.23%

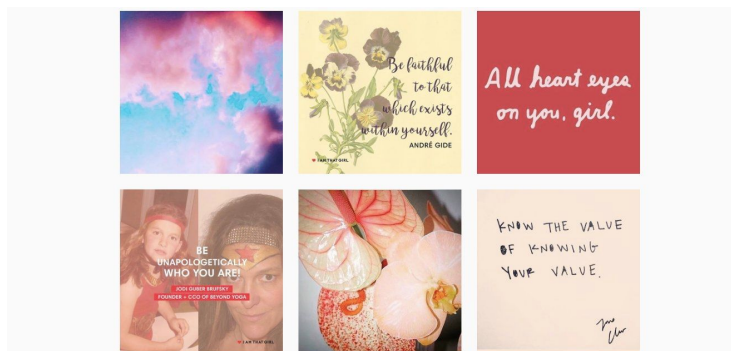
Instagram:

As far as engagement, their Instagram seems to be where they receive the most engagement. The pictures posted create conversation in the comments and the organization engages in the comment section as well. Their Instagram posts are consistently being reposted by their followers bringing back more traffic to their Instagram profile. Most people who repost their photos tag them as well, therefore directing their followers to the IATG profile. Their photos contain positive messages about self love, girl power, etc. Several people in the comments tag a friend to spread the 'I Am That Girl' positivity. They often post quotes from inspirational women throughout history in order to spread their girl power message. The Instagram also posts girls that are a part of their I Am That Girl local chapters to encourage college campuses to start their own club/chapter.



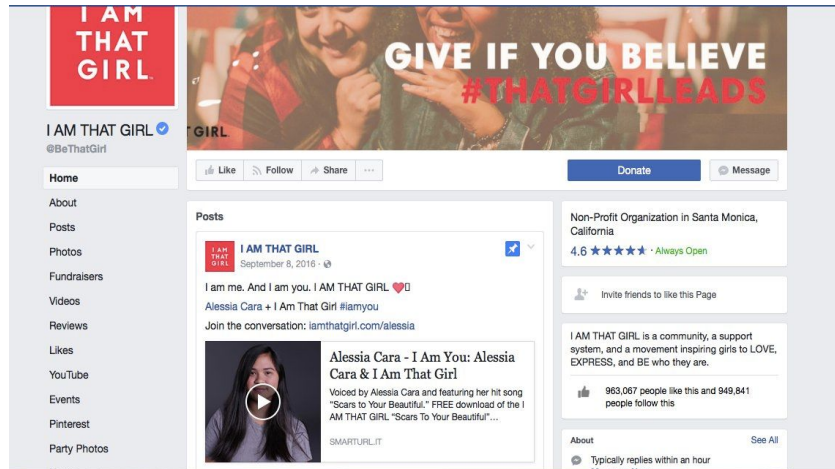
The strategies and tactics being used on the I Am That Girl Instagram page are definitely working for them due to the amount of followers they have received as well as the amount of interaction they get on each post. The organization is successful at getting their message across through the photos they post on their page.

The only thing that the organization's Instagram account needs improvement on is utilizing their hashtags better. Hashtags are a strong strategy of gaining reach to a wider audience for the organization. I Am That Girl uses hashtags to promote their specific social media campaign or to promote themselves in general. An example of them using it as a social media campaign is #ThatGirlLead, when looking at the hashtag there are 216 posts with this hashtag. The other main hashtag that the organization uses is #IAmThatGirl. The problem with this hashtag is that the tag needs to be specific to the company. There are over 30,000 posts under this hashtag however, majority of them have no relation to the organization.



Facebook:

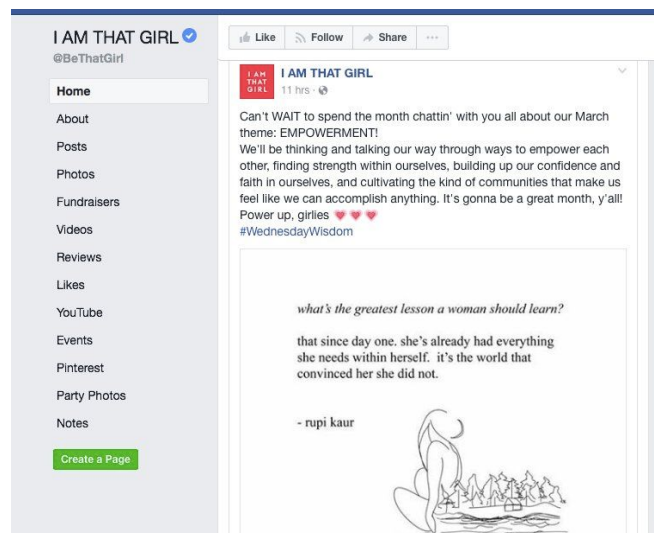
The I Am That Girl Facebook page is the most powerful social media platform that they run with a huge following of 963,017 page likes and 952,319 followers. Facebook is where they reach the most amount of people online and the organization definitely uses that to their advantage.



They currently have a campaign going on to try to encourage more donations. They are tracking this with the hashtag #ThatGirlLeads. The hashtag doesn't seem to be used very much and their promotion of the campaign is vague. This is possibly something that we can help with during our social media campaign. Another campaign that they have going on is called #IAmYou. This campaign showcases everyday girls and celebrities that are involved with the organization.

Most of the posts on the Facebook page are very community oriented and spread the I Am That Girl message. The Facebook page gives updates on women making a difference, upcoming events, and even weekly advice on #WednesdayWisdom. The I Am That Girl theme of the month (March is the month of Empowerment) is also a common theme seen through the individual posts and the page as a whole. The organization is very active on Facebook as well showing that they want to be involved with their organization members. I Am That Girl does the most with their Facebook because it is what gets them the most attention. This platform is a great way to promote their campaigns in order to receive the most interaction. Their engagement on this platform is spot on, but they could most definitely use it to promote their campaigns and goals a little bit better.

As far as metrics, the Facebook page has increased 70.4% in new page likes within the last week. They have a huge following in page likes, but not many people are talking about the organization on the platform itself. The graph below depicts their slight increase in pageviews/likes compared to last week. There is most definitely a spike in activity on the Facebook page as of

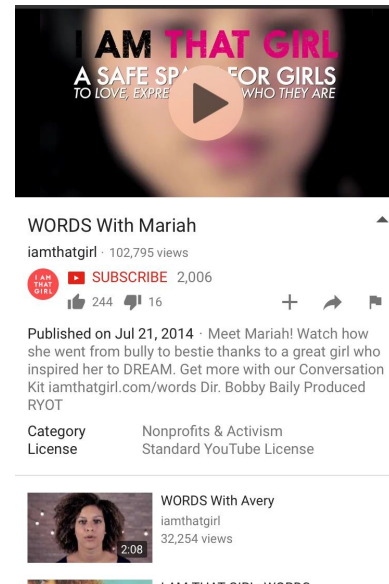


this current week. (Source: Facebook Insights, March 2, 2017).

YouTube:

The I Am That Girl YouTube page seems to haven't the least amount of engagement. The organization is consistently making videos to post on their other social media accounts and using YouTube to do so. I Am That Girl isn't necessarily using their Youtube channel as a way to engage, but more as a tool to help engage on the platforms that they receive more engagement/reach on.

The organization puts on social media campaigns on their other platforms that link to the promotional videos on their YouTube page. They currently have about 2,006 subscribers which is pretty average for a smaller company. Their views per video are all around the same number. The most views they have received on a video was a video they used for a campaign called "Words With Mariah." The video has a total of 102,795 views. I Am That Girl needs to work on there engagement by perhaps engaging the comments of the videos or linking their YouTube profile to their other platforms.

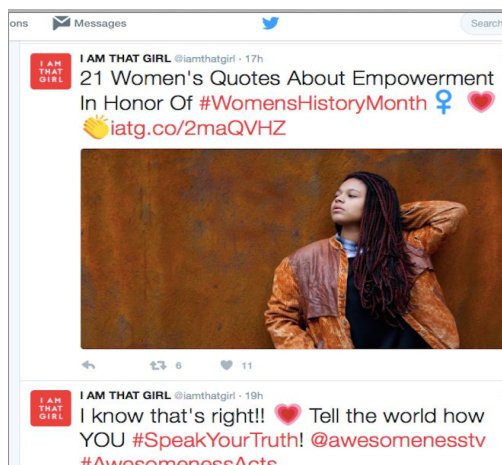


Twitter:

The I Am That Girl Twitter account is one of the organization's strongest social media platforms. Their engagement with their audiences leads to conversation on most tweets as well as a high amount of retweets. Like all of the company's social media pages they follow the same campaigns and posting schedules.

Their Twitter page is constantly favoriting tweets that use their hashtags as well as retweeting accounts that spread the I Am That Girl message.

Like Instagram, they also post the original photos or illustrations that either tell a story or are inspiring quotes. These photos are the most popular on Twitter because they cause people to react and repost, thus spreading the word. Although they do not get retweeted very much conversation is still taking place on their post therefore creating more engagement.



Tumblr/Pinterest:

On both of these social media platforms the organization seems to not be active any longer. This is most likely due to the fact that these platforms are no longer as popular as they once were. These two platforms also have the least amount of followers compared to their other social media platforms possibly being the reason why the organization no longer uses them.

Relative Engagement

According to the research that our group has conducted, Facebook seems to be the platform that is most engaged and receives the most reach. In second place is Instagram due to its 91% Relative Engagement Rate. The Facebook profile received the most shares and likes, but the Instagram seems to receive the most comments of all 3 social media platforms measured. In the link below are 3 different charts that measure the Applause, Conversation, and Amplification of each platform. The comparison chart displays the dramatic difference between Applause, Conversation, and Amplification compared to Facebook. The most active social media platform is Facebook (in regards of applause and amplification). Instagram is the most active in terms of Conversation.

Spreadsheet Link:

https://docs.google.com/spreadsheets/d/1zpGCo_qZ9anCVFYmyLI4K-u5cWXMOOKJoELq8NelpTc/edit#gid=1104407249

Competitor Analysis

Primary Competitors:

FEARLESSLY GiRL

Competitor	FearlesslyGiRL
Mission	"It is our mission to inspire each girl to be curious, ask questions, and be authentic, brave and totally fearless when it comes to understanding who she is, pursuing her dreams, blazing a trail, spreading kindness and making her spectacular mark on the world. We are 100% girl driven and dedicated to creating a global network of young women leaders who are passionate, inspired, and empowered world changers."
Location	Toronto, Ontario
Social Media	Facebook: https://www.facebook.com/fearlesslygirl/timeline Twitter: https://twitter.com/fearlesslygirl?lang=en Instagram: https://www.instagram.com/fearlesslygirl/
Created	2011
Brand Voice	Encouraging, driven, and helpful

Campaign	Madison Keys becomes ambassador
Relation to IATG	FearlesslyGiRL's is very similar to I Am That Girl, they post regularly and have over a thousand followers on all their social media platforms. Unlike I Am That Girl, they post more about their events and summits rather than inspirational quotes on their Twitter, but their Instagram is almost the same as I Am That Girls.

GIRL SPRING

Competitor	Girl Spring
Location	Birmingham, Alabama
Active?	Yes
Social Media	Twitter: https://twitter.com/girl_spring1 Instagram: https://www.instagram.com/girlspringpower/
Created	2010
Campaign	Campaign: #gswritingcontest (September 2016)
Brand Voice	empowering, friendly, and unifying
Relation to IATG	Overall, Girl Spring's message is very similar to I am that Girl's, both aim to motivate and empower young women by inspiring them to be unique and strong. They have a really small following on their social media pages, so they don't have as much of an impact as I am that Girl. They post regularly but due to their lack in followers they do not receive much engagement or have much reach.

Secondary Competitors:

LIVE YOUR DREAM

Competitor	Live Your Dream
Mission	"Our collective mission is to improve the lives of women and girls through programs leading to social and economic empowerment."

Location	Philadelphia, Pennsylvania
Created	2012
Social Media	Twitter: https://twitter.com/LYDorg?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauth_or Facebook: https://www.facebook.com/LiveYourDream.Org/
Campaign	#endtrafficking Encouraged people to sign a pledge during Human Trafficking Awareness month (January) 1,493 pledged, 73% complete (37% more until goal is met)
Relation to IATG	Live Your Dream posts more about politically relevant topics and is a volunteer program. They have around the same following on Twitter and Instagram, but their Facebook has 15k. Live Your Dream posts regularly, but doesn't get as much engagement as I Am That Girl.

SHE'S THE FIRST

Competitor	She's The First
Mission	"We support girls who will be the first in their families to graduate from high school, so they have the power to determine their own futures."
Location	New York, NY
Created	2012
Social Media	Twitter: @shesthefirst Facebook: https://www.facebook.com/Shesthefirst She's The First @shesthefirst Instagram: @shesthefirst
Campaign	To have all women graduate high school and do what they want with their lives.

	#withmybookbag was a specific campaign from a college that was made to tell stories about what women can do/have done with their education.
Relation to IATG	She's the First posts more about furthering education and is a volunteer program. Their Facebook has 17,306 liking them and 16,868 followers while their Instagram has 11.1k followers

SWOT Analysis

The advantages that our organization has are large in regards to their prominent social media. Their Instagram page has 88.4k followers, their Twitter page has 53.2k followers and their Facebook has 950,108 followers. They also make their website and social media informative about the company and have a modern layout which is good for the women and men landing on the page. What is unique, is that they include a male and female "pledge" at the bottom of their website for solidarity purposes and for them to collect a person's e-mail and contact information. They also have celebrity endorsements (i.e. Ciara and Alessia Cara), great promotional videos and active blogs.

I would say the weaknesses and threats are all tech-based. For example, She's The First non-profit has a very interactive, modern page even more so than I Am That Girl. Overall, I feel that I Am That Girl has a lot of advantages for growth if we look at the trends of thought regarding the recent election. Women's rights activists went and marched for women and educational outlets are huge about women's education and equal wage rights. If we made a hashtag campaign that showed our solidarity with recent events, we could potentially broaden our publics to more feminists and schools to get much more awareness for I Am That Girl.

INTERNAL FACTORS	
	WEAKNESSES (-)
- Instagram's reach is (88.4k followers) - Twitter's reach is (53.2k followers) - Facebook's is (950,108 followers) - We make our website and social media constantly informative about the company's vibe towards female empowerment, helpful locations and inspiration. - We include a male and female "pledge" at the bottom for solidarity purposes and e-mail contact information collection - We have celebrity endorsements - Detailed, artistic and informative promotional videos - Active blog on their page filled with success stories, inspirational biographies on powerful women involved with the organization, and self-confidence posts.	- We need to make our website more interactive to make more people come onto our site and donate - We should avoid having other websites look better than ours (ex. "she's the first" non-profit's website is very modern and interactive) - More community engagement needs to be shown through social media platforms (photos of people participating in IATG sponsored events, etc.)

EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
- Education and women's empowerment go hand-in-hand - This recent election gave way to feminists or women's rights supporters to be heard (i.e. Women's March) - What options do your strengths open up for you? - Work with education or the women's march and show our solidarity through our pages to get a wider audience	- Better technology meaning less "block-like" graphics and a larger, sophisticated videos - Great marketing/videos - Need to show the importance of fundraising -focusing on the engagement and community aspect

Research Plan

Through conducting research we hope to learn who IATG is hoping to target and see if we can engage a certain audience to provide influence towards our goals.

The type of research we will be conducting in the field will be in the form of surveys given to a large sample size in order to get a low error percentage.

We hope to learn what IATG can offer to women ages 14-22 and if college/university students can help contribute with the dialogue of helping our future young women. We will survey men and women of all ages.

Who we will be soliciting feedback from:

Men who attend The University of La Verne in La Verne, CA
Ages 18-24
Various Majors, Ethnicities, Backgrounds, etc.

Our focus will be with men. This is for them to gain interest, because they are the least likely to have interest in IATG and the women's empowerment idea as a whole

A copy of questions that will be asked in Survey:

1. Do you follow or know any news on the women's empowerment? If so, which platform/news outlet do use to get this information?
2. What issues are you most concerned with in regards to women and have any effected the women in your life?
3. Have you ever heard of the non-profit IATG?
4. Did you know that there was an I Am That Girl chapter on the ULV campus? Do you know what they do?
5. What does being a male ally mean to you in regards to women's empowerment?
6. How do men define confidence? What does he look like?
7. How should women define confidence? What does she look like?
8. Example post: Would you like it? What do you think of it? Would you share it?

9. What can we do to attract men to an organization that pertains to women's empowerment and confidence?
10. Is there a guy in your friend group that is invested in these topics?

Objective and Goals in terms of data collection (sample size & random sampling process)

The Objective:

We are looking to promote more male allies in the I Am That Girl campaign on the University of La Verne campus.

The Goal:

Our goals are to increase awareness among male students of the I Am That Girl chapter on the ULV campus by a large-scale social media campaign. By increasing awareness, we can increase social media engagement by 50 percent and gain 300+ followers/reactions overall.

Increase social media engagement, by spreading awareness of campaign to 3,000 males with social media on main campus.

Research Methods:

The research will focus on strategies used by competitors, how increasing reach on platforms (other than Facebook) can benefit the organization, and strategizing ways other companies use to gain donations. In order to go about our research thoroughly the IATG campaign team created a plan to conduct 4 focus groups led by each group member. The focus group participants consisted of University of La Verne undergraduate students who are men between the ages of 18-25. These men are to attend ULV at the Main Campus and be of a variety of different backgrounds, ethnicities, and majors in order to gather information on the involvement men could have in the #iamthatgirl campaign.

Working with men on this female-focused non-profit will hopefully give our team more input on how men can become allies to the #iamthatgirl confidence campaign we are striving to support. This research will help us in our campaign to gather more information on how we can increase male participation.

Each of the four members conducting this experiment asked a random free-will sample and was led individually by each research member. We found our sample through our classes that were not Communications classes therefore giving us a variety of different backgrounds to choose from.. There was no incentive for participating in the research given.

RESULTS:

A total of **6** men participated in the focus group that **Alexandra** conducted:

2 of the 6 men were 22 years of age / **2** of the 6 men were 23 years of age / **2** of the 6 men were 24 years of age / **3** of the men were of Caucasian ethnicity / **1** of the men were of African-American/Hawaiian ethnicity / **2** of the men were of an Asian ethnicity

5 of the men were Business Admin majors / **1** of the men was an Accounting major

A total of **5** men participated in the focus group that **Arielle** conducted:

2 of the men are age 22 / **1** of the men was age 20 / **1** of the men was age 21
2 of the men were of a Hispanic ethnicity / **2** of the men were of Caucasian ethnicity / **2** of the men were of African-American ethnicity
2 of the men were Kinesiology majors / **1** of the men was a Psychology major / **1** of the men was a Creative Writing major / **1** of the men was a Biology major

A total of **6** men participated in the focus group that **Autumn** conducted:

2 of the men are age 22 / **1** of the men was age 23 / **2** of the men was age 21 / **1** of the men was 24
3 of the men were of a Hispanic ethnicity / **2** of the men were of Caucasian ethnicity / **1** of the men was African American and Caucasian
1 of the men was a Kinesiology major / **2** of the men were Psychology majors / **2** of the men were Educational Studies majors / **1** of the men was a Child Development major

A total of **5** men participated in the focus group that **Nayla** conducted:

2 of the men are age 22 / **1** of the men was age 20 / **1** of the men was age 21 / **1** of the men was age 24
1 of the men were of a Hispanic ethnicity / **4** of the men were of Caucasian ethnicity
2 of the men was a Psychology major / **2** of the men were Business Administration majors / **1** of the men was a Sociology major / **1** of the men was a Biology major

Data Analysis:

We analyzed the data for the research questions by grouping together by combining answers that were similar to one another. For example, 1/5 of the men were aware of IATG and 0/5 knew a friend who was involved in a women empowerment group or had any interest in the topic. Each participant also felt that being a male ally is important to women's empowerment except for the international asian students. Most importantly, all 5 participants said they would consider reposting something from IATG if it had a positive message or impact. Each focus group participant also gave some input on what an organization like IATG can do to gain more male involvement. Some of these suggestions included: make it known that men are welcome and let both females/males know the benefits in general.

SUMMARY:

After participating in our studies, we realize that we need to have endorsements from influencers to get the story across gender lines.

Alexandra's detailed research results below:

https://docs.google.com/document/d/1n4UWDW9KruyTMTiKkb8kxex2GB6cHdct1w65B7_md3l/edit

Arielle's detailed research results below:

<https://docs.google.com/document/d/1y3HNNg-G4q9-sFm8C2DSyPrBSFaed2VMFZ-jD3wJvjU/edit>

Autumn's detailed research results below:

<https://docs.google.com/document/d/1q9VpLxeU-1iRih5lrwU7H0O6vNiIARWhTqoggKZu6o/edit>

Nayla's detailed research results below:

<https://docs.google.com/document/d/1XP4iAh6KzMmDPKtcFMMWl2c6dJjSnlb2sRRm46kRUFg/edit?ts=5902316>

Personas



Chad Smith

- 23 years old
- La Verne
- Male
- 3 sisters, single mother
- College student at the University of La Verne
- Student athlete
- Mixed race/Caucasian
- Involved, socially aware, family oriented, outgoing, speaks up for verbally and physically abused women, female ally



Autumn Simon

- 21 years old
- Los Angeles
- Female
- 1 sister and 2 brothers
- College student at the University of La Verne
- Upper middle class
- African American
- Driven, optimistic, ambitious, outspoken

Strategy and Tactics

Our strategy is to ask popular sports celebrities to volunteer as spokespeople for an IAMTHATGIRL male ally program. We will use the male sports celebrities' inspirational quotes to create a male-influenced campaign that includes Instagram videos/infographics about how they are involved with the women in their lives for the positive.

Our tactics are as follows:

1) Creating a **hashtag** will create an awareness campaign for IAMTHATGIRL. We will use Instagram to create the hashtag and we will research to make sure that the hashtag is specific yet easy and small enough to write.

Idea for hashtag:

#IStandWithThatGirl

2) We will post a **video** about a new sports celebrity male's involvement with the women in their life ONCE A MONTH. This will influence positive perception of female empowerment groups, to increase male participation.

We will post on our page the video **every first of the month**. Then we will have the celebrity's social media post about their involvement with the women in their life.

3) We will post an **infographic** that pertains to the video **a day later**. **Bi-weekly** we will post the infographic again or change the quote/infographic to bring up another detail from the video to keep it current and in people's minds.

We will give the option to tie in the user's story with the hashtag!

Stories they could talk about are as follows:

- a. How women have supported them in their career
- b. Being a celebrity on the road and the strength of their wife at home with their kid
- c. Losing a special woman in their life and how it's impacted them

3) We will create a **12-month calendar giveaway** of the men who contributed to IAMTHATGIRL the whole year for the hashtag/male sports campaign. We will give the calendar out to the first 500 people who like our IG page, share our giveaway and tag us in your personal post. Then we will send you a registration code and you'll get your calendar sent to you.

This will help achieve the goals of IAMTHATGIRL, because it will target men to take action and have women (potentially with boyfriends or male figures in their lives) to give awareness to their friends and so on.

Campaign Layout:

January 1st, 2018 @ 5:00 p.m.

Launch 1st IATG campaign video. Include New Year's resolution for the year-long event to #IStandWithThatGirl campaign.

Monday January 2nd, 2018 @12:00 a.m.

Launch infographic referencing the video posted yesterday.



"Happy New Year! Stephen Curry spoke about how he stands as an ally for I AM THAT GIRL by stating his beliefs on his relationships with woman and his daughter/wife. Make your New Year's resolution, men and state #IStandWithThatGirl"

Tuesday January 16th, 2018 @ 12:00 p.m.
Post follow-up message with a new quote.

"My family is my
life...if anything
happened to my
daughter, I would
hope there were
male allies to help."

I AM THAT GIRL



"Stephen Curry spoke about how he stands as an ally for I AM THAT GIRL by stating his beliefs on his relationships with woman and his daughter/wife. Make your New Year's resolution, men and state #IStandWithThatGirl. Watch Steph's video on his page and follow him to see background scenes of the photoshoot and video @stephencurry"

Tuesday January 30th, 2018 @ 12:00 p.m.

Keep on the lookout for our next man who pledges #IStandWithThatGirl Who do you think our next representative will be? Who do you want to see speak about women's empowerment and male allies?

Thurs Feb 1st @12-4 pm (hype messages or a countdown for the video)

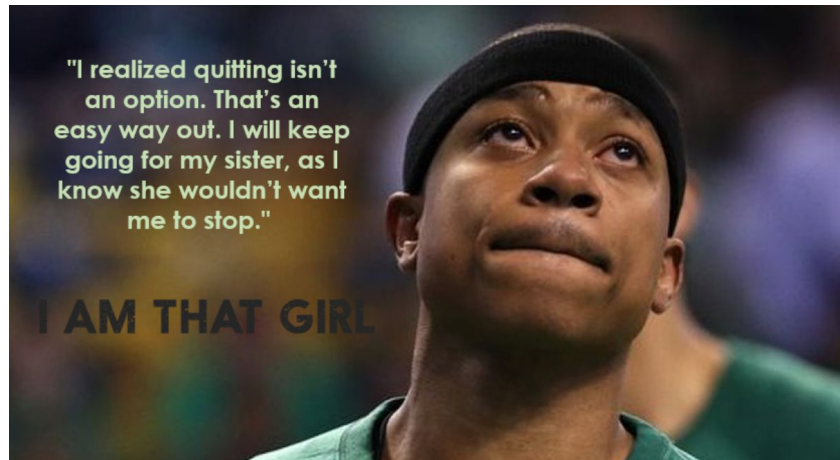
Thurs Feb 1st @5 pm - Reveal video

Fri Feb 2nd @12pm



"I realized quitting isn't an option. That's an easy way out. I will keep going for my sister, as I know she wouldn't want me to stop." Isaiah Thomas, Boston Celtics on losing his sister in a car crash April 2017. Watch the video here and remember to #IStandWithThatGirl follow/visit @isaiahthomas"

Fri Feb 16th @12pm
Reveal follow-up video



"I realized quitting isn't an option. That's an easy way out. I will keep going for my sister, as I know she wouldn't want me to stop." Isaiah Thomas, Boston Celtics on losing his sister in a car crash April 2017. Watch the video here and remember to #IStandWithThatGirl follow/visit @isaiahthomas and see behind the scenes footage of the video and the photoshoots!"

Fri Feb 23rd @12pm

What did you think of our recent man @isaiahthomas who stated #IStandWithThatGirl? Who do you think our next representative will be? Who do you want to see speak about women's empowerment and male allies??

Thursday March 1st @12-4 pm (hype messages or a countdown for the next video)

Thurs March 1st @5pm

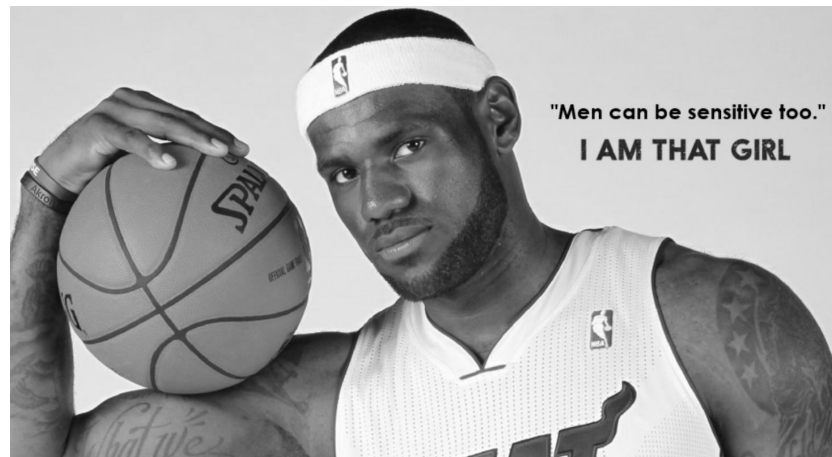
Reveal LeBron James video.

Friday March 2nd @12pm



"Whatever your favorite team is doesn't matter. We are all human on the inside to start. LeBron James said "men can be sensitive too", do you agree? How many men say #IStandWithThatGirl? Add in the comments about his video below and follow @lebronjames"

Friday March 16th @12pm



"Whatever your favorite team is doesn't matter. We are all human on the inside to start. LeBron James said "men can be sensitive too", do you agree? How many men say #IStandWithThatGirl? Add in the comments about his video below and follow @lebronjames and see the BEHIND THE SCENES on his page!"

Continue this trend until 12 months is up. Then, promote calendar giveaway in the 11th month of the campaign.

Sample message: "We have had so much fun working with #NBA #NFL #NHL and #NPSL stars this year! Thank you to them all for volunteering your stories. For the first 500 people that like our page and re-post this message, we will be giving away calendars of each man represented for the cause #IStandWithThatGirl! Promo code will be DM'd if you are one of our lucky 500!"

Budget

We would like to use Instagram as our social media advertising outlet. We want to purchase the Instagram promotion option that will cost about \$20 a month. The link will target men, around the ages of 18-25, in the Southern California area. Other links that we will be using to build a target audience is #men, #menallies, #sports, #athletes, #womenempowerment and possibly sport company partnerships. We also decided to use Instagram because the reach will hit about 4.1k and the post links directly to the I Am That Girl Website.

With this advertisement, we can gain a stronger following and increase engagement from males. Within our research project we noticed that men love sports so we wanted to build a connection between athletics and women empowerment.

For every month, we will have a post of a quote and a picture from a professional male athlete. The post will describe the reason why they are an ally towards women and why others should be involved. Also within the post will be a hashtag challenge that will promote other men to take a stand as an ally for women.

Budget Calendar

Ad Campaign Purchases	Month Period	Cost	Total
Instagram Promotion	12	\$20/month	\$240
Hootsuite	12	\$99/month	\$1,188
Camera Production Equipment	12	\$1,000/year	\$1,000
Location Space	12	\$500/month	\$500
Calendar Production and Sending Fees	3	\$3,000 total	\$3,000
			Total: \$5,928

Other Free Involvement in Budget:

- 1) Social Media Intern: Interns will handle the organization's Instagram account. They will post the creative content and create clever and engaging captions using our specific campaign hashtag.
- 2) Production Intern: Interns will help produce content for social media pages/calendar pages. This includes creating videos and editing content through iMovie. They also will edit photos using Canva.com.
- 3) Volunteers: Athletes will volunteer their homes to create a documentary-like feel towards our campaign.

Calendar

In this calendar, we have showed what will happen within our 12-month campaign each week.

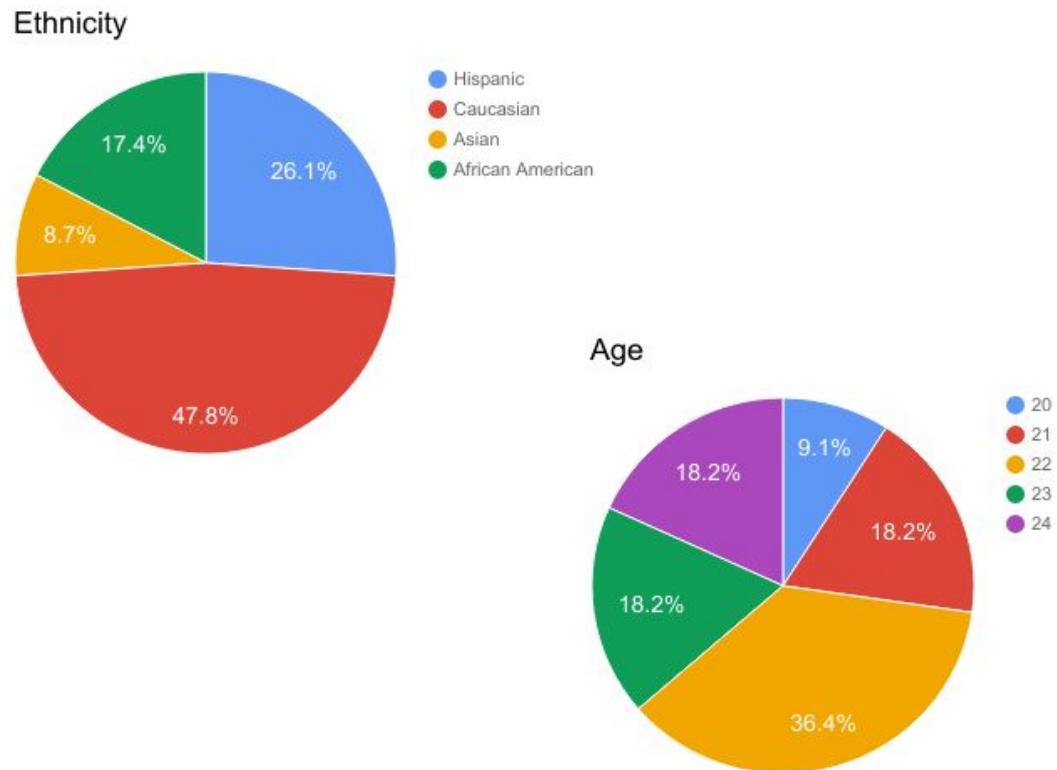
Conclusion

Through our research we have compiled a social media campaign that will benefit I Am That Girl in increasing awareness of the organization. We have held focus groups, researched competitor organizations, and analyzed current social media data in order to come up with a successful campaign strategy. Even though I Am That Girl is already a large popular campaign amongst women, we wanted to make it larger by turning our attention towards men. Through our various focus groups we learned that we have to make the content and subject more relatable towards men.

This brought along the idea of working hand and hand with a larger company that already has a male dominated audience, the professional sports industry. We believe that this campaign will be successful because by increasing our reach we will change men's perceptions and beliefs of women empowerment, which is our ultimate objective. We hope to change the stigma of the women's empowerment movement and gain involvement from males through this campaign.

Appendix A

Each team member conducted their own focus group by interviewing at least six male students from the University of La Verne ranging ages between 18-25. Below is a chart of the demographics and ages of the participants.



Appendix B

Each participant was asked the following questions in relation to women empowerment programs and men becoming allies for women. After interviewing up to 25 men, we had two main themes from our research results.

Theme: Inclusivity

Description: Most men felt that I Am That Girl or other women empowerment programs are only for women. They felt weird being or being apart of an organization that they did not feel welcomed into as a man.

Quote: “ Sometimes it feels like those programs are meant to just tear down men and be anti men. I would love to be involved ,but at the same time I feel like if I tried I would not be accepted into a community filled with women.”

Theme: Personal Content

Description: Most men believed that if the content related back to a topic that is important to them such as a mom, sister or a women in their life they would be more involved in the program.

Quote: “I feel like that it is not my place to take a stand on specific rights because I am not a woman. But, when I look at what my sister, mom and fiancée has to go through it makes me want to take action and be involved in anyway I can.

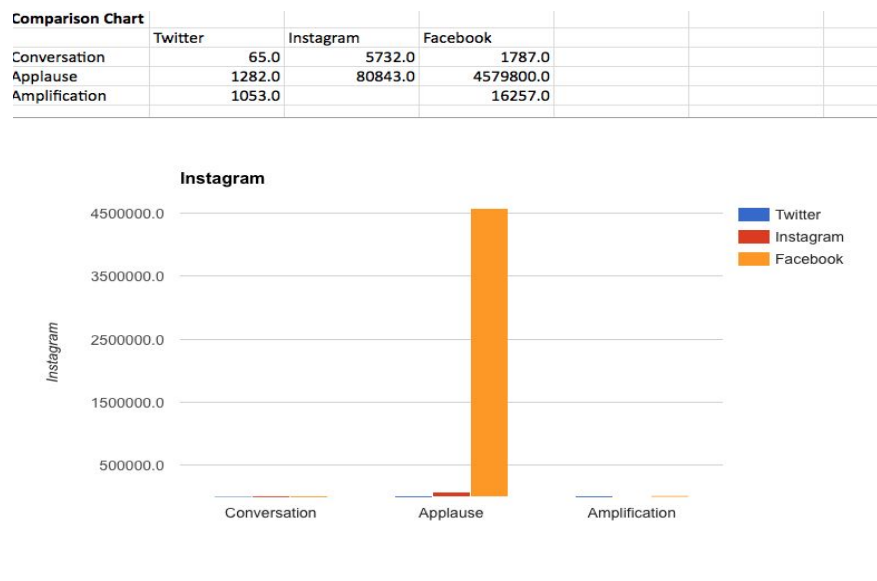
Theme: Male Directed Content

Description: The men felt that majority of the post were targeted specifically for women.

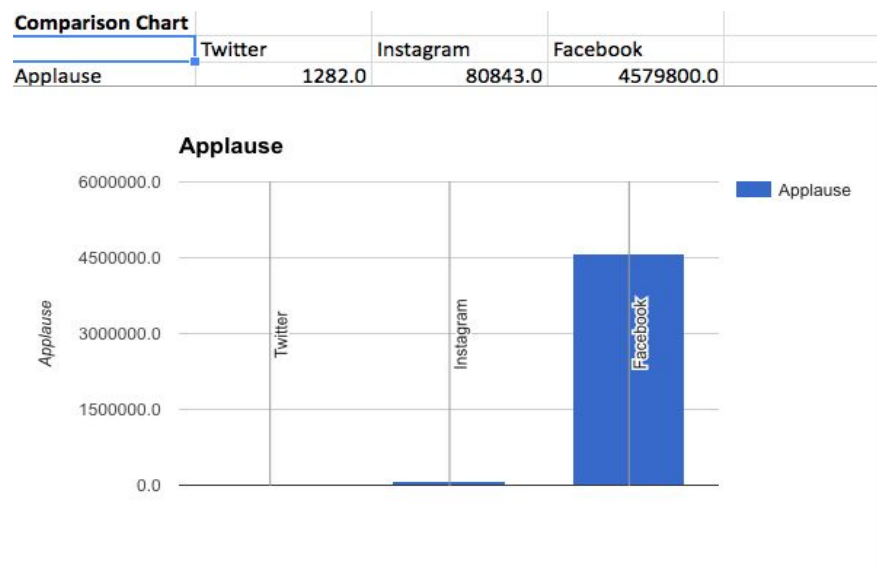
Quote: “I like the post but you can tell that it was directed for women to like. It’s a powerful feminist quote with a cursive font, pink and flowered background. You can tell that the main focus is to get women to like and repost this.”

Appendix C

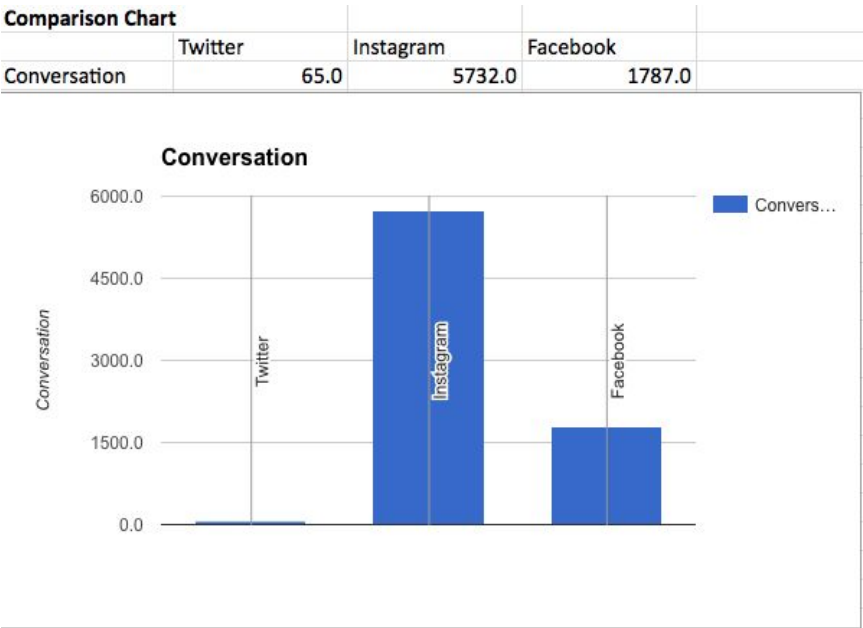
In the following charts, we analyzed I Am That Girl’s top three social media outlets: Instagram, Facebook and Twitter. We focused on over a month of post and paid attention to the audience’s reactions through applause, conversation, amplifications and compared it to the number of followers.



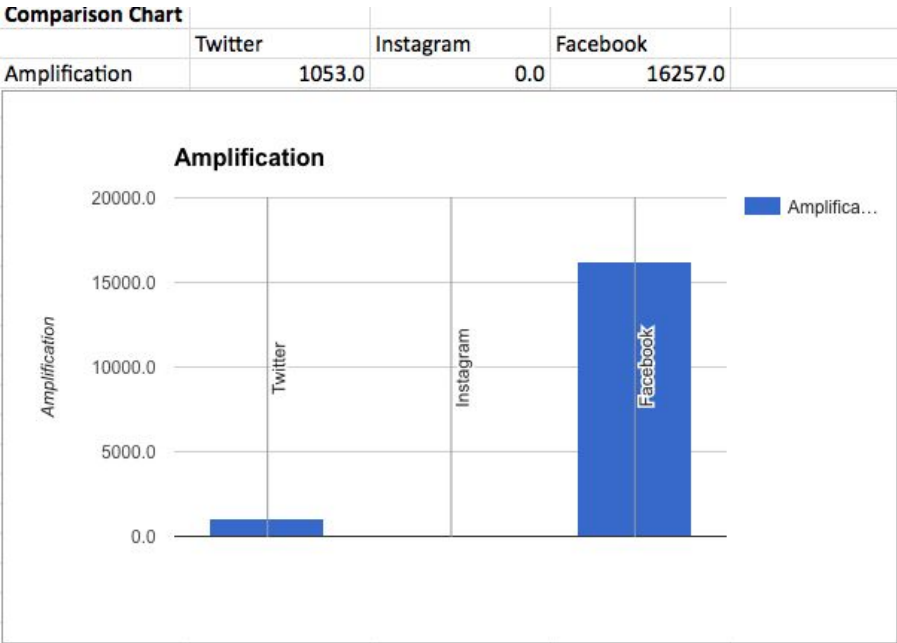
In the chart below we analyzed our audience’s “applause”. On Twitter this includes Retweets and Faves. On Instagram and Facebook this is how many times the content was reposted and how many likes it received. Based off of these stats, our engagement rate for applauses are very high on Facebook compared to Instagram and Twitter.



In the chart below we analyzed our audience’s “conversation”. For all platforms this is when the company replies or generates conversations with the audience. According to this chart the platform that utilized this tactic the most is Instagram.



In this section we only analyzed the amplifications (reach) of Twitter and Facebook. For Instagram, the comparison of this would be utilizing hashtags. Because the company’s original hashtag (#iamthatgirl) is too broad, this messes up the numbers a tad. In this chart we learned that amplification is a huge factor and there has to be a way to input the concept to Instagram by creating a specific hashtag that people recognizes it as I Am That Girl.



Appendix D

In order to explain our process, we created a visual calendar to show how the social media post will go out. Using airtable.com we are able to show the content that we created via Canva.com, Adobe Illustrator and Photoshop. The calendar explains the month of the post along with the subjects of the month which is the professional athlete. After it shows the content that we have created and the times and dates that we plan on posting.

#IAMTHATGIRL Calendar							
Posts Team Roles Issues by Month							
All Issues Hide fields Filter Group Sort							
	Instagram Posts	Month	Year	Infographic	Theme	Description	On
1	January 2018 - Steph Curry	January	2018		Steph Curry	Video post January 1st, 2018 @ 5:00 p.m. ...	
2	February 2018 - Isaiah Thomas	February	2018		Isaiah Thomas	Feb 1st @12-4 pm (hype messages or a countdown for the video)...	
3	March 2018 - LeBron James	March	2018		LeBron James	Thursday March 1st @12-4 pm (hype messages or a countdown for the video)...	
4	April 2018 - Mookie Betts	April	2018		Mookie Betts	April 1st - Mookie Betts posing with his number one supporter! "Before my Red Sox coa...	
5	May 2018 - Clayton Kershaw	May	2018		Clayton Kershaw	May 15th - Clayton Kershaw celebrating Mother's Day with his wife and new baby girl! ...	
6	June 2018 - Dwayne Wade	June	2018		Dwayne Wade	June 1st - Dwayne Wade and his mom sharing a big hug after a HUGE win! "I never ...	
7	July 2018 - Gareth Bale	July	2018		Gareth Bale	July 1st @ 12pm- countdown to video...	
8	August 2018 - Lionel Messi	August	2018		Lionel Messi	August 1st @12 pm- countdown to Mother's Day Messi Video...	
9	September 2018 - Cristiano Ronaldo	September	2018		Cristiano Ronaldo	September 1st @ 12 pm countdown to video...	
10	October 2018 - David Beckham	October	2018		David Beckham	October 1st @ 12 pm countdown to video...	
11	November 2018 - Peyton Manning	November	2018		Peyton Manning	November 1st @ 12 pm countdown to video...	
12	December 2018 - Patrick Kane	December	2018		Patrick Kane	December 1st @ 12 pm countdown to video...	12/21/
13	-						
14	-						
15	-						
+							