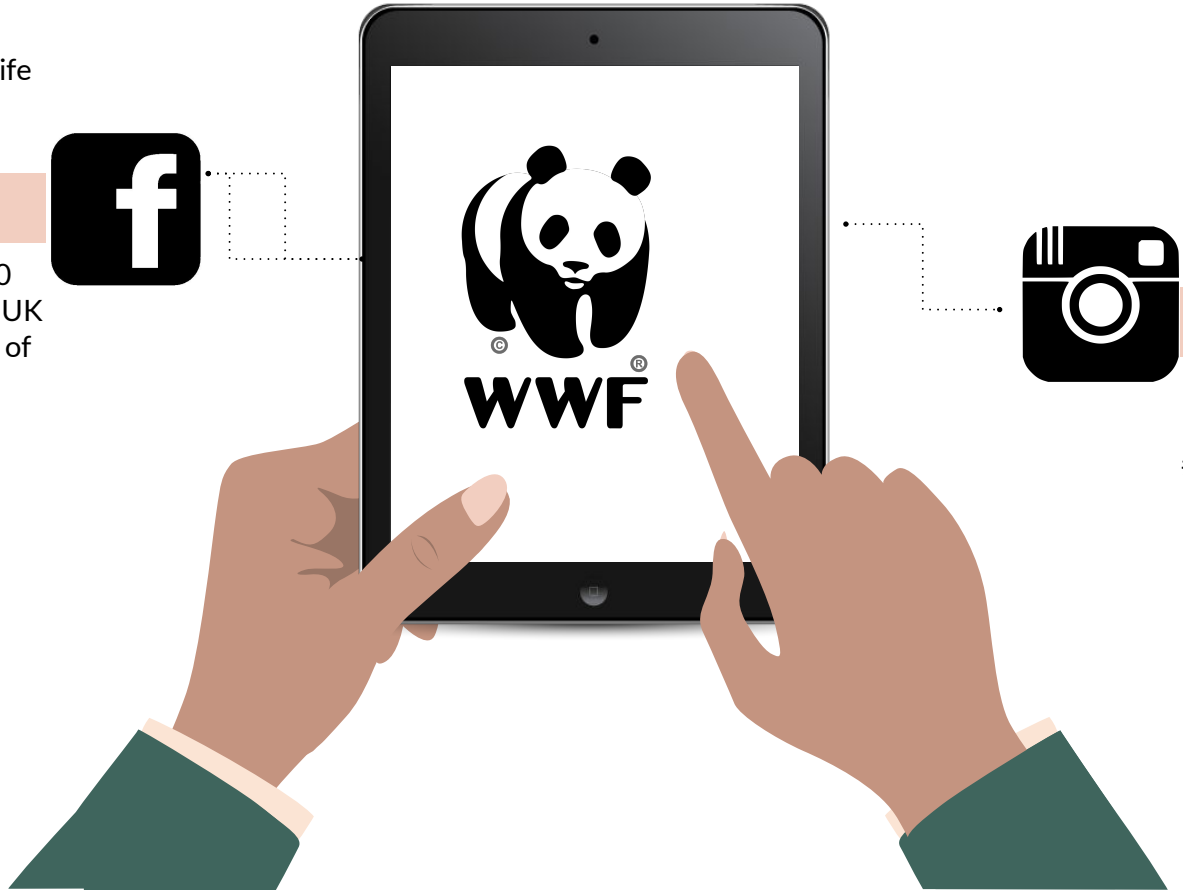
WWF Social Media Strategy Proposal.

YOUR AUDIENCE IS LOOKING FOR YOU!

Global population interested in marine, forests, energy and wildlife conservation.

9,600,330

With active 2,270,000 individuals based out of UK between the age group of 18 -60.



Posts tagged under #Conservation currently on Instagram

1, 585,381

With active 95,723 posts in #WildlifeConservation alone.

TACTICAL OPTIMISATION PLAN

START

PAGE OPTIMISATION

The first phase would include revamping highly attractive social media pages for the brand. Each page will be optimized and integrated to ensure the best performance and search engine visibility. During this phase, I intend to collect high-quality media and content for each of the 6 key areas of focus and develop strong content pillars to support these.

COMMUNITY GROWTH

The second phase of the rollout plan would be to build a captive audience base, by targeting strategies, activating campaigns and customising ads to ensure the pages are primed for maximum activity.

ENGAGEMENT

With a key focus on increasing involvement from existing community and by introducing real storytelling to encourage organic engagement and brand advocacy.

THE APPROACH

Aggressive community growth

Actively work on building a healthy community of engaged followers and fans from the target demographic in the region through organic activations as well as paid advertising in the shortest period of time. Use social listening tools to onboard new members and followers. Be a part of the conversations on conservation.

Content Marketing

High-quality content both editorial and photographic that inspires digital audiences to participate in the conversation or share it.

Highly engaging activations

In addition to content marketing, the key focus will be activations that are highly engaging to help us identify potential brand advocates and influencers under each demographic.

PLATFORMS AND PRESENCE

- Creation of an active and engaged fanbase.
- Social competitions & campaigns.
- Facebook Ads to encourage engagement, awareness.
- Introduce CTA's (Call to Actions)
- Facebook events invite.
- Creating a community through groups.

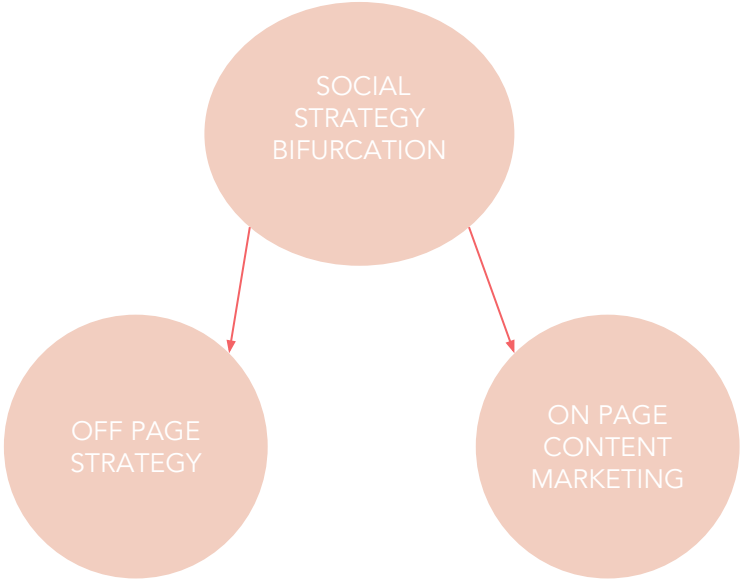
- Utilization of trending conservation-themed Hashtags to promote content reach.
- Visual marketing.
- Local events tagging.
- Instagram ads to create awareness.
- Instagram live stories.

- Participate in Twitter conversations.
- Connecting with your target audience and brand advocates.
- Use visuals and infographics.

- Social coverage of live events.
- Reorganise playlists to match current 6 key efforts.
- Connecting with not only people in UK but also worldwide.
- Attract potential influencers to be part of videos or create videos or their own.

- Live videos.
- Connecting with your audience in a fun and quirky manner.
- Showcase behind the scenes/interviews/events.

SOCIAL MEDIA STRATEGY



Off-Page Marketing

- Paid ads across all social platforms (Facebook, Instagram, Twitter & YouTube)
- Google PPC/Adwords
- Tracking, analyzing and monitoring of all social noise and conversations.

On-Page Marketing

- Reuse existing content and rich media to highlight efforts.
- Designing a community management strategy.
- Profile optimisation for search engine ranking.

ON PAGE CONTENT STRATEGY - CONTENT PILLARS

PRODUCT

About WWF
Updates and Additions
Generate Awareness & Interests
Living Planet Report

BEHIND THE SCENES

On-site development
Images and Videos
Staff Posts
Stories of change
Our Planet Series

ENGAGEMENT

Quotes
Polls
Contests
Infographics
Quizzes

BRAND AWARENESS

On-ground Events & Happenings
Campaign Promotions
Tie-ups

USER-GENERATED CONTENT

Getting customers to share images & videos of their experiences
Target Influencers with similar values & missions

Vital content changes that need to be introduced:

- Currently, only 1/15 posts (Instagram) talk about issues other than wildlife. But WWF is so much more than just wildlife! It's time to find a balance and reach communities and enthusiasts in each of the 6 key sectors.
- Lead by example: Introduce more live stories and videos as media, highlighting current campaigns. For example: Real people making really promises. (Facebook)
- Engage with your lists (Twitter) You have a ready reckoner of people in-sync with your values, find a way to engage with them and bring them onboard as brand advocates.

Vital community building changes that need to be introduced:

- Working in sync with local existing business' and their communities like #WeareWoking and The Lightbox.
- Create videos on conservation and biodiversity like the community projects efforts at The Surrey Wildlife Trust.
- Create blogs and tutorials in support of sustainability and biodiversity like DIY Birdhouses.

Let’s get started! I’m keen!

Because:

- I can go to bed every night knowing that I won't create any carbon footprint with my walk to work every morning.
- I can't imagine a more perfect opportunity than waking up every day knowing that I helped create and influence a positive #IMPACT in this lifetime.

I would cross my fingers in anticipation but... I’d like to start putting them to use.

Thank you, for taking the time to read this,

Yours sincerely,
Mrs Nickolai Kinny-Whitmore.