

Girls Inc. Social Media Campaign Plan

Campaign Overview

Girls Inc. of Memphis is one of 81 chapters of Girls Inc. – a non-profit organization that provides community-based programming to local girls between the ages of six and 18. Its mission is to inspire girls to be strong, smart, and bold. Girls Inc. has served Memphis for over 75 years and mentored more than 1,200 girls in 2022. The organization aims to produce an average of 500 hours of programming annually. To support its initiatives, Girls Inc. of Memphis seeks financial assistance from local corporate partners and philanthropists and requests physical support from volunteers and members.

Goal: Increase awareness in the Mid-South about Girls Inc programming.

Objectives:

1. By June 30, 2025, Girls Inc. Memphis will increase its Facebook follower count to 2,000.
2. By June 30, 2025, Girls Inc. Memphis will increase its share of voice on Facebook by 3%.
3. Girls Inc. Memphis will increase their monthly engagement on Instagram via likes, shares, and comments by 5% June 30, 2025.

Target Audience:

We selected local mothers of girls aged 5–18 as the focus of our social media campaign. This group is diverse and uniquely familiar with the barriers that girls must overcome as they navigate the world. Our campaign's goals, key messages, and platform strategies are tailored to resonate with them, hoping to drive engagement both online and within their communities.

Socio-Demographic:	Geographic:	Psychographic:
Age range: 30-40 years old Gender: Female Race/ethnicity: African American Education: Master's Occupation: Journalist Income: \$40,000-\$65,000 Dwelling: 3-bedroom house Household size: 3-4 members	Region: Memphis Metropolitan Area District: Shelby County City: Memphis State: TN Language: English	Values: Perseverance, Patience, Loyalty, Integrity, Kindness Hobbies: Walking, Music, Cooking, Writing Lifestyle: Healthy, Active Needs: Tutor for kids Challenges: Balancing work and home life, finding social opportunities for her kids, getting mental health support for family members

Key Messages

1. Every girl has the potential to be strong, smart, and bold.
2. Girls Inc. of Memphis has over 75 years of success in empowering girls in the Memphis community.
3. Enrolling a child in Girls Inc. programming is an investment in her tomorrow.

Platform Strategy

Facebook:

Facebook is great for connecting with parents, educators, community leaders, and volunteers—the people who support and advocate for Girls Inc. of Memphis. With 1,905 followers and 1.5K likes, they already have an engaged audience.

Why it works:

- Reaches a wide audience – Many adults, including parents and donors, use Facebook daily.
- Great for event promotion – The platform makes it easy to create, share, and manage events.
- Encourages sharing – Supporters can easily share posts, spreading awareness.

- Allows longer posts and videos – Perfect for telling stories about Girls Inc. programs and successes.
- Live video feature – Can be used for Q&As, behind-the-scenes content, or event streaming.
- With a little strategy, Girls Inc. of Memphis can hit their goal of 2,000 followers and a 3% increase of share of voice by June 30, 2025, while keeping their community engaged and informed.

Instagram:

Instagram is more visual and interactive, making it a great place to connect with girls, young women, and younger supporters. With 406 followers and 499 posts, they already have a solid foundation.

Why it works:

- Perfect for young parents – 30% of Instagram’s user base is between 25-34 years old.
- More engagement opportunities – Features like Reels, Stories, and polls keep people involved.
- Hashtags help reach new people – Using tags like #GirlsIncOfMemphis and #StrongSmartBold brings in a wider audience.
- Consistent posting – With posts almost every day, Girls Inc. is already active and growing.
- Interactive features – Polls, Q&As, and comments make it easy to connect with followers.

By keeping up with their posting strategy and using Instagram's engagement tools, Girls Inc. of Memphis can increase engagement by 5% by June 30, 2025.

Content Calendar

Girls Inc. Social Media Content Calendar April 2025						
Date & Time	Platform	Content	Type	Post	Hashtags	Engagement Tactic
April 4 th 9:00 a.m.	Facebook	Photos	Recap	Share photos from the celebration luncheon and thank guests for attending.	#GirlsInc #GirlsIncMemphis #StrongSmartBold #2025CelebrationLuncheon #WomenWhoInspire	CTA: "What was your favorite moment from the luncheon? Comment your favorite takeaway, and we'll feature some on our stories!"
April 12 th 9:00 a.m.	Instagram	Carousel	Poll	Share photos from Saturday programming. Poll in caption asking audience if they are excited for Saturday programming to return. Answers in poll are Yes! and can't wait!	#GirlsIncMemphis #StrongSmartBold #FutureLeaders #GirlsInSTEAM	CTA: Encourage comments and calls to action: "Tell us what Saturday activity you're looking forward to most! Tag a friend who should join us!"
April 17 th 10:00 a.m.	Instagram	Story	Ask Question	Use the Ask Question tool on Instagram and ask followers to submit a piece of advice or words of empowerment for the girls.	#StrongSmartBold #Empowerment #GirlsIncMemphis	CTA and reposts: Encourage written responses and reshare them on Reels or Stories
April 22 nd 5:00 p.m.	Facebook	Photo	Highlight	Bring attention to the organization's Online Family Resources.	#GirlsIncMemphis #StrongSmartBold #GirlsInc #FamilyResources	CTA and dialogue: Encourage shares and host a Q&A session in the comments or story poll/post asking: "What resources do you find most helpful? Tag a friend or family

						member who could use these resources!"
April 30 th 2:00 p.m.	Instagram	Reel	Recap	Quick overview of programs. Include clips from a variety of activities from robotics to gardening.	#GirlsIncMemphis #StrongSmartBold #FutureLeaders #GirlsInSTEAM #MemphisTN	CTA: Use the caption "We can't wait to show you what's coming up next! Which activity would you like to be involved in? "

Girls Inc. Social Media Content Calendar May 2025						
Date & Time	Platform	Content	Type	Post	Hashtags	Engagement Tactic
May 5 10 a.m.	Instagram	Reel	Recap	Use clips to recap Garden Party event and show off the girls' hard work.	#GirlsIncMemphis #StrongSmartBold #MemphisTN #GardenParty	CTA: Ask attendees what their favorite part/activity was.
May 11 9 a.m.	Facebook	Video	Montage	Short clips of Girls Inc. moms.	#GirlsIncMemphis #GirlsIncMom #MothersDay #MomAdvice	CTA: Ask followers to "give your best piece of mom advice."
May 23 9 a.m.	Facebook	Carousel	Informative	Celebrate the last day of school and remind parents that there are only 10 days until Girls Inc. summer camp.	#GirlsIncMemphis #StrongSmartBold #SummerCamp2025 #LastDayOfSchool #SummerBreak	CTA: Ask, "What are your kids most looking forward to this summer?"
May 26 10 a.m.	Facebook	Post	Holiday	Share that the organization will be participating in a moment of silence at 3PM to honor military personnel.	#MemorialDay #MomentOfSilence #RememberAndHonor	CTA: Invite others to participate in the moment of silence.
May 30 10 a.m.	Instagram	Carousel	Reminder	Remind followers that summer camp is at the end of the weekend.	#GirlsIncMemphis #StrongSmartBold #SummerCamp2025 #MemphisTN #GirlsInSTEAM	CTA: Ask followers if their kids are signed up for summer camp or what activity they're most excited about.

Engagement Strategy

Facebook

- *Tactic:* Encourage comments on recap or highlight posts (e.g., “Comment your favorite moment!”)

Why it works: Builds conversation and surfaces favorite memories for reuse.

- *Tactic:* Host Q&A in post captions or comments

Why it works: Sparks real-time dialogue and builds transparency.

- *Tactic:* Use CTAs like “Tag a friend”

Why it works: Increases reach organically by involving users’ networks.

- *Tactic:* Share community resources and ask reflective questions

Why it works: Establishes Girls Inc. as a trusted source while inviting input.

- *Tactic:* Feature user responses in follow-up posts

Why it works: Recognizes the audience and builds loyalty.

Instagram

- *Tactic:* Use interactive Polls and “Ask a Question” stickers in Stories

Why it works: Easy participation and insight into audience preferences.

- *Tactic:* Reuse Facebook CTAs in captions (e.g., tag, comment, share)

Why it works: Maintains consistency across platforms while boosting engagement.

- *Tactic:* Post behind-the-scenes Reels or moments and ask for opinions

Why it works: Makes content feel more personal and builds anticipation.

- *Tactic:* Feature top responses in Stories or Reels

Why it works: Showcases community voices and encourages continued interaction.

Measurement & Evaluation

Platform: Facebook		
Objectives	KPIs	Rationale
1) By June 30, 2025, Girls Inc. Memphis will increase its Facebook follower count to 2,000.	- Reach and Impressions - Audience Growth Rate - Engagement Rate - Amplification Rate - Share of Voice	Reach and Impression are assistive to know how much of the Girls Inc message is getting out into the ether. Additionally, the audience growth rate will assist in identifying how our audience is growing. Engagement rate will assist with understanding how the audience is currently engaging with the content and what content is prompting engagement by this audience. Finally, amplification rate will allow us to track how many individuals within the online space are sharing our content, therefore putting it in front of additional eyes for consumption. Share of voice will additionally provide insight on the Girls Inc Memphis brand's visibility in Facebook conversations about girls' empowerment agencies in the Memphis area.
2) By June 30, 2025, Girls Inc. Memphis will increase its share of voice on Facebook by 3%.	Tracking	
	- Native Instagram App - Sprout Social	
	Frequency	
	Biweekly (Traditionally monthly but with the impending end of their fiscal year, biweekly seems more appropriate.)	
Platform: Instagram		
Objectives	KPIs	Rationale
3) Girls Inc. Memphis will increase their monthly engagement on Instagram via likes, shares, and comments by 5% June 30, 2025.	- Reach and Impressions - Audience Growth Rate - Engagement Rate - Amplification Rate - Share of Voice	Reach and Impression are assistive to know how much of the Girls Inc message is getting out into the ether. Additionally, the audience growth rate will assist in identifying how our audience is growing. Engagement rate will assist with understanding how the audience is currently engaging with the content and what content is prompting engagement by this audience. Finally, amplification rate will allow us to track how many individuals within the online space are sharing our content, therefore putting it in front of additional eyes for consumption. Finally, Share of Voice will allow the agency to track their Instagram attention as compared to other after school programming in the Memphis area.
	Tracking	
	- Native Facebook App - Sprout Social	
	Frequency	
	Biweekly (Traditionally monthly but with the impending end of their fiscal year, biweekly seems more appropriate.)	

Appendix A – Mockup Posts

Post 1: April 4th on Facebook, Carousel, Luncheon Recap

Post 2: April 12th on Instagram, Carousel, Saturday Programming Highlight

Post 3: April 17th on Instagram, Story, Audience Engagement

Post 4: April 22nd on Facebook, Photo, Family Resources Highlight

Post 5: April 30th on Instagram, Reel, Overview of Programs

Post 6: May 5th on Instagram, Reel, Garden Party Recap

Post 7: May 11th on Facebook, Video, Mother's Day Montage

Post 8: May 23rd on Facebook, Carousel, Last Day of School Celebration

Post 9: May 26th on Facebook, Photo, Memorial Day Invitation

Post 10: May 30th on Instagram, Carousel, Summer Camp Hype

Appendix B – Team Contributions

Ellia – Project Manager + Content Creator: Content Calendar (minus hashtags and engagement tactics), Mockups, Persona Table Formatting, Document Organization and Proofreading

Brittany – Performance Analyst: Facebook Hashtags in Content Calendar for April, Table Formatting (minus Persona Table), Measurement and Evaluation, Original Objectives and Goals, Key Messages

Debra – Audience Analyst: Facebook and Instagram Hashtags for May, Target Audience Persona Chart

Taylor – Engagement Strategist: Developed platform-specific tactics to increase audience interaction (Platform Strategy), designed engagement strategies using CTAs, polls, and Q&As, and aligned the campaign with Girls Inc. of Memphis' growth goals for Facebook and Instagram (Engagement Strategy and Content Calendar – Engagement Tactics).