



End Hunger Western Washington

A Social Media Strategy

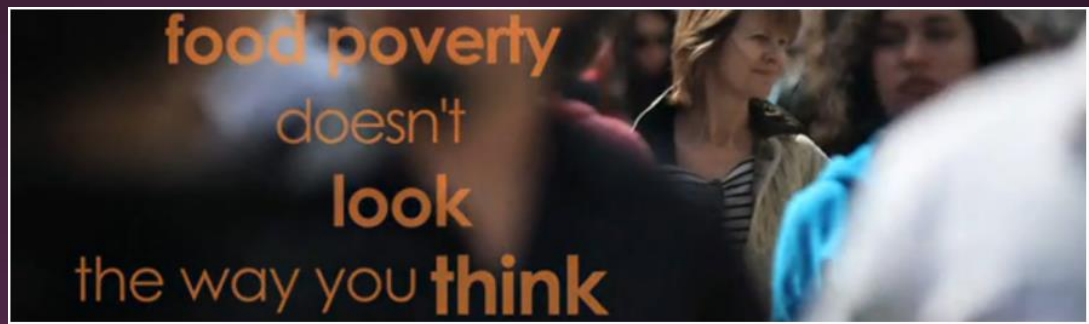
Presented By:

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Background

- 350,000 Western Washington residents receive food assistance every year
- Donations of food and money are 31% lower this year than in recent years while the need for food has increased 25% in the past five years
- Food Lifeline

Focus



- What was missing? A central resource for people from all over the region to share their stories and inspire each other to take action
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- Use online activity to inspire offline activity



Grab Attention!

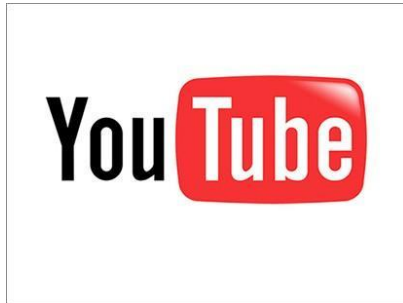
Editorial Calendar

November 2012



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6 Blog Post – Personal Story	7	8	9	10
11 Fun Run	12	13	14	15 Blog Post - Profile	16	17
18	19	20 Blog Post - Interview	21	22	23	24
25 Food Drive	26	27	28	29 Blog Post - Poll	30	

"visualize the message"



- Art to End Hunger
- Food Bank Spotlight



- Gather videos
- Easy uploading of new video
- Inspire activism

Photo streams and discussion



Instagram

Engage

- Blog: post and collect stories
- Actively listen: use dashboard to track mentions of organizations, monitor relevant news topics connect volunteers

Tell Us Your Story



Have you ever relied on a food bank? Or volunteered at one? If so, we would love to hear your story and share it with others on our blog. You don't have to be a professional writer, just drop us a couple of lines describing:

- When you visited the food bank
- Which food bank you visited (if you can remember)
- What you did there
- How you felt about the experience

We'll review your submissions and send you an email when they're about to be published!

Submit Your Story

Take Action

- Blog: Get Involved
- Twitter: Issue challenges, promote opportunities
- LinkedIn: Network, share ideas and information
- Pinterest: visually inspire
 - Infographics, Local Food Banks, Donate Time to Local Food Banks, Donate Food or Money, and Recipes
 - #endhungerwesternwa

Pinterest

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About ▾



End Hunger ▾



End Hunger Western Washington

Help us end hunger in Western Washington. Learn about hunger in Western Washington and the organizations that are working to end it. Then find a way to get involved by donating or volunteering.

📍 Seattle Washington



Repins from



Measuring Results

- Pinterest: followers, repins, likes
- Blog: page views, unique visitors, top pages, search terms, and referring sites
- #waywire: likes, rewires
- Facebook: fans, likes, posts
- ~~● Twitter: followers, mentions, retweets~~
- Actively listen
- Work with organizations to obtain stats and feedback

