

### **Objective 1 (Long Term):**

To have 800 students, which is a completely full week each week, attend Learn & Serve in Summer 2016

#### **Strategy:**

Expand to a wider audience by reaching out to church youth group leaders and a broader digital presence.

#### **Tactics:**

- Update website with new content, including up to date pictures and videos
- Create contact list for potential church group leaders
- Establish a consistent and relevant social media campaign through Hootsuite.  
Create and establish a presence on different social media platforms, i.e. Twitter.

### **Objective 2 (Short Term):**

Establishing a larger digital media presence before the June to recruit possible campers for this summer.

#### **Strategy:**

Persuade individual students and church groups to come to Learn & Serve this summer by posting counselor bios, camper experience, and appealing pictures of the property.

#### **Tactics:**

- Post on Learn and Serve's social media two or three times a week at peak social media hours (around noon) on Instagram that will also link to their Facebook page.
  - Use the hashtag #sifatspotlight for counselor bios
  - Use #tbt to persuade followers to share their favorite memory of camp
- The content will engage followers, and build off each other. For example, one week Monday will have a picture of a place on the campus and it will ask followers to post their favorite spot on SIFAT's campus.
- Increase their followers to 1,000 by following students and church accounts and compelling engagement.