HRSA Stopbullying.gov Marketing Plan

April 27, 2022

Review of SOW

Task 2 – Marketing Plan

The possible methods of reaching target audiences include infographics videos, webinars, blogs, photos, graphics for social media usage, Stopbullying.gov web content, electronic newsletters, fact sheets, social media content, tools and templates for communications to stakeholders, conference exhibit materials, and listening sessions with target audiences.

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Task 2 – Marketing Plan

Target audiences of the information dissemination and marketing campaign shall include:

- Children and youth in grades K-12 and their parents;

- Adults who interact with young people in educational and health-related capacities, including but not limited to educators, school social workers/counselors, athletic coaches/music teachers/art directors, afterschool care providers, etc.;

- Clinicians across the country providing care and treatment to children and their families;

- Public health professionals;

- National, Federal, and private-sector bullying prevention organizations and stakeholders; and

- Congress, federal, state, and local agencies and non-traditional partners.

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Task 2.1

Demonstrate an understanding of the existing campaign strategy and provide a clear rationale for new recommendations and changes in campaign strategic direction. Develop a marketing plan that contains measurable objectives, audience information, message and materials testing plans, strategy development, tactics, evaluation plan, timetable, and a work plan.

Task 2.1

- The marketing plan shall be based on research and will reflect the latest science and trends on bullying prevention, health communications, dissemination, and outreach and provide innovative and comprehensive strategies. The marketing plan shall include strategies and tactics that are actionable and measurable. It shall carefully consider the constraints of working with the Government when determining the appropriate balance between creativity and appropriate communications tactics for a public health agency.

- It will take into consideration the growth of mobile technology and social media and recommend opportunities in digital communication with the potential to reach intended audiences.

Task 2.2

Prepare the following materials to present the findings and recommendations of the marketing plan within 5 months of effective date of the contract.

- A slide presentation summarizing the plan; and

- A review and summary of formative campaign research and relevant bullying prevention and health communication research.

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Red Carrot Approach to Task 2

The Target Audience: We will use insights gathered during our research phase to build audience personas that will allow us to effectively reach HRSA's target audiences. These personas will be structured using psychographic data from HRSA, including key motivating factors to engage with messaging and any obstacles to absorbing it.

The Communications Plan: Red Carrot will identify the primary objectives of the social media strategy and HRSA's strategic objectives around bullying prevention awareness. The communications plan will consider these objectives when developing the most impactful messaging strategy for stakeholders. The communications plan will include communication guidelines for the target audience, communication behavior patterns of the target audience, and the tools and templates needed to engage with stakeholders. Using the insights gathered from our research, Red Carrot will be able to develop a communications plan that effectively reaches the right audience, with the right message, at the right time.

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Red Carrot Approach to Task 2

The Creative Strategy: We will present the 'big picture' idea and how this can be tactically deployed via messaging to have the greatest impact on the target audience. This will address what we want to say to our target audience, how we want to say it, and the appropriate public health communications tactics we want to employ to have the greatest impact.

The Organic Media Strategy: This is designed to identify organic media elements available to meet the communications objectives and present the creative messaging most effectively. In addition, it will provide recommendations for an overall strategic approach to the deployment of the media so that specific concerns regarding timing and audiences can be considered.

Measurements and Tracking: We will include qualitative and quantitative metrics and benchmarks to gauge the effectiveness of the campaign. This plan will include S.M.A.R.T. goals, objectives, channel approach, content approach, and timing.

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Review and Summary of Research

Red Carrot's Approach to Gathering Insights

Red Carrot proposed a three-prong approach to gathering insights for the Marketing Plan.

- Review and Evaluate Existing Communications

- Listening Sessions

- Environmental Scan

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Review and Evaluate Existing Communications

Red Carrot will conduct a review and evaluation of existing HRSA programs, communication campaigns, materials, messages, partnerships, and public outreach strategies, using metrics to evaluate the outreach efforts to date.

Social Media Insights
Stopbullying Accounts - 2021 Year in Review

Channel	# of Posts	# of Followers	Engagement Rate	Average Engagement Rate Across Industries*	# of Comments
Facebook	270	227 K (fans)	**2.75%**	0.09%	1.6 K
Instagram	149	4.8 K	**8.57%**	1.22%	168
Twitter	302	92 K	**1.28%**	0.045%	294 (replies)

For Facebook, Instagram, and Twitter, Stopbullying's engagement rate is higher than the industry average.

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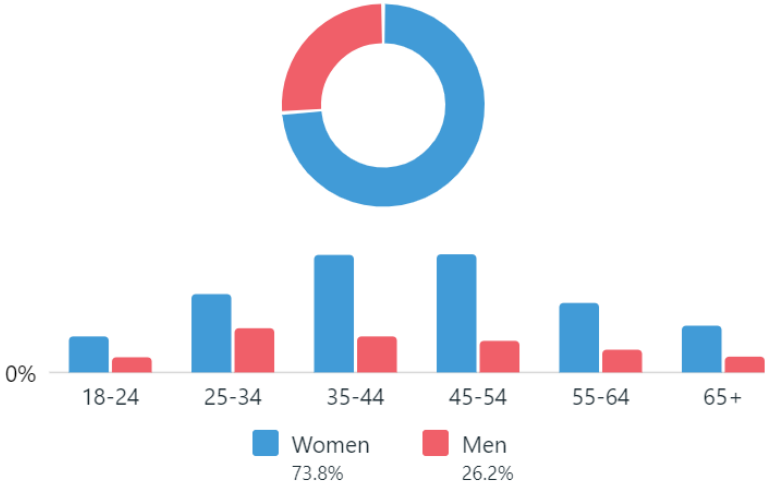Hootsuite

Stopbullying's Facebook and Instagram Audiences

Facebook Page followers ⓘ

234,111

Instagram Followers ⓘ

5,587

Age & Gender ⓘ

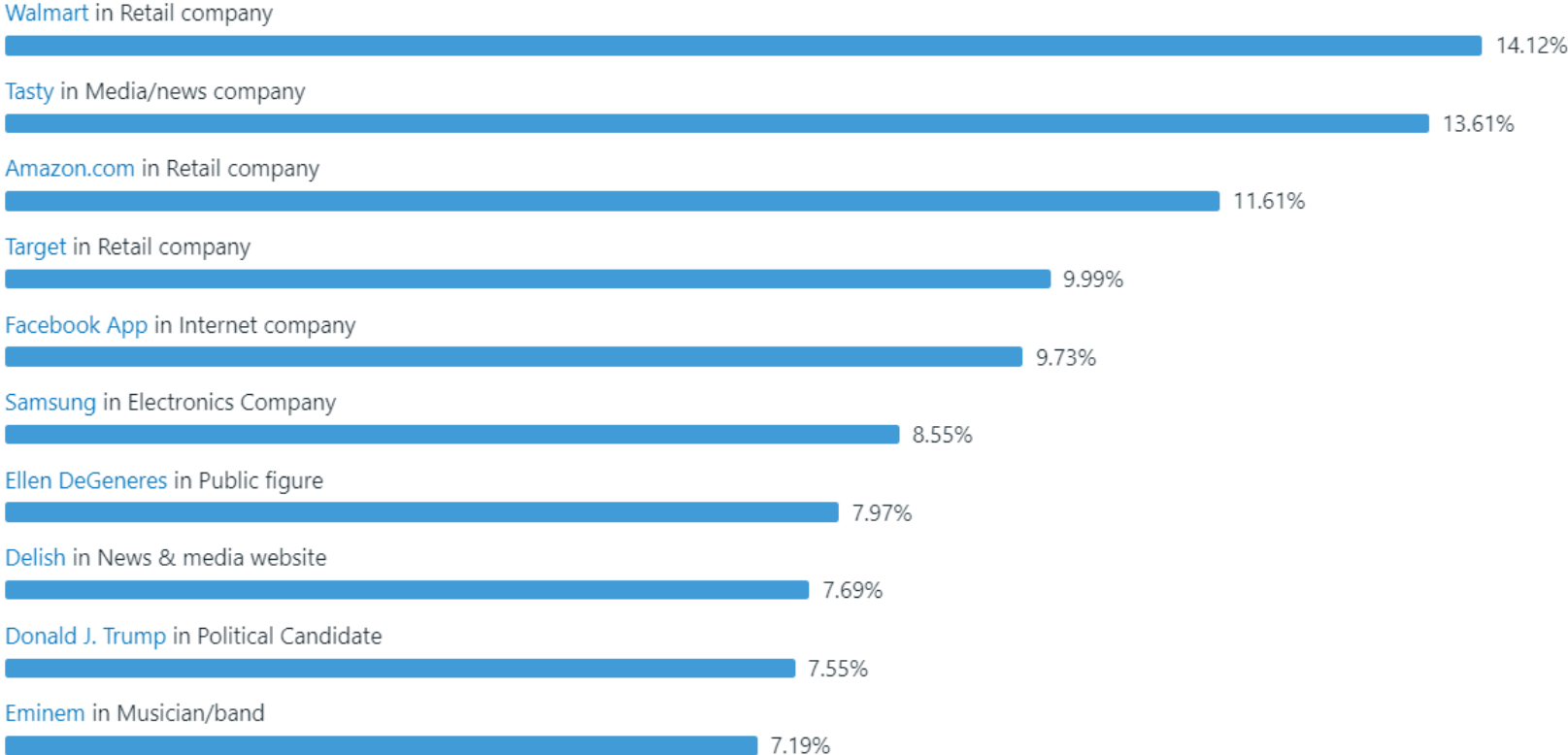Women 73.8% Men 26.2%

Age & Gender ⓘ

Women 73.9% Men 26.1%
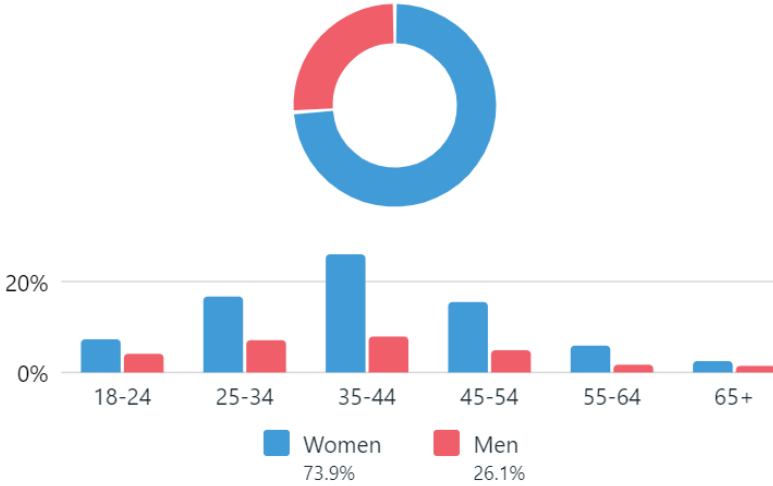
Top cities where Stopbullying's Facebook and Instagram audiences are located include New York (1.4%), Los Angeles (0.8%), Chicago (0.5%), and Houston (0.4%).

Top Pages for Stopbullying's Potential Facebook and Instagram Audiences

Top pages ⓘ

Walmart in Retail company
14.12%

Tasty in Media/news company
13.61%

Amazon.com in Retail company
11.61%

Target in Retail company
9.99%

Facebook App in Internet company
9.73%

Samsung in Electronics Company
8.55%

Ellen DeGeneres in Public figure
7.97%

Delish in News & media website
7.69%

Donald J. Trump in Political Candidate
7.55%

Eminem in Musician/band
7.19%

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Facebook Industry Data Insights
Engagement Rates by Post Type in Higher Ed

Posts / week and engagement rate / post (by follower)

Source: Rival IQ

Instagram Industry Data Insights
Engagement Rates by Post Type in Higher Ed

Posts / week and engagement rate / post (by follower)

Source: Rival IQ
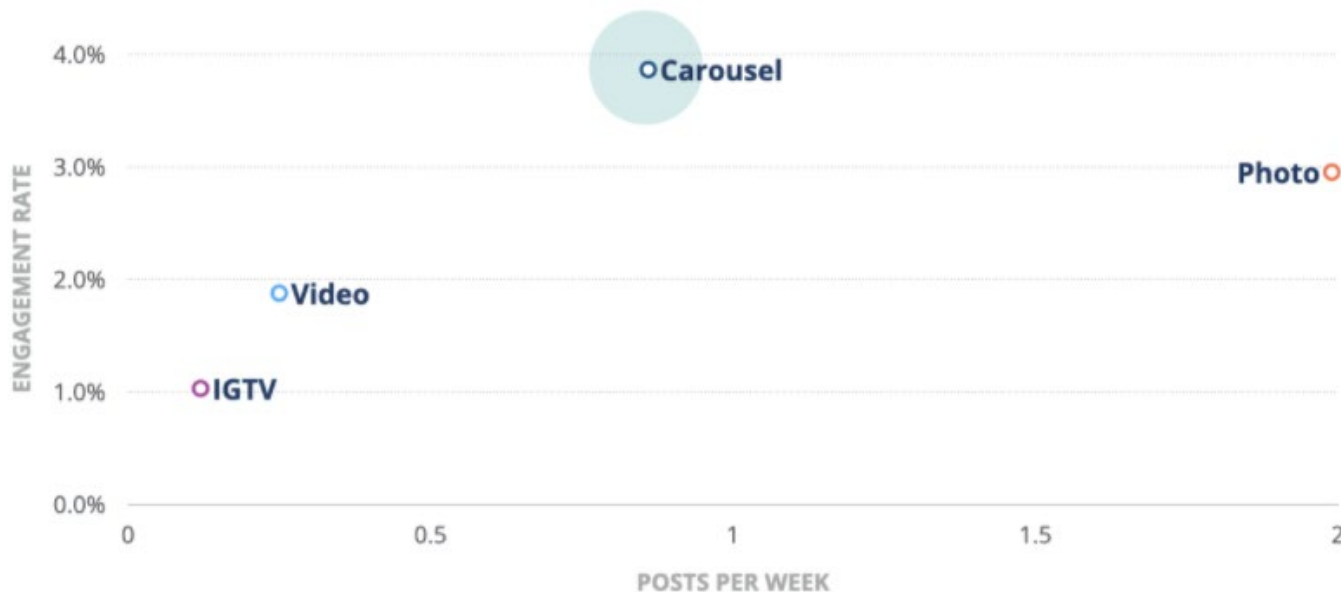
Twitter Industry Data Insights
Engagement Rates by Post Type in Higher Ed

Tweets / week and engagement rate / tweet (by follower)

Source: Rival IQ
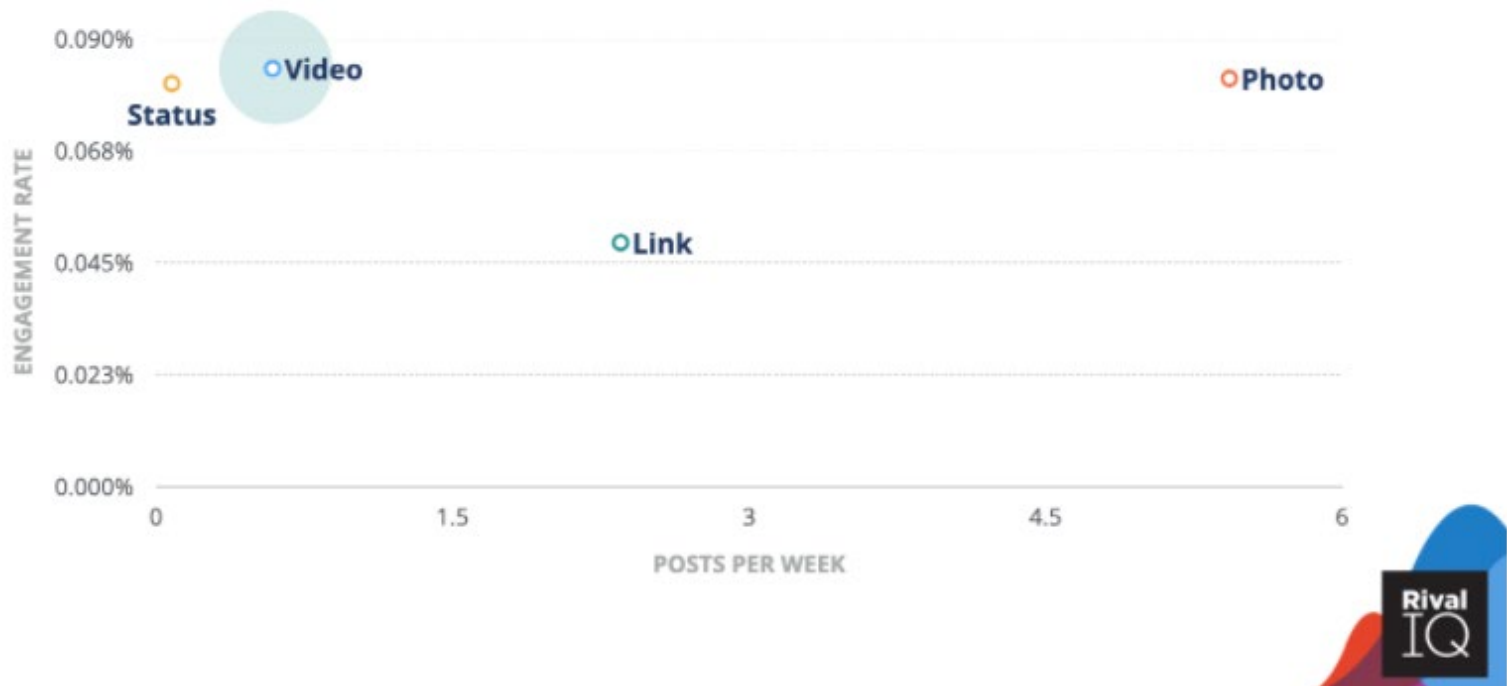
Top January 2022 Social Media Posts

In January, posts that featured content about cyberbullying and including everyone performed well across all channels.

On Instagram, the Dr. Martin Luther King Jr. post was shared as a story, which increased the reach and engagement rate for the post.

On Facebook, posts that engaged teachers performed well.


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Top February 2022 Social Media Posts

The top posts were different for each channel in February, further indicating that Stopbullying's audience varies across social media platforms.

On Facebook, posts that depicted positive interactions between kids and adults performed well.

On Instagram and Facebook, the top performing post was an illustrated graphic.

On Twitter, informative content performed best.
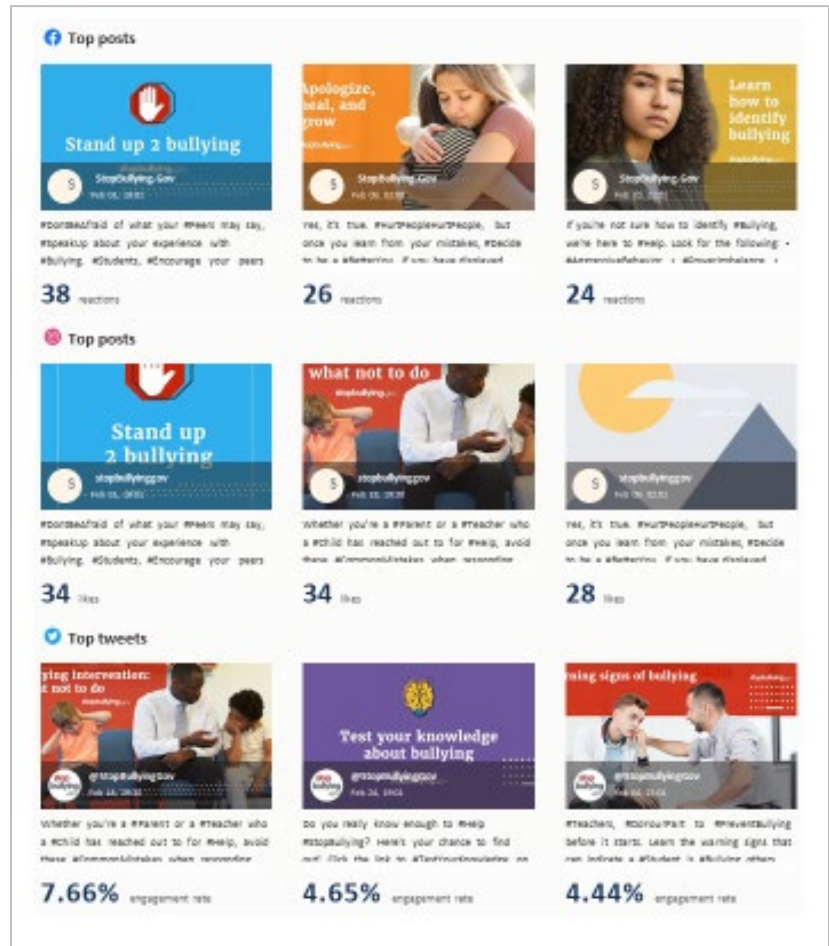
Top March 2022 Social Media Posts

The top posts were different for each channel in March.

On Facebook, posts that depicted positive interactions between a diverse group of kids performed well. The St. Patrick's Day post depicting an infographic also received a high number of shares.

On Instagram, the two top performing posts this month both depicted positive interactions between groups of diverse teenagers.

On Twitter, the two top performing posts featured instructional content and guidance on what to do in bullying situations.

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Website Traffic from Social Media

Facebook is the main source of traffic to Stopbullying.gov that comes from social media.

There is opportunity to increase traffic from Instagram Stories (currently 0.0% of traffic), which is more popular with younger audiences.
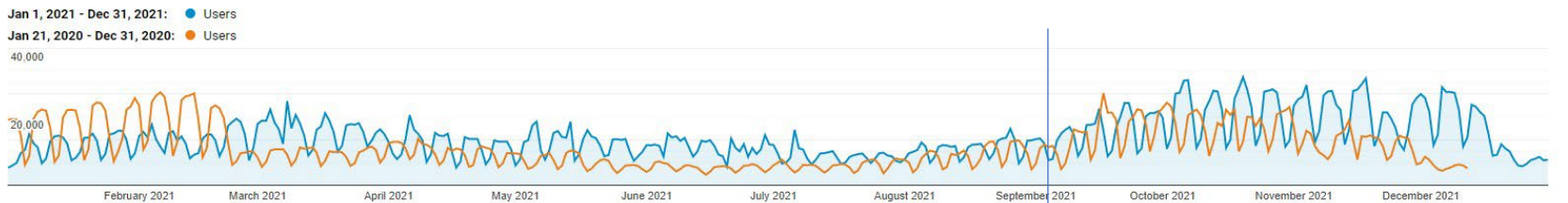
SOCIAL MEDIA TRAFFIC

■ Facebook ■ Instagram ■ Other

13%

19%

68%

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Source: Google Analytics Look Back 2021
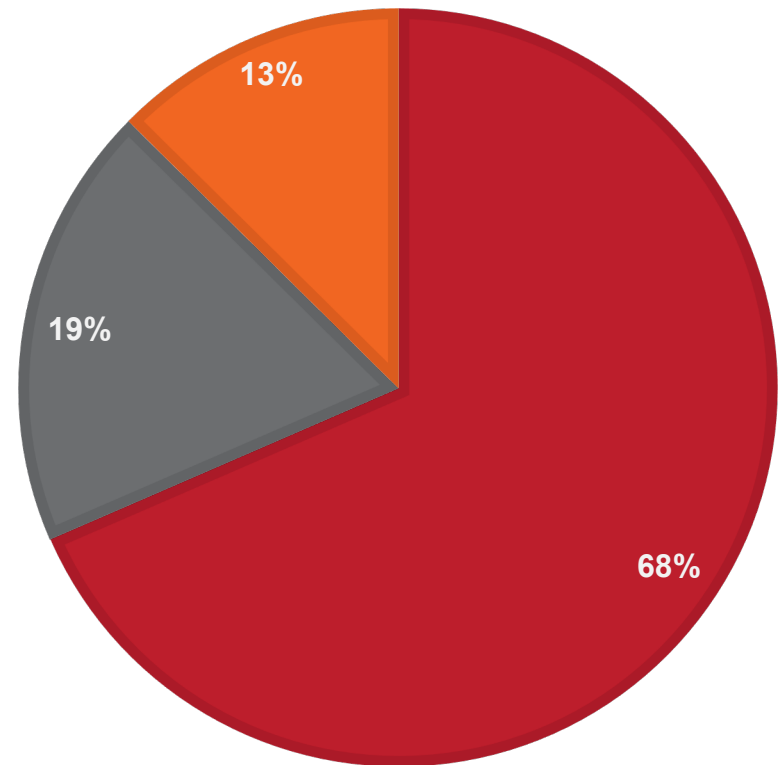
Website Insights

Users	4,569,648	+ 39% PY
Sessions	5,640,063	+ 34% PY
Page views	10,308,191	+ 34% PY

Top 5 Pages	Pageviews
Home Page	1,118,182
What is Cyberbullying	833,404
Get Help Now	733,824
What Is Bullying	666,775
Effects of Bullying	498,218

Jan 1, 2021 - Dec 31, 2021: ● Users
Jan 21, 2020 - Dec 31, 2020: ● Users

40,000

20,000

February 2021   March 2021   April 2021   May 2021   June 2021   July 2021   August 2021   September 2021   October 2021   November 2021   December 2021

In-person learning resumes

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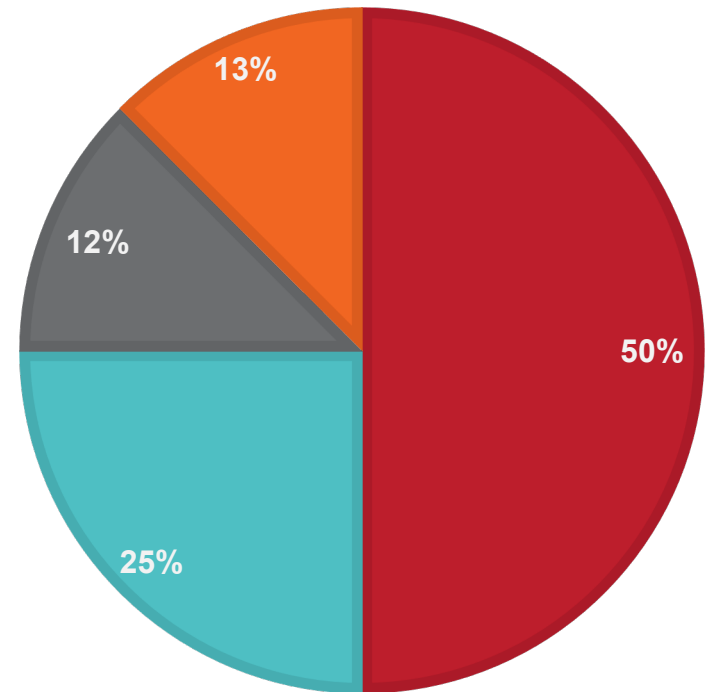Source: Google Analytics Look Back 2021

Majority of Website Audience Under 24

Approximately half of the visitors to Stopbullying.gov are under the age of 24.

The ages of visitors to the website skews younger than the mean and median ages of Stopbullying.gov's social media audiences.

AGE OF AUDIENCE

■ 18-24 ■ 25-34 ■ 33-44 ■ 65+

- 50%
- 25%
- 12%
- 13%

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Website Insights

Top 10 Search Terms

1. Cyberbullying
2. Bullying
3. What is bullying
4. Cyberbullying
5. What is cyberbullying
6. Effects of bullying
7. How to prevent bullying
8. Stop bullying
9. How to stop bullying
10. Bullying definition

Top 10 On-Site Search Terms

1. Cyberbullying
2. Bullying
3. What is bullying
4. Statistics
5. Verbal bullying
6. Videos
7. Types of bullying
8. Physical bullying
9. Cyber bullying
10. Video

eBlast Insights

Metric	Stopbullying	Industry Average
Open Rate	8.75%	16.97%
Clicked To Delivered Rate	2.06%	2.5%

Industry recommendations for best days and times to send eBlast
- Tuesdays – Thursdays from 9AM – 3PM
- Tuesdays from 2PM – 3PM
- Thursdays from 8AM – 9AM

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eBlast 2021 Data Insights

| Month	Title	Opened	Clicked	Unsubscribed
January	Learn How Mentoring Youth Helps Prevent Bullying	8.0%	0.4%	0.2%
February	7 Simple Ways to Show Kindness to Help Prevent Bullying	7.4%	0.6%	0.2%
March	N/A	N/A	N/A	N/A
April	Tips to Prevent Bullying as Students Return to In-Person Classes	7.3%	0.5%	0.1%
May	Family Connectedness is the Key	7.1%	0.4%	0.2%
June	Bullying Prevention During Summer Activities	7.8%	0.4%	0.2%
July	Prevent Bullying in the Age of Smart Phones	7.9%	0.5%	0.2%
August	10 Ways to Refresh your Bullying Prevention Programs for Back to School	7.7%	0.5%	0.2%
September	Help Your Child Develop Resilience	8.2%	0.4%	0.1%
October	Ways to Get Involved in National Bullying Prevention Month!	10.6%	0.4%	0.1%
November	For Veteran's Day: 8 Ways Schools Can Protect Military-Connected Youth	10.5%	0.2%	0.1%
December	Talk to Your Child about Appropriate Digital Behavior	13.8%	0.3%	0.1%

Red Carrot Started Contract →

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Source: Salesforce 2021 Data

eBlast Open Rates Increased in 2022

Month	Title	Opened	Clicked	Unsubscribed
January	How to Get Help Now for Bullying	16.4%	0.4%	0.1%
February	How to Identify Bullying and Cyberbullying	18.9%	0.6%	0.2%
March	How to Talk to Kids About Bullying	17.9%	0.4%	0.1%
April	Stop Verbal, Physical, and Social Bullying	17.1%	0.5%	0.1%

The average open rate is 2x higher starting on October 2021.

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Source: Salesforce 2022 Data
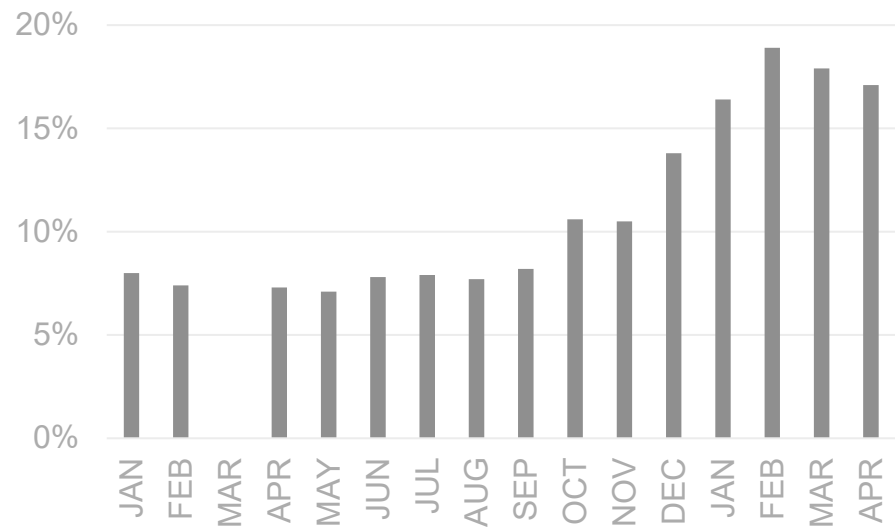
Listening Sessions

As part of our Red Carrot Integrated Marketing Workflow, Red Carrot conducts listening sessions with staff and key partners to gain specific insights into the goals, objectives, and desired outcomes for the program. We will pay particular attention to identifying priority audiences, milestones, social media metrics, and timing to ensure we are setting up the campaign for success, using evidence-based approaches to maximize ROI.

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Listening Sessions with HRSA Key Staff

Red Carrot conducted listening sessions with:

- Maureen Perkins

- Bethany Miller

- Phoebe Brauer

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Insights from Listening Sessions

- The main goal of external communications is to **increase awareness** of the resources provided by the Stopbullying.gov website.

- A major challenge is trying to achieve the agility required to **address topical and relevant trending content** while also maintaining the caution and care required when addressing youth as a government organization.

- There is a desire to **leverage social media tools** that could allow content to be more engaging.

- There is a desire to **make external communications more targeted** within the different subsets of Stopbullying's broader audience.

- There is a desire to **leverage partnerships** within the federal government to grow the Stopbullying audience across social media platforms.

- The overall goal is to **provide value** to the audience.

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Environmental Scan

We will also perform an environmental scan that will include a fresh phase of current literature reviews and the latest science and trends on bullying prevention, health communications, dissemination, and outreach.

Literature Reviews

Trending topics in recent academic literature on bullying include cyberbullying, bullying and suicide, bullying and sexual harassment, and nonviolent responses to bullying:

- Armitage, Richard. "Bullying in children: impact on child health." *BMJ Paediatr Open*. Vol. 5., No. 1 (2021)

- Kvarme, Lisbeth Gravdal. "Bullying in School: Importance of and Challenges Involved in Talking to the School Nurse." *The Journal of School Nursing* (2019)

- Jan, Afroz. "Bullying in Elementary Schools: Its Causes and Effects on Students." *Journal of Education and Practice* Vol. 6., No. 19 (2015)

- Le Menestrel, Suzanne. "Preventing Bullying: Consequences, Prevention, and Intervention." *Journal of Youth Development* Vol. 15., No. 3 (2016)

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Largest Anti-Bullying Social Media Accounts

Organization	f	Instagram	Twitter
Stopbullying.gov	234 K	5.59 K	91.9 K
The Trevor Project	1.14 M	621 K	343.9 K
The Cybersmile Foundation	1 M	151 K	321.2 K
The Diana Award Anti-Bullying Campaign	34.7 K	40.5 K	91.9 K
Stomp Out Bullying	158.2 K	32.4 K	82.3 K
Born This Way Foundation	394.3 K	143 K	161.6 K
The Kind Campaign	83 K	124 K	18.6 K

Based on the number of followers for other anti-bullying organizations, **Stopbullying's Instagram account has the most potential for growth.**

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Summary of the Marketing Plan

Marketing Plan Overview

- **The Target Audience**
  - Audience personas

- **The Communications Plan**
  - Communications objectives
  - Communications guidelines for targeting audiences
  - Communications plan overview
  - Timetable and workplan

- **The Creative Strategy**
  - The big idea
  - Messaging strategy

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Marketing Plan Overview

- **The Organic Media Strategy**
  - Leveraging partnerships
  - Strategic approach to partner outreach

- **Measurements and Tracking**
  - S.M.A.R.T. goals
  - Message and materials testing plan
  - Benchmarks for communications goals

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The Target Audience

We will use insights gathered during our research phase to build audience personas that will allow us to effectively reach HRSA's target audiences. These personas will be structured using psychographic data from HRSA, including key motivating factors to engage with messaging and any obstacles to absorbing it.

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Proposed Audience Personas

Stopbullying's audiences as described by HRSA in SOW: Target audiences of the information dissemination and marketing campaign shall include:

1. Children and youth in grades K-12

2. Parents of children and youth in grades K-12

3. Adults who interact with young people in educational and health-related capacities, including but not limited to educators, school social workers/counselors, athletic coaches/music teachers/art directors, afterschool care providers, etc.

4. Clinicians across the country providing care and treatment to children and their families

5. Public health professionals

6. National, Federal, and private-sector bullying prevention organizations and stakeholders

7. Congress, federal, state, and local agencies, and non-traditional partners

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Persona: Chloe

Demographics
Age: 13
Gender: Female
Household Income: $100,000
Occupation: Student
Education: Middle School

Interests
- Social Media
- Justin Beiber
- Maddie Ziegler
- Dance

Behaviors
- Uses Instagram and TikTok heavily
- Communicates via Instagram, WhatsApp, and text message
- Relies on social media and internet browsing for help

Needs
Confidential source of information when seeking help and advice for bullying situations.

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Persona: Xiao

Demographics
Age: 44
Gender: Female
Household Income: $170,000
Occupation: Administrative Assistant
Education: BA

Interests
- Interior design
- Baking
- Reading

Behaviors
- Uses Instagram to keep an eye on her Middle Schooler, but prefers Facebook
- Uses Pinterest to discover new baked goods recipes
- Participates in a bi-weekly book club with other mothers

Needs
Staying involved in the current world of bullying to better understand anything her child has gone or might go through.

Source: Facebook Audience Insights

Persona: Kendyl

Demographics
Age: 27
Gender: Female
Household Income: $35,400
Occupation: Teacher
Education: BA

Interests
- Education
- Friends
- Fitness
- Starbucks
- Drake

Behaviors
- Active on social media (Facebook, Instagram, Pinterest, YouTube)
- Facilitates bullying discussions with students and other teachers
- Weekend brunches with friends

Needs
Guidance on how to create a supportive and inclusive environment in the classroom. Seeking informational resources to create classroom posters to help encourage students to stop bullying.

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Persona: Daryl

Demographics
Age: 32
Gender: Male
Household Income: $30,000
Occupation: Track Coach
Education: BA

Interests
- Fitness
- Eminem
- Dogs
- Healthy eating

Behaviors
- Occasionally scrolls Twitter and Facebook
- Visits dog park with dog often
- Watches football with friends on weekends

Needs
Professional guidance on how to monitor kids for signs of bullying. Seeking alternative ways to talk to kids about bullying.

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Persona: Christina

Demographics
Age: 36
Gender: Female
Household Income: $200,000
Occupation: Psychologist
Education: PsyD

Interests
- Psychology
- Child Therapy
- Family
- Fitness
- Target

Behaviors
- Active on Facebook and LinkedIn for professional purposes
- Active on Instagram for personal enjoyment
- Reads for continued education
- Cooks healthy meals for family

Needs
Interested in staying up-to-date on bullying prevention practices. Helping pediatric patients cope with various forms of bullying.

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Persona: Sara

Demographics
Age: 45
Gender: Female
Household Income: $ 69,870
Occupation: Public Health Nurse
Education: BSN

Interests
- Family
- Internal Medicine
- Ellen DeGeneres

Behaviors
- Frequently scrolls Facebook and Pinterest
- Shops on Amazon
- Work on DIY projects during weekends

Needs
Reliable guidance on how to educate own children and patients about how to cope with and or respond to bullying behavior.

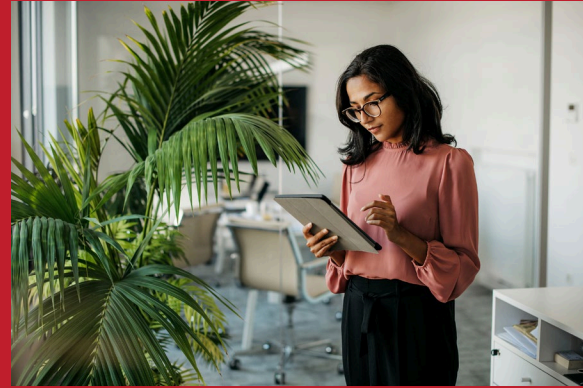redcarrot

Persona: Elizabeth

Demographics
Age: 41
Gender: Female
Household Income: $ 75,000
Occupation: Youth Mentoring Nonprofit Director
Education: MA

Interests
- Education
- Youth Development
- Interior Design

Behaviors
- Prefers Facebook and Instagram for professional use
- Shops at Target
- Scrolls Twitter for personal use

Needs
Bullying prevention resources to provide to youth.

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Persona: Betty

Demographics
Age: 71
Gender: Female
Household Income: $8.2 M
Occupation: Government Official/Attorney
Education: JD

Interests
- Politics (Democratic party)
- Health Science
- Female Empowerment
- Legislature
- Universities
- Synagogue

Behaviors
- Relatively active on Facebook for professional purposes
- Attends galas/ceremonies as an honoree
- Visits grandchildren to celebrate Jewish holidays
- Shops at Macy's

Needs
Staying involved in the most up-to-date guidance on bullying prevention to share with the general public.

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The Communications Plan

Red Carrot will identify the primary objectives of the social media strategy and HRSA's strategic objectives around bullying prevention awareness. The Communications Plan will consider these objectives when developing the most impactful messaging strategy for stakeholders. The Communications Plan will include communication guidelines for the target audience, communication behavior patterns of the target audience, and the tools and templates needed to engage with stakeholders. Using the insights gathered from our research, Red Carrot will be able to develop a communications plan that effectively reaches the right audience, with the right message, at the right time.

Objectives

Based on our evaluation of Stopbullying's communications, insights gathered from HRSA personnel, and research of industry best practices and benchmarks, Red Carrot has identified the following primary objectives for the social media strategy:

1. Increase awareness of Stopbullying.gov

2. Maintain the high rate of engagement with social media content

3. Develop content that is valuable and relevant to Stopbullying.gov's audiences

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Communications Guidelines for Target Audiences

Target Audience	Facebook	Instagram	Twitter	LinkedIn	Pinterest	WhatsApp	Tik Tok	YouTube
Children and youth in grades K-12		X				X	X	
Parents of children and youth in grades K-12	X	X			X			
Adults who interact with young people in educational and health-related capacities	X	X	X		X			X
Clinicians who provide care and treatment to children and their families	X	X		X				
Public health professionals	X				X			
National, Federal, and private-sector bullying prevention organizations and stakeholders	X	X	X					
Congress, federal, state, and local agencies and non-traditional partners	X			X				

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Communications Plan

Red Carrot's Communication Plan will have a two-pronged approach:

1. **Tailor the messaging**
   - This will be addressed through the Creative Strategy
   - This will help us effectively target specific audiences according to their communications behaviors

2. **Leverage government partnerships**
   - This will be addressed through the Organic Media Strategy
   - This will allow us to organically grow audiences and increase awareness

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Communications Workplan
Social Media Content Calendar – Development Timeline

Month	Red Carrot Submits 1st Draft	Ed Board Submits Feedback	Red Carrot Submits 2nd Draft	HRSA Approves	Content Scheduled and Partner Toolkits Delivered
June	5.5.22	5.10.22	5.12.22	5.17.22	5.26.22
July	6.2.22	6.7.22	6.9.22	6.14.22	6.23.22
August	7.7.22	7.12.22	7.14.22	7.19.22	7.28.22
September	8.4.22	8.9.22	8.11.22	8.16.22	8.25.22
October	9.1.22	9.6.22	9.8.22	9.13.22	9.22.22
November	10.6.22	10.11.22	10.13.22	10.18.22	10.27.22
December	11.3.22	11.8.22	11.10.22	11.15.22	11.24.22

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Communications Workplan
eBlast– Development Timeline

Month	Red Carrot Submits 1st Draft	Ed Board Submits Feedback	Red Carrot Sends Test Email	HRSA Approves	eBlast Published
June	5.5.22	5.10.22	6.2.22	6.7.22	Tues 6.14 (2PM)
July	6.2.22	6.7.22	7.7.22	7.12.22	Thurs 7.14 (8AM)
August	7.7.22	7.12.22	8.4.22	8.9.22	Thurs 8.11 (8AM)
September	8.4.22	8.9.22	9.1.22	9.6.22	Tues 9.13 (2PM)
October	9.1.22	9.6.22	10.6.22	10.11.22	Thurs 10.13 (8AM)
November	10.6.22	10.11.22	11.3.22	11.8.22	Tues 11.15 (2PM)
December	11.3.22	11.8.22	12.1.22	12.6.22	Thurs 12.15 (8AM)

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The Creative Strategy

We will present the 'big picture' idea and how this can be tactically deployed via messaging to have the greatest impact on the target audience. This will address what we want to say to our target audience, how we want to say it, and the appropriate public health communications tactics we want to employ to have the greatest impact.

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Research Insights

From our evaluation of communications and audience data, Red Carrot has observed that Stopbullying's audience varies across communication channels. We looked at the following key pieces of data to shape our "big idea" for the communications plan:

- Demographic data for all social media users

- Demographic data for Stopbullying's social media audiences

- Demographic data of website visitors

- Engagement rates for different types of content across industries

- The types of posts that have historically performed best on each channel for Stopbullying

- Qualitative observations from content monitoring, audience personas, and listening sessions with HRSA staff

Red Carrot has observed differences in audiences across social media channels based on the top performing posts for each channel. Different types of content receive higher engagement rates on different platforms.

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Facebook Data-Driven Messaging Goals

- Stopbullying currently has a higher-than-average engagement rate on Facebook.

- Across all industries, photos perform best on Facebook.

- Red Carrot has observed high engagement rates with Facebook content directed at teachers that includes visually appealing photos and graphics.

- Red Carrot recommends messaging that aims to **maintain the current engagement rate** on this platform through content that targets educators and is designed to be sharable.

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Instagram Data-Driven Messaging Goals

- The average age of Instagram users (33.8%) is between 25 and 34 years old. This is the youngest average audience of the current social media platforms used by Stopbullying.

- Most website traffic to Stopbullying.gov comes from visitors under the age of 24.

- Stopbullying currently has only 5.59K Instagram followers.

- Red Carrot recommends messaging that aims to **increase the audience** for this platform.

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Messaging Strategy

Tailor the message to each channel

Channel	Tone and Style	Audience
	Content is designed to be shareable. Use visually appealing graphics and content that prompts engagement from an audience of educators.	Teachers, parents, administrators. Ages 25-55.
	Informative and authentic. Tweets that feature high-profile figures or topical stories perform best.	Professionals (clinicians, administrators, legislators). Ages 25-55
	Lighthearted and inviting to engage younger audiences. Less clinical and more informal than other platforms. Can be humorous. Posts can be shared as stories after they are published for increased reach.	Youth. Ages 13-24

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The Organic Media Strategy

Designed to identify organic media elements available to meet the communications objectives and present the creative messaging most effectively. In addition, it will provide recommendations for an overall strategic approach to the deployment of the media so that specific concerns regarding timing and audiences can be considered.

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Resources to Leverage: Government Partners

From our research, Red Carrot observed and noted that Stopbullying has tremendous partners within the federal government.

When Stopbullying shared a PSA featuring Dr. Rachel Levine, the content received some of the highest engagement rates of 2021.

Red Carrot recommends an organic media strategy that leverages these government partnerships to help disseminate Stopbullying's messaging. This will increase awareness and reach.

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Social Media Toolkits for Partners

Social Media Toolkits are an effective way to make it easy for partners to correctly and effectively share your messaging.

The toolkit will be a guide for all government partners to fully understand the Stopbullying messaging.

Once a content calendar has been approved by the Ed Board, Red Carrot will submit the following to the COR:

- 3 post graphics and associated content

- Recommended hashtags

- Brand guidelines for sharing graphics and content

The COR will disseminate these toolkits to the federal partners.

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Partner Toolkit Development Schedule

Month	HRSA Approves Social Media Content Calendar	Partner Toolkit Delivered to COR	HRSA Disseminates Social Media Toolkits to Partners
June	5.17.22	5.26.22	5.27.22
July	6.14.22	6.23.22	6.24.22
August	7.19.22	7.28.22	7.29.22
September	8.16.22	8.25.22	8.26.22
October	9.13.22	9.22.22	9.23.22
November	10.18.22	10.27.22	10.28.22
December	11.15.22	11.24.22	11.25.22

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Measurements and Tracking

We will include qualitative and quantitative metrics and benchmarks to gauge the effectiveness of the campaign. This plan will include S.M.A.R.T. goals, objectives, channel approach, content approach, and timing.

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Marketing Plan Goals

Red Carrot has designed each of the goals outlined in the Communication Plan to be Specific, Measurable, Attainable, Realistic, and Time-Bound (S.M.A.R.T).

1. **Increase awareness of Stopbullying.gov**
   - *Strategy*: Leverage federal government partnerships
   - *Timing*: Social Media Toolkits will be submitted monthly and in time for the COR to share content with partners
   - *Measurement of Success*: Number of partners who share the content each month. Audience growth metrics will be reviewed during monthly conference calls

2. **Maintain the high rate of engagement with social media content**
   - *Strategy*: Tailor messaging to specific audiences across social media channels
   - *Timing*: Posts will be shared 3 times a week on 3 channels and content calendars will be submitted for review monthly
   - *Measurement of Success*: Engagement rates will be reviewed during monthly conference calls

3. **Develop content that is valuable and relevant to Stopbullying.gov's audiences**
   - *Strategy*: Use the social media and eBlast content development work plan to create content that incorporates feedback from the Ed Board and is approved by HRSA
   - *Timing*: Social Media Content Calendars and eBlast drafts will be submitted monthly
   - *Measurement of Success*: Red Carrot meets all deadlines so that the Ed Board has time to review all content and provide feedback

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Message and Materials Testing Plan

- Red Carrot will continue to run a Flesch-Kincaid Reading Level Test on every eBlast draft. We aim for a reading level of 8.0 or lower before we submit drafts to the Ed Board.

- Red Carrot will continue to develop social media content based on Stopbullying.gov pages.

- Red Carrot will meet all deadlines to submit content drafts to the Ed Board in time for members to provide feedback on content.

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Communications Benchmarks

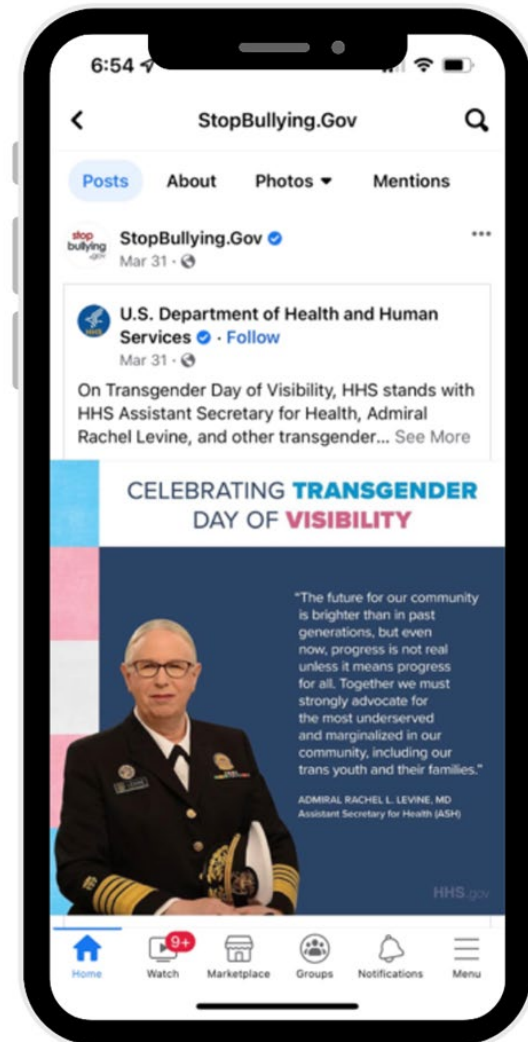| Channel	Goal	2021 Performance	Average Across Industries	Monthly Goal
Facebook	Maintain engagement rate	2.75%	0.09%	2.75%
Instagram	Increase audience	+308 fans monthly	N/A	+325 fans
Twitter	Maintain engagement rate	1.28%	0.045%	1.5%
eBlast	Increase open rates	8.75%	16.97%	14%

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Thank you!

Additional Resources

Red Carrot's Colorful and Bold Graphics for Stopbullying

Promoting Partner Agencies and Influencers

- The PSA featuring Dr. Rachel Levine and the post Stopbullying shared from HHS for Transgender Day of Visibility received high engagements across platforms.

- Partnerships increase your messaging reach and awareness within target audiences.

Industry Data Insights – Facebook Engagement

Facebook engagement

Engagement rate / post (by follower)

The median across all industries is **0.09%**

Industry	Rate
Alcohol	0.12%
Fashion	0.03%
Financial Services	0.11%
Food & Beverage	0.10%
Health & Beauty	0.05%
Higher Ed	0.15%
Home Decor	0.06%
Hotels & Resorts	0.13%
Influencers	0.15%
Media	0.05%
Nonprofits	0.12%
Retail	0.08%
Sports Teams	0.18%
Tech & Software	0.02%

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Rival IQ
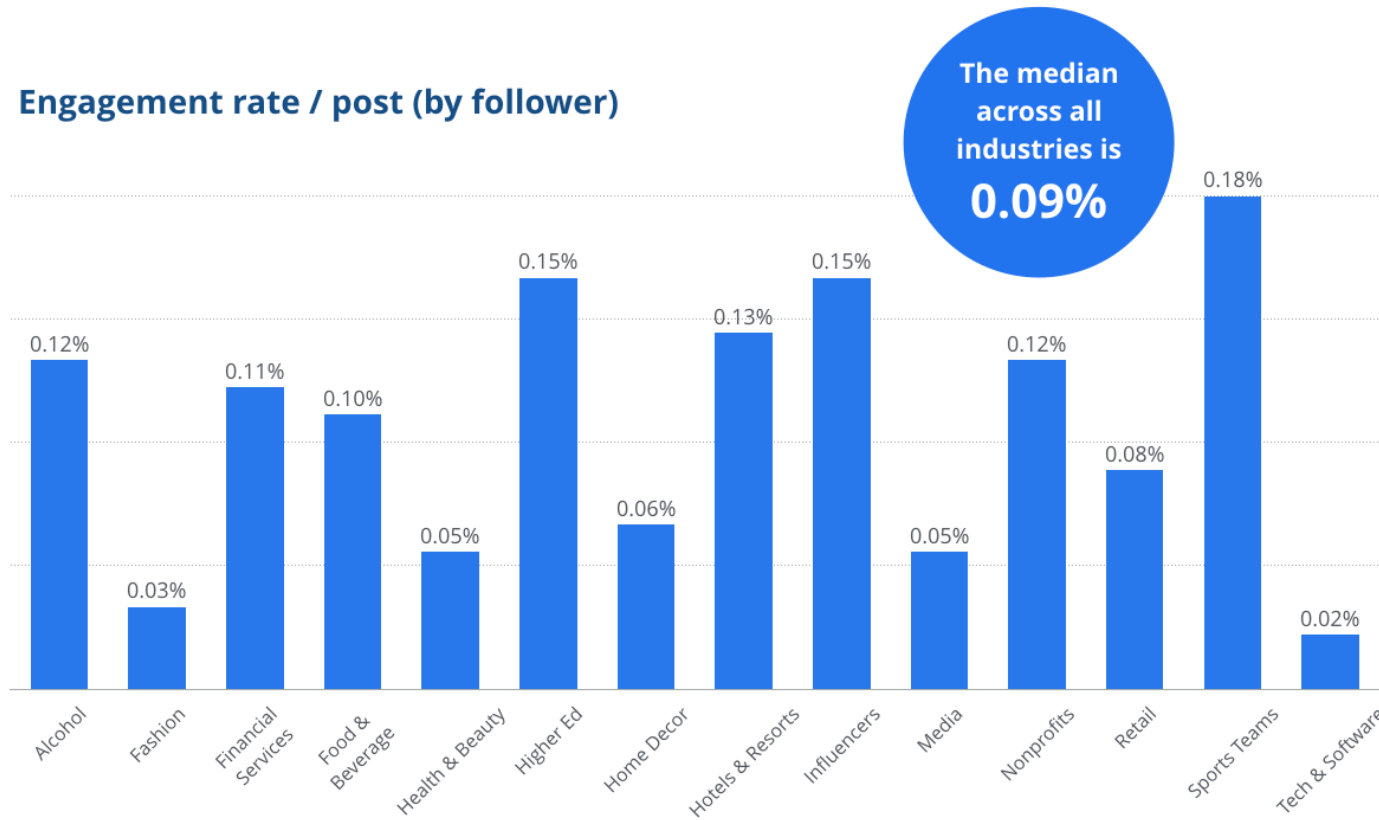
Industry Data Insights – Instagram Engagement

Instagram engagement

Engagement rate / post (by follower)

The median across all industries is **1.22%**

Values by industry:
- Alcohol: 1.22%
- Fashion: 0.68%
- Financial Services: 1.42%
- Food & Beverage: 1.18%
- Health & Beauty: 0.68%
- Higher Ed: 3.57%
- Home Decor: 0.77%
- Hotel & Resorts: 1.03%
- Influencers: 1.67%
- Media: 0.95%
- Nonprofits: 1.75%
- Retail: 0.67%
- Sports Teams: 2.33%
- Tech & Software: 1.31%

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Rival IQ
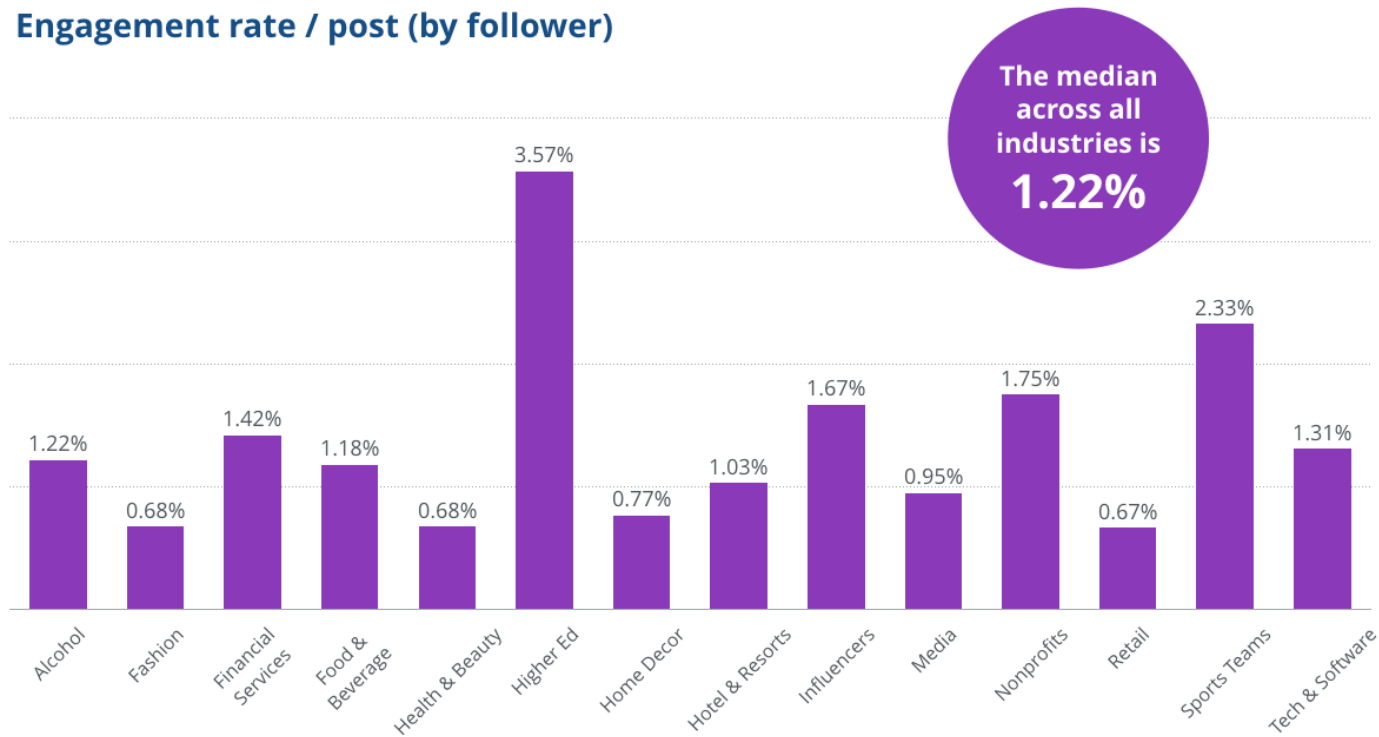
Industry Data Insights – Twitter Engagement
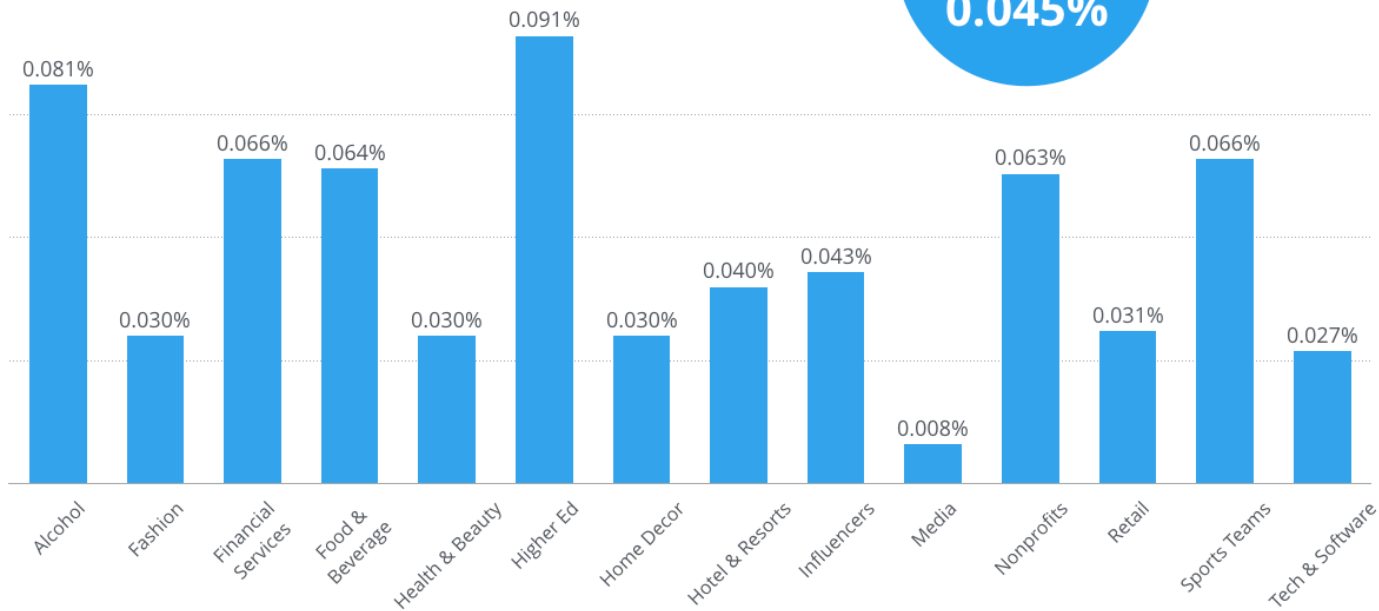
Stopbullying's Facebook and Instagram Audiences by City

Top Cities

New York, NY
████████████████████████████████████ 1.4%

Los Angeles, CA
████████████████████ 0.8%

Chicago, IL
████████████ 0.5%

Houston, TX
██████████ 0.4%

London, UK
██████████ 0.4%

Melbourne, VIC, Australia
██████████ 0.4%

Philadelphia, PA
██████████ 0.4%

Phoenix, AZ
██████████ 0.4%

San Antonio, TX
██████████ 0.4%

Sydney, NSW, Australia
██████████ 0.4%

Top Cities

New York, NY
██ 1.8%

Los Angeles, CA
███████████████████████████████ 1.4%

Orlando, FL
████████████████████ 1%

London, UK
████████████ 0.6%

Miami, FL
██████████ 0.5%

Source: Facebook Audience Insights March 28, 2022 – April 24, 2022