



MARKETING REFRESH



INCREASING COMMUNITY AWARENESS THROUGH SOCIAL MEDIA

CHILD ADVOCATES OF FORT BEND (CAFB) is a nonprofit agency serving child victims of sexual abuse, physical abuse and neglect through two nationally-affiliated programs: Court Appointed Special Advocates (CASA) and the Children's Advocacy Center (CAC).



The Problem

There was a lack of awareness in the Fort Bend community for the services CAFB provides.

- Low awareness of important annual events
- Not leveraging Facebook as a tool for growth
- No organized process for planning content
- No tracking or metrics reporting in place

The Solution

We developed a social media strategy to grow their follower base with community locals. As a result, CAFB was able to more effectively spread messages about agency initiatives and opportunities.

- Greater community awareness for key events
- Consistent content strategy, process, and schedule
- Social advertising strategy
- Methodology to track results

The Results

1500% growth

of Facebook page followers and

52% increase

in post views every year

New Instagram account

Revenue generated

via social media sponsorships for key events

A library of video content

with testimonials from CASA volunteers and staff therapists

Monthly board metrics reports

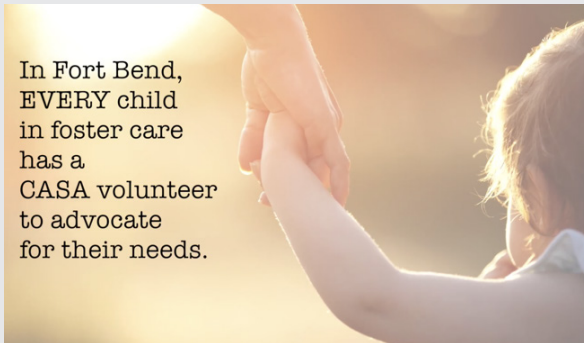
with visibility to key accomplishments

“ Through our partnership, we have increased visibility for our services in the Fort Bend community. The team listens, and provides great insights for our board and leadership. ”

- Anne Bulan, Communications Specialist



FB Post Performance



Every Child



Child Advocates of Fort Bend

about a year ago · 🌐

Find out how you can help. cafb.org

4,349

People Reached

323

Engagements



View Promotion



77

19 Shares 3.6K Views



Like



Comment



Share



Cookie Joe

Founder and Artistic Director, Cookie Joe's Dancin' School and CAFB supporter



Child Advocates of Fort Bend

about 2 years ago · 🌐

CAFB supporter, Cookie Joe, shares her story about why it's important to get involved in helping the children we serve.

1,095

People Reached

72

Engagements

Boost Post



13

9 Shares 14K Views



Like



Comment



Share



New Instagram Feed



cafortbend

Following



84 posts

278 followers

4 following

Child Advocates

We provide a voice for abused and neglected children because we believe that EVERY child has the right to a safe and permanent home. www.cafb.org

POSTS

TAGGED

