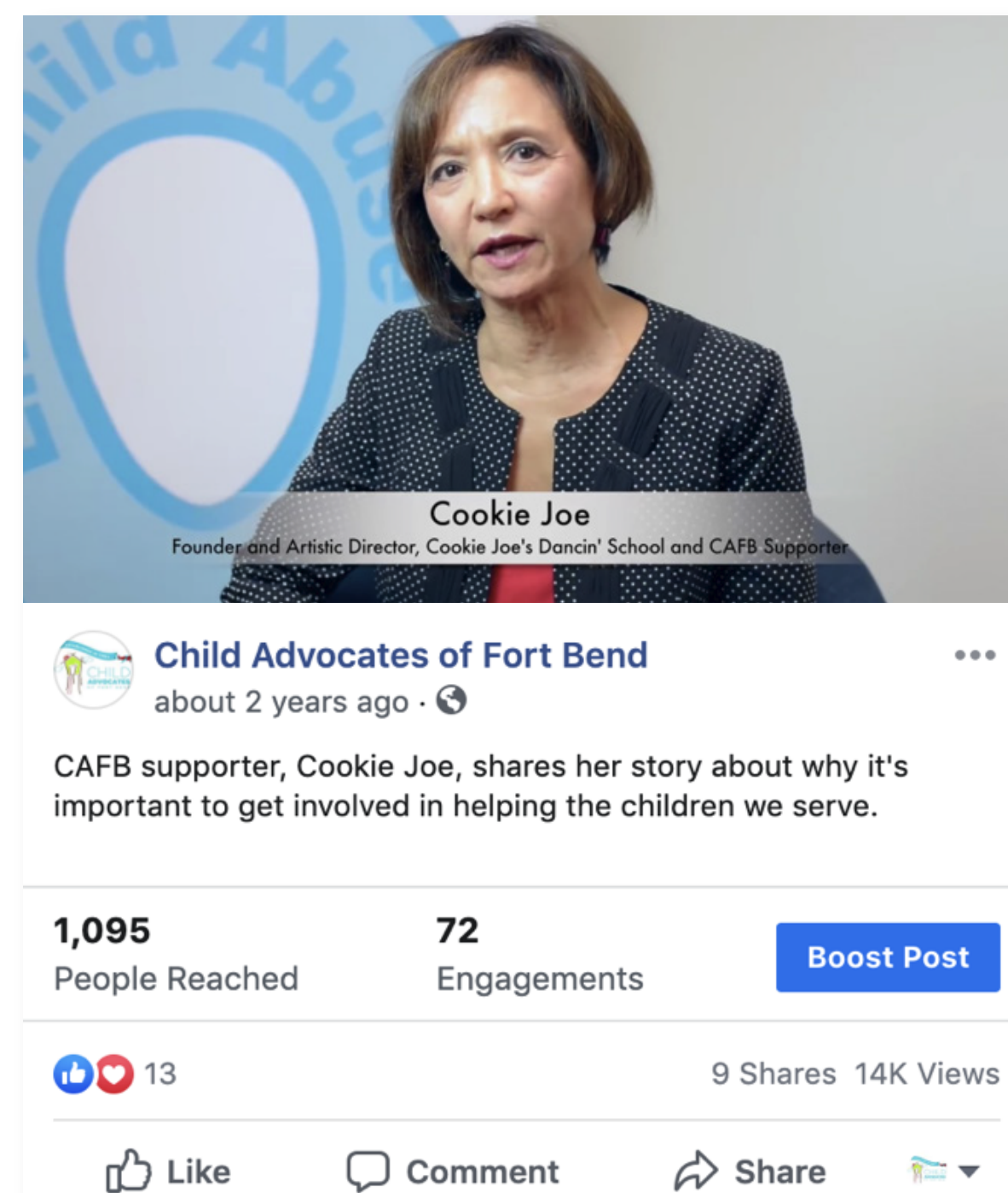


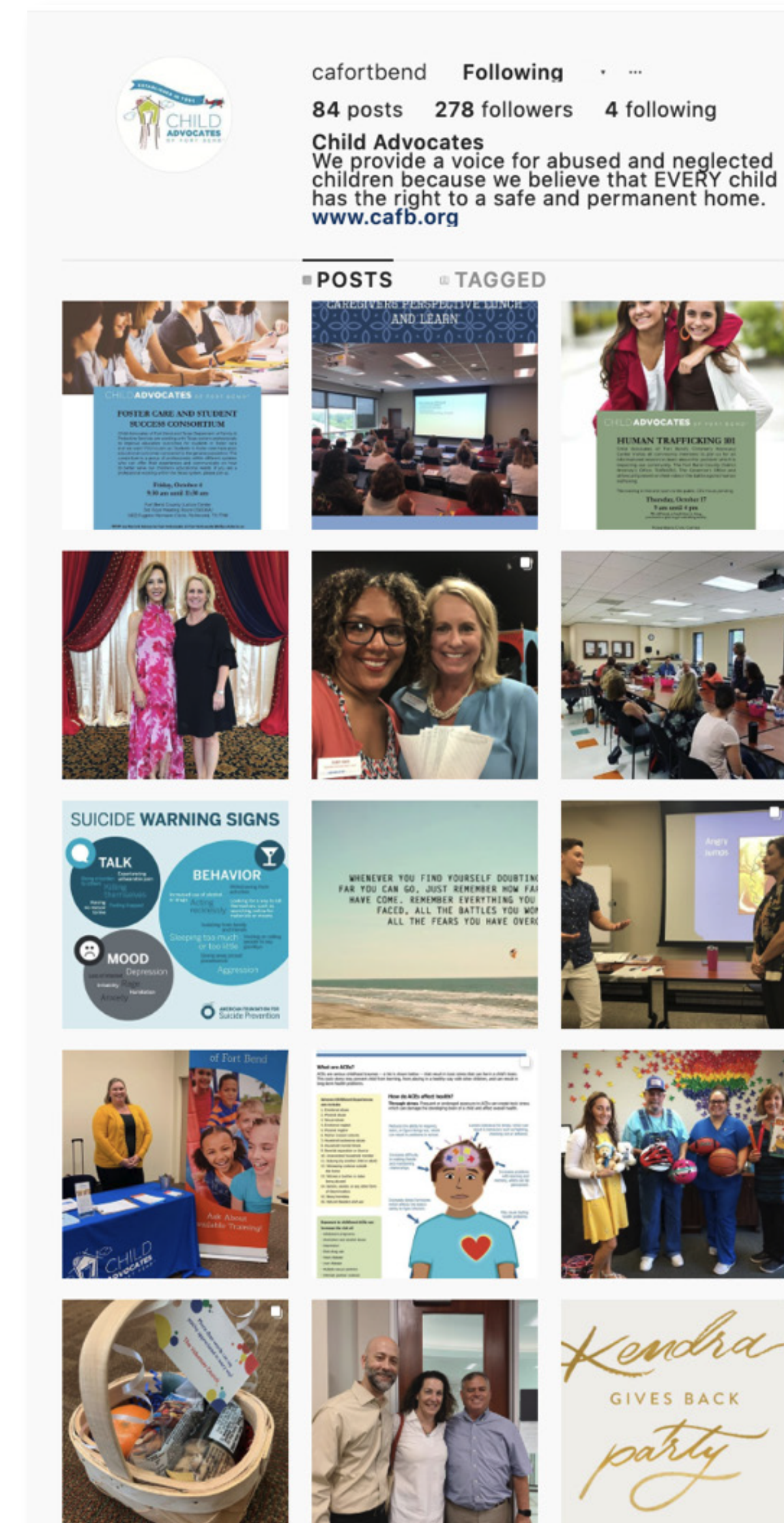
## INCREASING COMMUNITY AWARENESS THROUGH SOCIAL MEDIA

**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. CAFB was having issues capturing their community's awareness, and because of this, their services were not being utilized. By developing a social media strategy to grow CAFB's follower base with community locals, they are now able to spread messages about agency initiatives and opportunities more effectively.

### Facebook Post Performance



### New Instagram Feed



### The Results

**1,500%**  
YOY **growth** of  
Facebook page followers

**52%**  
YOY **increase** in  
Facebook post views

**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