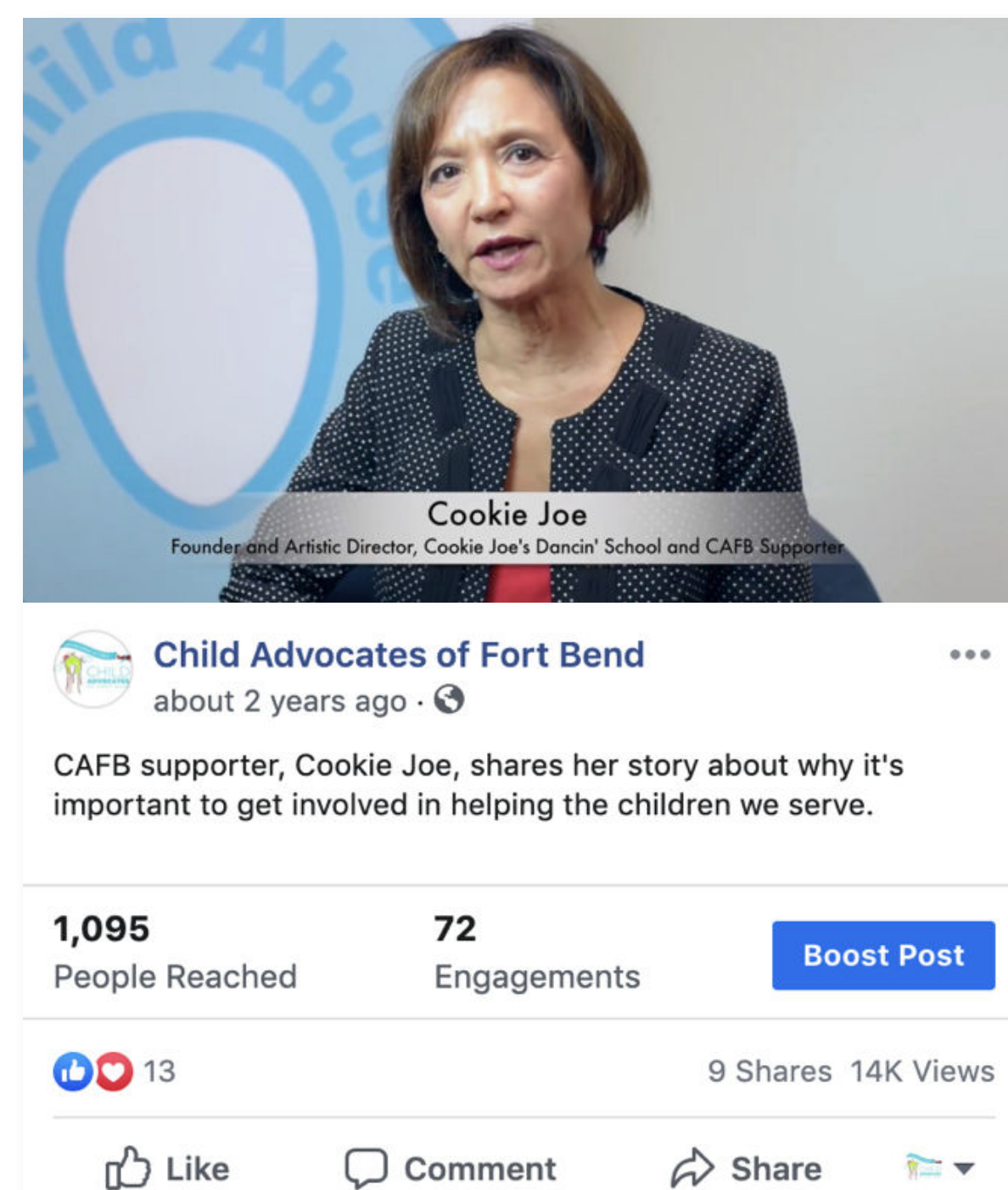


INCREASING COMMUNITY AWARENESS THROUGH SOCIAL MEDIA

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