

Running Head: COMMUNICATION AND HUMANITARIAN SERVICE

Robust Communication Planning and International Humanitarian Service
Enhancing the Reach of Hope Worldwide Utah

Capstone project submitted to Southern Utah University
in partial fulfillment of the requirements necessary
for the degree of Master of Arts in Professional Communication

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Signature page

I certify that I have read this project report and that, in my opinion, it is satisfactory in scope and quality as a project for the degree of Master of Arts in Professional Communication.

Project Chair

Kevin Stein, PhD

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Executive Summary

Hope Worldwide Utah is a non-profit organization currently providing help and hope to refugees in Bangladesh and Turkey as well as support to an orphanage in Belize. Created in 2016, Hope Worldwide Utah served more than 6000 people by the end of 2017 and is poised to grow in 2018. However, it has run into a trademark issue with the name originally chosen and must rebrand. It also has limited social media presence, no organizational communication plan and little to no outreach to previous donors and volunteers.

For this project, I worked with Hope Worldwide Utah to create and implement a robust communication plan. That included finding and securing a name that does not violate someone else's trademark, creating content for a new website with the new name, starting a newsletter, increasing posting and engagement on Facebook, creating new social media accounts on Instagram, Pinterest and Twitter and finally, creating and implementing a communication calendar.

Introduction and Justification

Hope Worldwide Utah (HWU) was created in 2016 by Dr. Sarah Franklin, an Associate Professor of Cardiology at the University of Utah. Dr. Franklin was moved to action by the photo of Aylan Kurd, the little three-year old Syrian boy who drowned along with his mother and many others, trying to reach safer shores. The image of his small body on a Turkish beach in September 2015 went viral and put a human face on the refugee crisis. Dr. Franklin felt she could no longer wait for “someone else” to help, so she formed a 501(c)3 nonprofit corporation aimed at providing help and support to vulnerable populations worldwide, specifically refugees and orphans.

The current refugee situation has been called the greatest humanitarian crisis since the 1940’s. With more than 65 million displaced persons, almost 1 in every 100 people in the world is now displaced. That number has almost doubled since 1997, when it was 33.9 million. The growth was especially explosive between 2012 and 2015, driven mainly by the Syrian conflict, but also including sub-Saharan Africa, including Burundi, the Central African Republic, the Democratic Republic of Congo, South Sudan and Sudan and the most recent crisis in Myanmar (formerly known as Burma).

In the two years since HWU was created, it has taken nine humanitarian trips and has reached over 10,000 refugees, helping with food, clothing, shelter and providing hope. It also helps to support an orphanage in Belize, leading one expedition per year to work with 80 children, ages 1-21 and their care-providers. HWU is currently an all-volunteer organization and one of only a handful of nonprofits specifically focused on working with refugees internationally. Until late 2017, the entire operation was run by Dr. Franklin, with occasional help from others. As the organization has grown, so have the roles filled by others, now

including expedition leaders, a communication director, a co-executive director, an administrative assistant and a fundraising director.

When I began this project, Hope Worldwide Utah had a website hosted on WordPress (rather than self-hosted), a Facebook page, a Facebook group and an Instagram page. The Facebook page had 287 likes, the Facebook group had 1,052 members, and the Instagram page had 79 followers but zero posts. There was no newsletter and no presence on Twitter, Pinterest or YouTube.

In addition to creating and implementing an organization-wide communication plan, I also immersed myself in the work done by HWU and took two trips to Bangladesh to work with Rohingya refugees in January and April 2018.

Literature Review

There are four distinct but overlapping areas of literature pertinent to this project: 1) international nonprofit work, 2) engaging an audience via storytelling, 3) content marketing and 4) social media best practices. All of these work in concert to further the reach and influence of the nonprofit organization.

International nonprofit work

“Poverty is not only a lack of money, it's a lack of sense of meaning” (Bornstein, 2007). Many nonprofit organizations exist to help bring meaning into people's lives, both the people who are benefitted by the nonprofit service and those who work or volunteer with nonprofits (Pryor, 2015). There are over 1.8 million nonprofits in the United States and according to GuideStar, the most complete source of information about U.S. charities, there are 23,153 organizations - of all sizes - that work internationally (Guidestar, 2017).

The demands on nonprofits are many. Effective organizations engage in the following six practices:

1. Advocate AND serve.
2. Make markets work.
3. Inspire your volunteers to become “evangelists.”
4. Nurture nonprofit networks.
5. Master the art of adaptation.
6. Share leadership (Crutchfield, 2012)

That can be a heavy load, especially for small organizations.

In addition, nonprofit agencies need to be aware of the emotional labor involved in nonprofit work (Eschenderfelder, 2012, James, 2013), the potential for burnout and staying emotionally healthy, which applies not only to nonprofit staff, but their volunteers as well (Agarwal, 2015, Bennett, 2015, Bridgen, 2011, Cardozo, 2012, Eriksson, 2009, Kanter, 2017).

In the world of international humanitarian aid, especially working with refugees, you can expect to run across some very sad and troubling stories (Fleming, 2017, Singh, 2017) but the ability to impact lives of those in crisis - along with a number of other positive benefits to volunteering - is compelling (Melnick, 2017, Marshall, 2010). Compassion, generosity and the power of moments can change lives (Grant, 2014, Heath, 2017, Kukk, 2017).

The scope of the problem can be overwhelming. According to the United Nations High Commissioner for Refugees (UNHCR), 55 percent of refugees worldwide came from three countries: South Sudan (1.4 million), Afghanistan (2.5 million) and Syria (5.5 million), where half of the total population is now displaced. Twenty people are newly displaced every minute of every day. Turkey is hosting the largest number of refugees worldwide, with 2.9 million people.

The overwhelming majority - 93 percent - are living in “unofficial” camps. There are over 300,000 that are massed on the border between Turkey and Greece, hoping for a chance to get into the European Union.

The Syrian civil war began in March, 2011. Bombings have destroyed historic landmarks, hospitals, schools and most importantly, families. In addition to the 5.5 million refugees who have left the country, there are an additional 6.1 million who are internally displaced, with 2.98 million of them in hard-to-reach and besieged areas. UNHCR High Commissioner Filippo Grandi said “Syria is the biggest humanitarian and refugee crisis of our time, a continuing cause of suffering for millions which should be garnering a groundswell of support around the world” (UNHCR, 2018)

The newest – and fastest growing - refugee crisis are the hundreds of thousands of Rohingya Muslims fleeing a genocide in Myanmar. Since August 25, 2017, more than 700,000 Rohingya have crossed the border into Bangladesh. The majority of the Rohingya refugees are women, children and the elderly. Unfortunately, the men have largely been executed by the Myanmar military, as the Rohingya villages came under attack. Those attacks included mass rape, machete attacks, machine gun strafing, execution-style killings and even the brutality of ripping infants from their mother’s arms and throwing them onto bonfires. As refugees poured across the border, some survived by eating grass and leaves. The elderly had to be carried across, often in baskets. Once they made it to Bangladesh, the local population has absorbed more than a million refugees, with three-quarters of them arriving in the last eight months.

The numbers can be overwhelming, but each one of those numbers represent a person with a story. Telling those stories is not only *engaging* but *enrolling*, getting audience members to take action.

Storytelling

Stories give meaning to our lives, move us to action and stick with us long after the precise details of any given situation have faded. “We are a culture built on storytelling. It is essential to the human experience” (Narain, 2013). Nonprofit organizations rely heavily on donors and volunteers to continue to do their work. One powerful way to engage and inspire potential and current donors and volunteers is through the use of storytelling. “All great stories are about survival – either physical, emotional, relational or spiritual” (Miller, 2017). The work that nonprofits do is full of stories of survival.

In “The Generosity Network,” authors Jennifer McCrea et al emphasize repeatedly that the goal for nonprofit fundraising should be *transformational*, not simply *transactional* and that fundraisers should become expert storytellers (McCrea, 2013). Relationships are key in the nonprofit world (Burnett, 2006) and multiple articles post point out the types of stories nonprofits should be telling (Campbell, 2014, Chase, 2015, Lee, 2016) to engage their audiences.

Nonprofit organizations can benefit from using the seven elements of great storytelling to clarify their message because “if you confuse, you lose” (Miller, 2017). Those seven elements are:

1. A character
2. Has a problem
3. Meets a guide
4. Who gives them a plan
5. And calls them to action
6. That helps them avoid failure
7. And ends in success (Miller, 2017).

Stories engage nonprofit supporters in ways that facts and figures do not. One communication director shared with Kivi Miller that her newsletters used to be filled with statistics, summarizing the organization's work. However, she decided to switch to telling good stories to demonstrate how her nonprofit was using the funds that had been donated, share a forward-looking vision and thank their supporters. The result was an increase in donations, including a large donor who told them that their newsletter was what caught her attention. "Most of what she read were boring facts and program details," she said. Instead, this organization "had a story that touched her heart" and laid out the vision for what they were doing to help (Miller, 2013). As nonprofit organizations "lead with a story" (Smith, 2012), focus on great content (Pulizzi, 2014, Pulizzi 2016) and engage on social media, they often see increased growth across many areas, including fundraising (M+R, 2017).

Content Marketing

Content marketing is more than just a name change for the way nonprofits communicate. It's a different way of thinking, not only in the *how* one communicates, but the *why* and *how* of the relationship the nonprofit is building with its community. What's different, says Kivi Leroux Miller, author of *Content Marketing for Nonprofits*, is that "instead of pushing ...content in front of people, we want to use the content we create to pull them to us, attracting them to our cause, rather than interrupting them with it" (Miller, 2013).

Nonprofits (and other organizations as well) need to create and share content that is relevant and valuable to people outside of the organization – its "participants, supporters and influencers." Sometimes called "inbound marketing," the content marketing attracts people to the message and organization. In other words, people come looking for the nonprofit because their interest is piqued by something they saw or heard, usually from a source they trust.

In today's media and communication environment, nonprofits also need to incorporate integrated, or multichannel marketing. No single communication channel is sufficient to reach all audiences or convey all messages, nor is one message sufficient to convey everything about a nonprofit. Integrated marketing can be summed up in the following way: It is "all about building brands through consistent messaging, across all communication channels and touching consumers wherever they are in ways most meaningful to them individually" (Wilson & Ogden, 2015).

Ongoing "brand journalism" is needed to tell a more complete story so that those smaller stories, taken together over time, show the organization's interests, values and priorities. Those stories can include "behind-the-scenes" looks at the organization and its people, the people being served, the volunteers who are serving, the scope of the problems the organization is addressing, people who support the organization and the way the organization's supporters fit into a larger story. The bottom line is engaging content that pulls people in and inspires them to take action.

Producing relevant content, with a plan, will help nonprofit organization meet their goals of increased engagement and support. According to Kivi Miller, there are six ways to make a nonprofit's message more relevant. Those are to make the message rewarding, realistic, real time, responsive, revealing and refreshing (Miller, 2013). If a message can have at least two of the six, their chances of being relevant are significantly improved.

Planning how and when to produce and release content is made easier with the use of an editorial calendar. Instead of a "spray and pray" approach to content creation and release, an editorial calendar and subsequent tracking make it much easier to know when a message is resonating and to stay consistent in content sharing.

Editorial calendars can help in the following six ways.

1. Editorial calendars help you stay focused on your goals.
2. Editorial calendars help you turn ideas into action.
3. Editorial calendars help you prioritize.
4. Editorial calendars can help you enforce deadlines.
5. Editorial calendars help you draw boundaries.
6. Editorial calendars help you create consistent communications (Miller, 2013).

Content marketing, of course, includes more than just content creation. It also includes distribution and one of the most powerful ways to distribute that content is via social media.

Social media: a powerful platform

Back in 2009, Internet marketer Eric Qualman said: “We don’t have a choice on whether we do social media - the question is how well we do it.” In the intervening years, that statement has become even more accurate and relevant. The nonprofit world has been slow to adopt social media use, especially among smaller entities (Campbell, 2014, Fine 2014). There are a number of reasons why, including lack of resources - time and personnel, uncertainty in how to use social media and privacy concerns (Campbell, 2014, Creedon, 2014, Lovejoy, 2012). However, there is strong encouragement for non-profits to adopt social media as a way to “raise awareness..., organize communities,” “engage in conversations [and] build relationships” (Kanter, 2010; Kerpen, 2011).

Approaching the creation and use of social media strategically, including evaluation and follow-up, will lead to more effectiveness than simply posting random pictures and funny memes (Wilson, 2008).

There is a saying in the social media world that “content is king and distribution is queen.” A nonprofit effectively using social media will be well-versed on creating great content,

familiar with the platforms they are using, will understand the power of Search Engine Optimization (SEO) and social sharing (Baer, 2014; Handley, 2012; Gomez, 2016; Kanter, 2010; Schaefer, 2014; Zarella, 2011).

The nonprofit needs to know who its audience is and when and where they “hang out” on social media so the organization can choose the right platforms (Hayden, 2012; Saxton, 2014).

Using pictures, video, graphics and other visual content to help tell a story is important for nonprofits wanting to create an emotional experience (Koshy, 2017; Walter, 2014).

Understanding how, why, where and when people are interacting with social media, especially nonprofits, will help in planning an editorial calendar (Kapko, 2014; Walters, 2017).

Ensuring that the nonprofit’s posts stay within the “Three A’s of nonprofit social media engagement” and/or the “Social Media rule of thirds” increases the effectiveness of a social media strategy (Milbrath, 2015; Shattuck, 2014).

The Three A’s of nonprofit social media engagement are:

- Appreciation (1/3 of the posts focus on donors, staff, volunteers and vendors)
- Advocacy (1/3 of the posts focus on the mission of the nonprofit)
- Appeals (1/3 of the posts can ask for donations)

The Social Media rule of thirds is as follows:

- 1/3 of your social content promotes your business, converts readers, and generates profit.
- 1/3 of your social content should surface and share ideas and stories from thought leaders in your industry or like-minded businesses.
- 1/3 of your social content should be based on personal interactions and build your personal brand (Milbrath, 2015)

Staying up-to-date on the latest social media trends (York, 2017) and understanding how marketing, communication, branding and public relations now work in the digital world is also important (Baird, 2011; Barker, 2017; Dietrich, 2012; Kozinets, 2010; Liu, 2015; Papasolomou, 2012; Scott, 2017). Social media is a tool that should be focused on helping an organization achieve its big goals. If the overarching goals don't exist or are not clear, social media cannot help an organization reach them.

Method

The project I carried out as my capstone was the design and implementation of a multi-channel communication plan for Hope Worldwide Utah. HWU's mission statement is to "bring hope and love to underprivileged and vulnerable individuals worldwide through humanitarian work, with a specific emphasis on refugees and orphaned children." They have three main initiatives: to provide basic needs such as food, shelter, clean water and appropriate sanitation, to provide hope to vulnerable populations, including refugees and orphans and to provide service opportunities for volunteers.

The top three overall goals for Hope Worldwide Utah in the first quarter of 2018 were:

1. Build a community with their donors and volunteers.
2. Grow an online audience.
3. One humanitarian trip.

Each one of those goals incorporates communication strategies and tactics. To build a community with their donors and followers, HWU must have consistent outreach (newsletter,

social media), a reliable system to send thank you notes and letters and engaging content (stories) that is both memorable and easy to share.

To grow an audience online, HW needs to be consistent with their posting (use an editorial calendar), offer engaging content (storytelling), get seen online (know when to post, what type of content gets seen the most and know how and when to boost posts), provide value and engage in conversations.

To plan and execute a humanitarian trip, communication must take place between HWU and its partner organization(s) internationally, between HWU and potential and committed volunteers coming on the trip, among HWU's team members and between HWU and donors.

Additional goals include renaming the organization with its subsequent rebranding and platform-specific goals for social media.

Social media platforms continue to proliferate, die off, get absorbed, get improved and try to imitate (or take over) other platforms at a dizzying pace. It is simply not possible to use every platform out there. Each platform has its strengths and weaknesses, as well as different audiences. Using a combination of platforms and types of posts will reach the greatest number of people. However, the most recent articles predicting future trends of social media point to increasingly heavy use of video and visual posts, so those types of posts were featured prominently in the HWU communication plan.

There are multiple types of social media posts and different content forms. Each can be shared on more than one social media platform. For the purposes of this plan, I focused on the following five types: advocacy, appreciation, informational, inspirational, call to action. Content format included written (newsletter, newspaper column, social media content), visual (photos, infographics, quotes), video (raw and edited) and in-person presentations. I also planned to create

and then implement a social media calendar for the first quarter of 2018 that would include all social media channels, the newsletter and any in-person events and then create another calendar for the second quarter.

The resources I needed included direct communication with executive directors Sarah Franklin and Ron Huckabee, access to the back-end of the website and all social media channels, high-quality photographs and videos, online photo editing from a site such as Canva or PicMonkey, an email newsletter program such as MailChimp or ConvertKit, email addresses of all former donors and volunteers, and payment for trademark registration and legal help in filing the required forms.

Name and Website

One of the first orders of business was to select a name that was free from trademark entanglements and that kept the spirit of the organization. We looked for names with the word “Hope” in them and found many already in use: “Little Drops of Hope,” “Sew Much Hope,” “Hope International,” “Utah Hope” and so on. We were fortunate to eventually choose a name that has no trademark: Hope Humanitarian. With the assistance of a trademark and patent attorney, an application has been filed with the US Trademark Office for two marks: one as a charitable organization that does fundraising and one as a charitable organization that provides services. The amount of time to hear back on a decision is between three and six months, but a repeat search conducted the beginning of April continues to show no other organization using that name.

Hope Worldwide Utah has begun the process of creating a presence online under the name Hope Humanitarian, but the official “launch” of the new name will not come until May 2018. For now, there is a web presence at www.hopehumanitarian.info. Both

hopehumanitarian.com and hopehumanitarian.org are owned by others, but we are in contact with them to try and work out an arrangement whereby we become the new owners. The web address for the Hope Worldwide Utah website is long and unwieldy. It's <https://hopeworldwideutahdotorg.wordpress.com>, meaning it was set up on a free web server, rather than on its own domain. HopeHumanitarian.info is its own domain, with its own hosting.

The Hope Humanitarian logo was an easy re-do of the Hope Worldwide Utah logo, keeping the colors and fonts the same, including the use of a heart shape in place of the O in Hope.

In addition to the website and logo, there is a Twitter account and a Pinterest account set up for Hope Humanitarian. They will go live when the new name and new website are announced. The Instagram account and Facebook accounts are currently under Hope Worldwide Utah but will be changed over to the new names when the official launch occurs. Additional marketing items that will get a re-do include T-shirts with the name and logo, business cards, thank you cards and stationery.

Facebook

Facebook is where the bulk of the social media efforts were spent – and it shows. Hope Worldwide Utah started with 287 page likes. Four months later, there are over 600. And, those people liking and following the page are also engaging. In 2017, the average daily engaged number of fans was five. At the end of the first quarter in 2018, the average number of engaged daily fans was 42. For the first four weeks of April, the average number of engaged daily fans was 77. For context, CHOICE Humanitarian is a large, well-known nonprofit group based in Utah. They have 22.1K likes – but their average daily engagement is 48.

The numbers for Hope Worldwide Utah are similar when it comes to weekly and monthly engagement: 21 for the average week in 2017, 245 in the average week in the first quarter of 2018, and 661 for the month of April. Monthly engagement numbers grew from an average of 72 per month in 2017 to 735 per month in the first quarter of 2018 and 2645 for the month of April. Other analyses of the Hope Worldwide Utah page reveal similar patterns of explosive growth in reach and impressions. Reach is the number of people who had any posts from the HWU Facebook page enter their screen. Impressions are the number of times a post from the page is displayed. The average monthly reach in 2017 was 1620 and 8409 for the first quarter of 2018. For the first four weeks of April, the average reach was 17,734. The average monthly impressions in 2017 was 3582, in Q1, it was 19,142 and in April, it was 34,289.

By watching the analytics on the Facebook page, we can know the peak times for fan/follower engagement. There is an initial peak at 9 am and then it's relatively stable most of the day, with the largest peak at 9 pm. The best day for posting is Monday, followed closely by Sunday, Tuesday, Wednesday and Saturday. The worst day is Thursday.

A key factor in increasing social media engagement is consistency, followed by frequency. In 2018, Hope Worldwide Utah has made 58 posts. For all of 2017, there were 26 posts and in 2016, there were 19 total posts. In other words, there were a combined total of 45 posts in 2016 and 2017 and already 58 in 2018.

The posts that typically do the best are videos, specifically videos uploaded directly to Facebook. In one instance, we tried uploading a video to YouTube first, then a week later, we uploaded the same video directly to Facebook. In the first instance, we had barely over 100 views in a week. In the second, we got over 2700 views in the same time period.

The next most popular – and sometimes more popular – are photos. Some have text included on the photo and some do not, but they generally perform about the same. The ones that are shared by others have much better reach and engagement. The most popular post so far this year was a post made on Martin Luther King, Jr. day with a photo and a quote. The quote is “Everybody can be great...because anybody can serve. You don’t have to have a college degree to serve. You don’t have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love.” There were 7476 people reached, 346 reactions and comments and 68 shares.

Instagram

The Hope Worldwide Utah Instagram account existed prior to 2018, but had zero posts. There are now 27 posts, 133 followers and the account has been tagged in by multiple other posts. The analytics account was not linked until the beginning of April, but since that time, shows a weekly reach of 120 and 329 impressions. The HWU Instagram followers peak time online is 3 pm and 9 pm. Instagram has gotten less attention than Facebook during the period of this project, but consistent use of an editorial calendar will help increase posting consistency. This channel will be a top priority in the future.

Newsletter

The newsletter for Hope Worldwide Utah has been sent out one time, with 214 subscribers. A subscription button has been added to the website. The newsletter template has been created and will be used to send out a monthly newsletter. Goals for future newsletters include at least one story per newsletter, an update on current projects, photos, upcoming trips and fundraisers. The open rate was 42.5% while industry average for nonprofits is 22.3%.

Public Presentations

In the first quarter of 2018, six presentations were given by Hope Worldwide Utah team members. One presentation was to the Utah Islamic Center, with follow-up reporting on the trip to Turkey in November 2017 and the recently completed trip to Bangladesh in January 2018. One presentation was to a youth group, one to a women's group and three were to potential volunteers for upcoming trips to Bangladesh, Turkey and Belize. As the communication director for Hope Worldwide Utah, I helped to create slide shows and online advertising for four of the six events and helped to present at all events. We presented to more than 250 people directly, and had another 750 who watched the volunteer events online.

Newspaper Columns

Hope Worldwide Utah has the ability to get columns written about their work and travels by a Salt Lake Tribune columnist who is also their communication director – me. In the first four months of 2018, I have written six columns that relate to Hope Worldwide Utah and the work they do. The first two were written in January, during our first trip to Rohingya refugee camps in Bangladesh and detail some of the conditions we found there. The next one, written on March 2, was about the “Power of One,” how each individual can serve no matter where they are and how we can only reach one person at a time. On April 6, I wrote about national volunteer month and the benefits of service and then on April 11 and April 13, I wrote about the next trip to Rohingya refugee camps, about the commonalities we share with refugees and information about the genocide that is occurring in Myanmar.

Preparing for and Documenting Humanitarian Trips

There are many moving parts when preparing for a humanitarian trip with multiple team members. The communication pieces include creating a Facebook event for the information

night and the trip, preparing, giving, live-streaming and recording a pre-trip slide show information night, creating and using a private Facebook group for trip participants and creating or updating a multi-page volunteer packet which includes detailed information about the trip, cultural sensitivities and a suggested packing list.

Hope Worldwide Utah has a photographer accompany them on each trip to document the experience for all participants. They have used two different photographers on their two trips to Bangladesh in 2018 – Justin Nixon and Steven Wood. The photos are so compelling that the Salt Lake City Mayor's office asked HWU for permission to use some of the photos from the January 2018 trip in their work with refugees in the Salt Lake Valley.

Hope Worldwide Utah is building an impressive bank of photos that are being used in multiple ways, including for social media postings, newsletter, slide presentations and more.

Videos

For the first 116 days of 2018, Hope Worldwide Utah has posted 13 videos on their Facebook page. In the previous 116 days, they had posted one. They have had 11,417 video views, a 10,671% increase over the last 116 days of 2017 when they had 107. Total minutes viewed are 5232, up 3864% from the previous 132 minutes. Clearly, video is one of the best ways to engage the Hope Worldwide Utah audience.

Editorial Calendar

This is the area that saw the least amount of progress. A calendar was not used for the first quarter of 2018 and although one has been created for the second quarter, it has not been referred to as often as it might and probably should be. This is another area that will have higher priority in Q2-Q4, 2018.

Deliverables/Outcomes

By the end of this project, Hope Worldwide Utah had a new name and the beginnings of a rebrand, which includes a new website. The revamped website is updated, visually appealing, invites visitors to sign up for the newsletter and makes the “Donate” button easy to see and use. Hope Worldwide Utah also has a new newsletter, a new presence on Twitter, Pinterest and YouTube, a greatly increased presence on Facebook and a growing presence on Instagram. Additionally, Hope Worldwide Utah now has the metrics of the social media implementation for the first quarter of 2018 and a social media calendar for the second quarter of 2018. The appendices include screenshots of the website makeover, representative samples of the social media content created, a representative screenshot of the newsletter, screenshots from public presentations, newspaper columns, videos, sample photos from recent trips and a screenshot of the second quarter communications calendar.

Conclusion

The goal for this project was to help Hope Worldwide Utah create and implement an organization-wide communication plan. The starting point was an outdated website, trademark issues with the name, a small presence on Facebook and virtually nowhere else on social media, little reach or engagement when posting, no newsletter and very little use of video.

Creating and implementing that communication plan for Hope Worldwide Utah was largely successful. We have learned the types of posts that do well and are gaining experience in telling compelling stories. Facebook activity, where the bulk of the social media posting occurred, has skyrocketed across all sectors – likes, engagement, reach and impressions. We uploaded 13 new videos, some “raw” from Facebook Live events and some with a bit of editing to add music and captions. Instagram is growing, a newsletter template has been created, a new

name has been secured and a new website created. We have made progress in every area where we hoped to focus. We also didn't make as much progress in some areas as we hoped.

There are also lessons learned and ongoing goals for future work. Some of the key lessons I have been reminded of are as follows:

1. Using an editorial calendar is more than just a good idea. It's also harder to create and implement than I had expected. It takes time to create the initial template and it is something I struggled with over the course of this project, choosing instead to just create social media posts and upload them. The problem was that I kept forgetting to post to Instagram, Twitter and Pinterest. That brings me to lesson/reminder #2.
2. Use a social media scheduling tool. I am familiar with HootSuite and other social media scheduling tools. I even have a paid account on HootSuite. However, I did not use it once during this project, but did all of the posting manually. It may be better for SEO, but it is not the most efficient use of my time. Using the insights gained from tracking our analytics, we can schedule posts at peak times for our audiences and begin to rotate in evergreen content.
3. Video is where it's at. Facebook algorithms have prioritized videos uploaded directly to the platform, as well as Facebook Live. The analytics of HWU's Facebook page confirm the broader reach of video. Hope Worldwide Utah will continue to prioritize video.
4. Repurposing is not only easy to do, but effective in increasing reach and engagement. Creating a post for Facebook, sharing it on Instagram, putting it in a newsletter and Tweeting it out are all good uses of the same basic content. Combining it with a

social media scheduling tool will make it easier than ever to share across multiple platforms.

5. The newsletter template did not get created until April. It was not particularly difficult, but kept getting pushed to the back burner until the last minute. Now that the template has been created in MailChimp, emails gathered from multiple Excel spreadsheets and uploaded and the first newsletter sent, the process going forward should be easier.

This capstone project was not a “one-and-done” project, but the beginning of a solid, on-going communication plan for Hope Worldwide Utah. The goals moving forward include:

1. Aggregate “evergreen” content and load it into a social media scheduler. Many of the posts that were created during the first four months of 2018 can be used again. Because of social media algorithms, it’s likely that most of the fans and followers of Hope Worldwide Utah have not even seen them. Because of their “evergreen” nature, meaning that are not time-bound or “dated”, the posts will stay relevant.
2. Actually use an editorial calendar and get other Hope Worldwide Utah team members to use it too. Having one central location for all communication requests and plans will help everyone stay on the same page and get content created in a timely fashion.
3. Monthly newsletter. Now that the template and email list are ready, it should be fairly simple to send out each month. Content creation will begin as soon as the previous month’s email is sent.
4. Continue with the re-brand to Hope Humanitarian, with an expected “official” launch by May 30, 2018.

5. Deliberately create and share more video content.
6. Find or create one central location for all photo and video assets. Currently, there is at least one different location for every expedition Hope Worldwide Utah has taken. It would be nice if that were consolidated.

This project has been a wonderful opportunity to put into action all of the skills I have learned as a student in the field of Professional Communication. I have appreciated the deadlines as well, as they helped me get work done that had been sitting on the back burner for too long. I look forward to continuing in my role as Communication Director for Hope Worldwide Utah/Hope Humanitarian.

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Appendix A - Logo

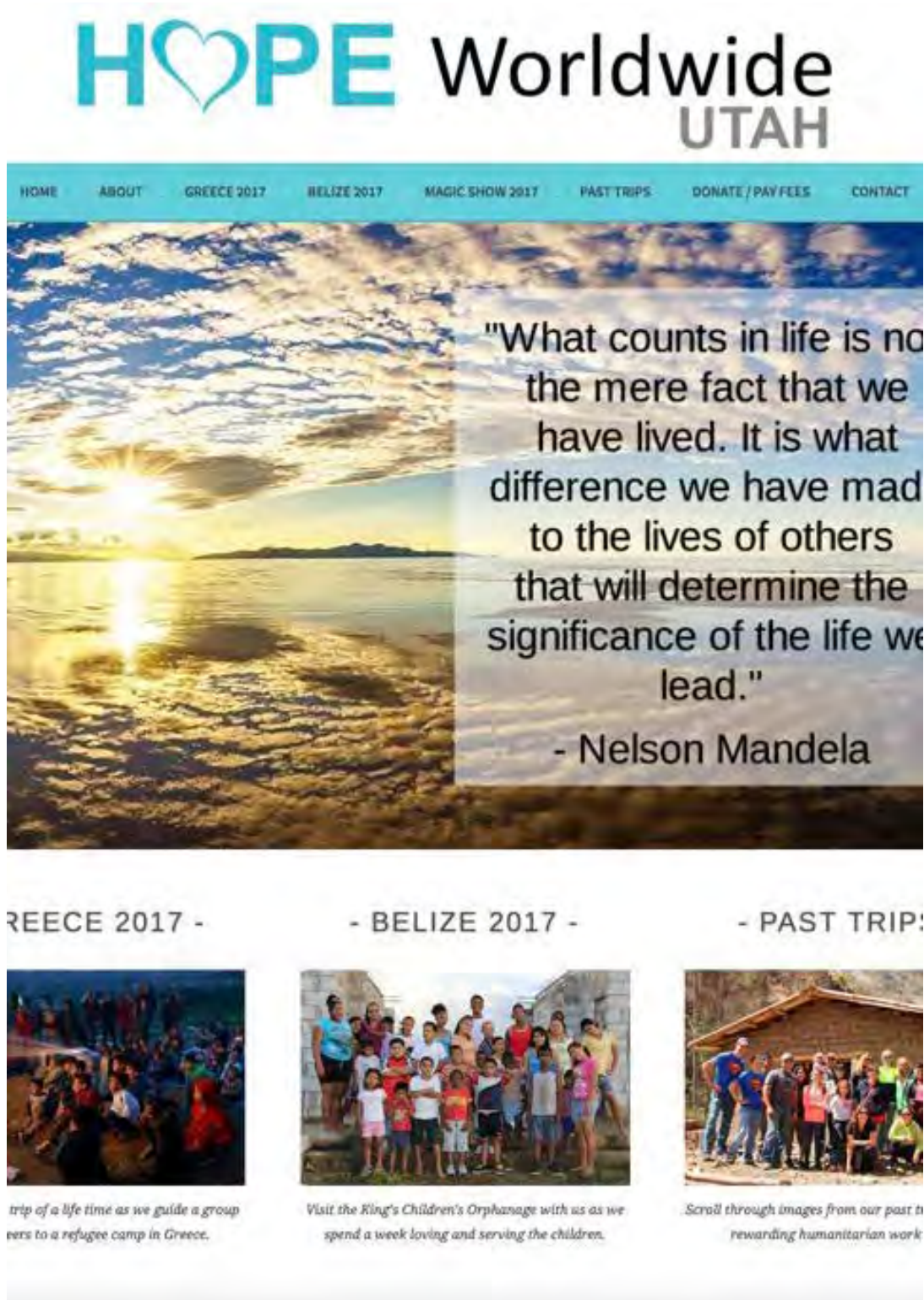


Old logo

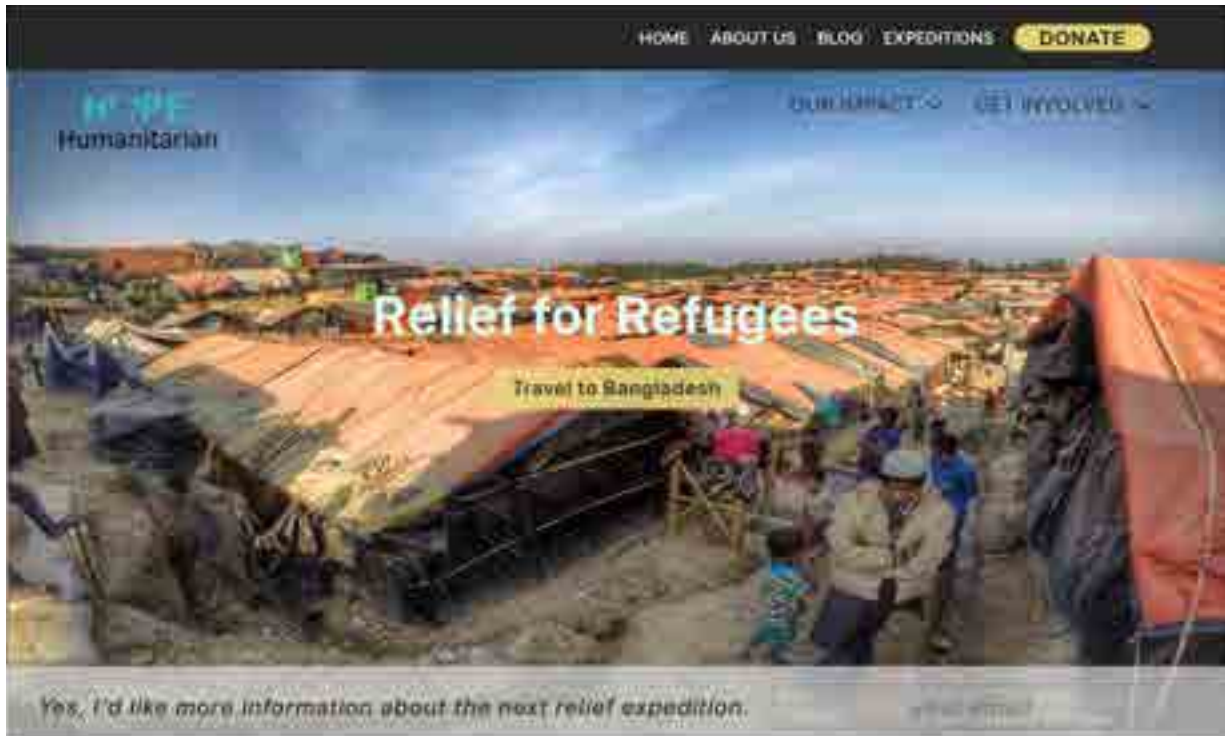


New logo

Appendix B – Website



Old Website



Bringing comfort to those misplaced by war & conflict

Hope Worldwide Utah is dedicated to bringing hope and love to underprivileged and vulnerable individuals worldwide through humanitarian work, with a specific emphasis on refugees and orphaned children.



FOOD

Small text describing food aid efforts.



CLEAN WATER

Small text describing clean water projects.



HOPE

Small text describing hope and support programs.



New Website

Appendix D – Instagram



Appendix E – Newsletter**April 2018****Welcome to the premier edition of the Hope Worldwide Utah monthly newsletter!**

"Pow, pow, pow, pow, pow," he said, as he mimed strafing with a machine gun. Hussein Basyity was showing us what happened in his village in Myanmar when the soldiers came. His father was the local leader in his village and they had enjoyed a good life, but none of that mattered when the bullets started flying.

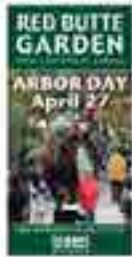
He scooped up two of his young children and ran down the hill towards the river separating Myanmar from Bangladesh, then dashed back for more. All eight of his children and his wife made it safely across to Bangladesh, but Hussein has two bullet wounds to show for it, one in his arm, one in his chest. He also has the memories seared into his mind of seeing neighbors hacked to death with machetes.

He is only one of the 700,000 Rohingya refugees that have entered the camps

Appendix F – Sample newspaper columns

Holly Richardson: Ask yourself the question, 'Where were you?'

When most people are presented with the name of a girl that lives in a war-torn area, they would be surprised to discover that she is a girl from Red Butte.



When most people are presented with the name of a girl that lives in a war-torn area, they would be surprised to discover that she is a girl from Red Butte. Holly Richardson is a young woman who has spent the last few years of her life in a war-torn area, where she has seen the horrors of war and the suffering of her fellow citizens. She has seen the destruction of her home and the loss of her family. She has seen the death of her friends and the suffering of her neighbors. She has seen the horrors of war and the suffering of her fellow citizens. She has seen the destruction of her home and the loss of her family. She has seen the death of her friends and the suffering of her neighbors.

Holly Richardson: Refugees are people just like us

As the world of the West, including America, becomes more and more divided, it is important to remember that all children are worthy. We should all be able to help.



As the world of the West, including America, becomes more and more divided, it is important to remember that all children are worthy. We should all be able to help. Refugees are people just like us. They are people who have been forced to leave their homes and their families. They are people who have lost everything. They are people who are in need of help. We should all be able to help. We should all be able to help. We should all be able to help.

Holly Richardson: The opportunities for service abound

Feeling like you are making a difference and are part of a team doing that, summer 2019. From your community to high school.

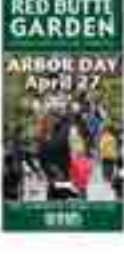


Feeling like you are making a difference and are part of a team doing that, summer 2019. From your community to high school. There are many opportunities for service in our community. Whether it is through a school organization or a community group, there are many ways to get involved. We should all be able to help. We should all be able to help. We should all be able to help.

There are many opportunities for service in our community. Whether it is through a school organization or a community group, there are many ways to get involved. We should all be able to help. We should all be able to help. We should all be able to help. There are many opportunities for service in our community. Whether it is through a school organization or a community group, there are many ways to get involved. We should all be able to help. We should all be able to help. We should all be able to help.

Holly Richardson: One by one is the only way to make a difference

People are always looking for someone else to do the work. They are always looking for someone else to do the work. They are always looking for someone else to do the work.



People are always looking for someone else to do the work. They are always looking for someone else to do the work. They are always looking for someone else to do the work. One by one is the only way to make a difference. We should all be able to help. We should all be able to help. We should all be able to help.

Appendix G – Public presentation sample slides



Appendix H – Humanitarian Trips





Appendix I – Videos



Hope Worldwide Utah: Driving to refugee camps
This video shows our route up from Cor's State to the refugee camps. Then walking in to the AMU, a huge. The blue tent about 300 meters and the walk about 30' Silver Dicks. Silver Dicks #RohingyaRefugees #RohingyaUtah.



Hope Worldwide Utah:
One of the projects our people do in Bangladesh is the distribution of hot meals. We would love to have you join us. We have a next meeting Sept 8 and another one 11 the 6th. #RohingyaRefugees #RohingyaUtah #RohingyaRefugees #RohingyaUtah #RohingyaRefugees #RohingyaUtah #RohingyaRefugees #RohingyaUtah #RohingyaRefugees #RohingyaUtah



Hope Worldwide Utah: The blessing of clean water
It's so easy to take clean water for granted and to forget all the many ways we use that water. We saw in the #RohingyaRefugee camps that people would drink and bathe in clean well water but wash clothes and swim in really dirty water. Many...

0:36 · Uploaded on 04/20/2018 · View Permalink

Appendix J – Editorial Calendar

Communication Calendar, Q2

Sunday	Monday	Tuesday	Wed	Thursday	Friday	Saturday
April 1 Instagram	2 FB post FB live	3 FB	4 Video	5 FB - News article	6 Pic w quote	7
8 Video	9 Bangladesh trip post Instagram	10 Bangladesh trip post Instagram	11 Bangladesh trip post Instagram	12 Bangladesh trip post Instagram	13 Bangladesh trip post Instagram	14 Bangladesh trip post
15 Video Bangladesh trip post Instagram	16 Bangladesh trip post Instagram	17 Bangladesh trip post (Instagram)	18 Bangladesh trip post	19 National Volunteer Week FB/Instagram	20 Instagram Video	21
22 Video Instagram	23 Instagram	24 Instagram FB Video	25 Instagram	26 Newsletter Instagram	27 Link to newspaper column	28 Instagram FB fundraiser
29 Video	30 Instagram	May 1 Spring/May Day post	2 FB Instagram	3 Food fundraising post	4 Pic w travel quote	5 Turkey trip post
6 Video Turkey trip post Instagram	7 Turkey trip post	8 Turkey trip post	9 Turkey trip post	10 Turkey trip post	11 Turkey trip post	12 Turkey trip post
13 Mother's Day post Video Turkey trip post	14 Turkey trip post	15 Turkey trip post	16 FB Instagram	17 Mosque groundbrea king	18 FB Instagram	19 Video