

case study: HOTEL INC

Helping Others Through Extending Love In the Name of Christ

the problem

HOTEL INC is a thriving NGO in Bowling Green, Kentucky that combats poverty on multiple levels. Its very successful programs assist Warren County residents who are struggling to pay rent, buy food, or who currently or formerly lived on the street. However, like most non-profits, they could rarely find time to spend on their communications.

Enter: me. I went to a volunteer training in early 2014 just looking to help out, and found that they needed a volunteer web designer. I've taken on more and more responsibilities since then, and now manage their website, create all printed promotionals, and serve on their marketing board.

Most recently, HOTEL INC needed a social media presence that reflected their increasingly-online donors. The organization was sending mixed messages and their online presence didn't reflect the inviting, invested presence they have in the community. So in late October 2015, I was given the reigns.

the solution

HOTEL INC knew they didn't want to rebrand. Their logo was fitting and well-known in the community, and their signature navy and gold was aligned with their mission and implemented throughout the business.

They also didn't want to expand. The Director and I considered many social media platforms, but after some research, we decided otherwise. Twitter was too college-student heavy, Instagram required too much time to find an image to post, Pinterest needed a heavy content investment, and HOTEL INC's services are usually personal to be shared over YouTube or Vimeo.

But almost all of their primary donors, volunteers, and even clients are all on Facebook. It just made sense to dedicate real effort to one promising platform than to half-heartedly post on many platforms. So my task was to freshen up the HOTEL INC Facebook page.

social identity

HOTEL INC's old page would rotate profile pictures and cover photos almost every week: sometimes themed, sometimes not. There were no constant, familiar elements on the page, and the profile picture was too vague to say "HOTEL INC" when read on a News Feed.

So I chose to amplify the signature "O" of HOTEL INC, with the cross/house mark included, as a profile picture. The bright gold pops in a News Feed and contrasts the dark navy cover photo. The cover graphic reminds the page viewer of the full HOTEL INC meaning and the strong logo in the top right balances the bold profile picture in the bottom left. I then added a website and page-liking push to the graphic to ensure a call to action.

These are set elements now, no changing cover photos weekly. When events or special promotions arise, HOTEL INC simply shares them, and their identity remains a constant.



SEEING DOUBLE?

November 13th & 14th are DOUBLE DAYS, where every \$10 donation card added to your Meijer purchase will be double-matched by Meijer, giving \$30 to HOTEL INC's community food pantry. Put a little heart in your cart!

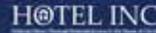
Just add a \$10 card to your Meijer purchase and your contribution will help **DOUBLE** the amount of food for our neighbors in need.



SIMPLY GIVE IS BACK!

Ready to help HOTEL INC and Meijer fight hunger in Bowling Green? All you have to do is pick up a \$10 donation card at Meijer from Nov. 1st through Jan. 2nd, and Meijer will match your donation to our community food pantry.

If you've been meaning to donate, now's the time! Your contribution could help **DOUBLE** the amount of food for our neighbors in need.



TICKETS FOR SALE

- JACKSON'S ORCHARD (Saturday 12/13 10am - 1pm)
- HOTEL INC (Tuesday - Friday 11am - 7pm)
- COMMUNITY FARMER'S MARKET (Saturday 12/13 & 14/13 10am - 1pm)
- BEAT LOST RIVER BRANCH (Over Lakey)

PURCHASE YOUR SANTA SURPRISE RAFFLE TICKETS AT THESE LOCATIONS. MORE INFORMATION AT HOTELINC.ORG

HELP US FIGHT HUNGER IN BOWLING GREEN

HOTEL INC has partnered with Meijer Simply Give to help stock the shelves of our community food pantry.

November 1st through January 2nd, simply add a \$10 donation card at checkout and Meijer will match it. That means your \$10 contribution helps purchase \$30 of food for our neighbors in need. Add a little heart to your cart!



DONATIONS NEEDED

- Family-size hygiene items
- Hand warmers
- Blankets (new/gently used)
- Tarps
- Backpacks
- Printer paper (white, green, yellow, blue or pink)
- Laundry detergent



DONATIONS CAN BE DROPPED OFF TUES. -FRI., 9-1PM OR BY ARRANGING WITH THE OFFICE AT 1009 BOATLANDING RD.



**"FOR I WAS HUNGRY
and you gave me something to eat,
I WAS THIRSTY
and you gave me something to drink,
I WAS A STRANGER
and you invited me in..."**

Matthew 25:35



strategy

While I don't get to post every day, I try to spend a couple hours each week Scheduling posts for HOTEL INC. Before I stepped in, posts were extremely casual and rarely engaging. My attempt was, and is, to appeal to donors, recruit new likes, and keep public attention by sharing stories and presenting promotions in engaging ways.

I started by including a photo, video, or original vector illustration (see left) with each major post. This bumped engagement almost immediately.

I then started to craft a tone: asking more questions in the post, spending more time thinking over the copy, and working to leave each post on a call to action.

This formula continues to work, and I've refined it even more by using Facebook's extensive insight feature. I now know exactly when HOTEL INC's audience is online, when they'll engage, and with what kind of content they'll engage: things that have led to some significant results.

special events

Simply because of time constraints, I'm unable to post as much as I want. My focus remains on promoting special events, promotions, and other happenings.

HOTEL INC's Director emails me a list of what's going on and where in the next couple of weeks, and within hours I have a block of scheduled posts for her to review. These mostly revolve around fund raisers, news happenings, or donation opportunities.

When I was asked to make a printed annual report for the 2015 year, I knew I wanted to share it with the Facebook fans somehow. The majority of HOTEL INC donations come from a small group of recurring donors, and they're very engaged on social media.

So each night for one week, HOTEL INC posted a different piece of the annual report in an illustrated graphic (see top two rows to the left). A cohesive heading and style connected them all, while new information was included each day. The report received a total of over 6,500 views and led to a spike in page "Likes."

The infographics are arranged in two rows of five. Each one features a different color palette and layout to represent various aspects of the organization's impact.

- Top Row, Left:** "How is HOTEL INC Funded?" Donor chart showing 100% from individuals, with a list of donors including the W. Lee and M. Lee Foundations.
- Top Row, Middle-Left:** "2015 GRANTS" listing grants from the W. Lee Family Foundation, Community Action of Warren County, and others.
- Top Row, Middle-Right:** "29,077" (meals), "46.5" (meals per program), and "9,583" (volunteer hours) with a bar chart showing growth from 2013 to 2015.
- Bottom Row, Far Left:** "925" children served, "135" meals experienced, and "838" instances of meal assistance provided.
- Bottom Row, Middle-Left:** "108" children helped, "82" meals served, and "251" children helped and meals served.
- Bottom Row, Middle-Right:** "3,204" meals served, "654" meals experienced, and "77,375" earned food items.

At the bottom, two screenshots of Facebook posts show the infographics being shared. The first post has 1,770 people reacted and 93 likes. The second post has 1,292 people reacted and 28 likes. Both posts include the HOTEL INC logo and a call to action to "Share Post".

results & metrics

The graph to the left is a representation of post reach from the six months before I started controlling social media. Except for a spike in late October due to a hot-button PR event, post reach sat at a peak of around 1,000. And those were just the peaks.

The bottom-left graph is from the time I took over to nearly present day. While late December through January was slow (I was home for winter break), post reach is tremendously up. And reach isn't the only thing; page likes have almost doubled, seen in the blue charts below. When I started, the HOTEL INC page had 1,516 likes. As of April 13th, 2016, the page is at 2,355 "Likes," with 13 new ones this week alone.

HOTEL INC is reaching all across Warren County now, and sharing their messages of hope and goodwill with them.

