

# Scope Statement

This project is designed to boost the Nonprofit Organization's social media. We will go about this by posting on their social media accounts with both targeted and generalized posts and then creating analytic reports to see what works best.

The social networks that will be used are (list social platforms) and reach out to the target audiences using all of them, not just one social network at a time. Also, we will use a project management account, called Hootsuite. Hootsuite will help us manage all of the accounts in one place all at the same time, it can link all of the social networking accounts together to send out posts through each account and it can track the engagement to create useful analytic reports.

## **Major goals to be accomplished:**

- Donations - Attract more donors and increase donations before the end of the year. Donors will mostly be targeted through LinkedIn.
- Alumni - Build an alumni association and grow usage for the website portal. LinkedIn will also be a useful platform to create an alumni group page.
- Influencers - Promote Nonprofit Organization's and gather bigger audience, mostly on Twitter.
- Documentation - Create a step by step guide of how to manage the accounts and create analytic reports.

## **Dates for Check-Ins / Completion:**

These are the dates we will contact you and send over a full report of how things are going and what has been accomplished.

- 09/27 - Report research found on targeted markets
- 10/25 - Submit November post for review
- 11/08 - Submit December posts for review
- 11/22 - Send final report detailing final documentations and training materials.