



North Collins County Habitat for Humanity Social Media Proposal

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Date: March 28, 2013
To: Dr. Jackson
From: Patricia Krecklow, Ali Hudson, Pamela Shelby, and Lindsay Warner
Re: Social Media Strategy

Statement of Transmittal

The attached document contains suggestions for a social media strategy for the North Collin County Habitat for Humanity. We have divided the explanation below into the four major platforms of social media the NCC would benefit in using.

Explanation of Editing and Request for Revision

Facebook

- Delete excess Facebook pages that are not directly linked to the website.
- Update Facebook page consistently with events, photos, and testimonials.
- Post blog entries.
- Keep all information consistent throughout all social media networks.

Twitter

- Change Twitter username from a personal account to one geared toward the organization.
- Update Twitter feed consistently with events people can volunteer for or attend.
- Tweet blog entries.
- Make sure all information is spread consistently over all social networks.

Wordpress

- Create a blog where people can get to know the organization and the families that Habitat for Humanity helps.
- Keep all content consistent throughout all social media platforms.
- Post a link to the blog on the website, Twitter, and Facebook page.

Website

- Make sure all formatting is consistent throughout the site.
- Keep with the color and font guidelines laid out by Habitat for Humanity.

Home Page:

- Remove event poster from every single page.
- Change yellow colored font to black.
- Individualize the spotlight on the families and their stories.
- Transfer all events from front page and the 'What's Happening' page onto the calendar.
- Place International updates on the blog.

Tickets:

- Remove tickets tab and integrate it into the special events tab.

About:

- Remove past members from board of directors page.
- Remove the apostrophe on the 'Board of Director's' tab.
- Incorporate 'How it Works' page in with 'About Us' page.
- Move 'Habitat Newsroom' over to 'What's Happening' tab.
- Reformat and rewrite FAQ for clarity.
- Change the tab name 'Career Opportunities' to 'Internships' because Habitat only offers unpaid internships.
- Update 'Contact us' tab with correct address, phone numbers, and emails.

Get Involved:

- Remove exclamation mark after 'Get Involved' on the tab.
- Integrate 'Volunteer Orientation Dates' section into the Get Involved section.
- Include a link to the calendar for orientation dates.

What's Happening:

- Move information on 'What's Happening' tab to the calendar and delete tab.
- Give more family information and ways to help in the 'Current Builds' section.
- Delete the 'Special Events' tab because it only repeats the 'About Us' section.
- Put more current events onto the calendar.

- Make active updates on the 'Photos' tab with pictures of families, volunteers and current and past builds.

Restore

- Keep 'Restore' page as-is.
- Change the tab spelling from 'Restore' to 'ReStore' for consistency.

Donate

- Individualize each section under the 'Donate' tab because all of the sections are identical.
- Explain how people can donate goods.
- Clarify what 'Matching Gifts' and 'Planned Gifts' implies.
- Explain what the Carpenters Club is and how it works.
- Consolidate 'Carpenters Club' with the 'Donate Now' page.
- Merge 'Donate FAQ' to the main 'FAQ' page so it is easier for people to find.

Home Ownership

- Adjust the font and size to match the rest of the website.
- Rename the 'Home Ownership' section to 'How to Apply' to match the information provided.
- Remove the section of 'Family Services' because there is no new information offered.

A Brush with Kindness

- Give information on what the program is and how it works.
- Provide a way for people to apply for the service.
- Show a series of before and after examples that illustrates the benefits of the program.

Request for Response

If you have any questions on this proposal, feel free to contact us at lindsaywarner@my.unt.edu.

Executive Summary

In this proposal we, Team Six, offer suggestions to make the North Collin County Habitat for Humanity's social media a more effective communication tool. First, we cover the current problems with the NCC's Facebook page such as having multiple pages and inconsistent data. We suggest solving these problems by deleting the multiple pages and leaving only the page connected to the NCC website. Secondly, we cover the problems we see with the Twitter page; for example, the username is registered under a personal name. We recommend changing the Twitter username to something geared more towards NCC Habitat for Humanity. Thirdly, we targeted issues found on the website. We broke down each problem and offered our suggestions on possible changes, such as consistent formatting, rewriting multiple pages, creating a blog for additional updates and condensing information spread through multiple pages. Finally, we cover the cost and significant financial information, and name the benefits of applying our solutions.

Introduction

In 1976, Linda and Millard Fuller founded Habitat for Humanity International (HFHI). HFHI is a faith-based housing ministry that seeks to alleviate substandard housing and provide opportunities for low-income, working families to purchase homes through a self-help model of homeownership. HFHI is the 8th largest homebuilder in the nation with the help of volunteer labor.

North Collin County Habitat for Humanity (NCC-Habitat) has worked to help develop communities by enabling families to achieve the dream of homeownership. NCC-Habitat serves the communities of McKinney, Frisco, Melissa, Celina, Princeton, Prosper, Farmersville, and Anna. Through partnerships with local government entities, churches, corporations, individuals, and service organizations, NCC-Habitat has been able to complete 64 houses since their incorporation HFHI in 1992.

The current NCC-Habitat website lacks clear and concise information for its volunteers and donors. It also lacks efficient, accessible information, and a working social media strategy. Our team has created a comprehensive plan that addresses these issues in a reasonable, effective, and efficient manner. The social media and digital tools that are discussed in this proposal will help NCC-Habitat to more easily present information to their donors and volunteers.

Problem Definition

North Collin County Habitat for Humanity has many efficiency problems with its online presence. The NCC-Habitat social media platforms do not easily and quickly communicate information to their audience. Some sample issues include the following:

- The website lacks clarity in design and content
- The website has faulty links and non-functioning pages

- Facebook indicates multiple pages for NCC-Habitat that contain conflicting information
- Twitter contains two accounts for NCC-Habitat, and neither are frequently updated
- Blog presence is nonexistent
- Information is difficult to locate among the different online platforms

Our team will highlight these issues and recommend solutions so that NCC-Habitat's online presence can have a smooth transition to its new Internet media sites. The platform we propose will allow NCC-Habitat to quickly and efficiently conduct their business in the future.

Website

Design

The design of the website only needs a few adjustments. The event header does not need to be featured at the top of every page. The event header currently displays a large flier for a Crawfish Boil. The size and location of this image distract from each page's individual content, so we recommend moving all event information under the What's Happening tab.

The font styles and typeface sizes are currently not uniform throughout the website. We recommend creating a style sheet that states what font and typeface to use for each section of text and applying that to the entire website.

Tabs & Content

The organization of tabs is the largest set of modifications the website needs. The clearer the tabs, the more easily website visitors will be able to find the information they need. Once they find that information, it needs to be readily available and clear.

Contact information for NCC Habitat, including the office's address and phone number, needs to be easy to locate on the website. It is currently located in the event header, but we recommend that it be featured at the bottom of every page instead of the top. That layout will be more familiar to website visitors. We also suggest adding the location information to the Contact page under the About Us tab. The Contact page is not currently functioning, and we think it is best to repair this immediately.

The calendar under the What's Happening tab does not feature all events mentioned within the website. We recommend updating this calendar frequently and assuring that all information is correct. Also, the Photos page under the What's Happening tab is not currently functioning. We think it is vital to feature photos of current projects and suggest this page be repaired as soon as possible. The Photos page should feature pictures of builders enjoying their volunteer experiences and happy residents in their newly built homes. These images should also be displayed on various pages of the website to add visual appeal and to inspire viewers to donate or volunteer.

We also suggest that the Photos page be moved under a new tab entitled Gallery. In addition to the Photos page, the Gallery tab will also feature a section called Videos. The Videos page

will have testimonials from volunteers, members of Habitat's board of directors, and recipients of Habitat homes.

The tabs should be rearranged to an order that is more familiar to website visitors. The Home tab should be first on the left, followed by the About tab. Get Involved should come next, followed by What's Happening and Home Ownership. The pages under the Tickets tab should be moved under What's Happening, and the Tickets tab should be removed. We recommend adding a Programs page under the About tab. This page should feature information on Habitat's individual programs, such as A Brush with Kindness, Carpenter's Club, and ReStore. We suggest consolidating both donations and volunteer opportunities under the Get Involved! tab. The Gallery tab should come last in the row of tabs.

Editing

We recommend hiring an editor to review website content for grammatical correctness, informational clarity, and structural cohesiveness. For example, an item under the About tab currently reads Board of Director's when it should read Board of Directors. Also, the FAQ page is not consistent in question and answer form, and the tone of the writing is occasionally condescending.

An editor would also be able to suggest ways to assure that the website information is clear and easy to find. For example, the Volunteer Needs section under the Get Involved! tab is incorrectly named Get Involved. The Volunteer Needs page only instructs site visitors to attend an orientation, but it does not give information on what the interested volunteer would learn at an orientation.

Blog

Wordpress

We recommend using Wordpress to create a NCC-Habitat blog. The blog should feature pictures of families receiving houses, homes under construction, and volunteers enjoying their work. Each photo should correspond to a short blog entry that will share in-depth personal experiences surrounding Habitat projects. The NCC-Habitat website should feature a link to this blog under its What's Happening tab.

Wordpress has many premade templates, and we recommend using one that can be customized with Habitat's signature blue and green color scheme. Ensure that the text is easy to read and that the pictures are a main focal point on every page.

Facebook

Facebook provides an excellent platform on which to share information with members as well as the interested public. During our research, our team identified several Facebook pages associated with the NCC-Habitat. We recommend using the Facebook page currently connected to the NCC-Habitat website as the official page. Combining all of Facebook pages associated with the

North Collin County Habitat for Humanity will centralize the distribution of information, thus reducing the potential for confusing members.

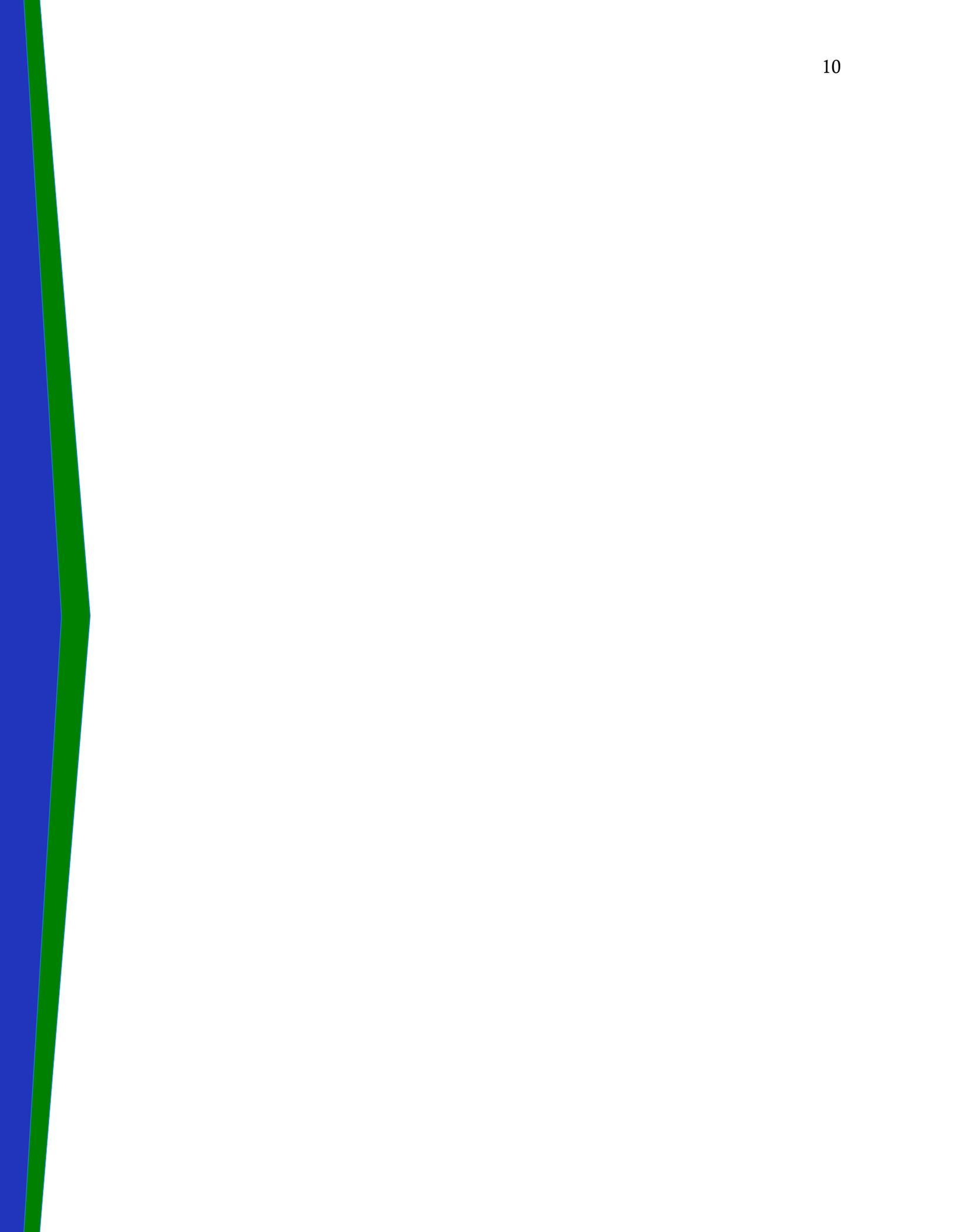
Twitter

Unlike Facebook, Twitter is used for small amounts of real-time information. Twitter works like a chat room open to everyone following the account. Our team has found two main twitter accounts associated with the NCC-Habitat: [@NCCHabitat](#) and [@CelesteCox5](#). The Twitter account currently connected with the website is [@CelesteCox5](#); we suggest exchanging the Twitter account connected to the website for the [@NCCHabitat](#) account.

Solution Implementation

Below are the timelines for recommended changes.

Wordpress	1-2 days	<ul style="list-style-type: none"> • Become familiar with the Wordpress basics through the information included on their website. • Start a free Wordpress blog. • Customize the blog's design to match the HFHI's brand standards. • Add widgets and links to Twitter and Facebook. • Add tabs for agendas, frequently asked questions, contact information, declarative documents, and future residents.
Twitter	2 hours	<ul style="list-style-type: none"> • Open a free Twitter account. • Gather and set up feeds. We suggest connecting with HFHI and other small organization chapters. • Share the Twitter username with volunteers.
Facebook	3-6 hours	<ul style="list-style-type: none"> • Consolidate current Facebook information onto one account. • Delete extraneous NCC-Habitat Facebook pages. • Link to twitter so that the sites can be updates simultaneously. • Add basic HFHI information to the site. • Gather all relevant past information about the NCC-Habitat chapter. • Add past events and pictures to the timeline. • Connect with volunteers and donors.
E-mail contact	1 day	<ul style="list-style-type: none"> • Open a free account. We suggest using emailcontact.com. • Add the current mailing list.
Website	1 week	<ul style="list-style-type: none"> • Hire website editor. • Implement notes from the website section of this proposal, as well as the editor's notes. • Launch updated website.



Financial Information

The costs of the proposal will be minimal in terms of invested time and required finances.

E-mail Contact

Costs:

- Emailcontact.com supports up to 500 e-mail subscribers for eight dollars a month (with the non-profit organization discount).
- A volunteer is needed to create newsletters to the service to send to subscribers.

Gains:

- Emailcontact.com provides templates that will help create quick, efficient, newsletters.
- The server hosts storage for subscriber's e-mail address, preventing potential loss.
- The service provides a statistics tracker so that the client can see how many newsletters were read.
- A bounce tool lets client know which e-mails on the subscriber list are no longer valid.

Twitter

Costs:

- There is no financial cost associated with a traditional Twitter site. If NCC-Habitat directors want to advertise, they have the option of paying for advertisement space on Twitter.
- A volunteer will need to devote time to set up the account and post tweets.

Gains:

- Messages are 140 characters or less, making updates quick and simple.
- With the hash tag feature, followers can send instant replies to the NCC-Habitat site.
- Twitter works with most smartphones, making both updating the website and receiving messages easy.

Facebook

Costs:

- There is no financial cost associated with a traditional Facebook site. If in the future NCC-Habitat directors want to advertise on Facebook, they can set an amount of money that they are willing to pay for advertisement space per day.
- A volunteer will need to devote time to set up the account and post updates.

Gains:

- Users can become followers of the Facebook account, allowing them to receive notifications when information is updated.
- Followers can post of the NCC-Habitat wall to give feedback and ask questions. A volunteer can choose whether to display these posts to the public.
- Users can link Facebook and Twitter to post updates in tandem.

Wordpress**Costs:**

- There is no financial cost associated with a traditional Wordpress site.
- Wordpress premium account upgrades cost \$99 a year. This includes a more professional custom domain address, easy-to-use interface, and removal of all advertisements from the page.
- A volunteer will need to set up the website and maintain the information on the page.

Gains:

- Used to craft a professional-quality webpage that can be used to provide information to potential volunteers and donors.
- Used as a central place for all social media feeds, if desired.
- Allows for easy incorporation of Twitter and Facebook feeds with the use of widgets.

Conclusion

We recommend that NCC-Habitat social media administrators remain aware of changes in online trends. Use of the recommended websites above will improve NCC-Habitat's online presence, but website popularity changes over time. Inevitably, new social media platforms and outlets will arise throughout the years that may be useful to NCC-Habitat's cause. By remaining in-step with online trends, NCC-Habitat will always reach its valuable intended audience.