



MISSION HAPPY HOME

Social Media tactical plan for:  
Habitat for Humanity Niagara

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Social Media Strategies

## **Habitat for Humanity Niagara:**

**Introduction:** Established in 1993, Habitat for Humanity Niagara is a non-profit home building organization that is dedicated to the elimination of poverty by providing affordable housing. At Habitat for Humanity Niagara, volunteers are recruited to build homes for low income families across the region. The resulting homes are then sold to qualifying families who repay a no-down-payment and interest-free mortgage.

**Problem / Challenge:** People in Niagara not liking to have a 'Habitat for Humanity' in their neighbourhood.

### **Goal:**

*Focus: Appreciation and Advocacy*

- To build better relationships with the existing supporters like donors, volunteers, and employees by acknowledging their contribution for the cause.
- To make the volunteers and supporters as the advocates to address the problem, rectify the misconceptions about the initiative and eliminate the "not-in-my-back-yard syndrome," amongst the people in the community.
- To motivate the entire community to drive the mission of creating 'happy and affordable homes'.

### **Demography:**

Residents of Niagara Region

Age: 26-50 years

House owners in Niagara Region

### **Campaign: Mission Happy Home - #MissionHappyHome**

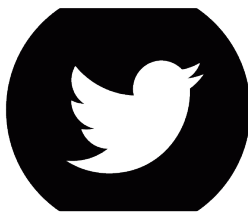
- **#MissionHappyHome** will be a digital campaign that would reinforce the objective of the organization as a whole- 'Not creating a house but creating a Home'
- Create content that would engage and motivate the existing supporters to be the advocates who would drive the **#MissionHappyHome**

- Utilize the Social media channels to educate the residents of the Niagara Region about the significant contributions they can make to create 'happy homes' through their participation
- The campaign would make sure that the social media platforms will serve as a forum where the residents and supporters can create discussions and forums to ensure transparency in projects taken by the organization.
- The content will be more visuals based like general photographs, photo essays and video story- telling and less of text based.

## Channels



Facebook



Twitter



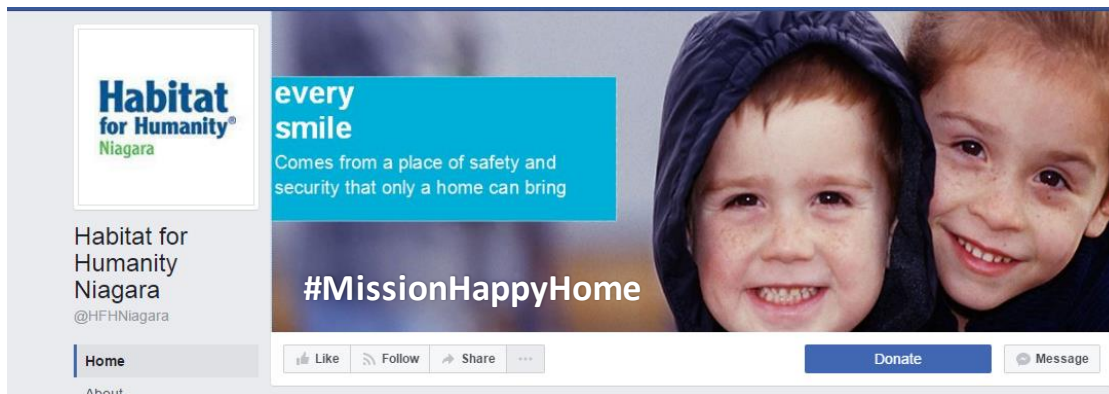
Instagram



YouTube



Reddit



### Objectives:

- To increase the page likes by 30% (to 1800 from 1389)
- To create posts/ contests that would engage the existing supporters
- To recognize the contributions made by the donors and volunteers
- To create discussion forums that would ensure transparency about the mission of the organization
- To create an emotional appeal and sense of responsibility
- Direct traffic to the website

### Strategy:

- Create contest- 'Best Volunteer of the month' to motivate and retain the audience even post campaign
- Volunteers to create short- pitch videos advocating for the cause and telling us what inspired them to Join 'Mission Happy Home'.
- Create polls for voting for your favourite volunteer
- Open Discussion forums about upcoming projects/ past projects
- Use hashtag #MissionHappyHome to promote the campaign

### Content marketing:

- Create posts with photos- shows the volunteers in work and donors presenting the cheque- Tag the individuals/ organizations making it easy for them to share.
- Facebook Polls – The top 10 volunteers will be chosen based on the highest **number of shares their video story has** and the top 3 will be chosen based on Facebook polls, where the members can vote for their favourite volunteer.
- Links to the content on the other social media platforms
- Testimonials from supporters and donors about the organisation and their experience.

- Link to the photo essay contests for volunteers and public on Flickr- Theme 'happy homes'



## Objectives:

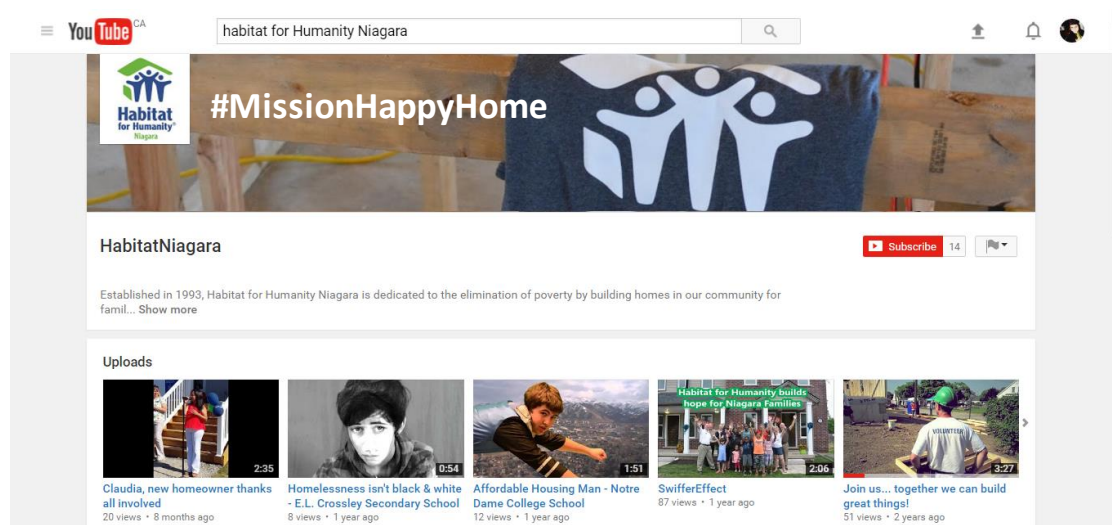
- To increase the page likes by 30% (to 2300 from 1886)
- To create posts/ contests that would engage the existing supporters
- To recognize the action taken by the donors and volunteers
- To link the relevant news sites that talk about various projects undertaken by the organisation
- To connect with the influencers who can create an impact about the mission of creating happy and affordable homes.
- Direct traffic to the website

## Strategy:

- Cross link to the Facebook contest- Best Volunteer of the month to motivate and retain the audience even post campaign
- Link to the advocacy videos created by the volunteers on YouTube.
- Twitter polls for voting for your favourite volunteer
- Q&A tweets/ forums about upcoming and past projects- tweet to the top project manager
- Use hashtag #MissionHappyHome to promote the campaign
- Promotion of photo essay contests
- Retweet the posts by organization with similar mission

## Content marketing:

- Create posts with photos- shows the volunteers in work and donors presenting the cheque- Tag the individuals/ organizations making it easy for them to share.
- Polls – The top 10 volunteers will be chosen based on the highest number of shares each video has and the top 3 will be chosen based on twitter polls, where the followers can vote for their favourite volunteer.
- Link to other social media platforms
- Tweets -Testimonials from supporters and donors
- Posts congratulating volunteers for their activities and contributions with photographs.
- Tweets to welcome new members, post their photo or a Vine video to motivate them.



## Objectives:

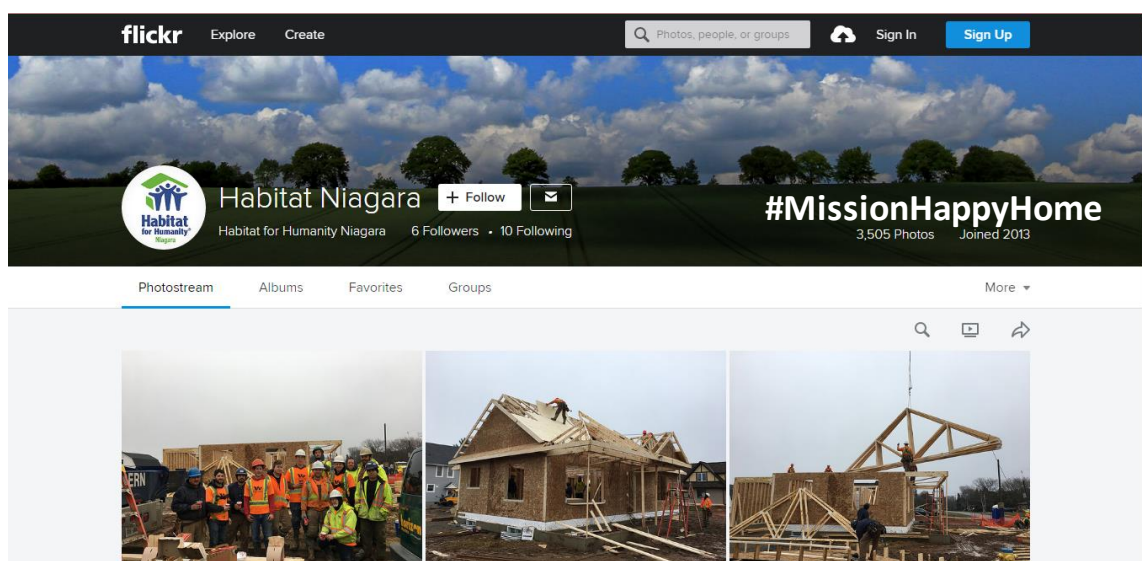
- To increase channel subscriber base
- To upload videos that would engage and acknowledge the existing supporters
- To recognize the action taken by the donors and volunteers
- To create an emotional appeal amongst the Niagara Region residents
- Direct traffic to the website

## Strategy:

- Story telling video- contests for volunteers
- Link to the advocacy videos created by the volunteers in their channel on YouTube.
- Use hashtag #MissionHappyHome to promote the campaign
- Promotional video to announce photo essay contests
- News videos that covers the projects undertaken by Habitat for Humanity, all over Canada

## Content Marketing:

- **Story-telling Videos** - The current volunteers will make a 2- minute video pitching about 'what inspired them to volunteer to be a part of 'mission happy home' and why they think they are the 'best volunteer of the organisation?'
- A 2-3-minute video that introduces and promotes the 'photo essay contest' for volunteers and public/ residents of Niagara Region.
- A creative mashup of various projects taken up by the organization, portraying the success stories.
- Videos of the beneficiaries thanking the public, volunteers and donors for their contribution and support- creating an emotional appeal to the subscribers
- Upload news videos that talks about the support from the Government for the housing projects.



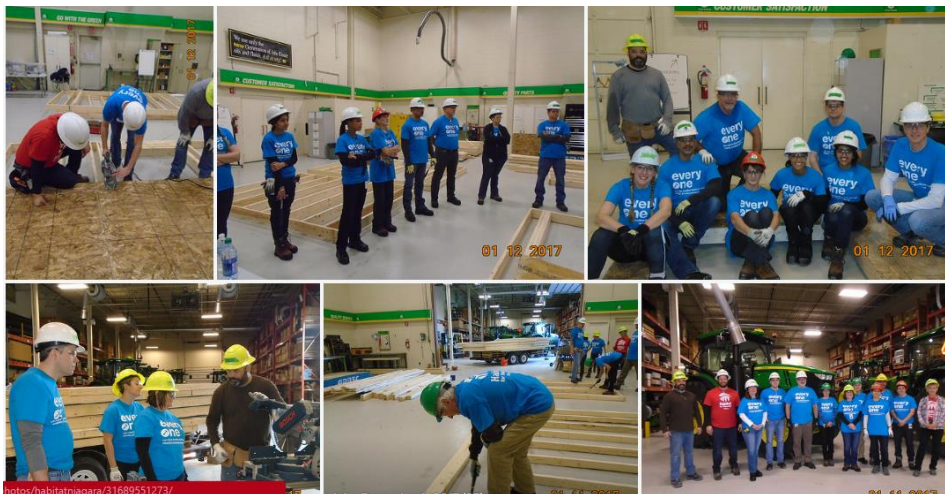


## Objectives:

- To increase page follower base
- To upload photos that would engage and acknowledge the existing supporters
- Direct traffic to the website
- To recognize the action taken by the donors and volunteers
- To create a sense of responsibility amongst the Niagara Region residents

## Strategy:

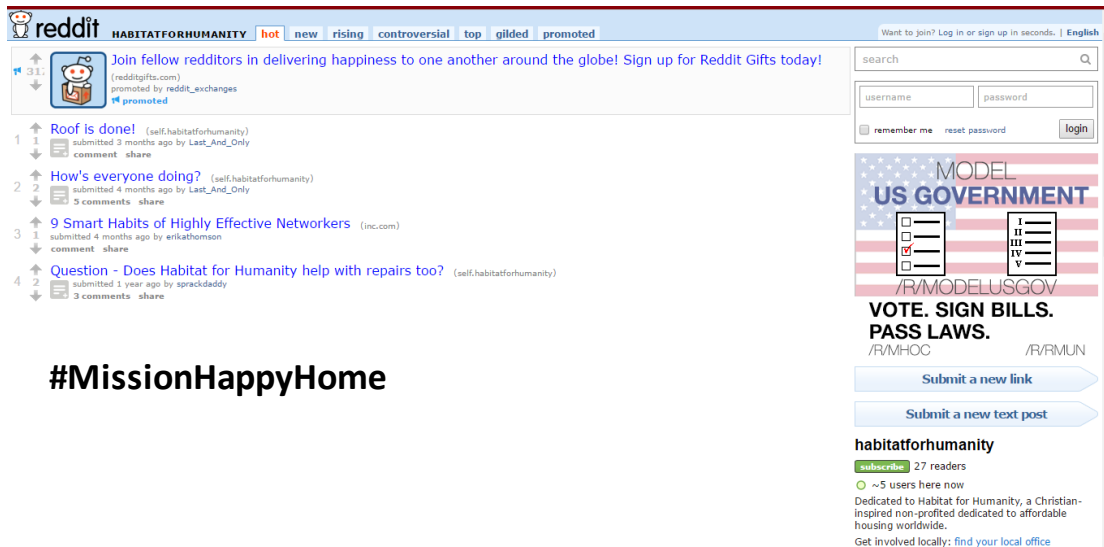
- Photo-essay contests for volunteers
- Link the album created by the volunteers to Facebook and twitter to promote the contest and to highlight the engagement of the contestants.
- Use hashtag **#MissionHappyHome** to promote the campaign
- New photos that shows the projects undertaken by Habitat for Humanity Niagara
- Highlight the happiness of the beneficiaries of the housing projects.



## Content Marketing:

- **Photo-essay contest**- The current volunteers will make a photo-essay on the theme 'Happy home'
- Tag the photographers, making it easy to share on their Flickr and other Social Media channels.
- Upload the videos of volunteers in action
- Photos acknowledging the contributions of the supporters.





## #MissionHappyHome

### Objectives:

- To re-activate the community already existing on the Reddit platform
- To increase the reader base by posting interesting contents
- To share and discuss about the important announcements from government and other apex bodies relevant to the organisation and its objectives.
- To encourage the volunteers and members to drive the mission of building happy homes for the unaffordable people.
- To acknowledge the volunteers and donors through Reddit posts.

### Strategy:

- Post blogs created by volunteers
- Post the story-telling videos created by the volunteers for the contest – link it with other social media platforms
- Videos that display the satisfaction and happiness of the beneficiaries

### Content Marketing:

- Blogs by volunteers based on their experience
- Publish news stories relevant to real estate, housing- policies from government and apex bodies
- Videos made by volunteers for the contest from YouTube and Flickr to be used for reinforcement of advocacy
- Happy stories of the beneficiaries, thanking the community members for letting them have their 'happy home.'