

Basic Information:

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Entry Category: Social Media
Title of Entry: Rebuilding One Love's Social Media to Honor Yeadley Reynolds Love
Client: One Love Foundation

100-Word Description:

In advance of the five-year anniversary of Yeadley Reynolds Love's death, the One Love Foundation realized it needed to refresh its existing social media channels. Their growth was stagnant, the posts were sporadic, and there was very little engagement on the non-profit's pages. Buchanan Public Relations was engaged for three months to rejuvenate the platforms and get people talking again. By the end of the campaign, Facebook, Twitter and Instagram statistics had improved dramatically. One Love was once again leading a social media conversation to stop relationship violence.

Program Overview & Objectives

Situation Analysis

The One Love Foundation in Honor of Yeardley Reynolds Love was created to honor the life of Yeardley Reynolds Love – a University of Virginia senior who was murdered by her boyfriend on May 3, 2010. The Foundation was created in September of 2010 to raise awareness about the warning signs of abuse and activate communities to work to change the statistics around relationship violence.

After its creation, the One Love social media channels – Facebook, Twitter and Instagram – took off. But without any direction or real understanding of the social world, the pages fell silent and had very little engagement.

With the five-year anniversary of Yeardley Love's death approaching, One Love decided it was time to refresh and reinvigorate its social media channels. It hired Buchanan PR for a three-month project to create a strategy, execute the tactics and manage the pages.

From April -- June 2015, Buchanan PR was tasked with strengthening One Love's social media presence and helping it to build a stronger online presence while the foundation searched for an internal social media manager.

Goals

To strengthen One Love's social media platforms and help to grow its numbers and engagement from current followers and to ultimately push those followers to the One Love website to request the Escalation Workshop on campuses.

Objectives

1. Strengthen One Love's social media program by:
 - a. Becoming more active, engaging, relevant and consistent on social media

- b. Inviting and encouraging engagement by organizations that share a common goal, and by college students and other concerned groups
2. Gain more bookings of the Escalation Workshop on college campuses.
3. Increase visits to JoinOneLove.org

Execution & Tactics

In order to understand the successes and weaknesses of One Love's existing social media channels, Buchanan PR began by conducting a complete social media audit, evaluating:

- Current practices
- Follower demographics
- Post popularity
- Follower engagement times
- Applicable hashtags
- Similar campaigns and partner brands

After evaluating those elements, Buchanan PR set out to create a strategy for the social media pages (something One Love had never created). The strategy included:

Timing. Since the existing posts were sporadic, setting a schedule for postings based on when the most followers were online and active was the first item on the list. Buchanan PR decided to set a schedule of once per day to Facebook and Instagram and three times to Twitter, with the best times to being 9 p.m. on Facebook, 12, 6 and 9 p.m. on Twitter and 9 p.m. on Instagram.

Reposting. Upon noticing that the foundation reposted items up to five or six times, often on the same day, Buchanan PR set a strict posting schedule for the number of times an item may be reposted. This was extremely important since too many reposts actually resulted in a decrease in followers.

Personalization. The posts that did the best were those about Yeardley, not necessarily in

relation to her murder, but as a person. So Buchanan PR strived to ensure that photos and memories of Yeardeley were shared often. The aim was to profile Yeardeley, the person, not the statistic.

Hashtags. We also implemented the use of specific hashtags. At the time, One Love was using a number of meaningless tags. We narrowed it down to a single OneLove-specific hashtag and #relationship violence. This helped to grow the audience and spread One Love's message.

Other Schools. In order to increase requests for the Escalation Workshop, Buchanan PR used posts about other schools that had participated, along with images and quotes. Asking the students to comment and post photos from the events showed how powerful the workshops were.

Shared Statistics. Because One Love didn't have a lot of its own resources to create information about how to help those involved in relationship violence, Buchanan PR used partner statistics and background to create images and post information. We also shared partner items to help strengthen those relationships.

Blog. Buchanan PR also helped One Love develop its blog. The first post, suggested by Buchanan PR, was a piece written by Sharon Love, Yeardeley's mother, and was wildly popular.

Evaluation & Results

The program was deemed successful when it was turned over to the new social media manager at the end of Buchanan PR's contract. The foundation's social media pages were clean, engaging and spoke with Yeardeley's voice.

When comparing One Love's management from February-April 2015 with Buchanan PR's management from April-June 2015, the growth was undeniable:

Facebook

- 186% increase in audience reached
- 201% increase in page shares
- 147% increase in impressions
- 240% increase in engaged users
- 201% increase in people talking about One Love

Twitter

- More than quadrupled favorites
- More than doubled retweets
- 6 times more impressions

Instagram

- 496 new followers

Website

- In May alone, 29% of all web traffic came from Facebook

Escalation Workshop Requests

- 1,000% increase in requests for the workshop via social media

Blog

Sharon Love's blog post was used as a source for an article in [The Daily Mail](#).

After the contract was finished, Foundation CEO Katie Hood sent a letter to the president of Buchanan PR: "You and your team have been absolutely invaluable to our learning curve. I've been super impressed with everyone's professionalism and responsivity. I know that you stepped in and stepped up quickly and we are truly grateful.

Thank you so much for your help at this critical phase of our development!"