

THE KEY TO AN ENGAGING SOCIAL MEDIA PRESENCE?

CONNECT WITH YOUR AUDIENCE

BACKGROUND

A humanitarian foundation located in Canada was created to foster welcoming communities and provide culturally customized services for Canadian immigrants.

This foundation is dedicated to helping Canadian immigrants thrive and is committed to being welcoming, approachable, and transparent organization.

Posting high quality, relevant, and engaging content is a crucial part in cultivating a great social media presence. However, an important and often forgotten part of a brand's social conduct is also how they respond to comments and messages.

The community of people that liked and commented on posts and directly messaged the humanitarian foundation was made up of participants, volunteers, and partnering organizations and it was crucial to respond to them in a timely and professional manner.



APPROACH

Site Altitude's social media and customer service experts diligently monitored the humanitarian foundation's private messages and public comments. Responses were thoughtfully crafted to provide a positive and sincere interaction and special attention was also paid to maintaining the humanitarian organization's brand voice.

During this time page likes increased by 750%.

750%

100%

The amount of page clicks increased by 100%.

Page impressions also increased by 175%.

175%

Data and results were tracked over a four week period in 2020.

CONCLUSION

By responding swiftly and meaningfully to social media comments the humanitarian foundation showed their community of participants, volunteers, and community organizations that they were communicative and easily reachable. By engaging with their community, the humanitarian foundation in turn received more engagement as a direct result.

