

Communication Strategy



Social Strategy Outline

| Categories | Description | Types of posts | | |
|-----------------------|---|---|--|--|
| About | who CASA is, what CASA does/helps | Facts about CASA (Did you know?) | Fun (Pet spotlight, community engagement,) | Contact Us |
| Call to action | fundraising, attend events and workshops, | Flyers for events (Gala, Educational luncheons, Honoring volunteers, etc.) | Save the date (reminders for events) | Donating (Silent auction) |
| Volunteer | how to get involved | Meet a volunteer (Introduction, bio, what does it mean to be a CASA) | A volunteer's perspective (Day in the life of a volunteer) | New CASA volunteer training |
| Awareness + education | events, holidays | Numbers or statistics in the 3 counties (children in the system, etc) | Holidays (Women's History month, Giving Tuesday, Memorial Day, etc.) | News and blog posts |
| Impact | Children stories | Quotes from a story | Appreciation | What CASA has done in the past (CASA accomplishments) |

CASA

MOOD BOARD



- Use images that are hopeful and uplifting such as:
- candid pictures of children
 - images where children and volunteers are smiling

Don't ↓

We're about hope, family and community. Don't use images of people looking sad or alone.

