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- (2) I have clearly disclosed within my work the extent of my use of Generative AI in completing the assessment task through identifying and referencing relevant parts which have been written by AI and those parts where AI has assisted with the development and writing. (note: This may be disclosed by a statement that relates to the entirety of the assessment task).

DANCE FOR ABILITIES

Social Media Strategy

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04. April 2024

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BRAND STORY



Dance for Abilities, founded by the Hopkirk brothers, is a heartwarming initiative that brings together joy and inclusion through dance. Inspired by their sister Rosa, who has Down Syndrome, they envisioned a safe space where unique individuals could express themselves freely. Rosa's infectious energy on the dance floor fueled their

mission. In dimly lit halls and sun-kissed courtyards, Dance for Abilities weaves magic—where every step becomes a celebration and every sway a victory. Their unique positioning lies in blending artistry with social impact, making every step on the dance floor a testament to resilience and unity.

SITUATIONAL ANALYSIS

Social Media Audit

Currently, the organization has a limited and no very engaging social media presence with significant frequency gaps on the following platforms:



Facebook

Followers:

1500 followers

Average likes per publication:

23

Frequency:

3 posts per month

There is a gap between June and December with no interaction



Instagram

Followers:

963 followers

Average likes per publication:

36

Frequency:

3 to 4 posts per month promoting an event

There are significant gaps with no interaction in between events.



YouTube

Subscribers:

13

Average likes per publication:

1 or 2

Frequency:

Once a year

Competitors

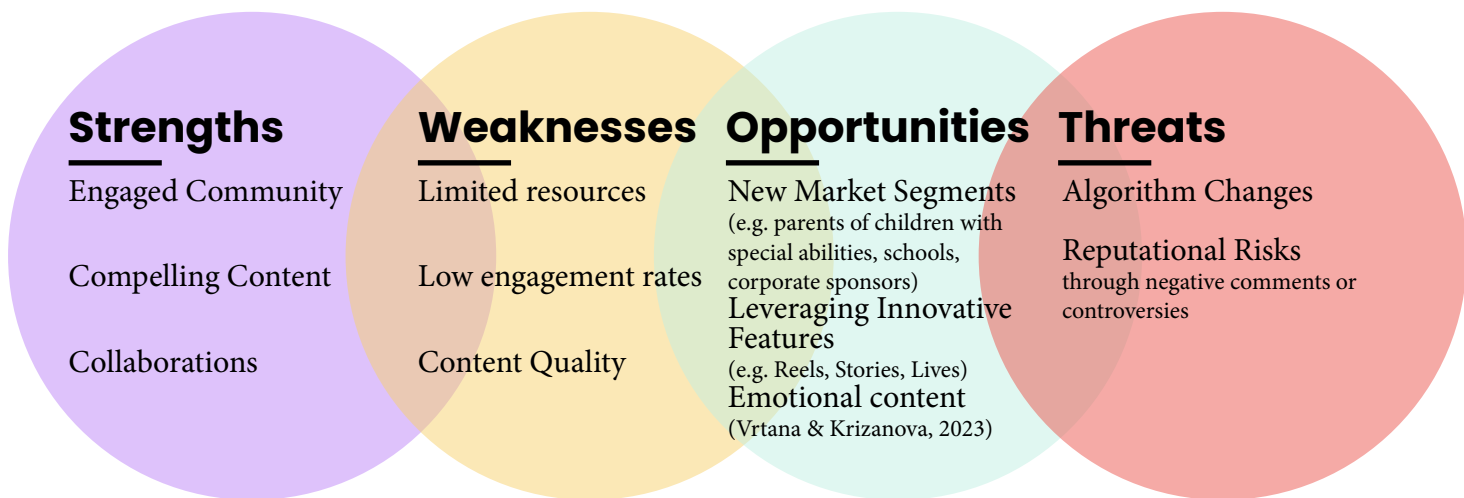
In the realm of inclusive initiatives, three notable competitors stand out, each with a distinct focus on fostering inclusivity and well-being within their communities.

Access for All: Victorian government program that supports inclusive sports for unique people.

Move for Mindfulness: They provide several services to improve mental health.

Everybody dance now: Their slogan is “Disco for abilities” and has a similar proposal to Dance for Abilities.

SWOT ANALYSIS



GOALS and OBJECTIVES

Goals

1

Increase awareness about Dance for Abilities on social media among potential participants, donors, and sponsors.

Objectives

1

Increase the amount of followers on each social media platform by 10 % by the end of the year.

2

Increase the amount of likes and comments on each social media platform by 10 % by the end of the year.

3

Raise 5.000\$ through donations and sponsorships.

The Big Idea

#showusyourmoves
photo contest

Participants are encouraged to share their favourite pictures from the dance event on social media. The best picture, determined through a vote by the social media audience, wins two tickets to a dance show or musical in the area.

Benefits of the #showusyourmoves photo contest:

- ✓ Unparalleled opportunity to expand reach far beyond the existing audience (Ewuru, 2022)
- ✓ Enhance engagement with the community (Ewuru, 2022)
- ✓ Build deep connections with the audience by sharing individual stories and therefore appealing to their emotional side (Vrtana & Krizanova, 2023)

TARGET AUDIENCE

Adults with diverse abilities interested in dance

Sponsors

Donors

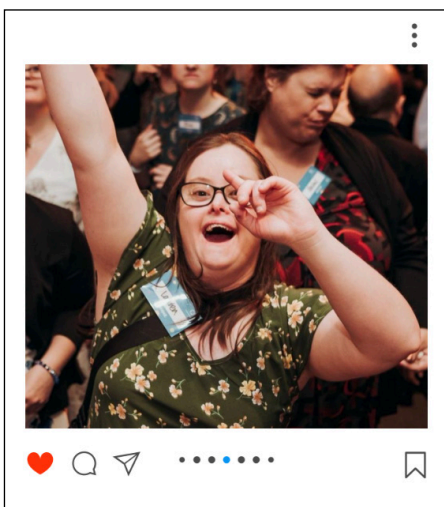
Demographics:

Age: 18+

Location: Sydney, Australia and Auckland, NZ

Personas

Emily



Age:
28

Unique Ability:
Down Syndrome*

Interests:
Music, dance, making new friends.

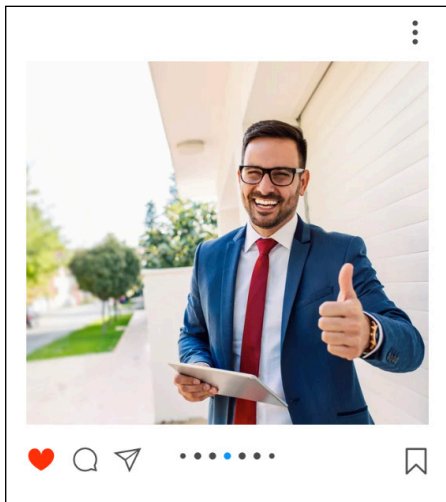
Challenges:

Finding activities that meet her needs, she does not particularly want to go to therapy, accessibility, and inclusivity in activities.

Goals:

Improve her physical fitness and social/emotional skills, gain confidence, independence and feel a sense of belonging.

* about 13.000 - 15.000 individuals suffer from Down Syndrome in Australia (de Graaf et al., 2022, data from 2019)



Age:
35

Characteristics:
CSR Manager at TechForward
company, MA in Business
Administration

Interests:
Using technology to create
inclusive communities

Challenges:

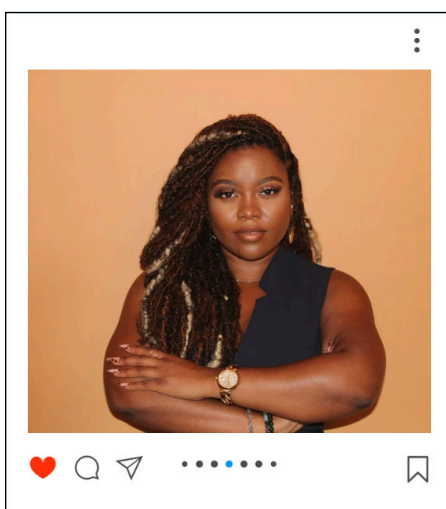
Finding non-profit partnerships
that align with TechForward's
values.

Goals:

Brand visibility, and to contribute
to an inclusive community.

Motivation:

Extend TechForward's impact by
supporting programs that benefit
the disabled community.



Age:
45

Characteristics:
Marketing Director

Interests:
Art, Social inclusion, cultural
events, community and charitable
causes, social media.

Goals:

Find organizations that offer
opportunities for engagement
that aligns with her values of
inclusivity and empowerment

Motivation:

Inclusivity, empower individuals
with diverse abilities, make social
impact, be a part of a community

Benefits of dance for people with unique abilities:

- Physical benefits: for example cardiovascular fitness and bone health (May et al., 2021)
- Cognitive benefits such as attention and concentration (May et al., 2021)
- Psychological benefits: better control over impulsivity, tolerance for frustration, increased self-confidence, helps to identify emotions and reduce anxiety (Barnet-Lopez et al. 2016)
- Individuals can feel that they are a part of a community, they are included and capable of doing the same activities as people that are non-disabled. Recreational dance programs can be as effective as therapy, while being less costly (May, et al., 2021)
- This can be a great opportunity for individuals like Emily that seek a non-judgmental and open community.

The motivation of sponsors/donors:

- Donors and sponsors can be motivated by altruistic* and self-serving reasons (Bekkers & Wiepking, 2011).
*Altruism is the desire to help others without expecting anything in return
- Sponsors can also seek mutual benefits, including increased brand visibility and positive public relations (Polonsky & Speed, 2001).
- For donors, there is psychological reward of feeling good about helping others, often referred to as the “Warm Glow” effect (Andreoni, 1990).
- Consequently, to gain sponsors and donors, it is essential to appeal on the one hand to the positive impact they can have by helping, and on the other hand highlight the benefits, such as positive image and therefore brand loyalty, that they are going to get in return

TIMELINE

The strategy is divided into 4 Steps:

PRE CONTEST	CONTEST	VOTING	WINNER
First announcement two months before the event. Content that will be posted: Announcements Reminders Inspiration/LOOKBook	This phase will take place the week after the event. Participants have one week to post their photos & enter the contest.	People vote through Instagram for their favorite pictures. Announcement of the winner on a Monday, two weeks after the event	Content is posted about the winner and a guest going to a musical or concert.

CHANNELS



Facebook

This is the platform with the most presence and following.

Announce upcoming Dance For Abilities events and photo contests.

Share snippets of past events to create excitement.



Instagram

Announce the event and photo contest.

Encourage submissions with reminders about the deadline.

Share participant entries throughout the week with the designated contest hashtag.



YouTube

Teaser video about the event and contest.

Short clips of past events (snippets can be repurposed for Facebook/Instagram/TikTok).

Presence on this platform is recommended, as it is the second most used in Australia (Wearesocial, 2024).



TikTok

Short, engaging videos showcasing past events or participants having fun.

Users in Australia spend an average time of 42 hours per month on this platform (Wearesocial, 2024).

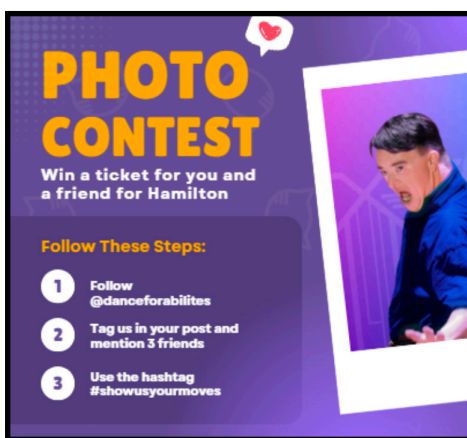
WebPage

The WebPage serves as the main information hub, connecting all Social Media Channels.

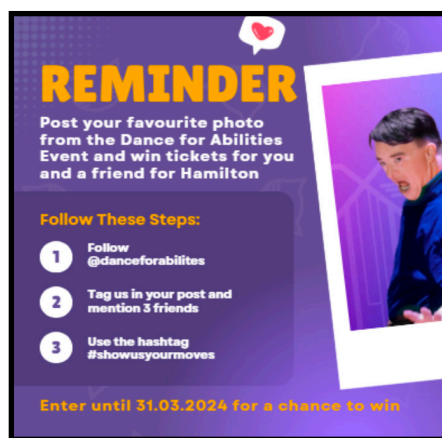
Participants can register for events here.

Content Mockups

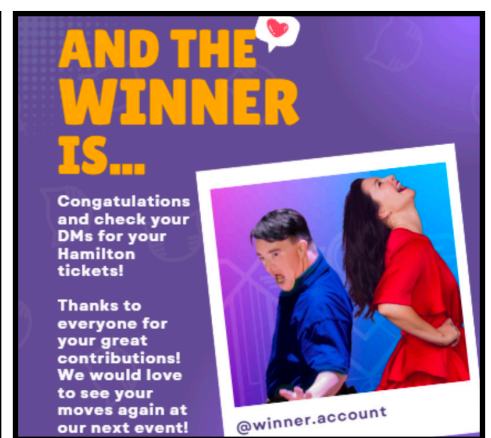
Announcement



Reminder



Winner Announcement



Participant Post Example



Correct use of the hashtag

DYLAN ALCOTT/Potential Collaboration



@dylanalcott

Former Australian wheelchair tennis player, motivational speaker, and advocate for individuals with disabilities
Dylan has a strong presence in advocating for inclusivity and align perfectly with the organization's mission.
81% of consumers make decisions based on influencers' recommendations (matter, 2023).

CONTENT CALENDAR

Example of a Monthly Calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						 Reminder
						 Reminder LookBOOK
				 Contest Announcement		 Contest Reminder #1
 Contest Reminder #1		 Recap		 Contest Reminder #2		 Contest Reminder #3
 Reposts		 Contest Reminder #4				 Contest Reminder #5

BUDGET BREAKDOWN

\$1300

Musical/Concert Tickets
\$500 (\$250 per ticket)

Transportation
\$150

Facebook Ads
\$250

Instagram Ads
\$350

Contingency
\$200

Facebook & Instagram Ads

Benefits of Facebook Ads:

Facebook Ad Reach vs. Total Internet Users: 66 %
(wearesocial, 2024).

Leading social media platform in
Australia (wearesocial, 2024).

Benefits of Instagram Ads:

Instagram Ad Reach vs. Total Internet Users: 55 %
(wearesocial, 2024).

Its total potential ad reach shows the biggest growth
among the top social apps, increasing by almost 20%
in the past year (wearesocial, 2024).

Facebook and Instagram are the channels with the biggest ROI out of
all common platforms (Hubspot, 2024).

MONITORING & EVALUATION

This table provided by Hootsuite will allow to track the progress through the different platforms. It has been adapted to fit the social media strategy. This tool can be used every time an event takes place, which allows for comparison and analysis of which areas are performing well and which others present areas of opportunity so that adjustments can be made. Internal analytics from the channels will also be relied on in order to fill in the necessary information.

CHANNELS	Event:					
	FOLLOWERS GAIN/LOSS	#POSTS	#ENGAGEMENT (likes, comments, shares)	MENTIONS	REACH	CONTEST ENTRIES
FACEBOOK	500-1000	1000-2000	1000-2000	100-500	200	
INSTAGRAM	500-1000	1000-2000	1000-2000	100-500	200	100
TikTok	500-1000	1000-2000	1000-2000	100-500	200	
YouTube	500-1000	1000-2000	1000-2000	100-500	200	

(Newberry, 2024)

SUMMARY

This social media strategy with the #showusyourmoves photo contest as its centerpiece will boost Dance for Abilities’ visibility by tapping into the networks of its community. Simultaneously, engagement will be increased, as well, as interactions with posts are required for the voting of the winner, who will receive two tickets to a musical or show, which will create further engaging social media content. Lastly, a connection with potential sponsors and donors will be created by appealing to their emotional side with inspirational stories of individuals of all abilities, and leveraging the advantages of different channels to get these messages across.

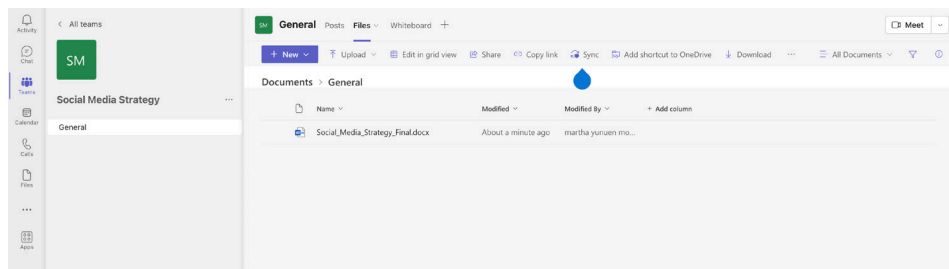
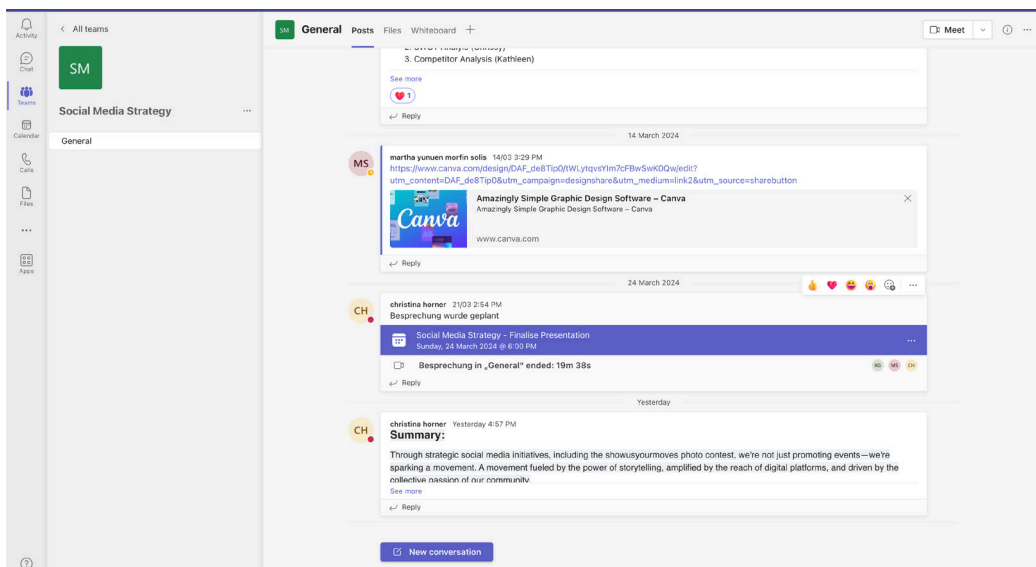
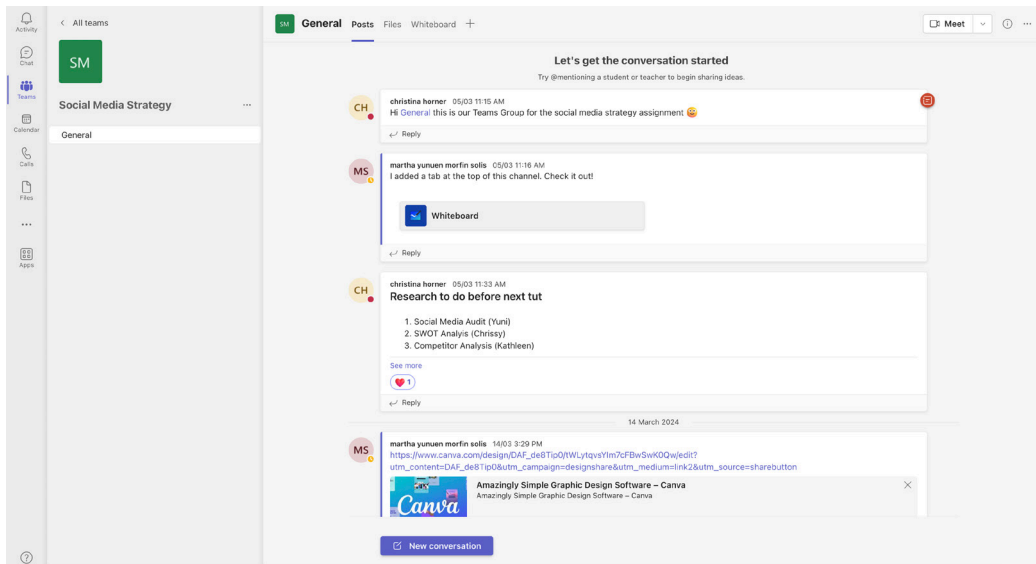
Together, we’re breaking barriers, igniting imaginations, and inspiring change.

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Appendix

Usage of Microsoft Teams to coordinate group work



Social Media Strategy - Finalise Presentation



christina horner <christina.horner@student.bond.edu.au> on behalf of
 Social Media Strategy <SocialMediaStrategy@groups.student.bond.edu.au>
Required: christina horner; kathleen melain soto gacillos; + 2 more
Thursday, 21 March 2024 at 2:54 p.m.

Sunday, 24 March 2024 at 6:00 p.m. - 7:00 p.m..
Microsoft Teams Meeting

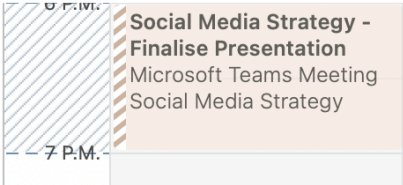
This event occurs in the past.

RSVP to this event

Email organizer

Optional message to organizer

Accept Tentative Decline Propose New Time



PROMPT: Client: Dance for abilities

<https://danceforabilities.com>



Dance for Abilities
Dance for Abilities hosts dance events for people with intellectual disabilities at various venues...
@danceforabilities.com

Strengths: Engaged Community Compelling Content Collaborations	Weaknesses: Limited resources Low engagement rates despite of engaged community Content Quality (Communication of emotional impact)	Opportunities: New Market Segments (e.g. parents of children with special abilities, schools, corporate sponsors) Leveraging Innovative Features (e.g. Reels, Stories, Lives) Educational content	Threats: Competition Algorithm Changes Reputation Risk through negative comments or controversies (crisis management plan is crucial)
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SOCIAL MEDIA AUDIT

Website: Dance for Abilities (DFA) is an organization that organizes and runs dance-inspired events for adults with unique abilities.

Sections:
Home
About Us
Sponsorship
Events
Donate

Facebook: DFA's Facebook page has 1,457 likes and 1.5 thousand followers. The page usually posts about their events but not as regularly. There are big gaps between months without any interaction.

Instagram: The platform has 960 followers. They have a huge gap without engagement since June of 2023 and posted again in March.

Goals and Objectives

Goal:

Create and implement a social media strategy to raise awareness about the organisation among people with unique abilities, as well as potential sponsors and donors.

Objectives:

Portray the brand identity across different social media channels through consistent design & messaging
Create a clear posting schedule, indicating what type of content to post on what platform and when.
Gain one main sponsor.

The BIG idea

Photo Competition:

- participants of events can post their pictures from the event, using a certain hashtag #dancefor
- danceforabilities chooses the five best ones and reposts on their profile
- their audience can vote by liking and commenting on their favourite post
- the final winner receives tickets to a dance performance (2x)

Channels

Instagram
Facebook
TikTok
YouTube