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Harnessing the Power of Social Media to Inspire Giving

In an effort to aid Butte County Office of Education (BCOE) schools and programs to continue to offer necessary programs and resources to students and their families, BCOE joined the North Valley Community Foundation's Week of Giving campaign. The Week of Giving campaign was the first of its kind in our rural, Northern California area. It was a week-long online event to capitalize on the Giving Tuesday event during the holiday season, from December 1-7, 2020.

The purpose of the campaign was to collect donations while giving donors the ability to choose a mission that held significance to them. BCOE created a video message for each designated fund to request donations, and to highlight the importance of underfunded programs and BCOE's ongoing mission to provide resources.

From the social media data available, we determined that our most impactful following was on Facebook. The target group was working adults in their late-twenties to mid-forties. We were asking for donations and needed to reach a demographic that was able to give monetarily. Our research showed that our local community following was greatest on Facebook, followed by Twitter, then Instagram. BCOE posted on all three social media platforms, with a concentrated effort to tag community members on Facebook to raise awareness and engagement.

Our campaign reach was 1,801 and succeeded in raising \$3,583.93. The campaign increased our following and helped future communications by providing in-depth data. Following the campaign, BCOE was able to review the insights from each video post. BCOE analyzed the data and attained valuable information regarding the best times for posting, when followers were most active, and what type of follower was most engaged with posts. Using the data collected, BCOE has made more informed decisions regarding the best time for posting, narrowing target audiences, and supporting effective social media communications. BCOE is more prepared for future social media campaigns and will continue collecting and analyzing data to improve our reach and sphere of influence.

Links:

Facebook Account: [@ButteCountyOfficeOfEducation](#)

Instagram Account: [@buttecoe](#)

Twitter Account: [@BCOESTory](#)

Relevant Post #1: [BCOE – Arts Education Fund](#)

Relevant Post #2: [BCOE – Special Education Sports & Recreation Fund](#)

Relevant Post #3: [BCOE – Early Childhood Mental Health, Learning and Recovery Fund](#)

Where Students Come First.

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