Care Australia Social Media Strategy

**Executive Summary**

This analysis is based on Care Australia’s performance across their primary social network platforms. Care Australia primarily embarks on Twitter and Facebook to reach out to their target clients through social media. Although these strategies have been very helpful in marketing the organizational services to the different parts of the world, it has not delivered the anticipated outcomes. The issues identified with the current social media strategy are lack of publicity, which results from the lack of involvement of influencers and downward pattern in the number of posts shared every week. Because of this weakness, the first strategy that is proposed for the company is the influencer strategy. This strategy will include encouraging famous individuals, including artists, politicians, and bloggers, to be part of the program to reach out to more people within the community. The organic strategy employed in this organization to increase the publicity of the services provided is the co-creation strategy. These methods will encourage the participation of both influencers and the stakeholders of Care Australia. The organization can reach out to new clients in different parts of the world and attract new volunteers and donors because of their excellent work.

Care Australia is a primary international aid institution that helps in the fight against poverty and the management of disaster. The organization has been using social networks to reach out to various populations with information on the latest stories and news regarding their care work in society. This is meant to publicize their services, focusing on different populations, women and girls being the target population. The volunteers also focus on enhancing the lives of the black women as well as highlight their plights. The areas affected by poverty and other types of disaster and the key targets for this organization, and the age group ranges from 9-95 regardless of gender. According to the latest statistics, the company has around 41,631 followers on its Facebook page. The latest post was updated on mother’s day garnered about 1000 likes, as indicated in figure 1.

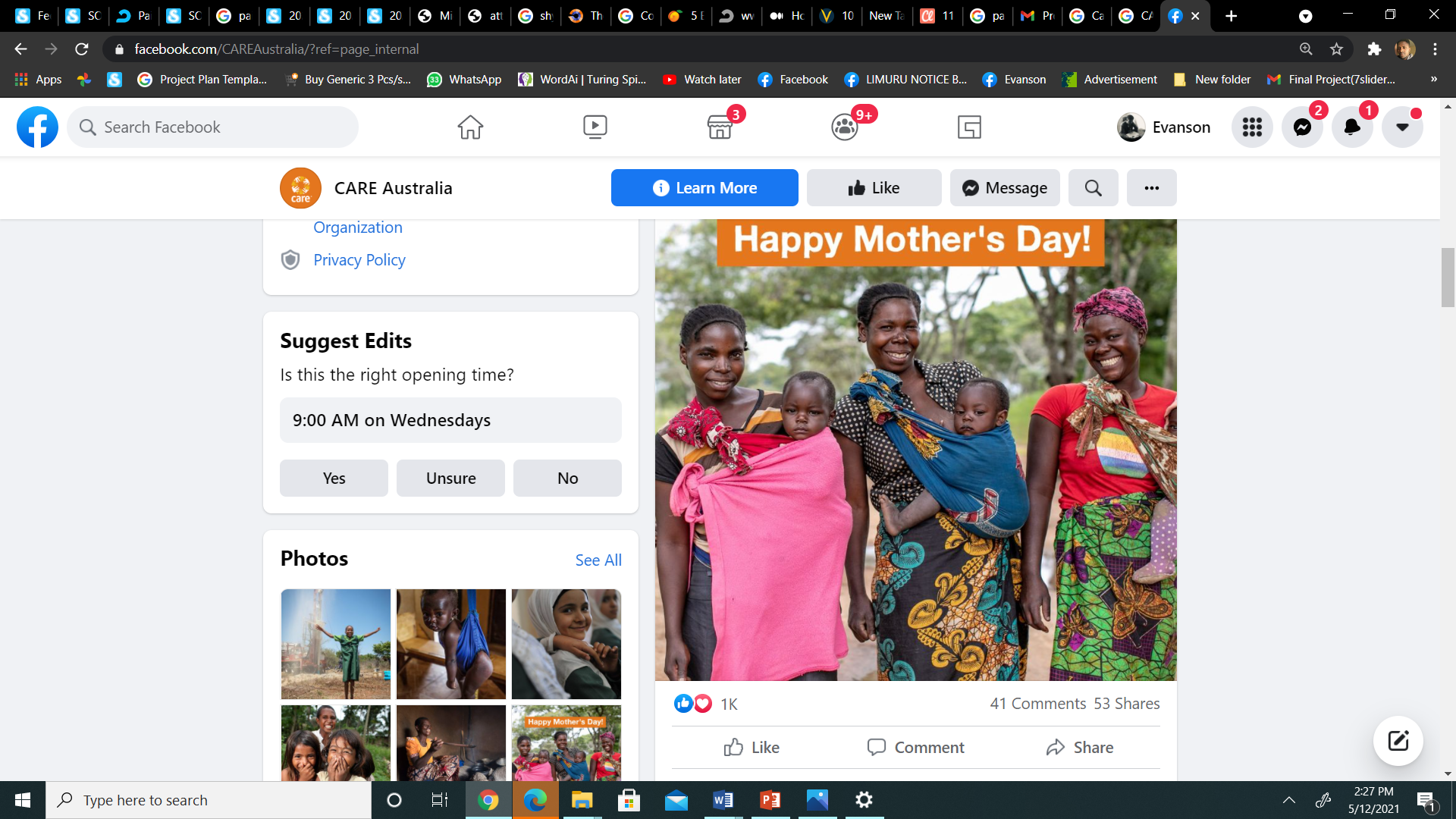


Figure 1 (CARE Australia 2021).

The organization with such a few likes means that the current social media strategy is yet to achieve popularity or publicity compared to other similar organizations. The company has around 19500 followers on Twitter, but from their latest posts, the company is yet to attract viewers into liking and read its posts, as shown by figure 2. The post shown below has only eight likes and one retweet. With its enormous number of followers, the expected like per post must be more than 1000.

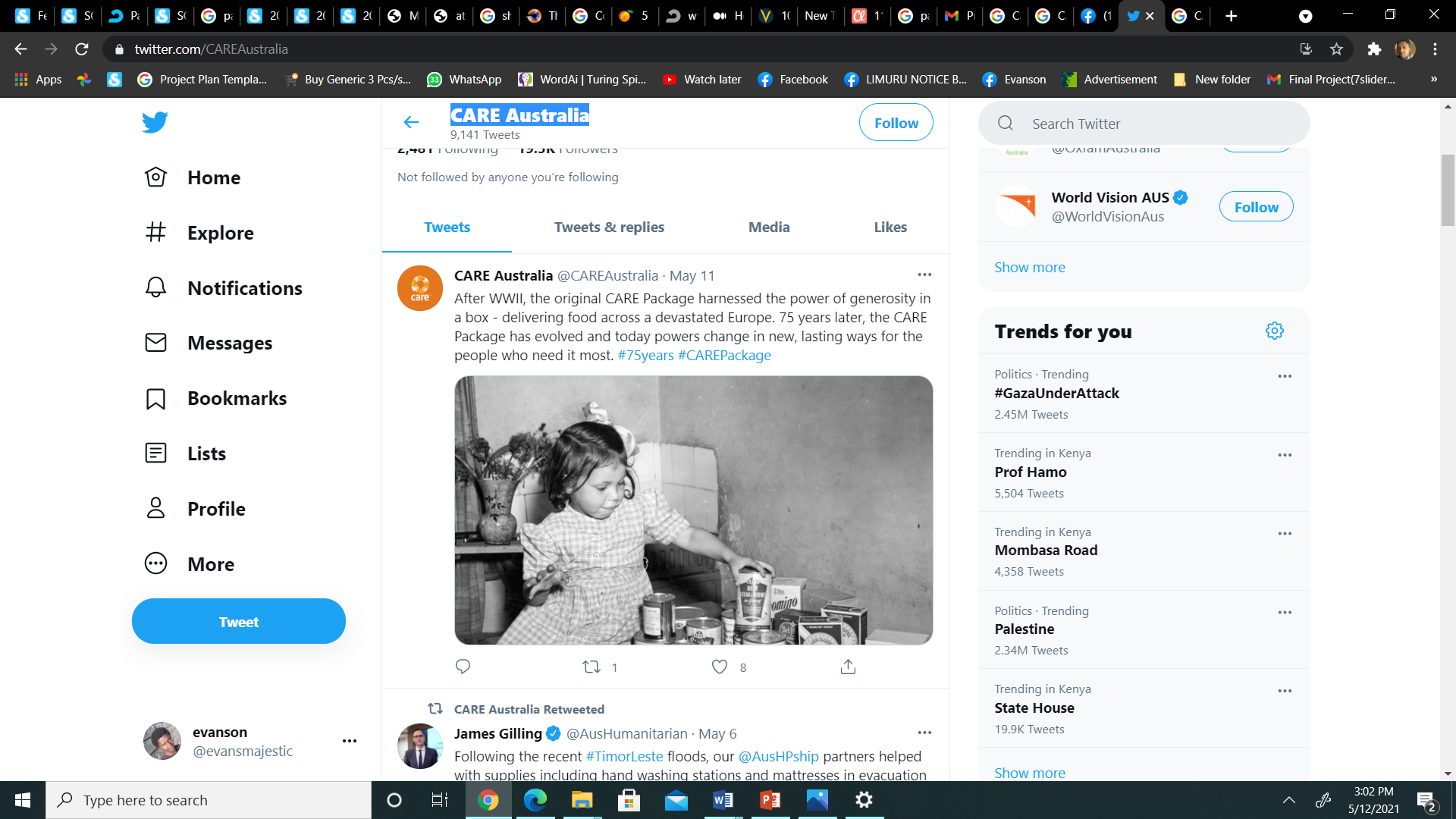


Figure 2 (CARE Australia 2021).

**Influencer Strategy**

The influencer marketing strategy identifies individuals who have a substantial impact on the target audience. The approach entails forming a partnership with the influencer in which the latter agrees to expose their audience to the content or company’s message. The influencer strategy entails the use of social media influences as a type of paid marketing. As elaborated in the previous report, it is apparent that the social media approach applied by Care Australia. These individuals will be compensated for their services, and the charges could vary from one influencer to the other (Morgan, 2017). Nevertheless, their posts are usually organic ones on various social platforms. This approach is more likely to attract clients compared to conventional marketing.

In her article, Alameda (2019) explains that influencer strategy has become one of the most effective methods of spreading the word regarding the services and products of an organization through the social networks influencers. Individuals with massive social network followings often make a profession of it, and organization pay them a tremendous amount of money to talk about their services or brand. In the case of Care Australia, it has not been able to use the influencers' services, which could be why it cannot reach out to a large number. In this light, Care Australia will focus on micro-influencers and macro-influencers to achieve the current marketing goal. Macro-influencers are individuals with very many active followers, and this gives them celebrity status. These people will be hired to use their Facebook and Twitter platforms to reach out to different populations in different parts of the world. On the other hand, micro-influencers are individuals who have attained an influencer status in a given area of interest or niche; even though they have fewer followers, the latter are relatively engaged. This way, the organization will use micro-influencers to reach specific populations, such as women within a particular town, in a region prone to disaster. The campaign will use both micro-influencer and macro-influencers to reach out to the target population. These influencers will be hired within specific countries and regions because an influencer in one country might not be recognized in a different state. Figure 3 and Figure 4 below show an example of Facebook and Twitter posts from influencers. According to Razo (2020), working as an influencer provides the organization with opportunities to link the services with potential clients.

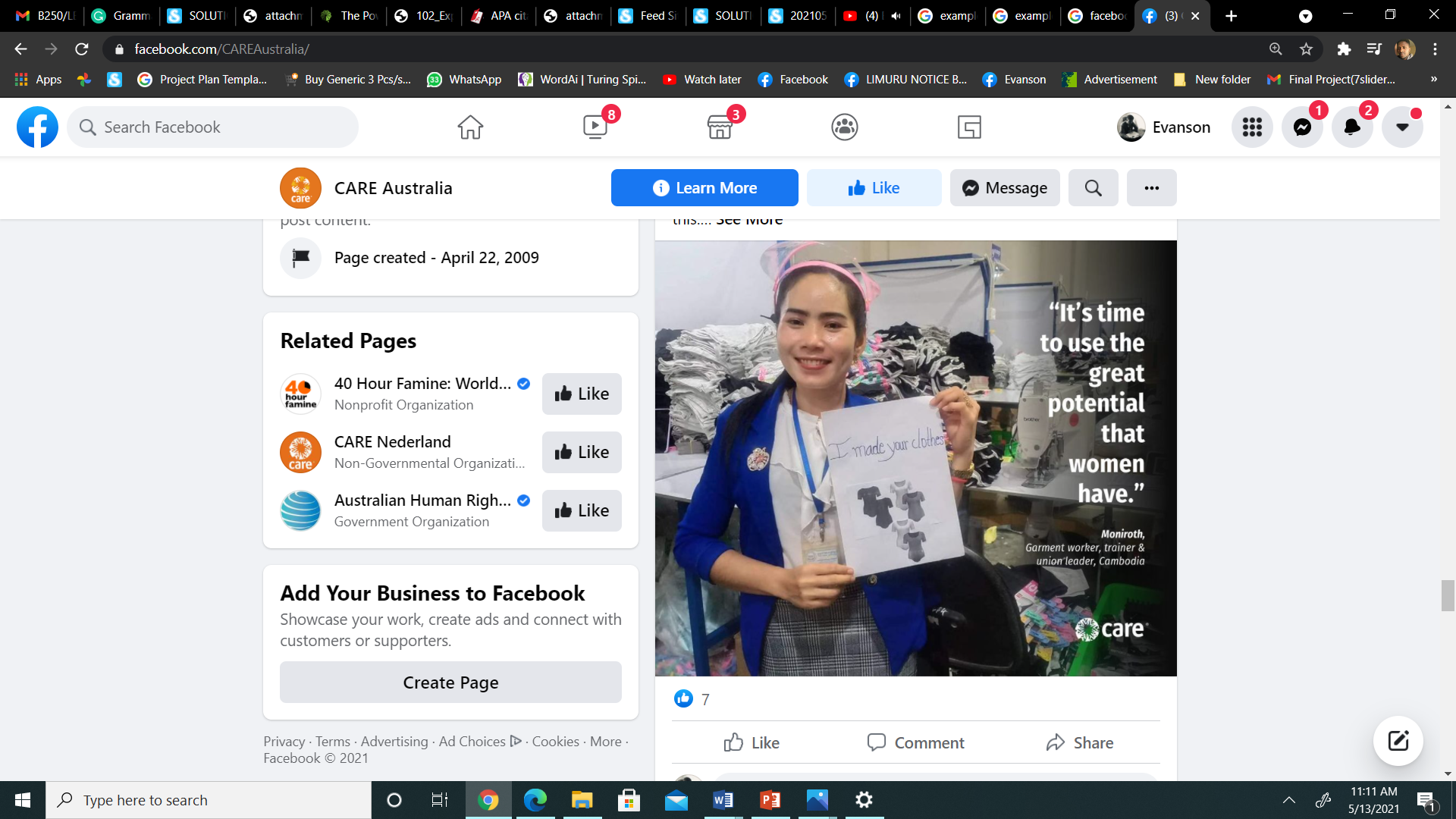
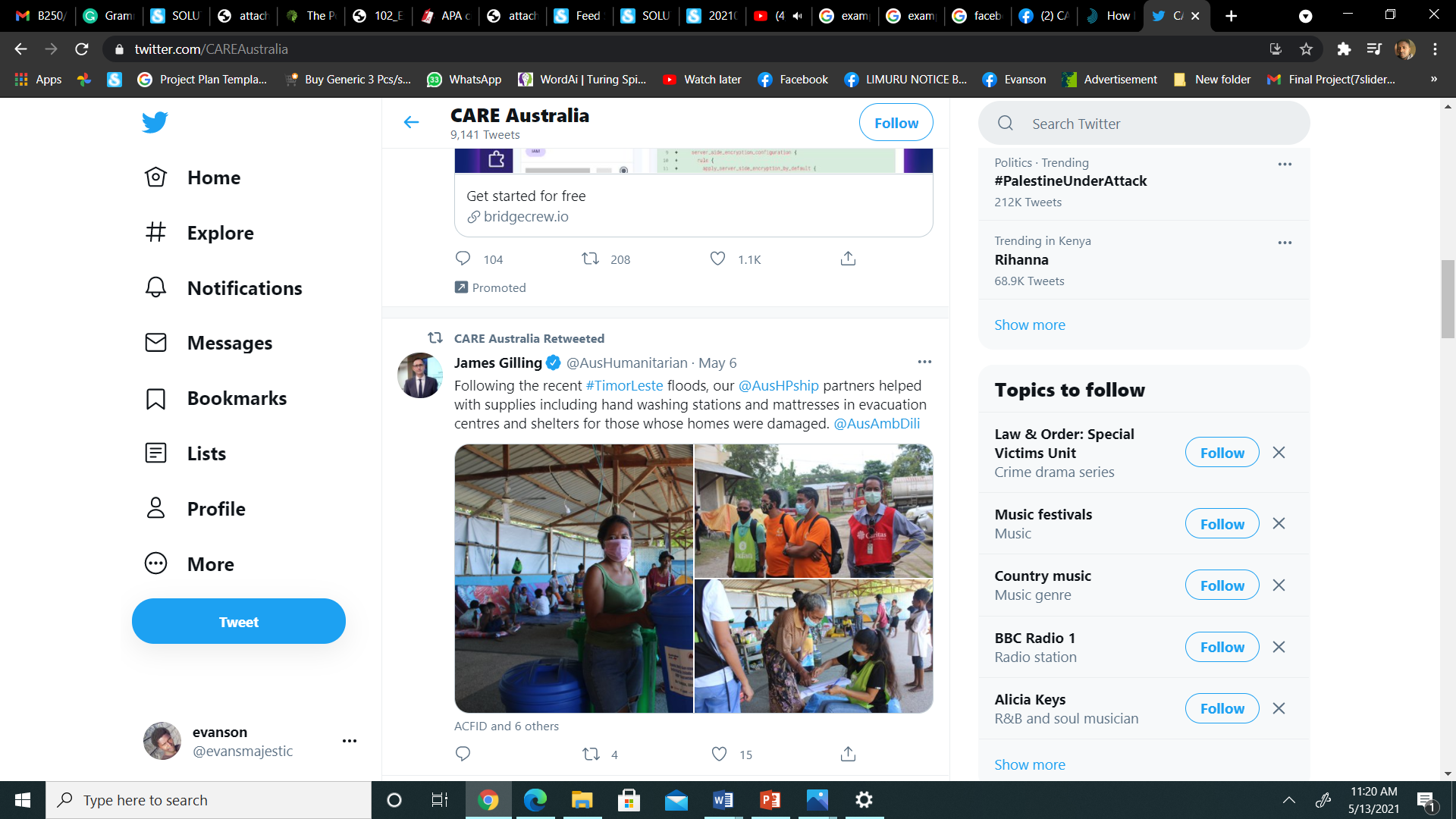
  
Figure 3 (CARE Australia 2021). Figure 4(CARE Australia 2021).

Figure 3 and figure 4 show an example of influencers from different nations and the type of posts they would make to increase the traffic into the social media accounts of Care Australia. The two posts contain a message that would be of great use to the women, who are the organization's target audience. These influencers could make posts about the voluntary services offered to the needy communities by the organization, share them in their Twitter and Facebook accounts, and tag Care Australia on those posts. The benefit of influencer strategy is that care Australia would increase the popularity of its services by reaching out to more customers. This strategy comes with a relatively high cost of compensating the influencers from various countries.

**Co-creation Strategy**

In Care Australia, a co-creation strategy is expected to produce positive results. The company has many followers on Twitter compared to Facebook, which means a hashtag would reach out to many people than a Facebook post. Although the company has tried this approach in the past, it was not successful because of the type of message in various posts. These posts primarily focused on the contemporary events happening worldwide, which prevented the viewers from reading the main posts. According to San Cornelio & Cruz (2014), co-creation is regarded as a pattern situated to mutual or social achievements. At times, it is viewed as an opportunity for the organization to address its client’s needs.

For Care Australia to benefit from the co-creation strategy, there is a need for establishing a specific strategy that will be helpful in the management of social media marketing. As Vallaster & von Wallpach (2019) explained, one of the conditions that must be met for Care Australia to benefit from the co-creation strategy is the establishment of a strong relationship between the organization and its external and internal stakeholders, branded by transparency and commitment. There is a need to collaborate with all the stakeholders in the co-creation strategy, which can be achieved by the clients and other stakeholders sharing various posts through Twitter and Facebook to enhance popularity. Figure 5 shows an example of how co-creation strategy works in Twitter. The post shows a client who has benefitted from the voluntary services provided by Care Australia. Figure 6 is a Facebook showing a team of women who collaborate with the organization to help feed children in a care center in Sri Lanka. On Facebook, by sharing the posts with their friends, the clients will help the organization enhance its visibility to the rest of the world. Specifically, the clients who have benefitted from their services can share their stories through Facebook or Twitter accounts, enabling more people to gain interest to benefit from the same services.

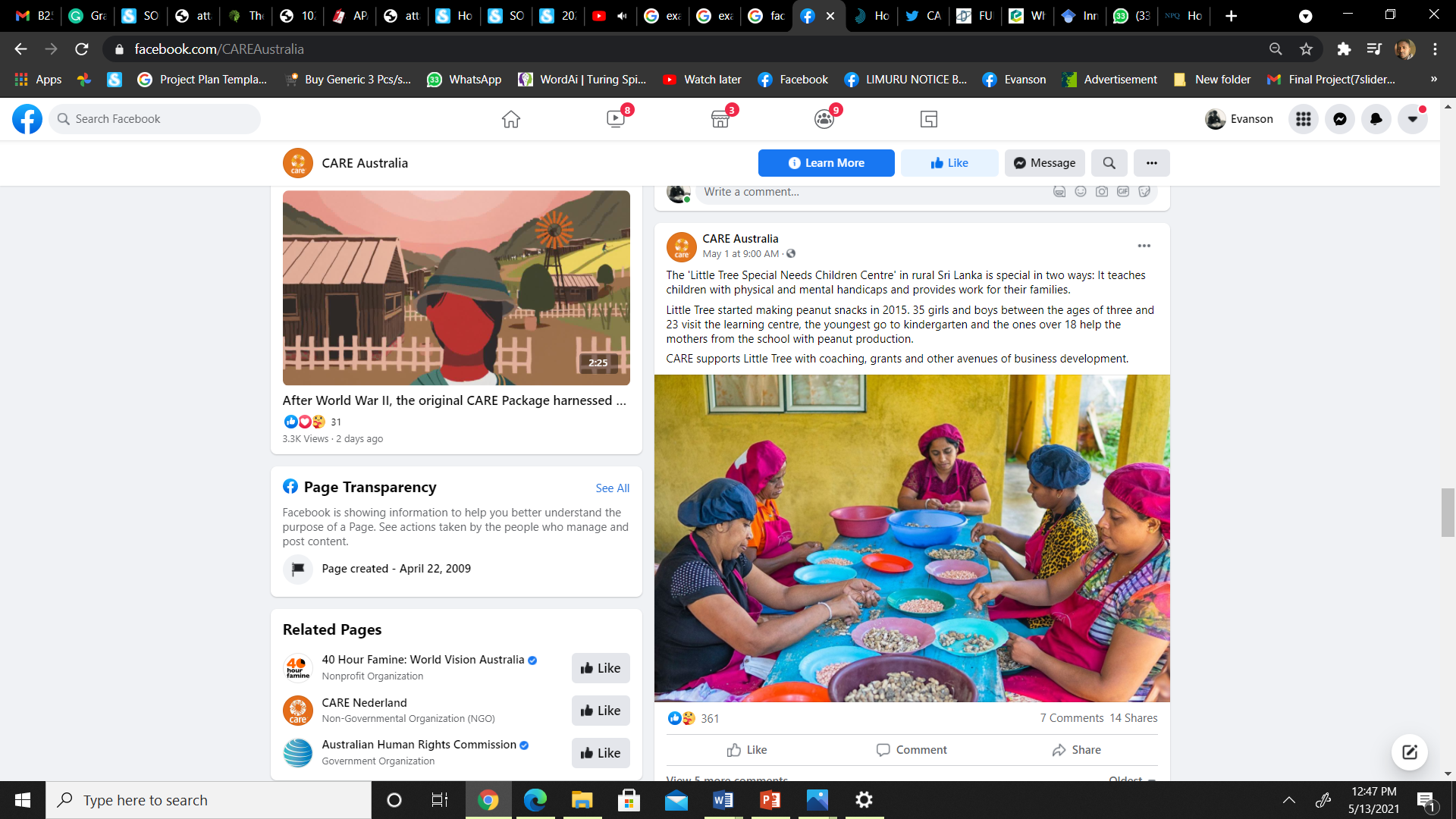
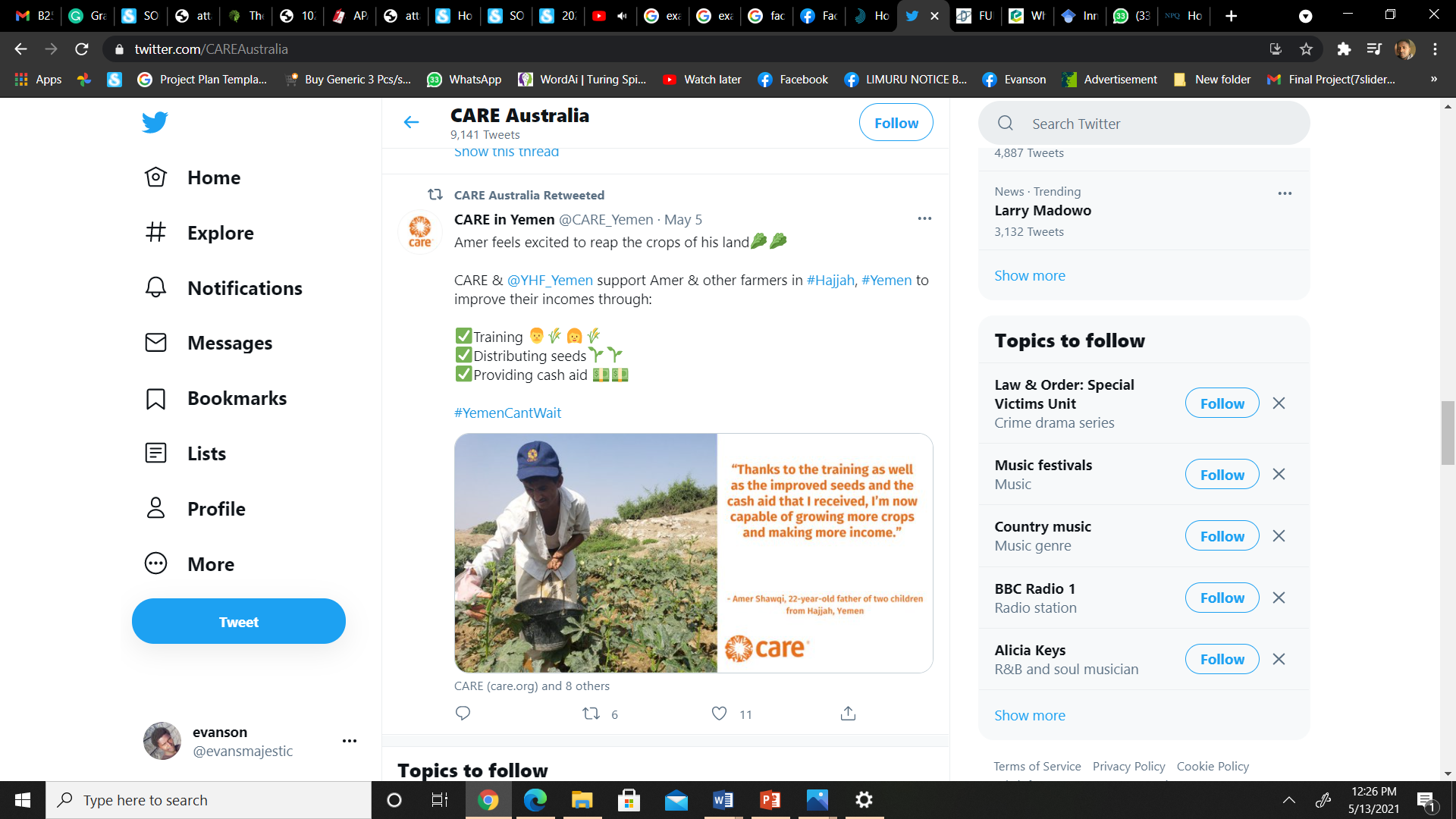


Figure 5 (CARE Australia 2021) Figure 6 (CARE Australia 2021)

Sharing different posts about different types of humanitarian aid on both the organization and clients' social media accounts will increase the traffic into Care Australia’s Website. The co-creation strategy could entail creating different posts and requesting followers and friends to share and like; posts with the highest views and comments will receive recognition from the management. The anticipated challenge in this approach is the motivation of co-creative clients (Slavka, Miladinović, Stankovic, 2013). It is relatively hard to inspire the beneficiaries of various services to participate in this campaign following their social and financial status.

**Conclusion**

To sum it all, Care Australia has been using Twitter and Facebook platforms to reach out to their prospective clients. Nevertheless, it has not been able to exploit the maximum potential from these social networks. As identified in the previous report, the organization does not include influencers or famous individuals in its social media posts and campaigns. Further, there is a lack of consistency in its posts as the recent trends show a downward pattern in the number of posts shared through Twitter and Facebook. The recommended strategies to enhance the social media marketing in this organization are influencer strategy and co-creation strategy. Influencer strategy would include both micro-influencer and micro-influencer from various countries. The drawback of this approach is the high cost associated with compensating influencers. The co-creation strategy will involve challenges and campaigns requiring stakeholders, including the clients, to create and share posts about their stories and experience with the services offered by Care Australia. The main challenge anticipated in this approach is the lack of a compelling motivation to encourage participation.

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