

A Social Strategy Built for Better Engagement

C3PR Social Media Campaign Increases Engagement 35X, Followers by 24% for Board Diversity Advocacy Client Thirty Percent Coalition

Overview: Part of the Thirty Percent Coalition's success lies in its ability to publicize corporate governance initiatives and spread awareness about why diversity matters. That's why in 2014, Executive Director and Co-Founder Charlotte Laurent-Ottomane came to C3PR with two requests: amplify the Coalition's social media presence and publicize its diversity efforts.



Spotted in Times Square: Thirty Percent Coalition on the iconic Nasdaq tower. The Coalition partners with Nasdaq on corporate governance initiatives, and this recognition in NYC represents the cumulative efforts of all who have worked tirelessly to achieve corporate board diversity.

Background

The Thirty Percent Coalition is a nonprofit organization that advocates for corporate board diversity. The vision? For C-suites and boardrooms to reflect the gender, racial and ethnic diversity of the US workforce. The Coalition and its members work tirelessly to spread awareness about the importance of promoting women and people of color to leadership roles. In the last year alone, they've partnered with Nasdaq on various diversity initiatives and webinars. And they've welcomed several new member organizations. Most recently, a *Bloomberg* reporter found that US boards are indeed getting more diverse thanks to a Nasdaq diversity proposal – an initiative the Coalition supports.

Problem: A Nonprofit with Low Engagement and Social Invisibility

While the Thirty Percent Coalition had existing Twitter and Facebook pages, posts were often months apart. Engagement on these platforms was low – around .04%. And there was no official LinkedIn company page even though many of the Coalition's members were active on this platform. As the organization grew, social media fell further down the to-do list. Laurent-

Ottomane recognized that social media was an important part of a credible and modern organization. But she didn't have the time to nurture growth on those channels. It was time to hand social media over to the experts.

Solution: A Social Strategy Built for Better Engagement

C3PR proposed a social media strategy that would engage the Coalition's audience, publicize diversity initiatives and solidify the organization as an

invaluable resource for corporations. To do this, we began with a combination of internal content, external links, graphics and reposts – all of which were relevant, educational and/or intriguing to the Coalition's target audience. Tactics included:

- More frequent posts to all social media channels
- Intentional interaction with target audience and members (i.e., replies, likes)

- Reposts and shares of content from current members
- Daily research to find new articles and data about board diversity

Results + Benefit: An Influential Nonprofit with 35x Higher Engagement, 2,000+ Followers

In just one year, Twitter engagement rate increased to 1.1% (compared to .04%). In that same time period, LinkedIn followers increased by nearly 100 users. Fast forward to today, and here are highlights from this past year:

- More than 300 new followers across Twitter and LinkedIn
- Total average engagement rate of 8% (compared to .04% at beginning of campaign)
- Twitter engagement rate is 35 times higher than the nonprofit industry average of .055%
- LinkedIn engagement rate is nearly 3 times higher than the platform's standard of 2%

Even in a niche like corporate governance, the Coalition's social media numbers have skyrocketed. In the last year alone, its content about board

diversity was shared and interacted with more than 2,000 times. Twitter engagement reached an above-average rate of 2%. And the once nonexistent LinkedIn account now boasts a 5.9% engagement rate – nearly 3 times higher than the LinkedIn standard of 2%.

Here's what Laurent-Ottomane says about C3PR:

"C3PR is doing an amazing job with the Coalition's social media. They've positioned us as an influential resource on corporate board diversity. And they've worked strategically to spread awareness about our mission. Because they take such good care of social media, I have more time to focus on our initiatives and members. I trust C3PR to represent the Coalition. We make a great team."

Charlotte Laurent-Ottomane,
Executive Director,
Thirty Percent Coalition

Investing in social media has helped solidify the Thirty Percent Coalition as a credible, influential resource on corporate board diversity. Frequent and

relevant posts to Twitter and LinkedIn make it easier for prospective members, sponsors and even reporters to discover the Coalition. As the organization grows, so will its social presence.

Quality over Quantity

While some tactics have evolved, C3PR has remained laser focused on analyzing campaign results to adjust tactics. For example, Facebook engagement on The Thirty Percent Coalition company page was low to begin with, and remained low despite C3PR's efforts. Over time, we determined that the Coalition's target audience wasn't as active on this platform. We made the strategic decision to pull out of Facebook and double down on Twitter and LinkedIn. This "quality over quantity" approach served the Coalition well.

Follow the Thirty Percent Coalition:



Conclusion

While C3PR continues to amplify the Coalition's authority, it doesn't stop there. Because of our social media results and rapport with the Coalition, we've evolved into a trusted public relations and marketing partner. At Laurent-Ottomane's request, we've written and distributed news releases, led media outreach, assisted in a national campaign to promote women of color, and developed a robust press kit. It might sound cliché, but we really are honored to work alongside such a meaningful organization.

If you need a marketing and PR partner that cares about your mission and gets results, [we're here to help.](#)