

TITLE	Social Media Marketing VISTA
SPONSORING ORGANIZATION	The Sanneh Foundation
PROJECT NAME	TSF AmeriCorps VISTA Program
PROJECT NUMBER	18VSNMN002
PROJECT PERIOD	2019-2020
SITE NAME	Conway Community Center
FOCUS AREA(S)	Education (Primary)

VISTA Assignment Objectives & Member Activities

PROJECT GOAL		The Social Media Marketing VISTA will continue to tell the TSF and Dreamline story via social media platforms when developing even more powerful visual messages to expand upon the work of preceding Service Members who promoted awareness of TSF’s and Dreamline’s mission and impact while working on anti-poverty initiatives in the designated Service Area.
OBJECTIVE		Provide appropriate assistance and leadership in the redesign and daily execution of real-time social media systems which raise the profile of TSF and the Dreamline system.
MEMBER ACTIVITIES	Q1-4	1. Improve systems designed to engage stakeholders, funders and community partners through utilizing a multiplicity of media and social media platforms, e.g. e-newsletter, e-blasts
	Q1-4	2. Bring to bear—and enhance—methodologies designed to showcase and promote TSF and Dreamline activities and programming through developing a short and long-form video system to showcase TSF and Dreamline programming and associated impacts
	Q1-4	3. Continue capacity-building efforts using enhanced communications strategies to increase youth, parent, funder and stakeholder participation
	Q1-4	4. Provide creativity, innovation, leadership and awareness regarding ongoing content creation and photo uploads on all TSF social media and communications platforms
OBJECTIVE		Strengthen technology-based systems that impact TSF branding, marketing and <i>new media</i> designed to raise the profile and impact of TSF and its Dreamline program.
MEMBER ACTIVITIES	Q1-4	1. Work with appropriate TSF staff members to identify, procure, and maintain the latest communications and visual technology and computer hardware and software that can bolster, enhance and display the Dreamline and Teacher Pathway programs in a manner that meet or exceeds TSF community engagement standards

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	Q1-4	2. Collaborate with partnering school data specialists to Submit analytics regarding the online activity and traffic on social media platforms, such as Facebook, Twitter, Instagram, etc.
OBJECTIVE		Identify, expand and improve traditional and nontraditional communication tools to be used on social media platforms designed to communicate the impact of TSF and its Dreamline program during multiple time intervals, e.g. daily, monthly, quarterly.
MEMBER ACTIVITIES	Q1-4 Q1-4	1. Work with TSF staff members to continue to improve the system designed to engage stakeholders, funders and community partners through utilizing a multiplicity of media and social media platforms, e.g. e-newsletter, e-blasts 2. Continuously seek and identify new and fresh ways of utilizing existing and new social media platforms to daily communicate, display and showcase TSF and Dreamline program activities, events and programming 3. Meet with TSF leadership representatives to develop methods to sustain the continued system designed to communicate the impact of TSF and its Dreamline program during multiple time intervals 4. The Social Media Marketing VISTA will gain skills in design and dissemination of written and visual marketing narratives, tracking impact of marketing activities, and creating new—and strengthening—existing social media marketing campaigns
OBJECTIVE		Work to strengthen the overall internal and external communication apparatuses of the Dreamline program and overall TSF program, resource and service offerings.
MEMBER ACTIVITIES	Q1-4 Q1-4 Q1-4	1. Promote and post social media content created by the Community Resource Development VISTA and TSF Marketing Department designed and created to strengthen the online Dreamline Coach Recruitment System 2. Continue to shape the narrative of activity and program language that emanates from all TSF departments to develop relevant, real-time information regarding the activities, events, and programs of TSF and Dreamline program 3. Create and pilot a seamless system of working with the other three (3) on-site and off-site Service Members to consistently communicate relevant information to TSF and Dreamline participants, partners, parents and stakeholders utilizing the latest social media platforms that match the audience and demographic profile to grow and improve the Dreamline program and entire organization