

Social Media Marketing Strategy

The Building for Kids is active on many social media platforms including Facebook, Twitter, and Instagram. They regularly post to Instagram and Facebook but haven't used Twitter since February of 2018.

Our goals in using social media will be: to recruit volunteers for The Building for Kids, inform people of events/programs coming up at The Building for Kids, inform teaches and parents of new exhibits, and to attract donors. Using all three outlets would allow us to reach a large audience but is not the best approach for our target audience of parents and grandparents between the ages of 24-70. Many parents and grandparents that are active on social media are active on Facebook. Not as many but a lot of parents actively use Instagram, especially young mothers. The number of Twitter users have gone down in the past few years, so I think that it is best for us to focus our efforts on Facebook and Instagram since those social media platforms have more users in our target demographics.

Social media will not be the only way we will communicate with our customers. We will also continue to send out our newsletter to members and donors in order to regularly touch people already involved in our organization, so that they keep being involved in our organization. We will mainly use these social media platforms to increase our visibility and brand recognition, along with attracting new visitors to our museum.

Humans of the Building for Kids



“My name is Abby Krueger and I have been working for The Building for Kids for three years now. I love that everyday I get to empower children, engage their parents, and energize my community, which is the mission of The Building for kids. It is amazing to see the children engage with and learn from our exhibits. To keep inspiring and creating curiosity in the kids that visit The Building for Kids we need to update our exhibits. After 10 years and many children passing through the exhibits, we need to update them. With the help of generous donors like yourself we will be able to update our exhibits to make them state of the art, which will excite a new wave of curiosity in the children that visit The Building for Kids. The link provided here, <https://buildingforkids.org/donate/>, will allow you to place your donation to keep energizing the children of The Building for Kids.”

Organization Introduction Blog Post



The Building for Kids is a small nonprofit located in Appleton, Wisconsin. We strive to empower children, engage their parents, and energize our communities. To achieve our mission, we have specialized exhibits which allow children to let their imagination and curiosity soar while also teaching them valuable lessons. We aspire to teach, inspire, and reinforce curiosity in the minds of the children that visit The Building for Kids. We also host various events and programs throughout the year to energize our communities. One program that we offer which is not designed for kids is SPARK, which is designed for people with memory loss. This allows for adults to release their inner kid in a stimulating environment. It is because of the generous support from people, such as yourself, that we can achieve these goals through exhibits, educational programming, and special events.



Messages for a Defined Target Audience

 **Building for Kids Children's Museum** 50 mins · 🌐

Join us this Saturday for our first Studio Saturday of this school year! We will get creative with many different projects and activities. Adults are encouraged to participate as well. Let your inner child run wild!



Tap to tag friends

👍 Like 💬 Comment

 **Building for Kids Children's Museum** 50 mins · 🌐

"I retired from teaching three years ago and really missed being with kids everyday, so I decided to volunteer at The Building for Kids. Volunteering there allows me to inspire and empower children whether it's assisting on a school tour or leading a Puddle Jumpers session."

We are looking for more volunteers like Donna to join our team at The Building for Kids. Contact Kim Washington if you are interesting in inspiring children by volunteering at The Building for Kids.



 **Building for Kids Children's Museum** 50 mins · 🌐

We love hearing from our visitors about what they love about The Building for Kids!

"My son, Bentley, and I love coming to The Building for Kids. The staff and volunteers are great with Bentley. I especially love the Studio Saturday's because of the many activities and crafts there are for him to do."



Tap to tag friends

👍 Like 💬 Comment

9:41 AM 100%

Instagram

 **Building for Kids Children's Museum** 12m



Did you know that last year over 2,700 people visited The Building for Kids? With many interactive exhibits children are sure to have a fun, creative, and educational birthday party at The Building for Kids.



“We had my daughter Gretchen’s birthday party at The Building for Kids. Not only was it nonstop laughter and fun the whole time we were there but the exhibits were also educational, so the kids were learning things while enjoying themselves. The staff treated everyone well and even surprised Gretchen with a special princess tiara and sash for her special day.” -Gretchen’s Mom