

IMPACT REPORT

CHANGE



CHANGE ONE MIND. CHANGE ONE LIFE.

TABLE OF CONTENTS

1

Introduction

2

Challenges & Goals

3

Strategy

4

Results

5

Next Steps

INTRODUCTION



Hooked Media Strategy is a student-led digital marketing organization that partners with mission-driven nonprofits and small businesses to elevate their online presence through thoughtful, Gen Z-informed strategies. We specialize in helping organizations tell their stories clearly, connect with their audiences, and build lasting engagement.

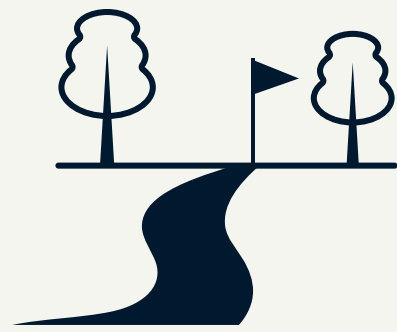
What We Offer:

- Social media content creation and management
- Email marketing and digital PR
- Campaign strategy and implementation
- Community engagement and digital storytelling
- Trend-aligned design and video production

Our small team allows us to work closely with each client, ensuring personalized attention and creative strategies rooted in their mission. As students, we bring a fresh, current perspective and a genuine commitment to uplifting the organizations we serve.

In January, we met with Cortney Jones and Dani Washington, the Founder and Administrative Coordinator of **Change1**, respectively. Change1 is a nonprofit that supports youth aging out of foster care by connecting them with critical city and community-based resources, while also providing holistic support both internally and externally. As part of this collaboration, we worked with both the main Change1 organization and its UT Austin division — specifically, its student-run PR team. During our initial consultation, we identified a strong opportunity for social media strategy to support their outreach. By leveraging Gen Z-informed insights and content strategy, our team helped Change1 strengthen their Instagram presence and better connect with two key audiences: youth transitioning out of foster care, and the case managers and support systems who serve them.

CHALLENGES & GOALS



1

Algorithm Change on Different Platforms

A challenge faced by Change1 was managing content performance across Facebook and Instagram, two platforms with different audiences and algorithms. Despite synchronized posting, there is an engagement gap between the two social media platforms. Instagram's algorithm favored interactive and engaging content from Change1, resulting in stronger audience response, while Facebook posts received significantly lower engagement.

2

Slow Audience Growth

Even though Change1 has been active on social media for several years, there is a stagnant growth of the audience. To combat this, there needs to be a reassessment on content strategy with additional content aligning with current platform trends to better engage followers.

3

Tailored Plan for Social Media

Create a structured yet flexible content calendar tailored to the specific types of posts identified by Change1. It will incorporate suggested ideas and topics while allowing adaptability for hosts to post as needed and adapt to emerging trends.

4

Educational Content

Develop informative and educational content designed to spark dialogue and raise public awareness about foster youth. The content will be aimed to increase visibility of the organization, ensuring the messaging not only educates but strengthens recognition and understanding of Change1's mission.

STRATEGY



To support Change1's goal of increasing reach and engagement among its two audiences and non-followers, we implemented a full-funnel social media strategy designed to guide users from awareness to long-term loyalty.

Content Structure:

We committed to a consistent posting schedule of two posts per week, balancing informative and engaging content. Each post served a clear purpose within the funnel framework:

- **Top of Funnel (Awareness & Consideration):** Posts aimed at expanding reach and visibility, such as reels aligned with current trends and broader community topics (e.g., "Word of Kindness" reel, national observances).
- **Mid to Bottom Funnel (Engagement, Conversion & Loyalty):** Posts focused on deepening existing connections, like sharing behind-the-scenes updates, internal initiatives, and community collaborations.

Format Mix:

We alternated between infographics and reels, prioritizing reels due to their higher engagement potential. Reels featuring people speaking or interacting were especially effective and were incorporated regularly to increase relatability and shares.

Collaboration & Tagging Strategy:

To amplify reach, we integrated collaborative posts and cross-tagging with partner organizations. This brought Change1's content to new audiences and strengthened relationships with aligned community groups.

Email Strategy:

In parallel with social media, we created a draft for future newsletters using the "First Draft" Mailchimp template. It is designed to allow flexibility to adapt to Change1's latest updates and campaigns.

RESULT

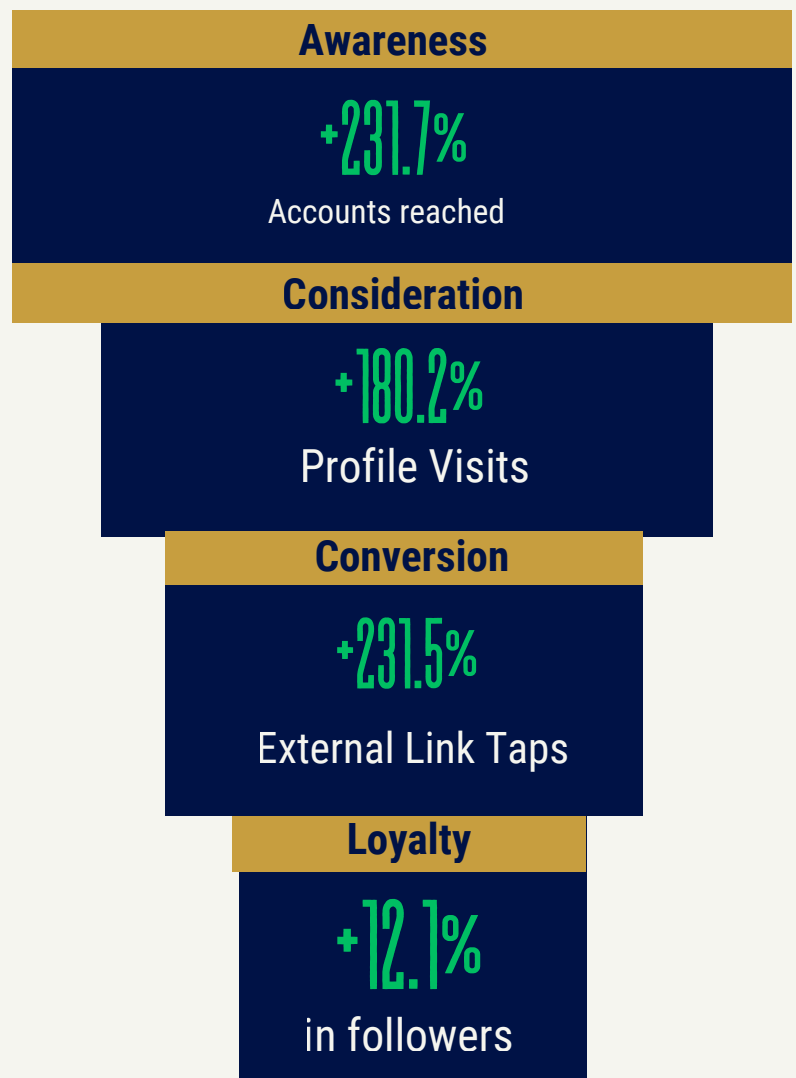
When we first met with Change1, the team expressed a clear goal: increase reach and engagement, especially among non-followers. To meet this, we implemented a **full-funnel social media strategy** designed to attract new audiences, keep the organization top-of-mind, and convert casual viewers into loyal supporters.

We posted consistently, **two times per week**, with each post serving a specific stage of the funnel. One post focused on **engaging existing followers**, sharing updates on internal initiatives, community collaborations, and awareness campaigns tied to monthly observances (e.g., National Child Abuse Prevention Month in April). The second post was designed to **expand reach**, using trends and shareable content like the “Word of Kindness” reel to connect with a broader audience.

Using a funnel framework:

- **Top of Funnel (Awareness & Consideration):** We measured success through **accounts reached** (+231.7%) and **profile visits** (+180.2%).
- **Mid to Bottom Funnel (Conversion & Loyalty):** We tracked **external link taps** (+231.5%) as a measure of engagement, and **follower growth** (+12.1%) as a sign of long-term audience building.

This approach allowed us to not only meet, but exceed Change1’s initial goals, driving growth at every stage of the user journey and strengthening their digital presence.



NEXT STEPS

Social Media Posts

- It is recommended to post twice a week since consistency is key in increasing audience engagement.
- Collaborations encourage follower growth, which can expose Changel to the audience and followers of the collaborators.
- We created a content calendar for the summer, which can be accessed through the Google Drive folder.

Email Marketing / Newsletter

- The “First Draft” template on Mailchimp can be replicated for future newsletters since the contents can be moved around and added.
- There are tools that assist with creating different designs for the newsletter such as adjusting the color theme, different font sizes and spacing needs.

Feedback

- There is a post-survey sent to Changel regarding their experience with Hooked Media Strategy and for any feedback and recommendation.

