The CONCILIATION Project

PR CAMPAIGN

COMM *masked*

November 2020

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EXECTUIVE SUMMARY

The Conciliation Project(TCP) facilitates difficult conversations around Race and Racism through theatre. The organization was founded in Seattle in 2001 by Dr. Tawnya Pettiford-Wates. In 2005 TCP made its way to Richmond when Dr. T joined VCU's Theatre Performance Department. The organization writes and performs original plays as well as hosts DEI workshops.

TCP's problem is Despite providing a unique take on DEIand insight to the black experience, TCP does not have an active and engaged audience on their social channels. The disengagements stems from lack of a clear brand image, as well as a consistent post schedule. TCP has crafted a compelling story and brand proposition to their in-person audience but now they need to direct that same energy to their virtual audience. This problem has only become more exacerbated due to the Covid-19 pandemic.

CLIENT BACKGROUND

The Conciliation Project is an organization, a theatre company, based here in Richmond, with ties all over the country. Their mission is to "promote, through active and challenging dramatic work, open and honest dialogue about Racism and Oppression in America in order to repair its damaging legacy." Since 2001, The Conciliation Project has partnered with companies, communities, and organizations to shed light on and address our nation's past with hopes for a better, open, and honest future.

Founder and Artistic Director, Dr. Tawnya Pettiford-Wates, affectionately referred to as Dr. T, materialized her vision for this organization while teaching an interdisciplinary theatre class at Seattle Central Community College. After putting together a provocative and hugely popular minstrel of "Uncle Tom's Cabin", where white a fully white cast played both white and black characters, Dr.T saw a void that needed to be filled.

This production made audiences question their knowledge of american history. Through post production conversations, many expressed underlying feelings triggered by the performance."It became clear that the production could not exist on its own as merely a play or theatrical performance; it needed to function as the catalyst for a conversation with the audience - a dialogue about the long held feelings surrounding discrimination that would surely arise from a very immediate and very intensely personal response to this topic."
Since then, TCP has managed to create ties all over the country working with colleges and universities, as well as corporations presenting on diversity and inclusion. The ultimate goal of The Conciliation Project is to "embrace our nation's past in order to build a future together that dreams of the immeasurable possibility of what true and uncompromised conciliation would add to the quality of all of our lives."

DIGITAL PRESENCE

The Conciliation Project has three main channels they use on social media. These channels include Facebook, Instagram, and Vimeo. Although TCP has YouTube and Twitter as well, it seems that they don't utilize those platforms nearly as much. They also have their main website where we believe they get their most engagement. Because of their theatre work they have been featured in multiple online articles for RVAmag, connectVA, and VPM.

Dr. T not only contributes to the online zoom workshops for TCP but she also has a blog with Urban Views RVA. These articles are not only posted through the Urban Views RVA website but are also shared through Facebook and Instagram. Because of their partnership with TheatreLab, The Conciliation Project is often mentioned on their social media channels as well. In our book, we have created a way to further your digital presence with the use of a content calendar, templates, a website redesign, and other information.
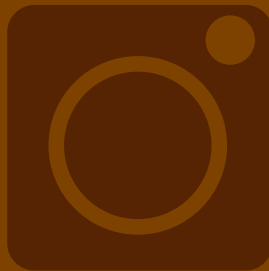
Followers: 1,419
Likes on Page: 1,382
Bio: The Conciliation Project is a non-profit Social Justice Arts Company based in Richmond, VA.
Content Types: Topic Talk flyers, Reposts of relevant articles/stories, Workshop events

Followers: 405
Bio: To promote through active and challenging dramatic WORK open and honest dialogue about racism in America in order to repair its damaging legacy.
Story Highlights: Events, Testimonials, Welcome, Resource Repirations
Content Types: Dr. T "I'm Just Sayin'," Topic Talks, Workshops, Show images, Events, Inspirational, Panel, One-on-one, Videos

Followers: 2
Bio: At The Conciliation Project, we understand the temptation to ignore history and whitewash the present with niceties. But just saying "we live in a post-race world" or "the glass ceiling has been shattered" does not make this true. And even if we choose politeness over candor, that doesn't mean centuries of hurt have been healed.
Content Types: TCP on Zoom trailer, Features from plays, TCP Introduction

COMPETITIVE ANALYSIS 〉〉〉〉〉〉

The Conciliation Project has a stable social presence on Instagram and Facebook but we wanted to research which other platforms TCP should consider based upon their theatre counterparts in Richmond. We took a look at the social media and websites of four different theatres in Richmond, comparing followers, engagement metrics (likes, shares, reactions, etc.), and usage of platforms.

THE CADENCE THEATRE COMPANY

The Cadence Theatre Company was founded by Anna Johnson in 2009. TCP and CTC have collaborated in the past, as they both worked on the Deconstructing Racism in the RVA Theatre Community initiative. The Candace Theatre company has a stronger social media presence than TCP, with more followers on each platform and more consistent engagement. CTC primarily posts scenes from their plays, artists features, and messages about their upcoming events.
Instagram: 770 Twitter: 153 Facebook: 1,969

THE VIRGINIA REPERTORY THEATRE

The Virginia Repertory Theatre was the result of a Barksdale Theatre and Theatre IV merger in 2012. VRT has one of the strongest social media followings, with over 15,000 Facebook followers and over 6,500 Twitter followers. The Virginia Repertory Theatre is very creative with their social media content, hosting a wide range of unique posts on their page. Some of this content includes an IGTV duet series and scenes from past plays.
Instagram: 3,939 Twitter: 6,766 Facebook: 15,233

THE FIREHOUSE THEATRE

The Firehouse Theatre was founded in 1993 by Carol Piersol. Firehouse Theatre does have decent following compared to The Conciliation Project however the engagement on their Instagram and Twitter is practically nonexistent. Their post consist of a lot of graphics, low quality images from shows, and some artists features. The Firehouse Theatre was also a part of the Decosting Racism in the RVA Theatre Company initiative, along with The Conciliation Project and The Cadence Theatre.
Instagram: 1,018 Twitter: 1,188 Facebook: 8,539

5TH WALL THEATRE

The 5th Wall Theatre is a non-profit theatre founded by Carol Piersol (who also founded the Firehouse Theatre) and Billy Christopher Maupin in 2013. Although the 5th Wall Theatre has a weaker social media following then other competitors, their engagement is very consistent on their posts. The posts on 5th Wall Theatres Instagram page are almost exclusively show images, along with some cast announcement images and other announcement graphics.
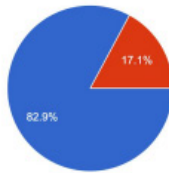Instagram: 306 Twitter: 456 Facebook: 1,793
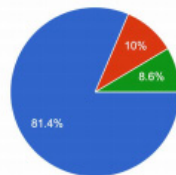
SURVEY ANALYSIS

What is your gender?
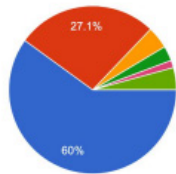70 responses

- Female
- Male
- Nonbinary
- Prefer not to say

82.9%
17.1%

What is your age?
70 responses

- 18-24
- 25-34
- 35-44
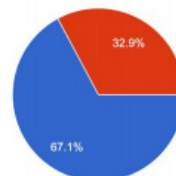- 45-54

81.4%
10%
8.6%

Please specify your ethnicity:
70 responses

- White/Caucasian
- Black/African American
- Hispanic/Latino
- Asian
- Native American
- Pacific Islander
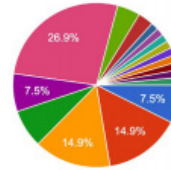- Two or more
- Other

60%
27.1%

Are You Employed?
70 responses

- Yes
- No

67.1%
32.9%

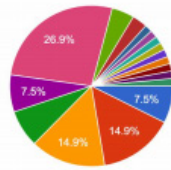**What industry do you work in?**
67 responses

- Retail/Sales
- Hospitality/ Costumer Service
- Health/ Social Care
- Education
- Business/Finance
- Manufacturing/Construction
- Currently Unemployed
- Marketing

26.9%
7.5%
7.5%
14.9%
14.9%

△ 1/3 ▽

What industry do you work in?
67 responses

- Government contractor
- Nanny
- Art and Design
- Wokred in food service
- Media/Production
- Art & Animation
- Food business
- !

26.9%
7.5%
7.5%
14.9%
14.9%

▲ 2/3 ▽

What industry do you work in?
67 responses

- Government
- Legal

26.9%
7.5%
7.5%
14.9%
14.9%
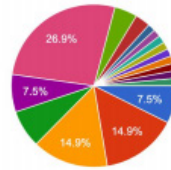
▲ 3/3 ▽

How often are you on social media every week?
70 responses

- Less than 5 hours
- 5-10 hours
- More than 10 hours
- I don't use social media

34.3%
51.4%
14.3%

Please rank based off which social media platform you use most on average.

- First
- Second
- Third
- Fourth
- Fifth

LinkedIn   Twitter   Instagram   YouTube   Vimeo

SURVEY ANALYSIS

Have you ever participated in a formal conversation/workshop about race facilitated by one of these organizations?
47 responses

- Yes
- No
- I don't remember

68.1%
31.9%

If given the opportunity would you be interested in participating in a formal conversation/workshop about race?
47 responses
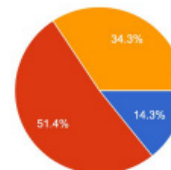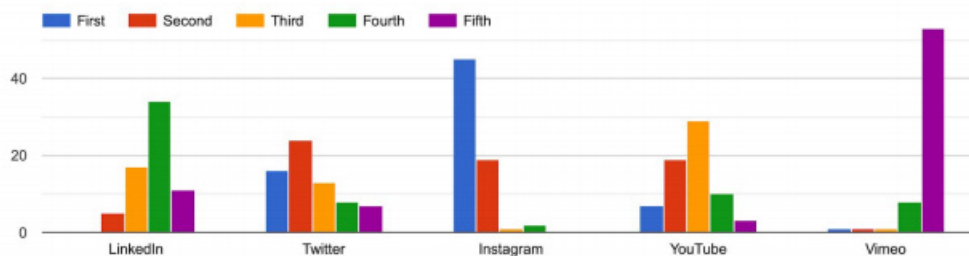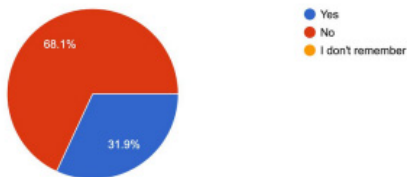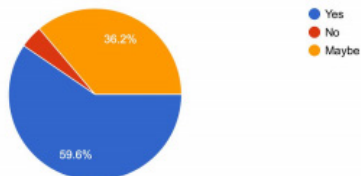
- Yes
- No
- Maybe

59.6%
36.2%

Was the formal conversation hosted by your workplace or did you seek it out on your own?
47 responses

- Hosted by you workplace
- Sought it out on your own

66%
34%
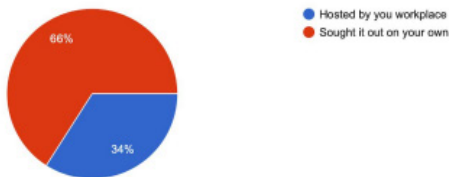
Is your time on social media for personal or business use?
70 responses

- Personal
- Business
- Mixture of both

61.4%
38.6%
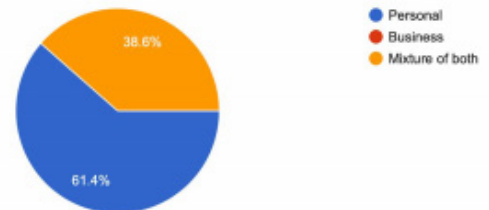
Do you follow any organizations that post about social causes?
70 responses

- Yes
- No

67.1%
32.9%
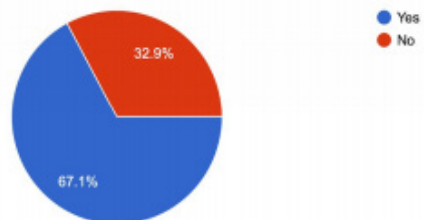
If given the opportunity would you attend the conversation/workshop again?
23 responses

- Yes
- No
- Maybe

52.2%
43.5%
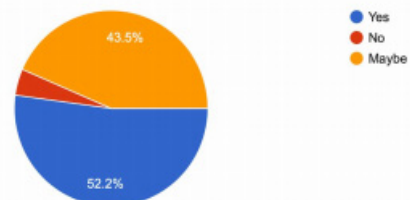
Most Popular Organizations Respondents Follow:
Black Lives Matter
ACLU
ShitYouShouldCareAbout
RVA Mag
NAACP
New Virginia Majority
Mutual Aid RVA
Human Rights Campaign
Change
381 Movement
Richmond Bombs not Food
Ivory Ella
United We Dream
The Tiny Activist
Shade Room
GirlTrek

Most Popular Content Respondents Want Organizations To Post:
Educational Material
Personal Stories
Pictures
Videos
Infographics
Relevant Links
Diagrams/Charts
News Articles
Teaching Resources
Statistics
Interviews/Testimonials
Easy To Read/Digestable Information

WEB DESIGN RESEARCH

CURRENT WEBSITE

The Conciliation Project's current website begins with a video "above the fold" on the homepage. As you scroll down, you see upcoming events and special announcements. From our research, we have concluded that these elements will not keep a viewer interested for more than five seconds. It takes a user less than two-tenths of a second to form a first impression. We have included our research on web design and provided a prototype of what we think the website should look like for maximum user engagement.

photos courtesy of Billie Krishawn

TCP IS NOW ON ZOOM.

Check out our latest video where we invite EVERYONE to the table to dialogue as we are fighting two pandemics in our country.

Please check out our options below to find out how you can engage in the conversation.

CURRENT OFFERINGS/EVENTS

WEB DESIGN RESEARCH

EYETRACKING & Z PATTERNS

Z-patterns work well for homepages because they are not centered on a bunch of text. They can bring a sense of order to simpler layouts

Point #1 — This is a prime location for your logo.
Point #2 — Adding a colorful secondary call to action can help guide users along the Z-pattern.
Center of Page — A Featured Image Slider in the center of the page will separate the top and bottom sections and guide the eyes along the Z path.
Point #3 — Adding icons that start here and move along the bottom axis can guide the users to the final call to action at Point #4.
Point #4 — This is the finish line, and an ideal place for your primary Call to Action.
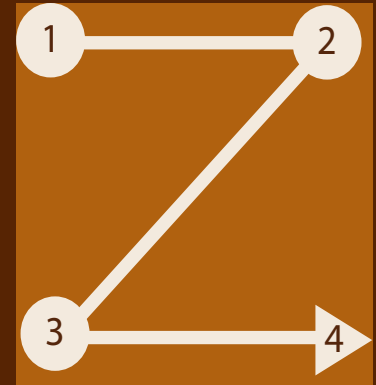
F-PATTERNS

A 2008 study concluded that, on average, only 28% of the text is read
General behavior pattern on websites
- Visitors start at the top left of the page
- They scan the top of the site (navigation, subscription, search, etc.)
- They move down, reading the next row of full content
- Lastly, surfers enter a "scanning pattern" once they hit the bulk of the site content

FIRST IMPRESSIONS

Researchers found that their subjects spent about **2.6 seconds** scanning a website before focusing on a particular section.

The logo. Users spent about 6.48 seconds focused on this area before moving on.
The main navigation menu. Almost as popular as the logo, subjects spent an average of 6.44 seconds viewing the menu.
The search box. Users focused for just over 6 seconds.
Social networking links. Users spent about 5.95 seconds viewing these areas.
The site's main image. Users' eyes fixated for an average of 5.94 seconds.
The site's written content. Users spent 5.59 seconds there.
The bottom of a website. Users spent 5.25 seconds.

WEB DESIGN RESEARCH

"ABOVE THE FOLD"

Keep the most important content **"above the fold."**

This means when someone goes to a website, they don't usually scroll further down, unless you make it apparent there is more information that is below

Don't try to squeeze everything above the fold, simply just the most important things such as navigation and your main idea

When you place a button in the bottom right corner such as "scroll down," "look here," or "see more," it indicates to the reader that there is more information below. It may seem futile, but it helps with guiding the reader to scroll down or click-through more links. This area of the page is also where we would put the "call to action" from the Z-Pattern.

HIERARCHY PATTERNS

The way we perceive information is affected by several factors that contribute to how we rank content of the layout

- **Size:** the larger element will attract more attention compared to smaller elements
- **Color:** bright colors are more likely to draw attention
  Yellow is actually more effective than white
- **Contrast:** dramatically contrasting colors will catch the eye more than slightly contrasting colors
- **Alignment:** alignment can create order between design elements
  Placing content then a sidebar creates a priority for the reader
- **Repetition:** repeating styles can show a reader that content is related
- **Proximity:** how closely we place design elements to each other tells our users how likely they are to be related

LEFT v. RIGHT

In general the **left side of the page gets more attention than the right.**

This is why most sidebars are always on the left: for easy access and user accessibility.

Users spend 80% of their time viewing the left half of the page and 20% viewing the right half.

Always put vertical menus on the left side of the page, but top, horizontal navigation works best.

SWOT ANALYSIS

STRENGTHS

TCP has a pretty good variety of social media platforms and understands the importance of staying relevant on social media. Because they are a theatre company, there are endless possibilities for content. They managed to create an online presentation of their work through zoom. They have a national presence, based in several cities around the United States. They offer a unique/creative way of presenting sensitive information.

WEAKNESSES

Staff isn't tech savvy. COVID creates a creativity barrier making it harder to produce multi person content (i.e. skits) There is no clear direction on who they want to be on social media. There is no social media strategy. Current posts seem to be a way to keep them relevant and knowledgeable of what is going on in society which gives viewers no real value.

OPPORTUNITIES

They can utilize LinkedIn to target bigger corporations. Post to YouTube along with Vimeo to create a more social/shareable factor. Highlighting on social media posts that their workshops are theatrical/performative. Advertising option to customize workshops for specific organizations/ education systems. They can find a way to collaborate virtually with Theatre lab since TCP can't physically utilize their space. They can make posts that have more more engaging/conversational content on socials (lacking engagement, likes, comments, etc.)

THREATS

Lack of funding from not being able to host live performances. Not reaching the corporate markets that could help with fundraising. Firehouse theatre offering (and charging for) live streams on music performances. This is an option for TCP to do with plays. It is more difficult to relate with audience or "witnesses" virtually during the pandemic.

TARGET AUDIENCE

SOCIAL MEDIA USERS AGES 18-29

When looking at the average age groups of social media users, specifically on Instagram, we found that most were under the age of 30. We decided that this would be the best audience to target because of their level of activity on these social platforms. Also, like Millennials, Gen Z, has a heightened sense of moral responsibility as well as social consciousness. This tends to grant great opportunities to educate on racial issues in America.

On a larger scale, we wanted to emphasize the idea of targeting corporate entities. Many of these companies are in dire need of DEI Training as well as spaces for open and honest dialogue about race in America, and even race in the workplace. Locally, there are numerous large companies that could participate, and now, through zoom and other mediums, companies all over the country can be reached.

RESEARCH CONCLUSIONS 〉〉〉〉〉〉〉

SURVEY RESEARCH

We found via our survey sent out to 70 social media users between the ages of 18-29 that the majority do follow organizations that support social causes. Despite this, many of them don't engage with the causes these organizations represent. This is reflected in engagement across social channels for TCP as well. They acquired a large amount of followers when the BLM movement gained momentum in the beginning of Summer 2020, but these new followers haven't engaged with many of TCP's posts. These same survey respondents are very willing to re-engage with these social causes if they feel they're relevant.

DIGITAL PRESENCE

As the digital and social team, it was crucial for us to first take a deeper look into The Conciliation Project's current social media and website. Our digital presence research, along with the competitor analysis of TCP's competitors in the Richmond area, we were able to determine what TCP was missing and where they could expand in order to increase engagement and reach. In terms of competitors, we took a look at the social media pages of four other theatres in the Richmond area. We compared followers, types of posts, engagement on those posts, and overall brand consistency. This led us to creating specific tactics within TCP's social media in order to have a more effective digital presence.

WEB DESIGN

With the information we have provided on website design, you will be able to revamp your website to better engage with your audience. Knowing exactly what viewers are looking for and catering your main social channel to that will most likely show an increase in socian engagement within the first six months. Using SquareSpace will allow you to keep track of those numbers more efficiently and the website prototype we have provided will be an example of an ideal website for your organization.

COLLABORATIONS

By utilizing local organizations or businesses that share the same values as The Conciliation Project you will be able to raise not only money for the organization but awareness as well. The Sister's Fund, Central Virginia African American Chamber of Commerce, and Brewer's are all examples of organizations and small businesses that you can work with in order to spread the word about The Conciliation Project. Partnering with these organizations will not only benefit you, but them as well.

CLIENT GOAL

To increase reach and engagement on all digital and social channels for The Conciliation Project.

Objective 1: Increase TCP social media engagement among millennials by 25% by the end of 2021.

Strategy 1.1: Create a consistent brand platform

Tactic 1.11: Build a social media calendar for Instagram
Tactic 1.12: Post three times per week
Tactic 1.13: Define brand guidelines

Strategy 1.2: Create new content for social channels

Tactic 1.21: Develop a monthly Insta Live Q&A
Tactic 1.22: Post event and workshop info to LinkedIn
Tactic 1.23: Establish organizational twitter presence for TCP

Strategy 1.3: Make video content easily accessible

Tactic 1.31: Organize all video content in one zip file
Tactic 1.32: Determine relevance of video content
Tactic 1.33: Condense all relevant video content to YouTube
Tactic 1.34: Post YouTube link to Instagram profile

Strategy 1.4: Create a fully integrated social media team

Tactic 1.41: Assign social media responsibilities to three team members
Tactic 1.42: Schedule bi-weekly meetings to evaluate online performance
Tactic 1.43: Collaborate with actors/actresses for ideation

CLIENT GOAL

Objective 2: Redesign website to decrease bounce rate by 15% by end of 2021

Strategy 2.1: Condense all website copy

Tactic 2.11: Review website copy for repetition
Tactic 2.12: Solidify brand message on home page
Tactic 2.13: Integrate more visuals throughout site

Strategy 2.2: Create a more user friendly click-through experience

Tactic 2.21: Fix all broken links
Tactic 2.22: Limit the amount of links inaccessible via homepage
Tactic 2.23: Restructure site navigation tab

Objective 3: Increase digital engagement with community collaborators by 15% by end of 2021

Strategy 3.1: Collaborate on online workshops

Tactic 3.11: Reach out to community collaborator
Tactic 3.12: Create a topic survey on social channels
Tactic 3.13: Establish a workshop structure

Strategy 3.2: Host intra-organizational info sessions

Tactic 3.21: Create an equitable workshop agenda
Tactic 3.22: Reach out to employees within both organizations
Tactic 3.23: Choose what channels to host session on

Strategy 3.3: Establish initiatives that would appeal to corporations

Tactic 3.31: Evaluate potential corporate collaborators
Tactic 3.32: Develop one-pager for corporate outreach
Tactic 3.33: Create a contact list for potential outreach

TACTICAL SUGGESTIONS

USER EXPERIENCE

Website Redesign
We will create a website template on adobe illustrator that will make use of the 3rd part UX research we did on web design. The goal here is to make the site much more user friendly, and drop the overall bounce rate. We will also be condensing much of the copy here and creating click through examples.

SOCIAL MEDIA

Job Description
We will create an example job description for a social media internship position. This position will be responsible for curating all social content for TCP. This description will live on VCU Handshake as it will be an internship through VCU for credit.

Content Calendar
We will create a content calendar that will outline when and what to post for six months. The content calendar will begin with January 1st 2021 and end June 30th 2021. This will allow for a much more consistent posting schedule and mini campaigns revolving around holidays and dates of importance for TCP.

Instagram Templates & Rename Organizational Offerings
Instagram templates for all of the organization's offerings will be made so whenever one comes up, it will be an easy plug and play for the organizations. This will add to a consistent brand tone as well make it easy for any new viewers to immediately see what they find most important. We will also be renaming the various organizational offerings to better suit what they really are.

Hootsuite Tutorial
For ease of posting we will recommend hootsuite to TCP. With this, we will create a hootsuite tutorial that they can follow to easily set up their account and start a post schedule.

COMMUNITY COLLABS

Templates For Social Media
We want it to be very clear what community collaboration will look like for TCP. To encourage posting all community collaboration we will make example templates for various collab opportunities. This will reflect the voice of both TCP and the partner organization.

WEBSITE REDESIGN

The CONCILIATION Project

HOME
ABOUT
OUR WORK
RESOURCES
OFFERINGS/EVENTS
CONTACT

Take Action

WHAT IS TCP?

The Conciliation Project is a nonprofit social justice organization dedicated to the process of **CON**ciliation. Not **RE**conciliation. Because You cannot re-do something that has not been done before.

Learn More

OUR MISSION

To promote, through active and challenging dramatic work, open and honest dialogue about racism and oppression in America in order to repair its damaging legacy.

WHAT WE DO

We produce original plays that inspire, inform, and include everyone in the conversation around race.

TCP on Zoom from The Conciliation Project

ACTIVE AND CHALLENGING

ANTI-RACISM STARTS WITH YOU

Learn More
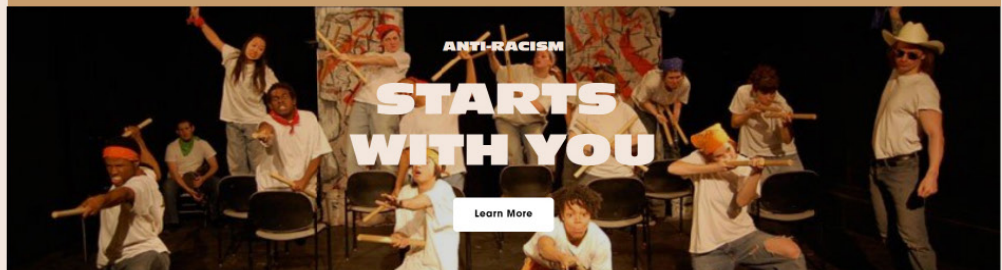
The Conciliation Project at The Basement, 300 E Broad St, Richmond, VA 23219
theconciliationproject@gmail.com

WEBSITE REDESIGN

CHANGE MENU OPTIONS

The orginial menu options were not very user-friendly. To get to the page about "Mission, Vision, Values, and Logos," you would have to click through various links. We have created a new Menu where each page can be directly linked. This will create a more efficient click-through experience for viewers. There will be a dropdown menu under the "About" link which will include:

- What We Do
- History
- Missions, Vision, Values, and Logos
- Our Plays, Our Process
- Meet The Board

LAYOUT REDESIGN

From our web design research, we have created a prototype that will efficently show your information on the homepage in a way that will engage the viewer at first glance. For a homepage, it is more common for non-profits to use a large image because "a picture is worth a thousand words." We didn't want to give too much information away because we want the viewer to click through the website. Having the link in the bottom right of the image will motivate the viewer to move to the next page. We wanted to keep the introduction video on the homepage because we feel this is a great way for people to learn about your organization right away. We also decided to move the Upcoming Events and Announcements to their own page.

Moving the Menu bar to the left side will also increase foot traffic on the website because people read more information that is placed on the left side of a website. Viewers are more likely to click through each tab. When this website is viewed on a mobile device, it will remain the same because the Menu bar will become collapsible. This will help your organization because you won't have to change much about the website when converting it to mobile view. We also added in a search bar so viewers will be able to easily search for specific events, media posts, or other general information.

INTERNSHIP

The Conciliation Project currently runs all social channels via a 2-person team. We'd like to introduce an intern position that will assist with any and all social channels. This internship would be run through the Robertson School which means the posting would live there too. In the posting we outlined all the duties of a social media intern and what that would mean for your organization. The post would go up at the beginning of each semester, where you can select an intern who will be on with you until the semester's end. The internship can be extended into the future at the discretion of The Conciliation Project.

VCU VIRGINIA COMMONWEALTH UNIVERSITY

Make it real. | GIVE TO V

Current Students   Prospective Students   Give

College of Humanities & Sciences

Richard T. Robertson School of Media and Culture

About | News | Undergraduate | Graduate | Research | Engage | People | Give | 🔍

Advertising internships

Journalism internships

Public Relations internships

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Fall 2020: The Conciliation Project - Social Media Intern (Deadline Jan. 31)

Jan 1st 2021

Posted in: Advertising internships, Internships & scholarships, Journalism internships, Public Relations internships

Spring 2021 - TCP

The Conciliation Project seeks organized and engaged interns for the Spring 2021 semester (virtual and/or hybrid mode - student option)

An exciting opportunity to hit-the-ground-running and make a positive impact . . . for the upcoming season of virtual and live shows and workshops hosted by TCP!

Duties: Coordinate with TCP's social team on Social media tasks
•Manage the company's social media accounts and post content, brainstorm campaign ideas, monitor various social media platforms such as Facebook and Instagram, analyze and gauge the success of campaigns
•Understand the overall concept of the company, including the brand, audience, and the organizations offerings.
•An end of semester data/metrics report produced by the intern will be used to inform *The Conciliation Project's* campaigns.

Time Commitment: approx 10 hrs weekly, to be responsibly managed by student , with some meetings with TCP's board of directors. Email and Zoom communication and follow up with select Board members

Apply soon! Send an email of interest and attach resume by **Sunday, January 31st** to both Dr. Tawnya Pettiford-Wates and Elyse Jolley at:

tpettifordwa@vcu.edu *and* jolleyelyse@gmail.com

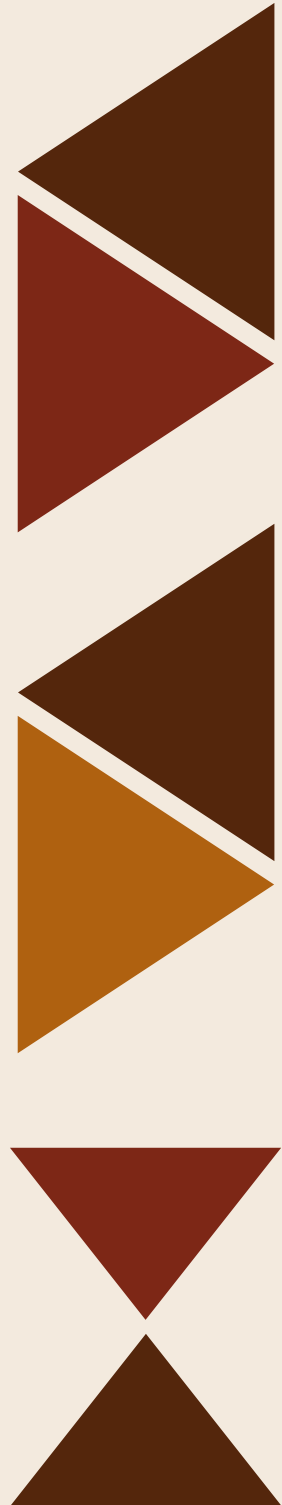Top candidates will be notified promptly to schedule Zoom interviews.

CONTENT CALENDAR

SIX MONTH OVERVIEW

For the Content Calendar we provided days and times to post for the next six months. There will be some months with certain holidays which may change up the normal posting days but otherwise Monday, Wednesday and Fridays are when you will post each week. Within the calendar you will notice that for each post there is either a pink dot or a blue dot. Every post that has a pink dot will be specifically used for Instagram, every post that has a blue dot will be used for Facebook. Times that work best for nonprofits will change based on the platform you are using as well as the day. For Facebook, it's suggested that you post between 9am and 10am. As for Instagram, content should be posted between 2pm and 3pm.

Creating a content calendar 6 months in advance will allow you to have the content ready for each week. You will also be able to provide more consistent content. For the content calendar you can decide whether you would like to manually post content for each day or you can choose a third-party channel such as Hootsuite that will post automatically for you during the times and days you would like to post.

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31 **New Year's Eve**	Jan 1 **New Year's Day**	2
3	4 • 10am Topic Talk • 3pm Topic Talk	5	6 • 9am Dr. T Article • 2pm Dr. T Article	7	8 • 9am Zoom Workshop • 3pm Zoom Worksho	9
10	11 • 10am Topic Talk • 3pm Topic Talk	12	13 • 9am Dr. T Article • 2pm Dr. T Article	14	15 • 9am MLK BDAY Post • 3pm MLK Birthday F	16
17	18 **Martin Luther King Jr. D** • 10am MLK Day Post • 3pm Martin Luther K	19	20 • 9am Dr. T Article • 2pm Dr. T Article	21	22 • 9am Zoom Workshop • 3pm Zoom Worksho	23
24	25 • 10am Topic Talk • 3pm Topic Talk	26	27 • 9am Dr. T Article • 2pm Dr. T Article	28	29 • 9am Zoom Workshop • 3pm Zoom Worksho	30
31	Feb 1 **First Day of Black Histo** • 10am First Day of Bla • 3pm National Freedo	2	3 • 9am Dr. T Article • 2pm Dr. T Article	4 • 9am Rosa Park Day F • 3pm Rosa Parks Day	5	6

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
31	Feb 1 **First Day of Black Histo** • 10am First Day of Bla • 3pm National Freedo	2	3 • 9am Dr. T Article • 2pm Dr. T Article	4 • 9am Rosa Park Day F • 3pm Rosa Parks Day	5	6
7	8 • 10am Topic Talk • 3pm Topic Talk	9	10 • 9am Dr. T Article • 2pm Dr. T Article	11	12 • 9am Black History Pc • 3pm Black History N	13
14 **Valentine's Day**	15 **Presidents' Day (regiona** • 10am Topic Talk • 3pm Topic Talk	16	17 • 9am Dr. T Article • 2pm Dr. T Article	18	19 • 9am Black History Pc • 3pm Black History N	20
21	22 • 10am Topic Talk • 3pm Topic Talk	23	24 • 9am Dr. T Article • 2pm Dr. T Article	25	26 • 9am Black History Pc • 3pm Black History N	27
28	Mar 1 **First Day of Women's Hi** • 10am First Day of Wc • 3pm First Day of Wo	2	3 • 9am Dr. T Article • 2pm Dr. T Article	4	5 • 9am Women's Rights • 3pm Women Rights	6

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
28	Mar 1 — First Day of Women's Hi / 10am First Day of Wo / 3pm First Day of Wo	2	3 — 9am Dr. T Article / 2pm Dr. T Article	4	5 — 9am Women's Rights / 3pm Women Rights	6
7	8 — 10am Topic Talk / 3pm Topic Talk	9	10 — 9am Dr. T Article / 2pm Dr. T Article	11	12 — 9am Women's Rights / 3pm Women Rights	13
14 — Daylight Saving Time st	15 — 10am Topic Talk / 3pm Topic Talk	16	17 — St. Patrick's Day / 9am Dr. T Article / 2pm Dr. T Article	18	19 — 9am Women's Rights / 3pm Women Rights	20
21	22 — 10am Topic Talk / 3pm Topic Talk	23	24 — 9am Dr. T Article / 2pm Dr. T Article	25	26 — 9am Women's Rights / 3pm Women Rights	27
28	29 — 10am Topic Talk / 3pm Topic Talk	30	31 — 9am Dr. T Article / 2pm Dr. T Article	Apr 1	2 — 9am Zoom Workshop / 3pm Zoom Worksho	3

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
28	29 — 10am Topic Talk / 3pm Topic Talk	30	31 — 9am Dr. T Article / 2pm Dr. T Article	Apr 1	2 — 9am Zoom Workshop / 3pm Zoom Worksho	3
4 — Easter Sunday	5 — Easter Monday / 10am Topic Talk / 3pm Topic Talk	6	7 — 9am Dr. T Article / 2pm Dr. T Article	8	9 — 9am Zoom Workshop / 3pm Zoom Worksho	10
11	12 — 10am Topic Talk / 3pm Topic Talk	13	14 — 9am Dr. T Article / 2pm Dr. T Article	15 — Tax Day	16 — 9am Zoom Workshop / 3pm Zoom Worksho	17
18	19 — 10am Topic Talk / 3pm Topic Talk	20	21 — 9am Dr. T Article / 2pm Dr. T Article	22	23 — 9am Zoom Workshop / 3pm Zoom Worksho	24
25	26 — 10am Topic Talk / 3pm Topic Talk	27	28 — 9am Dr. T Article / 2pm Dr. T Article	29	30 — 9am Zoom Workshop / 3pm Zoom Worksho	May 1

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
25	26 • 10am Topic Talk • 3pm Topic Talk	27	28 • 9am Dr. T Article • 2pm Dr. T Article	29	30 • 9am Zoom Workshop • 3pm Zoom Worksho	May 1
2	3 • 10am Topic Talk • 3pm Topic Talk	4	5 **Cinco de Mayo** • 9am Dr. T Article • 2pm Dr. T Article	6	7 • 9am Zoom Workshop • 3pm Zoom Worksho	8
9 **Mother's Day**	10 • 10am Topic Talk • 3pm Topic Talk	11	12 • 9am Dr. T Article • 2pm Dr. T Article	13	14 • 9am Zoom Workshop • 3pm Zoom Worksho	15
16	17 • 10am Topic Talk • 3pm Topic Talk	18	19 • 9am Dr. T Article • 2pm Dr. T Article	20	21 • 9am Zoom Workshop • 3pm Zoom Worksho	22
23	24 • 10am Topic Talk • 3pm Topic Talk	25	26 • 9am Dr. T Article • 2pm Dr. T Article	27	28 • 9am Zoom Workshop • 3pm Zoom Worksho	29
30	31 **Memorial Day** • 10am Topic Talk • 3pm Topic Talk	Jun 1 • 10am Gay Pride Mon • 3pm Gay Pride Mont	2 • 9am Dr. T Article • 2pm Dr. T Article	3	4	5

JUNE

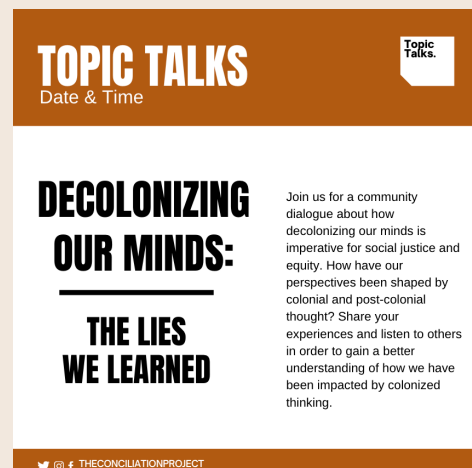| SUN	MON	TUE	WED	THU	FRI	SAT
30	31 **Memorial Day** • 10am Topic Talk • 3pm Topic Talk	Jun 1 • 10am Gay Pride Mon • 3pm Gay Pride Mont	2 • 9am Dr. T Article • 2pm Dr. T Article	3	4	5
6	7 • 10am Topic Talk • 3pm Topic Talk	8	9 • 9am Dr. T Article • 2pm Dr. T Article	10	11 • 9am Gay Rights Activ • 3pm Gay Rights Acti	12
13	14 • 10am Topic Talk • 3pm Topic Talk	15	16 • 9am Dr. T Article • 2pm Dr. T Article	17	18	19 **Juneteenth** • 9am Juneteenth Pos • 3pm Juneteenth Pos
20 **Father's Day**	21 • 10am Topic Talk • 3pm Topic Talk	22	23 • 9am Dr. T Article • 2pm Dr. T Article	24	25	26 • 9am Gay Marriage Le • 3pm Gay Marriage L
27	28 • 10am Topic Talk • 3pm Topic Talk	29	30 • 9am Dr. T Article • 2pm Dr. T Article	Jul 1	2	3

INSTAGRAM TEMPLATES

TOPIC TALKS
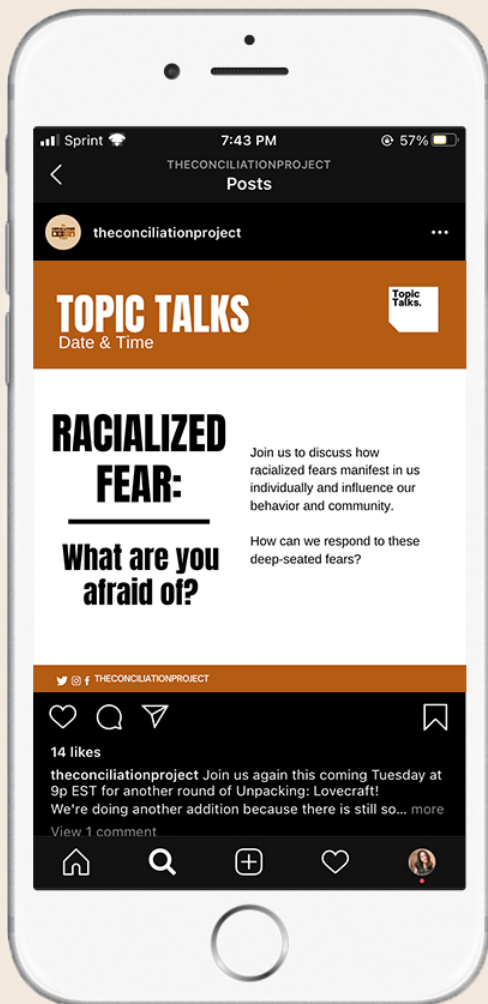
For the Topic Talks there is one template to follow, but we created three different examples of Topic Talks from the past for you to follow. For each post you will provide the title of the Topic Talk, with a small description of what the topic is all about as well as the time and date. Instead of having the full description of what The Conciliation Project is within the visual we instead incorporated it into the caption. At the end of each caption, provide at least three hashtags that could be used specifically for that specific topic as well as TCP. Examples include: #TCP #TOPICTALKS #WHITESILENCEISVIOLENCE.

TOPIC TALKS
Date & Time

RACIALIZED FEAR:
What are you afraid of?

Join us to discuss how racialized fears manifest in us individually and influence our behavior and community.

How can we respond to these deep-seated fears?

THECONCILIATIONPROJECT

TOPIC TALKS
Date & Time

DECOLONIZING OUR MINDS:
THE LIES WE LEARNED

Join us for a community dialogue about how decolonizing our minds is imperative for social justice and equity. How have our perspectives been shaped by colonial and post-colonial thought? Share your experiences and listen to others in order to gain a better understanding of how we have been impacted by colonized thinking.

THECONCILIATIONPROJECT

TOPIC TALKS
Date & Time

WHITE SILENCE IS VIOLENCE

This edition of Topic Talks we will be exploring the language that we use in difficult and uncomfortable situations around race and oppression, who white silence is weaponized, and ways in which we can engage in conversations.
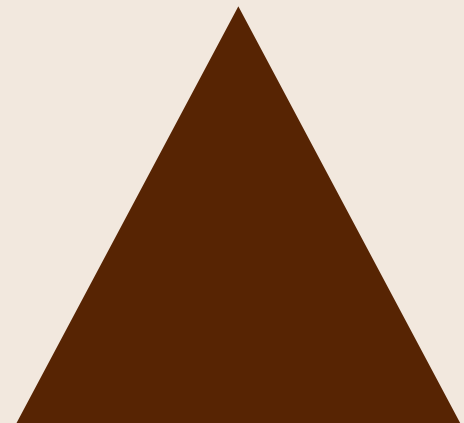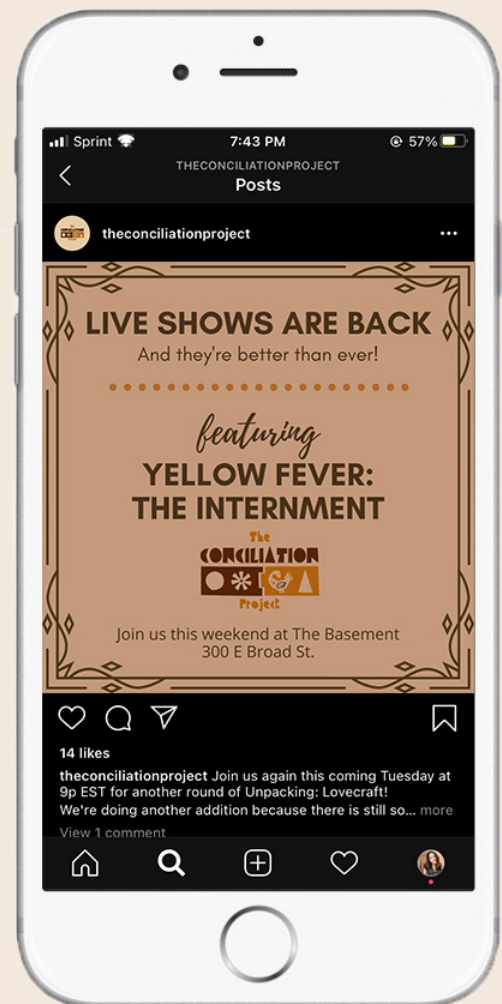
THECONCILIATIONPROJECT
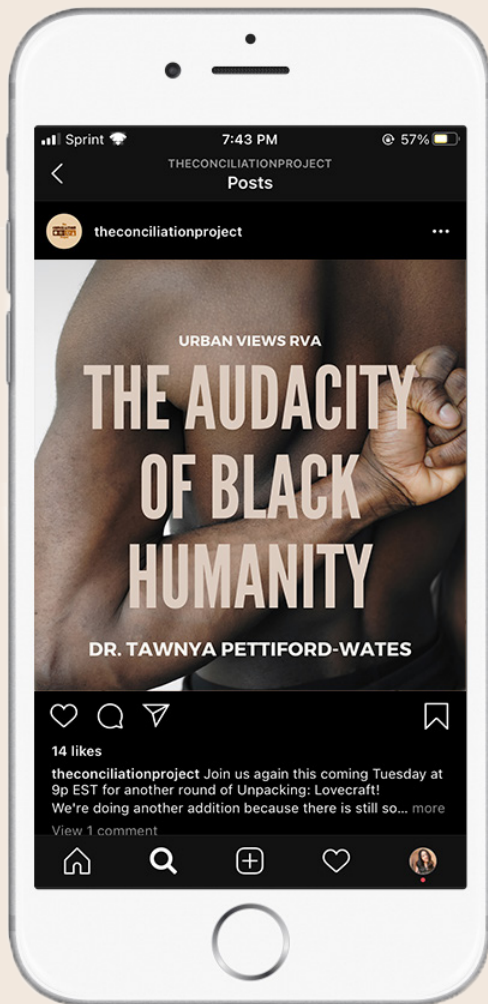
INSTAGRAM TEMPLATES

LIVE SHOWS

We understand that it may take some time before live shows can be produced and presented again, but we wanted to make sure you have everything you need to display these announcements in an efficient way. With these templates, your followers will be able to know who you are, where you are, and what you will be presenting. Each template we have for this category will generally have the same copy except for the title of the play. In the third option, you will be able to change the background image with photos you take during rehearsals, meetings, or the plays themselves.

LIVE SHOW ARE BACK
Join us at The Basement for
an orginial play

**STOLEN LAND:
BORDER CROSSINGS**

theconciliationproject.org
300 E Broad St.

COME JOIN US FOR A
live show

FEATURING
*Uncle Tom:
Deconstructed*

THECONCILIATIONPROJECT
Posts

theconciliationproject

LIVE SHOWS ARE BACK
And they're better than ever!

featuring
**YELLOW FEVER:
THE INTERNMENT**

Join us this weekend at The Basement
300 E Broad St.

14 likes
theconciliationproject Join us again this coming Tuesday at 9p EST for another round of Unpacking: Lovecraft! We're doing another addition because there is still so... more
View 1 comment

INSTAGRAM TEMPLATES

DR. T'S ARTICLES

We wanted the graphics for the articles to be simple, informative, and impactful. Here, we created graphics for the article, "The Audacity of Black Humanity" by Dr. T. To create the graphic for the instagram in-feed post, we suggest a simple yet dramatic image that would stand out. Here we used an image of a black man with a fist behind his back. We then, for the Instagram stories graphics, implemented that picture as well as a photo of Dr. T, the name of the outlet, as well as a reminder to check out the article through the link in the bio of TCP's Instagram profile.


THE AUDACITY OF BLACK HUMANITY

DR. TAWNYA PETTIFORD-WATES

LINK IN OUR BIO

URBAN VIEWS RVA
URBAN VIEWS RVA
URBAN VIEWS RVA
URBAN VIEWS RVA

NEW FEATURE BY
TAWNYA PETTIFORD-WATES, PH.D
LINK IN OUR BIO

INSTAGRAM TEMPLATES

WORKSHOPS

One of our main goals when creating the workshop template was to integrate TCP's branding while relaying the information in a clear and concise way. If a member of your audience scrolls through your Instagram page they'll be able to find exactly what they are looking for on first-glance. The design is easily customizable allowing you to change the title, date and time at a moment's notice. We expect this post to reflect the various workshops that TCP will host throughout the year.
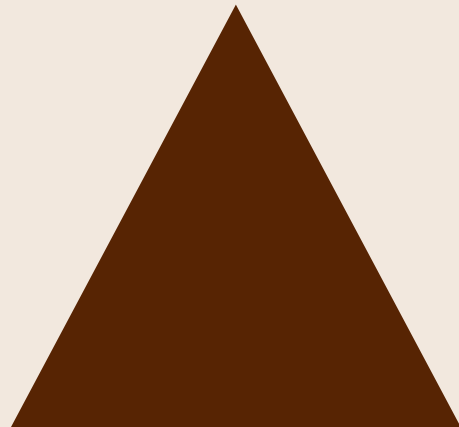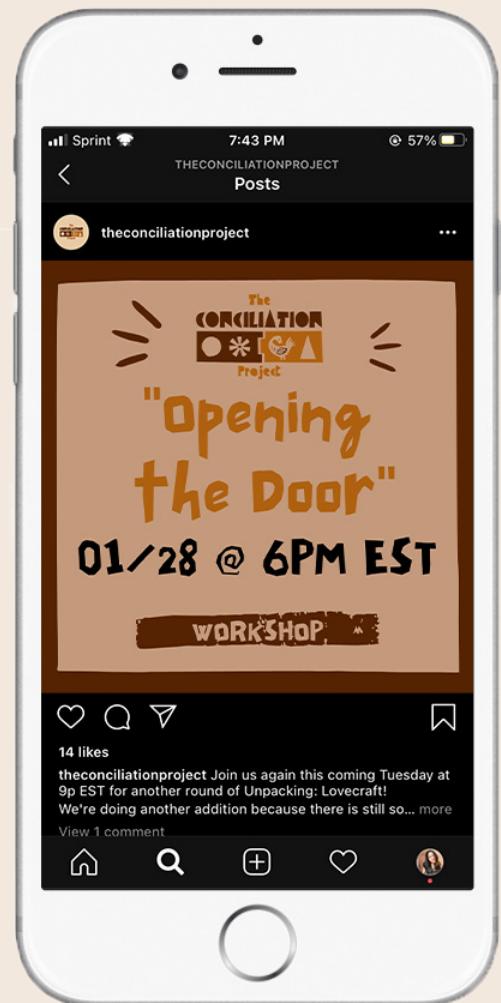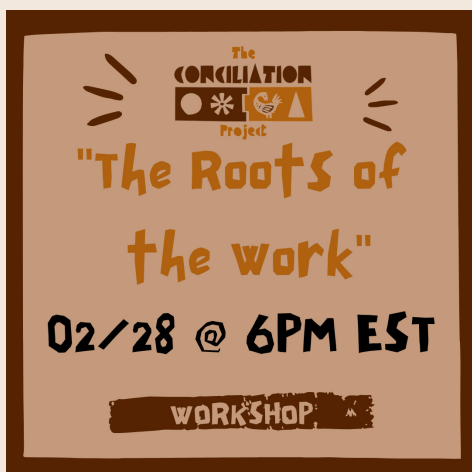
COMMUNITY COLLABS

[Artist name]
[Position/title]

[Topic]
[Date and time]

ARTISTS + ACTIVISTS

This template is dedicated to artists and activists as part of the new Community Collaborators series. We thought it was important to utilize artists themselves at the core of ideation for new conversations and content, since they are the "faces of the show".
In our example, we featured Duron Chavis, an urban farmer based out of Richmond. TCP has the unique opportunity to work with other members of the community who may have different specific missions, but are working towards the same goal.
In the caption, specifics about the event should be included (where to watch, submitting questions, specific topics, etc.)

Testimonial Tuesday

JANE SMITH
STARBUCKS RVA | ACCOUNT STORE MANAGER

"The virtual experience TCP provided..."

TESTIMONIALS

This template should be used to share information from past experiences/workshops with TCP's followers. Since TCP really does lead more of an experience than a workshop with their DEI workshops, we thought it was crucial to also share testimonials from participants. These kinds of messages may come from follow up emails, exit survey questions, or if the participant is interested in sharing their experience. This will also help to solidify the brand image of The Conciliation Project on their social sites.


[INSERT TOPIC]

[COLLABOR-ATORS]
[INSERT DATE AND TIME]

OTHER THEATRES + ORGS

This template is designed to promote a collaboration between another organization or theatre company in the Richmond area. This is very similar to the Deconstructing Racism in the RVA Theatre Community initiative. Although with this action of collaborating with one organization/theatre company at a time, TCP now has the ability to host Instagram Live talks, Q&As with the other company, or even to spread awareness about an initiative they may be working on. All of the specific details of the event or information should be clearly laid out in the caption.
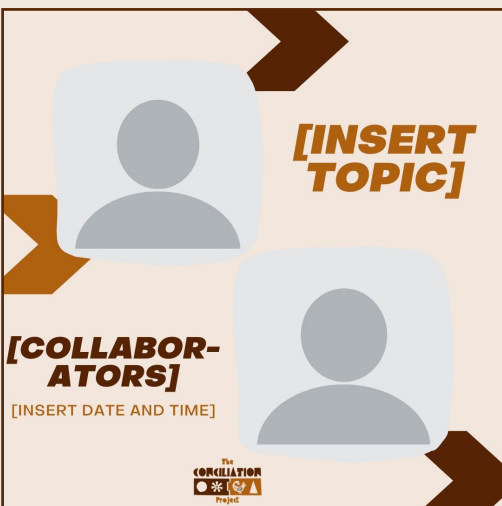
HOOTSUITE TUTORIAL >>>>>>

Hootsuite is a great resource that grants users the opportunity to create social media posts. Using Hootsuite, you are also able to schedule, post, and engage with your content and your followers all from one place.

To get a great overview of Hootsuite, watch the video we have attached for you.

Below are some timestamps that highlight some of the most important parts of the video.

00:37 - Getting Started
01:25 - Adding Twitter Streams
02:00 - Adding a Twitter Hashtag Search Stream
02:46 - Adding a Social Network
03:28 - Adding a New Board
03:40 - Adding Facebook Streams
04:26 - Account Settings
05:28 - Creating a Post (composer)
06:04 - Adding an Image to a Post
06:42 - Using the Link Shortener
07:19 - Scheduling a Post
07:57 - Using the Planner in Publisher
09:00 - How to Engage with Posts
11:26 - The Hootsuite App Directory

TIMELINE & BUDGET

As the timeline shows, we will begin the content calendar at the start of January. We have provided six months of scheduling which will therefore give you until June to provide six more months. At the start of January you will also be posting the internship position online to allow people to apply. This internship can be for summer as well as Fall which would mean May to August and August to December. Although, if you would prefer the internship opportunity to run from May to December you may also do that as well.

January	May	June	December

Content Calendar

Internship Posting

Internship
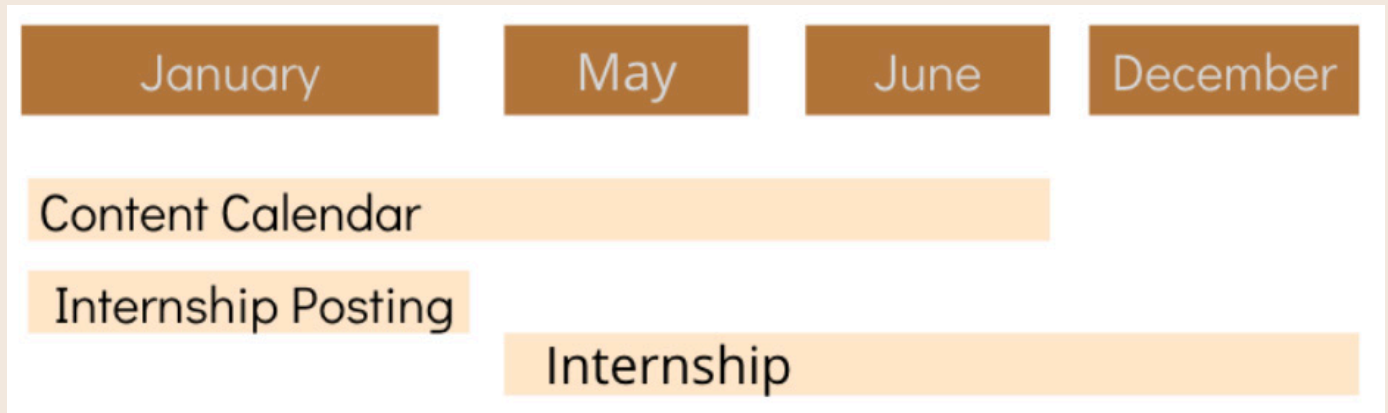
When we look at the budget these are a couple things you would need to include. First off, a Hootsuite subscription is going to $348.00 for the year. Hootsuite makes it easy to post consistently with scheduling. The site allows you to put in all of your content at one time and decide what day and what time you would like them to post. We then have Canva Pro, which is going to be $119.40 for the year. Canva Pro allows you to easily create content such as Instagram posts, brochures, gifs, etc. SquareSpace is going to be $216.00 a year. SquareSpace has been voted one of the best website creators and it is much easier to use than some of their competitors. Lastly, if you intend to have an intern and pay them, it would be $10 per hour with about 15 hours a week which would put you at $3600 at the end of the year. All of these options are completely optional. We have simply provided the monetary information in this chart below.

Hootsuite Subscription (1 year)	$348.00
Canva Pro Subscription (1 year)	$119.40
SquareSpace Subscription (1 year)	$216.00
Potential Internship (1 intern, months, $10/hr, 15hr/week)	$3600.00

EVALUATION

Objective 1: Increase TCP social media engagement among millennials by 25% by the end of 2021.

At the start of 2021 TCP will put out a survey on all social channels to gauge the percentage of millennials engaging with their content to set a benchmark. At the year's midpoint TCP will put out the same survey to identify if this number has gone up and to adjust tactics based on that. At the end of 2021, TCP will send out the survey one last time via their social channels to gauge if the objective was ultimately successful or not.

Objective 2: Redesign website to decrease bounce rate by 15% by end of 2021

TCP's website is currently run via squarespace where there are built in metrics to view the bounce rate at the start of 2021. At the end of the year TCP will go back to the same metrics page on Squarespace to identify the success of the objective.

Objective 3: Increase digital engagement with community collaborators by 15% by end of 2021

At the start of 2021 TCP will audit all social channels to measure their current digital engagement with community collaborators. At the end of 2021 TCP will perform another audit to gauge the success of the objective.
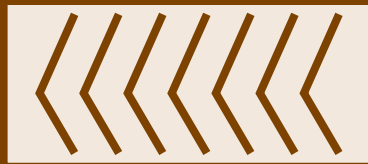
TCP SURVEY

What is your gender?

What is your age?

Please specify your ethnicity:

Are You Employed?

What industry do you work in?

How often are you on social media every week?

Is your time on social media for personal or business use?

Please rank based off which social media platform you use most on average.
[Youtube, Twitter, Instagram, Vimeo, Facebook}

Do you follow any organizations that post about social causes?

If yes, would you mind sharing what organizations?

What content do you like to see organizations that focus on social causes share?
(pictures, videos, educational material, etc.)

Have you ever participated in a formal conversation/workshop about race facilitated by one of these organizations?

If given the opportunity would you be interested in participating in a formal conversation/workshop about race?

If yes, what was your favorite part about the conversation/workshop?

Was the formal conversation hosted by your workplace or did you seek it out on your own?

If given the opportunity would you attend the conversation/workshop again?

Why/Why not?

CONCLUSION

The Conciliation Project is a theatre company whose goal is to call attention to broken society in hopes of mending it. Their performances aren't just entertainment. They go further, as to strike up means for conversation and hopefully, conciliation.

When tasked to create a comprehensive digital and social media plan, our team thought it was imperative that we emphasize the importance of theatre to TCP. As a team, we worked diligently, compiling and organizing research in hopes of creating a plan that would capitalize on what they do as a theatre company while also granting them the opportunity for the exposure they deserve. This team-based approach worked well for us, as we were able to tackle different aspects of the campaign and later bring it together. Constant and open communication worked as a great means to tackle this project and deliver the best final product we could. We hope that the skills we've learned over the past few years show in this project and we are ecstatic to take what we've learned in this course to our next chapter in life.
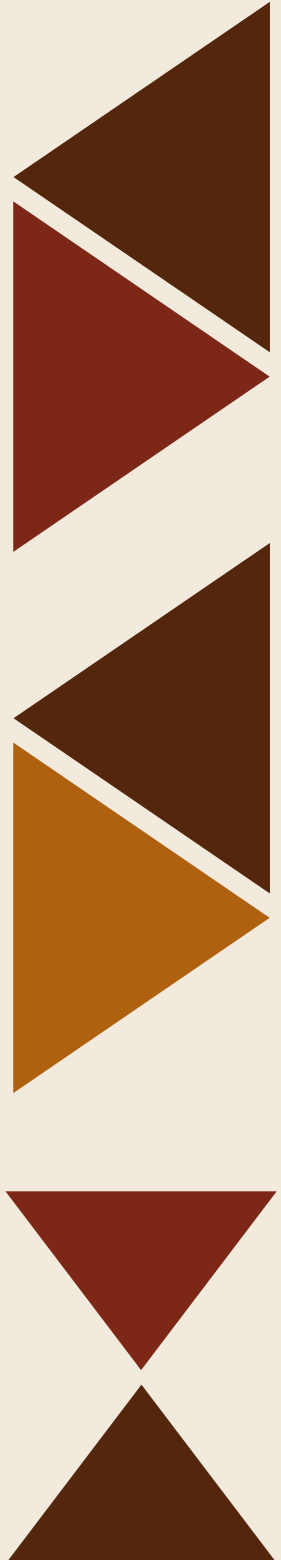
MEET THE TEAM

LUKE PORTER

Luke has a passion for social media, entertainment, and television. Since his time here at Virginia Commonwealth University, he has gained numerous skills, tactics, and experiences that will prove helpful in media and communication. Most recently, he served as Special Events Coordinator for the Activities Programming Board where he planned, promoted, and executed a wide array of events for VCU's student population. Luke loves to create, and in using what he's learned in the classroom as well as through his work experiences, he gets most excited to bring ideas to life.

EMMA JAMES

Since the beginning of Instagram and Facebook, Emmy has always had a passion for social media. Majoring in Mass Communications and having past experience in customer service, she enjoys working with other people. Emmy works hard to build relationships, approach projects from new angles, and continue to learn. When not strategizing new social media campaigns, Emmy enjoys binge watching new netflix shows.

MAYA BLACKEN

Maya Blacken is a senior at Virginia Commonwealth University (VCU) in Richmond, VA. Maya will be graduating one semester ahead of schedule, in December of 2020 with a major in Mass Communications with a concentration in Public Relations and a minor in General Business. Maya currently works remotely as a communications intern for MVM Inc. After graduation, Maya hopes to pursue a career in either community relations or marketing for a sports team.

MEET THE TEAM

KHALIED BASHRI

Khalied Bashri is a senior at Virginia Commonwealth University majoring in Public Relations set to graduate in December of 2020. He has a passion for advertising, more specifically in strategy and account management, where he sees his career going post-grad. Khalied has committed himself to being someone any peer can turn to when in need. This past year Khalied co-founded VCU's Camp ADventure and helped coordinate VCU's Second Annual Strategic Workshop.

KIMBERLY BROWN

Kimberly has always had a passion for Communications and Graphic Design. She is currently building her own brand, theKLBR, where she works independently with small businesses to improve their social media accounts. She has been the Creative Director for several projects and in her spare time, Kimberly likes to design in Adobe Illustrator and Photoshop. After graduation, Kimberly hopes to land a job with an agency or continue to do freelance work around the country.
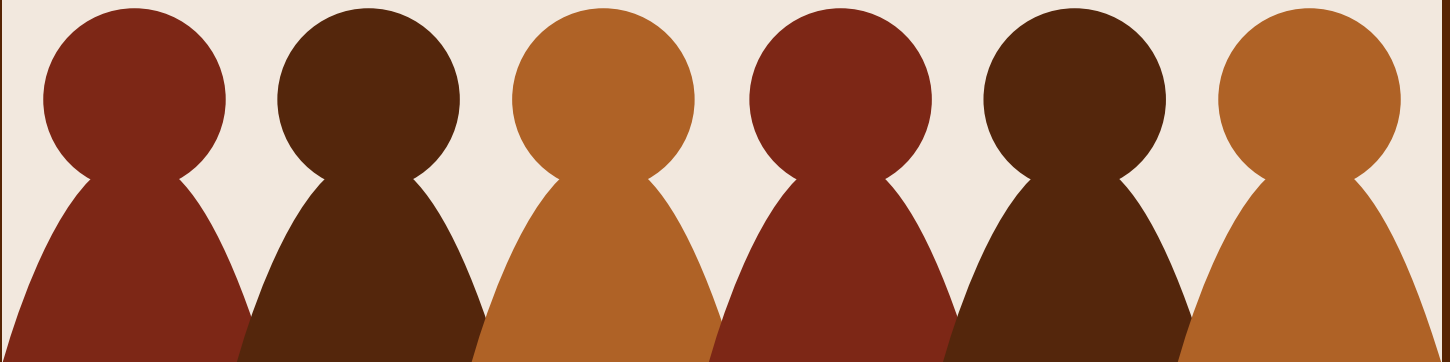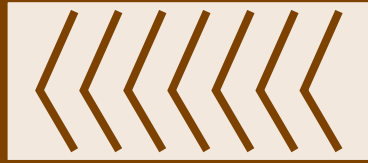
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The CONCILIATION Project

PR CAMPAIGN

COMM masked

November 2020

Khalied Bashri
Kimberly Brown
Maya Blacken
Luke Porter
Emmy James