



A Place Called Home



apch.org

(323) 238-2416

@apch283

A Place Called Home is a safe haven in South Central Los Angeles where underserved youth are empowered to take ownership of the quality and direction of their lives through programs in education, arts, and well-being.

Account Director: Johnny Ruiz

Assistant Director: Monica Rodriguez

Account Executives: Alexis Arrington, Gilda Calderon, Monica Garcia, Silvia Robles

A Place Called Home

Executive Summary

While working for A Place Called Home, the team's overall goal was to help build the organization's popularity with its community and the Los Angeles area. To do so, we used social media to promote their upcoming events. The team came together to and created social media calendars for all events (West Coast Game Night, Comic Art and Literacy Expo, Thanksgiving Drive, and Home for the Holidays). In addition, the team attended events and ran the organization's Instagram, Twitter, Facebook, and Snapchat as well as conducted interviews, captured B-roll, and took pictures.

Each teammate had a specific role and contributed to the team's objectives. Alexis ran the Twitter, Silvia ran the Instagram, Gilda ran the Facebook, and Monica G. ran the Snapchat account. Their primary responsibilities were to add to the social media calendar that the team made for each event, as well as live tweet, stream, and/or post while at the events. Monica R. and Johnny shot b-roll during the events, conducted interviews, and took photos. The end result is to give A Place Called Home promotional videos of the West Coast Game Night, Comic Art and Literacy Expo, and Home for the Holidays so the organization could use the promotional videos for the future.

Some challenges that the team faced this semester was having the whole team to be present at the events; unfortunately, some were unable to due to school and work schedules. As well as not having access to the social media account prior to events. The members that focused on social media would have liked to have given passwords and access after the account director and assistant director met with A Place Called Home. This would've given us access to the analytics so we could have measured and compared before we started working on it to after. Moreover, the team would've liked to post the material that was made for the social media calendar on the social media accounts. This way we could've seen how effective our posts were as well as raise awareness and promote the upcoming events.

When faced with these challenges the team was excellent at communicating. If there was not someone available for any social media we informed A Place Called Home and together we decided if someone else could juggle two social media accounts or if the organization was okay with monitoring it. The account director also communicated with A Place Called Home when the whole team wasn't available for an event, and when doing so we gave the organization a two-week notice.



Table of Contents

o	PR Plan	4
o	Press Releases	8
o	Public Relations Evaluation Plan: A Place Called Home	9
o	Social Media Calendar	13
o	Example of Best Client Work	14
o	Team Instagram	15
o	Team Twitter	17
o	APCH Video Promo	18
o	APCH Photos	19

PR Plan

Boilerplate:

Agency 398 campaign is to increase viewership on social media sites for A Place Called Home (APCH). A Place Called Home is located in Los Angeles and is a nonprofit organization that helps children from ages 8 through 21-years-old. It has different types of programs which including education, counseling, tutoring, homework support, mentorship, and an array of arts and athletics program. APCH serves the community by keeping kids focused on their education and away from troubles that plague the children's community. They offer the support for kids who otherwise wouldn't find it elsewhere.

This plan is focused on raising profile visits, which is the amount of times people have visited or went on your profile, and to reach new followers for APCH social media sites such as Twitter, Facebook, Instagram, YouTube, and Snapchat. Our other tasks will include interviewing and filming different event sites.

Situation:

Manage APCH social media sites:

- Create videos based on events to be promoted for next year.
- Create videos promoting the event before the event takes place.
- Taking photos and filming during the event to post on social media sites.
- Live stream the events using Instagram and Facebook live.

Objectives:

Our client's objective is to help build the organization's popularity with its community and the Los Angeles area. Our clients aim to have bigger turnouts for present day, future events, and make it a staple in the community for the children engaging in the program.

Audience:

APCH target community are families and children. Our Agency 398 will be using social media sites to help popularize the events that will take place from October through December.

Strategy:

The strategy is to enhance APCH online presence by video streaming their events and by publicizing their campaigns and fundraisers via social media. We plan to do this by first renting cameras, mics, and tripods from CSUN. Then, we will take them to the different event sites and capture the impact APCH gives the children. During the events group members will be in charge of video recording and live streaming on social media sites.

Tactics:

Each social media site will have one or more members working on it. Media outlets will be divided as followed:

- Silvia Robles will post for Instagram
- Alexis Arrington will post for Twitter
- Gilda Calderon will post on Facebook
- Monica Garcia- Calderon on Snapchat and finally
- Monica Rodriguez and Johnny Ruiz will be in charge of video and posting event coverage via YouTube.

During each event our team will be filming footage and livestream using social media sites.

- Our team will prepare a social media calendar to sort social media feeds and we will be posting before each event.
- With permission from APCH we will have social media # contest during each event. This will captivate and inform our audience that an event will be taking place.
- As a collective group we will write and pitch press releases to the Los Angeles news media influencers in our area.

Timetable:

The first main event will be **West Coast Game Night** located at the Iron Triangle Brewing Company. The event is on Friday Oct. 5, from 5:00 p.m. to 11:30 p.m.

Following this, there will be a steady amount of events happening during the months leading up to the semester ending.

Future Events:

Place	Location	Time	Day
West Coast Game Night	Iron Triangle Brewing Company	5:00 p.m. to 11:30 p.m.	Oct. 5
Comic Art and Literacy Expo	APCH	9:00 a.m. to 4:00p.m.	Oct. 20
Halloween Festival	APCH	TBA	Oct. 26
Thanksgiving Event	APCH	6:00 a.m.	Nov. 21
Adopt-A-Family	APCH	7:00 a.m.	Dec. 8
Home for The Holidays	APCH	TBA	Dec. 15

Evaluation:

As part of their Communications staff, it is our duty to make sure we have increase their social media presence. We plan on doing this by comparing the amount of likes, tweets number of video views from before and after our involvement, to measure the effectiveness of our work.



Press Releases

A Place Called Home
2830 S. Central Ave.
Los Angeles, CA 90011
Contact: Gilbert Radillo
Phone: (323) 238-2416
Email: gilbert@apch.org
For Immediate Release
Special to _____

A PLACE CALLED HOME 2nd ANNUAL WEST COAST GAME NIGHT

LOS ANGELES — Sept. 2, 2018 — A Place Called Home (APCH), a nonprofit organization for children, will be hosting a charity event “West Coast Game Night” at the Iron Triangle Brewery on Sept. 5, 2018. All proceeds will go to the organization’s educational, summer, counseling, mentorship, and other programs.

APCH’s “West Coast Game Night” will feature unlimited food and drinks, old-school games, celebrity appearances, and REAL 92.3 LA Hip Hop ‘N R&B DJs playing music all night. This event will commence at 8:00 p.m. and will end at 1:00 a.m.

“...”

The West Coast Game Night charity event is for adults 21 years and older. Admission tickets can be purchased on APCH’s website, eventbrite.com, or at the door on the day of the event. Food and alcoholic beverages will be complimentary with purchase of admission ticket. The general admission price is \$39.00, and there will also be a poker tournament entry starting at \$125.00. The poker tournament will have a final cash loot to win thousands of American Airlines AAdvantage miles.

APCH is a non-profit organization located in South Central Los Angeles. Their mission is to provide a nurturing and inclusive environment for children ages 8 through 21-years-old through their educational, sports, arts, and health programs. Some of their services include academic tutoring, mental health counseling, parenting classes, and pedagogic field trips to museums.

“ ”

###

Public Relations Evaluation Plan: A Place Called Home

Objectives:

Our main objective was to help build the organization's popularity with its community and the Los Angeles area. We helped APCH with its events. Such as West Coast Game Night, Comic Art and Literacy Expo, and their Thanksgiving Event. During the events we were in charge of APCH social media accounts, Filming B-roll, interviewing, and taking photos. Through this Agency 398 has helped make APCH a staple in the community. Monica R. and Johnny shot a variety of b-roll during the events. Both of them created engaging interviews of event sponsors, event highlights, which will culminate to promotional videos. The social media team created captivating posts and live video using the client's different platforms: Gilda worked in Facebook, Silvia worked in Instagram, Alexis worked in Twitter and Monica G. worked on Snapchat. In addition to all this, the entire team created a social media calendar for each event with posts to be posted prior to the event taking place.

How we Counted:

Due to us not being able to access social media accounts unfortunately we weren't able to get specific analytics measurements. Based on people's comments and feedback on the posts, we determined that the frequency of the media posts we were doing. Were helping establish APCH followership and social media presence. We discovered the people were asking more about the events and how to get involved especially for West Coast game night, where while doing a live Facebook video, people were asking where was the fundraiser taking place and asking questions on how to get involved.

Objectives as quantifiable:

We were able to reach APCH target audience which are families and children.

Due to the response we got from various social media posts, we are confident that the audience understood our message we were trying to portray, that is, what APCH is and what they do. Through broadcasting, filming, interviewing and managing social media accounts, we were able to reach and educate people on APCH mission and values, something that was our main objective.

Event Stats:

Attendance to West Coast Game Night (WCGN) after the event was over, APCH met their quota of 502 people who attended the event.

Twitter Social Media Traffic/Media Impressions

Tweet	Impressions	Total Engagements	Media Engagements	Likes	Retweets	Profile Clicks	Hashtag Clicks	Replies
https://twitter.com/apch2830/status/1053765514214891520	4,607	1,259	1,120	63	6	21	9	3
https://twitter.com/apch2830/status/1053754090943991808	1,176	20	11	5	0	1	0	0
https://twitter.com/apch2830/status/1053740528758452225	524	8	n/a	5	0	3	0	0
https://twitter.com/apch2830/status/1053736405174603776	1,035	24	3	9	2	3	1	0
https://twitter.com/apch2830/status/1053723064167411712	628	13	n/a	8	0	0	0	0
https://twitter.com/apch2830/status/1053721372780711937	436	11	n/a	10	0	1	0	0
https://twitter.com/apch2830/status/1053716408222109696	953	57	29	13	1	3	1	0
https://twitter.com/apch2830/status/1053711470125494272	425	21	n/a	9	0	0	2	0
https://twitter.com/apch2830/status/1053466884304031748	978	13	4	5	1	2	0	0
https://twitter.com/apch2830/status/1053710468479500288	523	24	n/a	8	0	3	0	1

Tweet	Impressions	Total Engagements	Media Engagements	Likes	Retweets	Profile Clicks	Hashtag Clicks	Replies
https://twitter.com/apch2830/status/1048413048304627712	1,387	48	7	12	4	8	0	0
https://twitter.com/apch2830/status/1048429470795714561	1,290	43	9	7	4	1	0	0
https://twitter.com/apch2830/status/1048430499134226433	425	9	n/a	2	1	0	0	0
https://twitter.com/apch2830/status/1048447443765841920	820	9	6	1	0	0	0	0
https://twitter.com/apch2830/status/1048455789524832256	458	17	n/a	3	0	0	0	0
https://twitter.com/apch2830/status/1048461065544065026	854	10	4	2	1	2	0	0

Instagram Social Media Traffic/Media Impressions:

Analytics were currently unavailable to the Instagram account

What we learned:

We did well with splitting up the responsibilities among our group members. It was perfect how each person was responsible for one specific task. Alexis was responsible for Twitter, Silvia was responsible for Instagram, Gilda was responsible for Facebook, Monica G. was responsible for Snapchat, Johnny and Monica R. were responsible for interviews, photography, and B-roll. Even though we assigned tasks randomly, we ended up assigning the task that highlighted each team member's strengths.

Things we would've changed:

Our group wanted to have access to post on APCH's social media accounts days prior to the event. The team created several social media calendars for the events and we would've liked to post our promotional content.

Things that should have been anticipated:

We had problems with getting our teammates to meet with our client. It was due to our teammates class and work schedules. The client's headquarters are in downtown Los Angeles. For some of our teammates, the commute to the events was challenging. Since the majority of our team had classes on the day of the events. Nevertheless, we learned to adapt. With effectively communicating between all teammates, we were able to work out a solution. Which included carpooling to the events, and having two members to represent our team when some were not available to make it.

Social Media Calendar

		CLIENT: A Place Called Home				
Upcoming Events						
DATE/TIME	LOCATION	EVENT	DATES			
Dec. 15	A Place Called Home 2901 S. Central Ave., Los Angeles, CA 90011	Home for the Holidays				
Name	Site	Day	Time			
Gilda Calderon	FACEBOOK	12/13/2018	11:00 AM			
		12/14/2018	11:00 AM			
		12/15/2018				
Alexis Arvington	TWITTER	12/10/2018	3:00 PM			
		12/11/18	3:00 PM			
		12/12/18	3:00 PM			
		12/13/2018	3:00 PM			
		12/14/2018				
Silva Robles	INSTAGRAM					
Johnny Ruiz	YOUTUBE	12/5/18				
Monica Garcia	SNAPCHAT					
Monica Rodriguez	ILLUMIO EVENT SITE	12/15/2018	any time before the event 3:00 p.m.			
		12/15/2018	N/A			
# List						
#APCH	#GivingBack					
#SouthLA	#Community					
#HomeForTheHolidays						
Social Media Analytics	FOLLOWERS	DATE OF LAST ACTIVITY	FREQUENCY OF POSTS	MONTHLY REFERRAL TRAFFIC	% OF CHANGE (LAST YEAR)	% OF CHANGE (LAST MONTH)
Twitter						
Facebook						
Instagram						

Example of Best Client Work

Before Flyer



11/22

A Place Called Home will be hosting its annual
THANKSGIVING GROCERY DISTRIBUTION AND COMMUNITY DINNER

2830 South Central Ave.
 Los Angeles, CA 90011

Stop by at 7 AM to receive your **FREE** turkey and groceries!
 (while supplies last)

Don't forget to come back at 1PM for a delicious Thanksgiving meal!

For more information, visit us online apch.org or call (323) 238-2416
 Follow us: @apch2830

2901 South Central Ave.
 Los Angeles, CA 90011



After Flyer



A PLACE CALLED HOME
 WILL BE HOSTING ITS ANNUAL

THANKSGIVING GROCERY DISTRIBUTION AND COMMUNITY DINNER

Thursday 22, 2018 2830 South Central Ave.
 Los Angeles CA 90011

STOP BY AT 7 AM!
 to receive your **FREE** turkey and groceries!

DON'T FORGET
 To come back at 1 PM for a delicious Thanksgiving meal!

WHILE SUPPLIES LAST

apch.org @apch2830 (323) 238-2416



Thousands of youth in South Central Los Angeles won't receive gifts this holiday season.



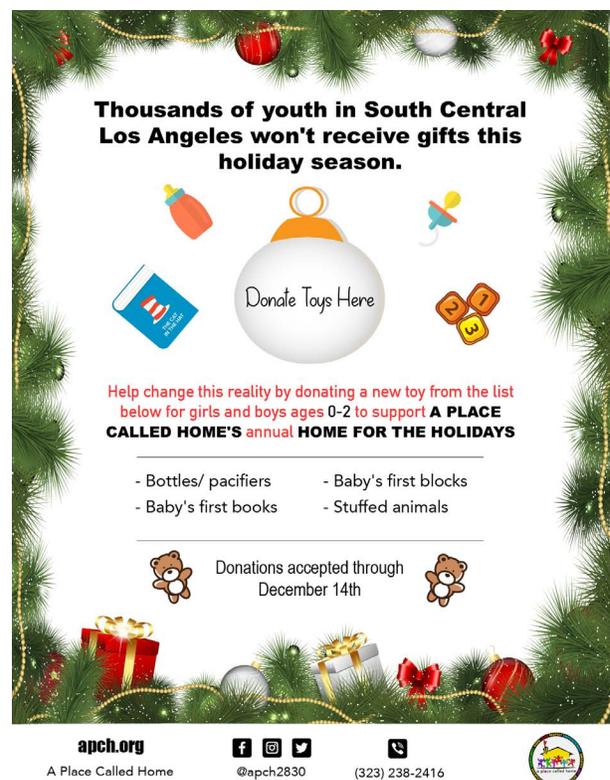
Donate Toys Here

Help change this reality by donating a new toy from the list below for girls and boys ages 0-2 to support **A PLACE CALLED HOME's** annual **HOME FOR THE HOLIDAYS FESTIVAL**

- Bottles/ pacifiers
- Baby's first books
- Baby's first blocks
- Stuffed animals

Donations accepted through December 14th

For more info, visit apch.org
 @apch2830

Thousands of youth in South Central Los Angeles won't receive gifts this holiday season.

Donate Toys Here

Help change this reality by donating a new toy from the list below for girls and boys ages 0-2 to support **A PLACE CALLED HOME's** annual **HOME FOR THE HOLIDAYS**

- Bottles/ pacifiers
- Baby's first blocks
- Baby's first books
- Stuffed animals

Donations accepted through December 14th

apch.org @apch2830 (323) 238-2416



Team Instagram





Team Twitter



A Place Called Home

@apch2830

Three hours in and the West Coast Game Night is still going strong with tacos, games, music, beer, and smiles! All proceeds benefit A Place Called Home! Night doesn't end until 12am! #APCH #WCGN #WestCoastGameNight #Community #IronTriangleBrewingCompany

11:11 PM - 5 Oct 2018 from iron triangle brewing company

3 Likes



A Place Called Home

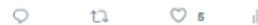
@apch2830

Learning how to draw Harley Quinn during Workshop #3! Thank you Kevin Altieri for being at this year's #CALE! @DCComics #KevinAltieri #HarleyQuinn #Batman #community #comic #art and #literacy #expo #APCH



2:05 PM - 20 Oct 2018 from A Place Called Home

5 Likes



A Place Called Home

@apch2830

Before we kick off our last workshop, workshop #4, @DaronNefcy is taking pictures with some fans at #CALE! Workshop starts at 3:00pm! #comic #art and #literacy #expo #community #APCH #workshops #freebooks #freecomics #StarVsTheForcesOfEvil



2:50 PM - 20 Oct 2018

6 Retweets 63 Likes



A Place Called Home

@apch2830

"The opposite of success is not failure, the opposite of success is to quit" -

@Mike_Senna

We learned the process of creating the successful R2D2 at workshop #2! #CALE #APCH #Workshops #community #starwars #R2D2 #comic #art and #literacy #expo

1:11 PM - 20 Oct 2018

5 Likes



APCH Video Promo



WCGN Video Teaser



APCH Photos

