

Baby Steps Campaign

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Table of Contents

Executive Summary3

Research6

Planning8

Implementation11

Evaluation34

Appendix39

EXECUTIVE SUMMARY

Baby Steps is a non-profit supporting and empowering college mothers. They strive to provide housing, support, and community to help young mothers finish their degree and mother their baby. Our team was challenged with the goal of clarifying Baby Steps image as a supportive non-profit that is not politically or religiously affiliated and effectively reaching its target audience to increase clients, donations, and participation in community events. We worked from August to November researching, planning, implementing and evaluating our campaign. Throughout this process we found information on Baby Steps publics and key messages. We implemented new fliers for the non-profit, created social media posts, a press release, pitch letters, blog posts and an event calendar for Baby Steps to use. After implementation, these tactics will be evaluated to measure their success and if our goals and objectives were met. They will be able to use social media metrics and event attendance to see success.

Objectives

1. Raise awareness for the Golden Golf Tournament and other Baby Steps events by at least 25%
2. Increase community interactions with Baby Steps by 2% to detect if they are more prone to engage when political/religious messaging is removed
3. Increase QR code scans from fliers to Baby Steps' Instagram by 15% and expect at least 50 more followers
4. Increase attendance at the Golf Tournament Event in November by 5% from last year

Publics

- Pregnant students, student mothers, people worried about another student going through an unplanned pregnancy seeking help

- Women in the age range of 18-22
- Family and friends of student moms and the general campus community
- Donors to Baby Steps

Strategic Approach

- *Key message* - to communicate that Baby Steps is a supportive non-profit that is not politically or religiously affiliated.
- *Tactics*:
 - New fliers
 - Media Outreach: press releases, pitch letters
 - Social Media Campaign
 - Community Engagement: blog posts, event calendar
 - Influencer and Advocate Partnerships

Budget

No budget discussed

Expected Outcomes and Impact

This PR campaign is expected to significantly enhance Baby Steps' public image, clarifying any misconceptions about its mission while broadening its impact on the community. Key outcomes include:

- Increased trust and recognition
- A measurable increase in financial donations and contributions.

- Higher engagement in Baby Steps community events, leading to stronger relationships with local families and businesses.

RESEARCH

Client

Baby Steps is all about helping pregnant and parenting college students balance their education and raising a child. Their mission is “To empower pregnant and parenting college students facing an unplanned pregnancy to have their education and their baby by providing housing, support, and community.” Their vision is to make finishing a degree and having a baby seem more feasible. They aim to support pregnant and parenting college students by providing housing, support, and community. Auburn Baby Steps was founded in 2017. They are a formal nonprofit with team members with positions for this organization. As of right now, there are no programming options exclusively for fathers, but they can benefit from the material resources provided by Baby Steps.

Situation

This semester, we’ve partnered with Baby Steps, a nonprofit that helps pregnant and parenting college students continue their education. Baby Steps has been challenged by using the correct messaging and channels to reach its target audience of college students, more specifically, college students facing an unplanned pregnancy who still want to continue their education. We were also tasked with creating media content about their podcast, new CEO, event calendar and new resources for dads. Baby Steps is currently active on campuses at the University of Central Florida and the University of Alabama, but there aren’t similar programs at other universities. However, there are some online programs and other community-based initiatives in larger cities.

Public(s)

The broad target public for Baby Steps is college students; however, more specifically, they are pregnant students, student mothers, or people worried about another student going through an

unplanned pregnancy and seeking help. Their main focus is particularly women in the age range 18-22. They also focus on family and friends of student moms and the general campus community. This public views Baby Steps as a helpful organization. Help is accessible for student moms/pregnant moms. The only issue that arises is the public thinking that Baby Steps is politically or religiously affiliated. After reading a flier, the struggling student may believe it is affiliated with a religion or political side and not want to utilize Baby Steps's resources. The public may be aware of or have heard of the organization, but they may not be mindful of *how* Baby Steps helps and the organization's mission. Most of their broad target audience of college students would be considered an aware public, while those who pursue the resource as a pregnant college student are an active public. The public is also not overly involved with the organization unless they need assistance. Baby Steps is the type of organization that many may not seek information about until they are in a time of need. The research target audience is the same as Baby Steps' publics. We sent the survey out to college-age girls at Auburn University and other universities. However, in the report, you see that two people were not college students. Out of 100% (35) of our survey takers 94% (33) are college students and 6% (2) are not college students. Additionally, there were some male responders. Out of all 35 of our survey takers 29 identified as female, 4 identified as male, and 0 identified as other. For the most part, the survey was targeted to women in the age range 18-22 to identify what attracts them to Baby Steps' posters.

PLANNING

Goal

The main goals of this campaign for Baby Steps is to clarify its image as a supportive non-profit that is not politically or religiously affiliated and effectively reach its target audience to increase clients, donations, and participation in community events.

Objectives

Our objectives to achieve our goals include informational, motivational and behavioral objectives. First, we will raise awareness for the Golden Golf Tournament and other Baby Steps events by at least 25% six months into the campaign. We will do this through tracking external social media posts and press releases. Next, we will measure the community interactions with Baby Steps to detect if they are more prone to engage when political/religious messaging is removed. We will be able to measure this through increased clientele, donors, event attendees and website click-throughs. We hope to see at least a 2% growth in these aspects through the duration of our campaign. Finally, we will increase QR code scans from fliers to Baby Steps' Instagram by 15% and expect at least 50 more followers six months into the campaign. We also want to increase attendance at the Golf Tournament Event in November by 5% from last year.

Key Public(s)

The broad target public for Baby Steps is college students; however, more specifically, they are pregnant students, student mothers, or people worried about another student going through an unplanned pregnancy and seeking help. Their main focus is particularly women in the age range of 18-22, but they also focus on the family and friends of student moms and the general campus community in order to continue to grow their brand and make their resources known.

Key Message(s)

The key message of this campaign is to communicate that Baby Steps is a supportive non-profit that is not politically or religiously affiliated. A way to highlight this would be to begin incorporating the phrase “compassion without boundaries” in various forms of media and messaging that they publish.

Strategy

For this campaign, we will use a two-way symmetrical model to communicate with the key public. As a non-profit organization, we aim to always communicate with our public to understand the best way to provide help and support to them. To do this, we have to utilize the two-way symmetrical model to actively receive feedback and encourage dialogue. After receiving responses that people viewed some of the flyers as politically or religiously affiliated, the goal is to change that. We want to accommodate our public and always hear their input.

Tactics

We will use a mixture of traditional and non-traditional tactics to support our objectives of this campaign. Some of the tactics we will use include making an event calendar for student-moms and donor-specific events for the website. We will also be redoing their physical flyers based on research from our survey to ensure the audience sees that the organization has no religious or political affiliations. We will also send out a press release to announce the new CEO/President of Baby Steps. In addition to this press release, we will be curating a pitch letter for media outlets to go along with it. We will be using social media to promote their ‘Unplanned and Untold’ podcast with clips and leverage their student-mom impact video, which could be formatted as a future blog post for their website. Additionally, we will use social media to create content highlighting their ability to provide co-parent counseling to student dads through images or reels. This year, Baby Steps began utilizing local Auburn “celebrities” to promote their events. Therefore, we will also be sourcing potential partners for Baby Steps’ future gatherings and endeavors.

IMPLEMENTATION

Traditional Tactics

Traditional Tactic #1 - Newly Designed Flyers

Baby Steps has previously used flyers on the campuses of their hubs to reach students facing an unplanned pregnancy. These flyers have been placed in bathroom stalls to reach the intended audience in a more comfortable setting. New flyers will be created to improve their reach and make information about Baby Steps more appealing and accessible to students facing an unplanned pregnancy. Their current brand kit was used to design the flyers, as it is their national brand kit used by all Baby Steps branches. Their brand kit included everything from text, color, and logo to the photos. The newly designed flyers will again be placed in bathroom stalls, since according to our survey that is where most college students feel compelled to engage with them. I think it would also be beneficial to place them in men's bathrooms as well to help them dive deeper into the expecting dad audience they want to begin reaching.

Want to help out our Tiny Tigers?



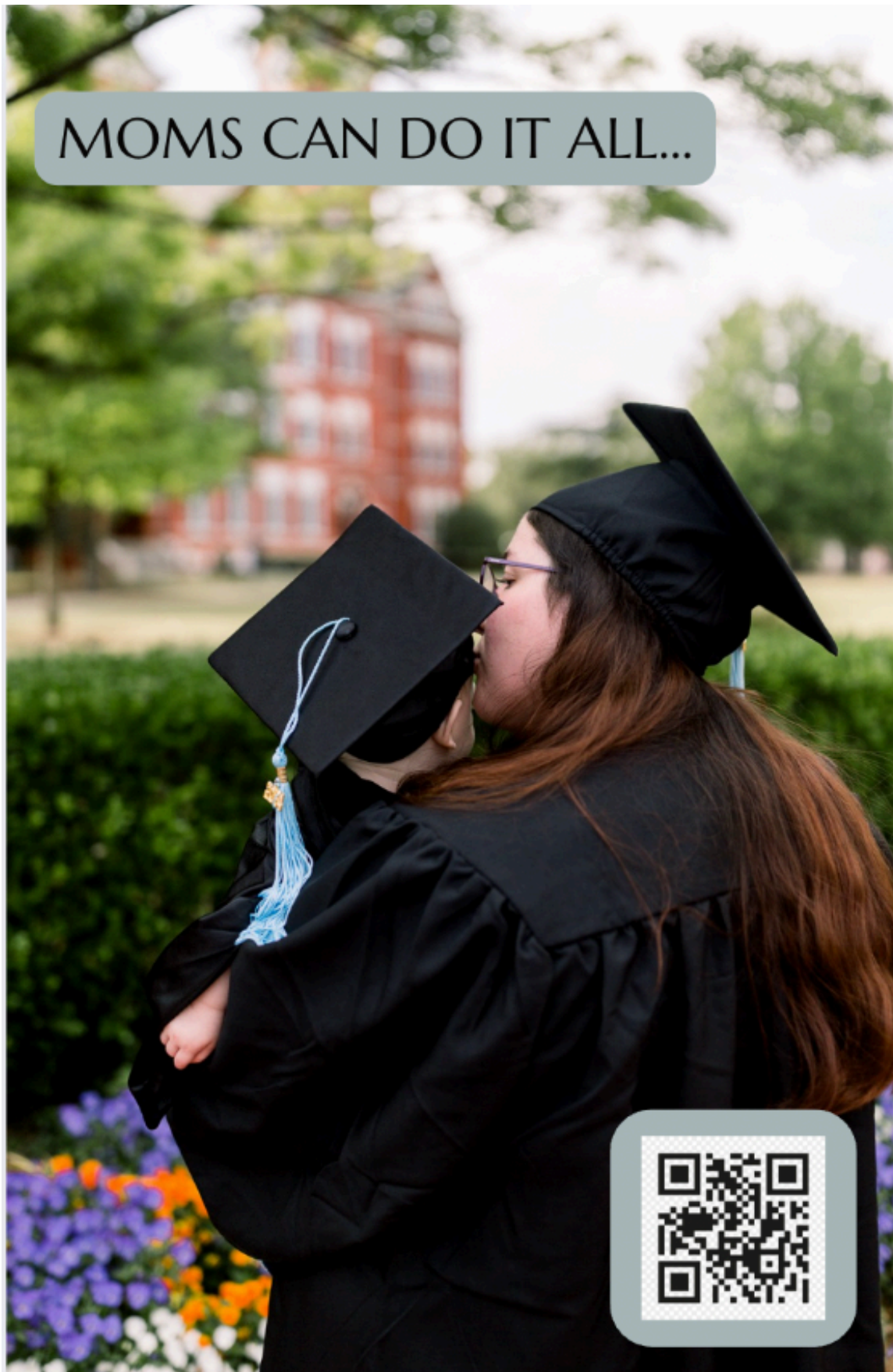
Baby Steps

at Auburn University





MOMS CAN DO IT ALL...



Traditional Tactic #2 - Press Release about the new CEO of Baby Steps

A Press Release is a document released to the media to inform the public and the press about an event, a person, or new substantial information about a company or organization. We chose a Press Release as one of our traditional topics because Baby Steps just got a new CEO who is very involved in the mission and message of Baby Steps. His daughter had an unplanned pregnancy, and this inspired him to help student moms and spread awareness about the resources Baby Steps has to offer. Seeing his drive to help student moms when his daughter went through the same thing could make the public feel a closer sentimental connection with their mission and be more inclined to help. This press release should be sent to The Auburn Plainsman, Opelika Auburn News, The Auburn Villager, and the Auburn Reporter.

Contact: Sophia Regan

sophiajregan@outlook.com; (251) 599-6167

November 20, 2024

FOR IMMEDIATE RELEASE

Baby Steps at Auburn University elects Carry Chandler as President and CEO to help support Student-Moms

AUBURN, ALA. (Nov 15, 2024) - Baby Steps is an organization that provides housing, support, and community to student mothers facing unplanned pregnancies. Carry Chandler took the position of president and CEO after hearing about the organization from a student at Auburn University. Baby Steps' mission deeply touched him because his own daughter, Chapell Chandler, faced an unplanned pregnancy in her freshman year of college. Their mission is "To empower pregnant and parenting college students facing an unplanned pregnancy to have their education and their baby by providing housing, support, and community." On the Baby Steps podcast "Unplanned and Untold," he shares how Chapell navigated the sacrifices and challenges of becoming a single student mom. Chandler shares how difficult it was for them and how proud he is of his daughter for overcoming her fears, explicitly using "Courageous" to define her.

Chandler is a well-respected serial entrepreneur and global executive, having served as an operational leader for the Auburn Research and Technology Foundation for nearly 8 years. Before working at Auburn, he launched new products and brands in 55 countries worldwide, negotiated over 100 licensing agreements, formed more than 50 strategic alliances and partnerships, and was instrumental in five startup ventures. He is a graduate of Auburn University with a BS in Economics and the University of Oxford (UK) Advanced Management Program. Carry is an Emeritus member of the Advisory Board of the

Harbert College of Business. He currently chairs the advisory board for the Via College of Osteopathic Medicine Anesthesia Assistant master's program. "Our goal and dream for Baby Steps is aggressive but achievable: to provide the support, operational expertise, and systems and processes - including a funding and fundraising model - to help committed university communities launch a Baby Steps Hub within 12 months of their formation and acceptance." stated Chandler. His passion for helping student-moms has only grown well-suited for his new role as CEO. Baby Steps is confident and proud to have Chandler take Baby Steps to great heights to provide student-moms with the support they need while continuing their education.

ABOUT BABY STEPS

Baby Steps is a Nonprofit organization that provides housing, community, and support to student moms facing unexpected pregnancies. The organization's Hubs are local empowerment sites near college campuses, connecting student moms to a support network. They have served over 212 moms and strive for expansion to help student moms everywhere.

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Traditional Tactic #3 - Pitch Letter to Media Outlets

A pitch letter is a document that PR professionals share with the press. It shares information about a newsworthy topic. It's designed to inform the public about an event, a new business/organization development, or to spread awareness about the company in general. We have chosen this tactic because we think it would benefit Baby Steps to gain awareness through a news outlet. The press is a great way to get attention and further implement their message and organization's goals.

Baby Steps Media Pitch Letter- University of Alabama

To: Maven Navarro, Editor-in-Chief @ The Crimson White

Subject: Nonprofit organization Baby Steps seeks to expand reach at the University of Alabama

Contact Info: editor@thecrimsonwhite.com

Good morning/afternoon!

As members of the University of Alabama community, we appreciate the way The Crimson White seeks to serve students and their families.

Baby Steps is an organization that seeks to empower pregnant and parenting college students facing an unplanned pregnancy to have their education and their baby by providing housing, community, and support.

Baby Steps is currently seeking to expand our engagement at the University of Alabama. We feel that working with The Crimson White will allow us to reach students and supportive members of the Tuscaloosa community. We hope to be able to serve more Student-Moms and their Tiny Trunks in the future through local media partnership.

I'd like to set up a time to meet and further discuss the mission of Baby Steps at the University of Alabama. I look forward to hearing from you soon!

Best,

Hannah Brooks

Baby Steps Media Pitch Letter- University of Central Florida

To: Knight News

Subject: Nonprofit organization Baby Steps seeks to expand reach at the University of Central Florida

Contact Info: news@knightnews.com

Good morning/afternoon!

As members of the University of Central Florida community, we appreciate the way the Knight News seeks to serve UCF students and their families.

Baby Steps is an organization that seeks to empower pregnant and parenting college students facing an unplanned pregnancy to have their education and their baby by providing housing, community, and support.

Baby Steps is currently seeking to expand our engagement at the University of Central Florida. We feel that working with the Knight News will allow us to reach students and supportive members of the Orlando community. We hope to be able to establish a hub and serve more Student-Moms and their Tiny Knights in the future through local media partnership.

I'd like to set up a time to meet to further discuss the mission of Baby Steps at the University of Central Florida. I look forward to hearing from you soon!

Best,

Hannah Brooks

Traditional Tactic #4 - Blog post for website on resources like the student mom impact video and podcast

A blog is a website that engages with a company/organization public. It informs its target audience about the company/organization, spreads awareness about its mission, and fosters a relationship with its viewers. A blog post could be helpful to Baby Steps because it is another format where their public can engage with their mission and learn more about their goals. It will inform its audience about the impact video and podcast and help Baby Steps grow.

SOMEWHERE TO TURN: THE MANY EDUCATIONAL AND SUPPORTIVE RESOURCES MADE AVAILABLE BY BABY STEPS

Currently serving [Auburn University](#) and growing in the [University of Alabama](#) and [University of Central Florida](#) communities, [Baby Steps](#) is a nonprofit organization that seeks “to empower pregnant and parenting college students facing an unplanned pregnancy to have their education and their baby by providing housing, community, and support.” Baby Steps currently has [hubs](#) at Auburn University and the University of Alabama and is working to open a hub soon at the University of Central Florida.

[Baby Steps](#) works diligently to provide resources at no financial cost to Student-Moms to ensure that they can have their education and their baby. So often, the stigma around unplanned pregnancy leads people to believe that they cannot have both. But, with the help of Baby Steps, anything is possible for Student-Moms.

In addition to the housing, community, and support Baby Steps offers to Student-Moms, the organization has other support and educational resources available to anyone experiencing or involved in an unplanned pregnancy.

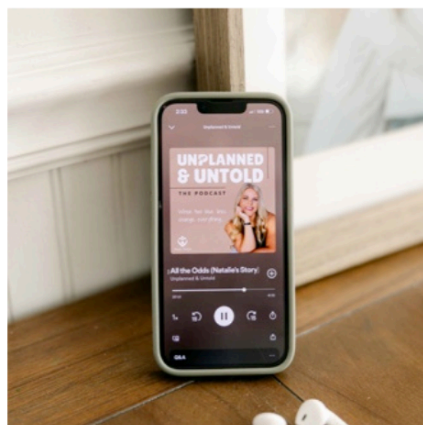
The [Baby Steps Impact 2024 video](#) gives viewers a glimpse into the impact of Baby Steps and how the organization seeks to serve Student-Moms and their families. The video features past and present Student-Moms and their stories.

[A Legacy Always Starts with a Baby Step](#) is an animated video that shows the empowering mission of Baby Steps in a unique way. The video conveys growth and opportunity that Student-Moms get to experience. It represents the strength of a Student-Mom and the incredible legacy she can leave behind to her children.

The [Unplanned \(Grand\)Parent](#) is a guide that provides support to parents of Student-Moms. This guide offers practical advice, emotional support, and steps an Unplanned Grandparent can take to support their Student-Mom and help them succeed.

The [Unplanned & Untold Podcast](#) provides education and support through real-life stories. In any situation, similar stories are comforting. Others' stories of hope and support can be found. This podcast provides a glimpse into how past Student-Moms pressed on when the two blue lines changed everything.

Baby Steps is constantly growing and providing more resources to Student-Moms. We find value in educating college students navigating an unplanned pregnancy. Isolation and a lack of support are not the answer when a college student feels they have nowhere to turn. It is because of Baby Steps, and the many resources provided, that many students facing an unplanned pregnancy feel that they DO have somewhere to turn



Traditional Tactic #5 - Event Calendar Update for Website

Events allow organizations to interact with their publics and the surrounding community. Baby Steps hosts a variety of events, so an event calendar for Student-Moms and donors will be key to boosting engagement. The event calendar will feature all events for a given month and will be easily accessible on the Baby Steps website and social media pages.

November 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Golden Golf Tournament	
3	4	5	6	7	8	9
	Unplanned and Untold podcast			Golden Gathering - Knoxville, TN		
10	11	12	13	14	15	16
	Unplanned and Untold podcast		Golden Gathering - Birmingham, AL			
17	18	19	20	21	22	23
	Unplanned and Untold podcast				Golden Gathering - Seaside, FL	
24	25	26	27	28	29	30
	Unplanned and Untold podcast	Golden Gathering - Scottsdale, AZ				

Social/Emerging Tactics

Social/Emerging Tactic #1 - Partnership propositions with Auburn “celebrities”

With the growth of social media platforms celebrity endorsements have grown and the world of influencers was born. Influencers are people with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media. Target audiences are easily impacted by the choices their favorite influencers make. Baby Steps has just begun to enter this section of promotion with Whitley Dykes as the owner of The Irritable Bao for their Golden Golf Tournament. This has caused their brand to gain awareness from new, and larger audiences. If Baby Steps can continue this partnership and select other local Auburn “celebrities” such as Bruce Pearl for example, they can keep growing their audience and therefore raising awareness, funds, and clients.

Social/Emerging Tactic #2 - Social Media post promoting 'Unplanned and Untold' podcast

Podcasts are a digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically. Podcasts are on the rise for all generations as they can be about any topic. Podcasts are also created by individuals or brands, known or new to the general public. Baby Steps has a podcast called “Unplanned and Untold” where women and family members share their stories about unplanned pregnancy. This is a great resource to educate others and help women and families who may be facing an unplanned pregnancy less alone. Baby Steps Auburn hasn't done a whole lot of promotion on the podcast and what it offers so we are going to use this as an opportunity to curate social media posts that will increase their listeners.

We suggest weekly story posts of this graphic or similar graphics to promote new episodes.

The image for this post would be largely promotional, in the style of a social media graphic. This would serve to inform Baby Steps' followers about the Unplanned and Untold podcast and motivate more people to listen. The listed hashtags would enhance social media engagement by using keywords related to Baby Steps' mission and audience.



Caption:

“Tune in to the Unplanned & Untold podcast every Monday for new episodes! Available on Spotify, Apple Music, Amazon Music, etc.....”


#BabySteps #CollegeStudent #AuburnUniversity #EmpoweringWomen #Support
#UnplannedPregnancy #StudentMom #WarEagle #BabyStepsAuburn

Social/Emerging Tactic #3 - Clip of Baby Steps and student-mom impact video on social media

An impact video is a video that explores the effect that something has on a situation or person. With long form videos, they are often clipped down to the most attention grabbing / important parts to be posted to social media. Baby Steps has a student-mom impact video that can be found on their website, however, many people don't know about it due to its lack of visibility on social media platforms. We will be clipping this video down to some of its best moments for an Instagram reel. This will in turn direct people to their website to view the whole video and therefore have access to even more information about Baby Steps and unplanned pregnancies.

Clips: We would use clips from Lauren's portion of the main impact video. These clips are inspirational and eye-catching for student-moms because Lauren is living proof that your life isn't over due to a college pregnancy.

Caption: "Baby Steps and the women there... spurred me to work harder and believe that yes I could have my education and be a mom at the same time."

We believe that student-moms are capable of so much more than they know, and Lauren is living proof. We hope to empower student-moms like Lauren by providing them with housing, community and support. Visit our website to hear more about Lauren's story and the resources we offer. 

Social/Emerging Tactic #4 - Social Media post for dads

Social media is an outlet where people can engage with each other, businesses, organizations, and content creators. A post could be a picture of a graphic, a photograph, or an infographic. A post for dads can show the public that Baby Steps is working to involve/ help fathers, and they offer services to help them with unplanned pregnancies. A post could inform their target audience about more of the services they provide.

We chose an image of a happy, young father with his son to convey the sense of relief provided to young families by baby steps.

Image:



Caption:

Becoming a father during college comes with its own unique set of challenges. Baby Steps is here to provide community and resources to help lighten the load. Visit our website to see how Baby Steps can help YOU become the best father you can be!

Social/Emerging Tactic #5 - Social Media Post for Golden Golf Tournament

Social media is an outlet where people can engage with each other, businesses, organizations, and content creators. A post could be a picture of a graphic, a photograph, or an infographic. A post could be beneficial to Baby Steps because it could spread awareness about their upcoming event: the Golden Golf Tournament. Boosting involvement could grow their organization and help provide more aid/ resources to student moms.

The post would contain images of a child whose mother participates in Baby Steps programs in a golf-themed outfit. This image is cute and on theme while reminding people of the ultimate reason for the event. The chosen hashtags relate to both the event and Baby Steps' target audience. These hashtags would serve to garner more impressions for the post and enhance social media engagement.

Images:



Caption:

Join us for the Golden Golf Tournament! All proceeds go directly to Baby Steps at Auburn University, helping provide essential housing, support, and community to Student-Moms facing an unplanned pregnancy.

When: Friday, November 1st

Where: RTJ at Grand National Auburn

Time: Shotgun start at 8:30 am

Join us on green for a great cause! Bring your friends for a fun day golfing to win in various categories, including longest drive, closest to the pin, and overall tournament championships. Don't forget to say hi to your favorite tiger. We can't wait to see you there!

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***If you are a pregnant student, a Student-Mom/dad, or know a student navigating through an unplanned pregnancy, please do not hesitate to reach out to us. We are here for you!

Call/Text: (334) 521-2184

Email: auburn@babysteps.org

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[#BabySteps](#) [#CollegeStudent](#) [#AuburnUniversity](#) [#EmpoweringWomen](#)
[#Support#UnplannedPregnancy](#) [#StudentMom](#) [#WarEagle](#) [#BabyStepsAuburn](#)

EVALUATION

Objectives

1. Raise awareness for the Golden Golf Tournament and other Baby Steps events by at least 25%
 - a. Metrics: Tracking external social media posts and press releases
5. Increase community interactions with Baby Steps by 2% to detect if they are more prone to engage when political/religious messaging is removed
 - a. Metrics: Measured through increased clientele, donors, event attendees and website click-throughs
6. Increase QR code scans from fliers to Baby Steps' Instagram by 15% and expect at least 50 more followers
 - a. Metrics: Measure QR code scans through analytics data
7. Increase attendance at the Golf Tournament Event in November by 5% from last year
 - a. Metrics: Measure attendees at the event compared to previous years

Evaluation of tactics

Newly Designed Fliers- To evaluate the success of the new flier designs, Baby Steps can track the QR code activity to monitor how many people scanned the code compared to previous fliers. Additionally, it will monitor how long those people stayed on the website, what they clicked on and what they were searching for. This will be monitored daily to stay on top of the information coming in. This tracking can be done through the platform in which the QR code is created. Many online QR code generators offer the ability to track scans, website visits, etc.

Press Release about new CEO of Baby Steps - In order to evaluate the success of our press release we can see how many media outlets pick up the news in comparison to how many we send it to. We would want to monitor the amount of media coverage earned each quarter to compare which press releases are more likely to be picked up. To evaluate even further we can monitor the sites that pick it up for comments and likes as well if they are in blog format.

Pitch letter to media outlets - Similar to our press release to evaluate the success of our pitch letter we can see how many media outlets pick up the news in comparison to how many we send it to. This will be monitored quarterly, similar to the press releases. To evaluate even further we can pay attention to email responses to the pitch letter as well, to see which outlets could be good to pitch to for future releases.

Blog post for website on resources like the student mom impact video and podcast - The blog post will also be measured by clicks, likes, comments and engagement. We can track if the post was sent to others and how long the user stayed on the post to read. We will be able to monitor all of this through the website through tracking tools.

Event Calendar Update for Website - In order to evaluate the success of our event calendar revamp on their website, we can first see if their click through rates improve. More importantly if event attendance increases or decreases we will have a greater idea if our changes were effective. Event attendees will be contacted after the event to complete a survey on how they discovered the event. This will help us to see what percentage of attendees discover events through the website event calendar.

- The survey can be conducted using a survey platform such as Microsoft Forms or Google Forms. See below the list of survey questions:
 1. How did you discover this event?
 - a. Social Media
 - b. Baby Steps Event Calendar on website
 - c. Word of mouth
 - d. Other (please specify)
 2. Please rate your level of satisfaction with this event.
 - a. Very satisfied
 - b. Satisfied
 - c. Neither satisfied nor dissatisfied
 - d. Dissatisfied
 - e. Very dissatisfied
 3. How likely are you to attend another Baby Steps event in the future?
 - a. Very likely
 - b. Likely
 - c. Neither likely nor unlikely
 - d. Unlikely
 - e. Very unlikely

Partnership propositions with Auburn “celebrities”- In order to evaluate the success of partnerships with Auburn “celebrities”, we can measure the engagement with social media content of these partnerships. For example, we can measure the likes, comments, and reposts of

the content shared on Instagram, TikTok, etc. with these individuals. We will do a joint post with the local celebrity to reach a wider audience. We will be able to compare engagement on these posts to our typical posts to see how effective the collaboration is at raising awareness for Baby Steps.

Social Media post promoting 'Unplanned and Untold' podcast- To evaluate the success of this social media post, we can analyze whether there is an increase in podcast listeners over a given period of time. We will monitor podcast listens before and after the social media posts to determine the effectiveness of drawing attention to the podcast via social media.

Clip of Baby Steps and student-mom impact video on social media - Like our other social media-based tactics, in order to evaluate the success of this video post we can first watch the metrics over a week period for increased engagement in likes, comments, reposts, and follows. Since the full video is hyperlinked on the website which we will mention in the comments, seeing if video views grow could also be a useful evaluation tool. We will monitor the click-through rate in response to the social media post to see how much interaction can be driven through this method.

Social Media post for dads- The effectiveness of this can be measured through social media metrics and engagement, as well as through measuring follow-up engagement from Student-Dads. We will use the metrics to measure likes, comments, shares and engagement compared to other posts to see what did well and what did not. An increase in engagement from student-dads would serve to show the effectiveness of this post.

Social Media Post for Golden Golf Tournament- The effectiveness of this can be measured through social media metrics and engagement as well as a comparison of event attendees from tournaments in the past to this year's. We will use the metrics to measure likes, comments, shares and engagement compared to other posts to see what did well and what did not.

Anticipated Challenges and Solutions

1. Data Collection Consistency

- Challenge: Collecting data from social media analytics on a consistent schedule may be difficult.
- Solution: Ensure there are regular collections of data from an employee and implement tools that will automatically gather and store analytics.

2. Response Bias

- Challenge: Responders may be already biased toward Baby Steps and whether it is politically/religiously affiliated.
- Solution: Use a large group of individuals to gather a wider range of responses. This will help dilute bias responses and provide a range of responses that better represents the organization's publics.

APPENDIX

Primary Research

Q1- Are you a college student?

Are you a college student? 35 ⓘ		
Q1 - Are you a college student?	Percentage	Count
No	6%	2
Yes	94%	33

Out of 100%(35) of our survey takers 94%(33) are college students and 6%(2) are not college students.

Q2- Which of the following do you identify as?

Which of the following do you identify as? 33 ⓘ		
Q2 - Which of the following do you identify as?	Percentage	Count
Male	12%	4
Female	88%	29

Out of all 35 of our survey takers 29 identified as female, 4 identified as male, and 0 identified as other.

Q3- What year are you in school?

What year are you in school? 33 ⓘ		
Q3 - What year are you in school?	Percentage	Count
Freshman	6%	2
Sophomore	15%	5
Junior	18%	6
Senior	61%	20

Out of 35 respondents, 6% (2) were freshmen, 15% (5) were sophomores, 18% (6) were juniors, and 61% (20) were seniors.

Q4- Are you an in-state or out-of-state student?

Are you an in-state or out-of-state student? 33 ⓘ

Q4 - Are you an in-state or out-of-state student?	Percentage	Count
In-state	64%	21
Out-of-state	36%	12

Out of 100% of our survey takers 64% are in-state students and 36% are out-of-state students.

Q5- What University do you attend?

- Auburn University- 25
- Truett McConnell University- 1
- Western Carolina University- 1
- Kennesaw State University- 5
- Georgia Southern University- 1

Out of 33 respondents, 71% attend Auburn University, 3% attend Truett McConnell University, 3% attend Western Carolina University, 15% attend Kennesaw State University, and 3% attend Georgia Southern University.

(Respondents used the promotional material below to answer questions 6-11.)

If your birth control fails...

PREGNANT & PANICKING?
Don't worry. Graduation is still possible!

■■■■■■ offers housing, community, and support to pregnant and parenting students facing an unplanned pregnancy.

SCAN TO LEARN MORE

Q6- If you saw this promotional material on your college campus, would you feel it is politically affiliated/motivated?

If you saw this promotional material on your college campus, would you feel it is politically affiliated/motivated? 33 ⓘ

Q6 - If you saw this promotional material on your college campus, would you feel it is politically affiliated/motivated?	Percentage	Count
Yes	33%	11
No	67%	22

33% of respondents answered ‘yes’, and 67% of respondents answered ‘no’.

Q7- If you saw this promotional material on your college campus, would you feel it is religiously affiliated/motivated?

If you saw this promotional material on your college campus, would you feel it is religiously affiliated/motivated? 33 ⓘ

Q7 - If you saw this promotional material on your college campus, would you feel it is religiously affiliated/motivated?	Percentage	Count
Yes	27%	9
No	73%	24

27% of respondents answered ‘yes’, and 73% of respondents answered ‘no’.

Q8- How likely are you to request additional information after viewing this promotional material?

How likely are you to request additional information after viewing this promotional material? 33 ⓘ

Q8 - How likely are you to request additional information after viewing this promotional material?	Percentage	Count
Extremely unlikely	27%	9
Somewhat unlikely	21%	7
Neither likely nor unlikely	33%	11
Somewhat likely	9%	3
Extremely likely	9%	3

After viewing the promotional material above, 11 of our surveyors said they were neither likely nor unlikely to request additional information, 9 were extremely unlikely, 7 were somewhat unlikely, 3 were somewhat likely, and 3 were extremely likely.

Q9- Please explain why you are likely/unlikely to request additional information after viewing this promotional material.

- Not applicable/not necessary- 20
- Seems like a great resource and would be useful if needed.- 5
- Wouldn't want others to know.- 1
- A graphic wouldn't be useful.- 3
- Other- 4

The short answer responses to this question have been categorized for the purpose of this research. 61% of respondents reported that this promotional material is not applicable or necessary to them. 5% of respondents reported that the material promotes a great resource and would be useful if needed. 3% of respondents reported that they would not request additional information due to not wanting others to know their situation. 9% of respondents reported that this promotional material would not be useful to them. 12% of respondents had varying responses.

Q10- When seeking to learn more from this promotional material, which of the following do you prefer?

When seeking to learn more from this promotional material, which of the following do you prefer? 33 ① ...

Q10 - When seeking to learn more from this promotional material, which of the following do you prefer? - Selected Choice	Percentage	Count
QR Code	67%	22
Website URL	9%	3
phone number	3%	1
social media handle	18%	6
Other	3%	1

67% of our surveyors said when seeking to learn more from promotional material they prefer a QR code, 18% said they prefer a social media handle, 9% said they prefer a URL, 3% said they prefer a phone number, and 3% said they prefer another method that was not provided.

Q11- When you scan a QR code for “more information”, which platform do you prefer to be directed to?

When you scan a QR code for "more information", which platform do you prefer to be directed to? 33 ① ...

Q11 - When you scan a QR code for "more information", which platform do you prefer to be directed to? - Selected Choice	Percentage	Count
Instagram profile	18%	6
Organization website	82%	27

In the case that our surveyors scan a QR code for more information 27 of them prefer to be directed to a website, while 6 of them prefer to be directed to the organization’s instagram profile.

Q12- If you are an Auburn student, which location do you feel most inclined to scan a QR code from?

If you are an Auburn student, which location do you feel most inclined to scan a QR code from? 30 ① ...

Q12 - If you are an Auburn student, which location do you feel most inclined to scan a QR code from? - Selected Choice	Percentage	Count
Haley Concourse	10%	3
Student Center	17%	5
Bathroom stall	50%	15
Educational building	17%	5
Other	7%	2

For our Auburn student surveyors 50% said they feel most inclined to scan a QR code off of a flier in a bathroom stall, 17% said they would prefer scanning in the student center, another 17% said an educational building, 10% said the Haley Concourse, and 7% said other.

Q13- If you aren't an Auburn student, please explain where on your college campus you feel most inclined to scan a QR code from.

- Educational Building- 1
- Sign- 1
- Somewhere Easy Access- 1
- Bathroom stall- 3
- Somewhere away from others-2

Of the 8 non-Auburn students who responded, the majority reported that they would be most inclined to scan a QR code from a bathroom stall.

(Respondents referenced the material below to answer question 14.)



Q14- Which of the following promotional materials are you more inclined to interact with?

Which of the following promotional materials are you more inclined to interact with? 33 ⓘ

Q14 - Which of the following promotional materials are you more inclined to interact with?	Percentage	Count
IM_esbP25avijTty7k	94%	31
IM_4T005avFMhDsJSC	6%	2

Out of the two types of graphic / fliers shown above, 31 of our respondents said they would be more inclined to interact with the summer carnival one, while 2 respondents said they would be more inclined to interact with the TV one.