

Marketing Plan 2017

Southwest Service Area

Mission

The Nebraska Respite Network Southwest Service area is dedicated to providing families with planned and emergency relief from the ongoing care of their loved one with a long-term or lifelong disabilities or illness, to assist in crisis prevention and reduction of family stress, and thus supporting families' ability to continue caring for their loved one at home.

Purpose

Respite care is typically provided for individuals with disorders related to aging (dementia, frail health), terminal illnesses, chronic health issues, or developmental disabilities. More recently, children with behavior disorders have also been eligible for respite care.

Caregivers frequently experience stress in the forms of physical fatigue, psychological distress (resentment, frustration, anxiety, guilt, depression), and disruption in relations with other family members. The emotional aspects of caring for a family member is often more taxing than the physical demands. Increased caregiver stress may result in health problems such as ulcers, high blood pressure, difficulty sleeping, weight loss or gain, or breathing difficulties.

The Nebraska Respite Network connects caregivers overwhelmed with the demands of the daily care of an individual with information about the appropriate respite services in their area. It also provides information for respite providers who wish to be registered and offer services, either paid or volunteer.

Objective

1. Increase social media activities on facebook and twitter.
2. Acquire about LinkedIn and Blogging to increase additional social media.
3. Create U-tube video about Respite.
4. Access to trainings thru social media for providers to have another avenue thru internet.
5. Research ideas on how Pinterest can help increase social media numbers.
6. Respite Coordinator will learn how to run Southwest service area website.
7. Increase awareness of Nebraska Respite Southwest Service area has social media.
8. Increase individuals to go to the NRRS site.
9. Increase Nebraska Respite Network Southwest service area websites traffic.

Creative Strategy

Future marketing materials will have the current Nebraska Respite logo to maintain a visual continuity amongst marketing pieces. "We Care for Those Who Care for Others" will be used as the tagline.

Email address will consist of respite website, nrrs link and Facebook and Twitter buttons to increase outreach.

Media Strategy

Social Media Outreach

- Post regularly on Facebook and Twitter. -1
- Participate in events in the Southwest service area and post on social media. -1
- Post pictures of outreach activities on Facebook and Twitter. -1
- Conduct a contest involving social media. -1
- Research LinkedIn and Blogging by getting a better comprehension of them. -2
- Make a U-tube video about What Respite Is. -3
- Post Cross System trainings on all social media avenues. -4
- Research U-tube Videos of trainings that are appropriate to providers and post on social media. -4
- Post Pinterest pins to Facebook on ways to make lives of caregivers easier. -5
- Utilize U-Tube videos to post on Facebook of appropriate uplifting/educational/etc for caregivers. -5
- Conduct learning how to operate Southwest service area website. -6
- Include on postcards, letters, news release, e-mail, etc the Facebook and Twitter buttons. -7
- Increase of awareness of NRRS link incorporated into southwest service areas outreach. -8
- Increase numbers of website hits. -9

Quarterly Task List

Quarter 1

- Post regularly on Facebook and Twitter -1
- Post pictures of outreach activities on Facebook and Twitter -1
- Work collaboratively with Jesse to gain knowledge of social media -1
- Participate in events in the Southwest service area and post on social media -1
- Create U-Tube video about Respite -3
- Research U-tube Videos of trainings and post on social media -4
- Post Cross System trainings on Facebook and Twitter -4

- Post Pinterest pins to Facebook on ways to make lives of caregivers easier. -5
- Utilize U-Tube videos to post on Facebook of appropriate uplifting/educational/etc for caregivers. -5
- Add Facebook and Twitter button to email -7
- Add nrrs link to email -8
- Link web-site url's to social media in regards to nrrs/calendar, news releases, applications, trainings, etc -8

Quarter 2

- Post regularly on Facebook and Twitter -1
- Post pictures of outreach activities on Facebook and Twitter -1
- Conduct a certain kind of photo contest and post on Facebook and Twitter -1
- Work collaboratively with Jesse to gain knowledge of social media -1
- Participate in events in the Southwest service area and post on social media -1
- Research LinkedIn -2
- Create U-Tube video about Respite -3
- Research U-tube Videos of trainings and post on social media -4
- Post Cross System trainings on Facebook and Twitter -4
- Post Pinterest pins to Facebook on ways to make lives of caregivers easier. -5
- Utilize U-Tube videos to post on Facebook of appropriate uplifting/educational/etc for caregivers. -5
- Research on line classes about web-site -6
- Add Facebook and Twitter button to email -7
- Add nrrs link to email -8
- Link web-site url's to social media in regards to nrrs/calendar, news releases, applications, trainings, etc -8
- Explore learning how to operate Southwest service area website -9
- Post News Releases on web site -9
- Post 2 REST trainings in Southwest service area for providers, caregivers and community members on web-site, Facebook and Twitter 1 & 9

Quarter 3

- Post regularly on Facebook and Twitter -1
- Post pictures of outreach activities on Facebook and Twitter -1
- Conduct a certain kind of photo contest and post on Facebook and Twitter -1
- Work collaboratively with Jesse to gain knowledge of social media -1
- Participate in events in the Southwest service area and post on social media -1
- Research blogging with input from respite coordinators -2

- Post U-Tube video about Respite on Facebook and Twitter -3
- Research U-tube Videos of trainings and post on social media -4
- Post Cross System trainings on Facebook and Twitter -4
- Post Pinterest pins to Facebook on ways to make lives of caregivers easier -5
- Utilize U-Tube videos to post on Facebook of appropriate uplifting/educational/etc for caregivers -5
- Research on line classes about web-site -6
- Add Facebook and Twitter button to email -7
- Add nrrs link to email -8
- Link web-site url's to social media in regards to nrrs/calendar, news releases, applications, trainings, etc -8
- Explore learning how to operate Southwest service area website -9
- Post News Releases on web site -9
- Post 2 REST trainings in Southwest service area for providers, caregivers and community members on web-site, Facebook and Twitter 1 & 9

Quarter 4

- Post regularly on Facebook and Twitter -1
- Post pictures of outreach activities on Facebook and Twitter -1
- Conduct a certain kind of photo contest and post on Facebook and Twitter -1
- Work collaboratively with Jesse to gain knowledge of social media -1
- Participate in events in the Southwest service area and post on social media -1
- Post U-Tube video about Respite on Facebook and Twitter -3
- Research U-tube Videos of trainings and post on social media -4
- Post Cross System trainings on Facebook and Twitter -4
- Post Pinterest pins to Facebook on ways to make lives of caregivers easier -5
- Utilize U-Tube videos to post on Facebook of appropriate uplifting/educational/etc for caregivers -5
- Add Facebook and Twitter button to email -7
- Add nrrs link to email -8
- Link web-site url's to social media in regards to nrrs/calendar, news releases, applications, trainings, etc -8
- Explore learning how to operate Southwest service area website -9
- Post News Releases on web site -9
- Post 2 REST trainings in Southwest service area for providers, caregivers and community members on web-site, Facebook and Twitter 1 & 9

Outcomes

1. Improve "hits" on website from FY 2016 of 8000 to 9000 in FY 2017.
2. Improve web site unique visitors by 10% from FY 16 of 703 baseline.
3. Improve web site Number of visits from FY 16 of 976 baseline.
4. Improve Facebook like from FY 2016 of 126 baseline to 136 in FY 2017.
5. Improve Facebook posts on average of 4 per month in FY16 to 8 in FY 17.
6. Improve Twitter account to following in FY 16 of 48 to 75 in FY 17 baseline.
7. Improve Twitter account to followers in FY 16 of 25 to 40 in FY 17.
8. Improve Twitter account post of 25 in FY16 to 50 in FY17.
9. Revise Nebraska Respite-SW service area web-site.
10. Increase of providers trained to meet the needs of family caregivers caring for a loved with mental illness, specific disability and/or chronic illness.
11. Increase of caregivers with simpler ideas to help with everyday issues.
12. Respite Coordinator able to maintain Southwest service area website.