



Noor Esseili
COMM 360

The Borgen Project - Communication Audit & Annual Plan

Communication Audit

Overview of Organization

The Borgen Project is a non-profit organization that fights to end extreme global poverty at the congressional and legislative levels. The organization builds nonpartisan support for life-saving initiatives where they're needed most. The focus of their advocacy is on starvation, global food security, newborn babies, child and mother survival, access to clean water and sanitation, and food aid reform.





History of Organization

Clint Borgen began his career in 1999 volunteering in the Kosovo War refugee camps. After his experience in the refugee camps, Borgen recognized the need for an organization that could focus U.S. political attention on extreme poverty.

In 2003, after graduating from Washington State University and interning at the United Nations, Borgen began developing the organization. To collect funding for his organization, Borgen worked on a fishing vessel in Dutch Harbor, Alaska. That same year, The Borgen Project came to be after Borgen began the initiative using his laptop and minimal budgeting that came from his Alaska-based paychecks.

The Borgen Project is now based in Tacoma, Washington, with volunteers across 1,952 U.S. cities. The organization has become an influential global campaign devoted to reducing global poverty through political advocacy, public mobilization, volunteer education, and building awareness.





Current Culture

The Borgen Project benefits from national volunteer and legislative participation within the United States. They operate at the political level, by advancing policies and programs that improve the living conditions of those living on less than \$1 per day.

With volunteers recruited from 1,952 cities across the U.S, the organization is better equipped to operate at the legislative and constituent levels through the efforts of volunteers. The Borgen Project's operational methodology encompasses advocating, mobilizing, educating, and issuing messages to implement change.

Methodology

- **Advocate:** Meetings are held with U.S. Congressional leaders to ensure the support for crucial poverty-reduction legislation.
- **Mobilize:** People are mobilized across the globe in an effort to make poverty a political priority.
- **Educate:** Basic advocacy skills are taught to volunteers to allow citizens to effectively communicate with their government about poverty-reduction initiatives and legislation.
- **Issue Messages:** Awareness is built around global issues and innovation in poverty-reduction through a strong online and community presence.



Mission

“The Borgen Project believes that leaders of the most powerful nation on earth should be doing more to address global poverty. We’re the innovative, national campaign that is working to make poverty a focus of U.S. foreign policy.”

Annual Organizational Goals

The Borgen Project strives to pass poverty-reduction legislation within the U.S. Congress. In 2021, The Borgen Project’s top priority is to ensure a global response to the COVID-19 pandemic.

Annually, The Borgen Project selects key poverty-reduction legislation to focus on at the legislative level, in hopes of pushing the U.S. Congress to support the legislation. The top legislative priorities that The Borgen Project is working to pass in the 117th Congress (2021-2022) are the Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA) and the International Affairs Budget.

In addition to the annual prioritized legislation, The Borgen Project is implementing an ongoing effort to pass Global Health Legislation and Women’s Empowerment Legislation.

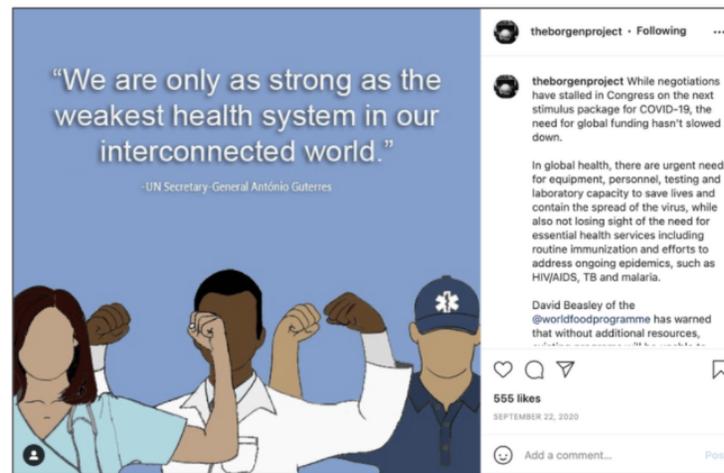
- **Global Health Legislation:** Mental Health in International Development and Humanitarian Settings (MINDS) Act, Global Malnutrition Prevention and Treatment Act, and Global Health Security Act.
- **Women’s Empowerment Legislation:** Girls LEAD Act, Reach Every Mother & Child Act, and Keeping Girls in School Act.

Brand (Tool Kit)

- **Voice:**

- Professional, direct, and informative

- Instagram Posts that convey The Borgen Project's brand voice:



■ Close-up of the Instagram post captions:

<p>theborgenproject · Following ...</p> <p>theborgenproject If passed, the bipartisan Girls LEAD Act would extend unparalleled political opportunity to girls.</p> <p>Globally, about 132,000,000 adolescent girls between the ages of 6 and 17 are NOT enrolled in school. Moreover, women are largely underrepresented at all levels of public sector decision-making.</p> <p>Promoting adolescent girls and women's education and pathway to political leadership will decrease the likelihood of child marriages, violence against women and promote the creation and maintenance of democratic societies.</p> <p>785 likes SEPTEMBER 19, 2020</p> <p>Add a comment... Post</p>	<p>theborgenproject · Following ...</p> <p>theborgenproject Today is #WorldWaterDay💙</p> <p>Currently, 2.2 billion people🌍do not have access to safe and fresh water.💧</p> <p>A crucial component of the UN #SustainableDevelopmentGoals, clean, accessible water for everyone is a fundamental part of the world we want to live in, and there is sufficient fresh water on the planet to achieve this (via @unitednations).</p> <p>Want to help us tackle the global water crisis? Urge your leaders to support robust funding for global health programs.</p> <p>285 likes MARCH 22, 2020</p> <p>Add a comment... Post</p>	<p>theborgenproject · Following ...</p> <p>theborgenproject The current Administration has proposed a 22 percent cut to the U.S.' development and diplomacy cuts for #FY2021.</p> <p>In 2019, the U.S. spent less than 1% of the federal budget on foreign assistance. By nature, foreign aid promotes awareness and education because community-informed initiatives require collective action between two parties.</p> <p>The effects of the budget cuts to @USAID are undoubtedly going to hinder diplomatic agencies in eliminating poverty around the globe and increasing diplomatic relations.</p> <p>1,067 likes SEPTEMBER 17, 2020</p> <p>Add a comment... Post</p>	<p>theborgenproject · Following ...</p> <p>theborgenproject While negotiations have stalled in Congress on the next stimulus package for COVID-19, the need for global funding hasn't slowed down.</p> <p>In global health, there are urgent needs for equipment, personnel, testing and laboratory capacity to save lives and contain the spread of the virus, while also not losing sight of the need for essential health services including routine immunization and efforts to address ongoing epidemics, such as HIV/AIDS, TB and malaria.</p> <p>David Beasley of the @worldfoodprogramme has warned that without additional resources,</p> <p>555 likes SEPTEMBER 22, 2020</p> <p>Add a comment... Post</p>
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■ Tweets that convey The Borgen Project's brand voice:

THE BORGEN PROJECT @borgenproject · Feb 16

#Tajikistan has been greatly impacted by #COVID19, with thousands of families are struggling to make ends meet. Many of the country's citizens are struggling with food insecurity and job loss. Learn more about the effect of the pandemic on Tajikistan:

 borgenproject.org
 Tajikistan During the COVID-19 Pandemic - The Bo...
 So, what can individuals and organizations do to aid Tajikistan during the COVID-19 pandemic? In an ...

5 15

THE BORGEN PROJECT @borgenproject · Jun 1

Research estimates that 20 million #schoolgirls in developing nations may never return to school due to #COVID19. To address this, @CoryBooker introduced S.Res. 95 which works to improve health services and food security globally for women

 borgenmagazine.com
 S.Res. 95: How COVID-19 Impacts Women Globall...
 The Senate acknowledges that COVID-19 impacts women in a disproportionate way and proposes ...

4 8

THE BORGEN PROJECT @borgenproject · Jan 11

Countries where only 10% of women in the workforce are nearly 30x more likely to experience internal conflict. Learn about the connection between #women and #peacebuilding and how these factors can help reduce conflict and poverty!

 borgenmagazine.com
 Women and Peacebuilding Can Help Reduce Pover...
 Fragility, conflict and violence (FCV) have caused much suffering. However, women and peacebuildi...

6 8

THE BORGEN PROJECT @borgenproject · May 3

Thousands of Indian farmers have gathered to protest the government's controversial #farmbills, which seek to deregulate agricultural markets, potentially threatening the economic safety of farmers. Read about how #NGOs are supporting their fight!

 borgenmagazine.com
 Indian Farmers Protesting New Bills Find Ally in NG...
 Since September 2020, thousands of Indian farmers have gathered outside the capital, New ...

5 6

- **Visual Style:**
 - Custom graphics are frequently used on Instagram and Twitter.
 - Custom graphic illustrations:



- More custom graphic illustrations:





Brand (Tool Kit)

- **Color Scheme:**

- Core Color Palette

- The Borgen Project Logo Colors



#232123



#363436



#757475

#FFFFFF

- Color Palette Combinations: Warm, inviting tones (soft pinks, pale orange, coral, blues)

- Pink Berry Cream



#F39A9D



#F4ACB7



#FFCAD4



#F7CDD0

- Rosey Dew



#F8716B



#FF8882



#FF9D8C



#F8CBC6

- Steadfast Stainless



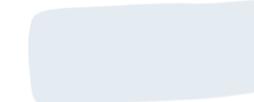
#E3EBF2



#BCD3F2



#BFD7EA



#E3EBF2

- AVOID “loud” background colors and poor color combinations.



Brand (Tool Kit)

- **Typography (Font and Typeface):**
 - For Headings use:

League Gothic
League Spartan
Libre Franklin Black
Oswald
Cooper Hewitt
Aileron Heavy

- For Descriptions use:

Oswald
Cooper Hewitt
Aileron Regular
Poppins Light
Arial

- Example:

League Spartan

The Borgen Project's Mission

The Borgen Project believes that leaders of the most powerful nation on earth should be doing more to address global poverty. We're the innovative, national campaign that is working to make poverty a focus of U.S. foreign policy.

Oswald



- **Placement of The Borgen Project Logo:**

- Place the logo in the right or left corner of all graphics/videos/posts/media.
- Keep the size of the logo relatively small to not overwhelm the graphic.



- **Acceptable examples:**



- **Unacceptable examples:**



Color of logo is altered

No logo



Background of logo does not blend with the illustration

Social Media Analysis To Date

- Top performing posts on Instagram:
 - Patterns in top performing Instagram content: Instagram content that receives the highest engagement rate are custom illustrations that educate the audience on global poverty.

<p>keeping girls in school act</p> <p>theborgenproject · Following</p> <p>theborgenproject "We cannot succeed when half of us are held back." —@malala</p> <p>Despite significant progress in recent decades, girls are still facing educational barriers around the world.</p> <p>The Keeping Girls in School Act is designed to address these worldwide barriers that currently exclude 130 million school-aged girls from their right to an education. The legislation has the power to cut child deaths by 50 percent and will raise girls' future wages by \$15 to \$30 trillion.</p> <p>The House of Representatives passed the Keeping Girls in School Act in January 2020. With annual support</p> <p>2,156 likes SEPTEMBER 28, 2020</p> <p>2,156 574</p>	<p>HOW TO ADVOCATE FOR GLOBAL POVERTY</p> <p>theborgenproject · Following</p> <p>theborgenproject Let's talk how to be a global poverty advocate!</p> <p>"Extreme poverty anywhere is a threat to human security everywhere." —Kofi Annan</p> <p>Tap the link in bio to take action now.</p> <p>Graphics by: S. Neubaum, PR Team</p> <p>#TheBorgenProject #GlobalPoverty #ForeignAid #HumanitarianAid #USAID #Development #Legislation #Policy #Advocate #Politics #Changemakers #Congress #InternationalAffairsBudget #IAB #Bipartisan #Nonprofit #NGO #Donate</p> <p>65w</p> <p>2,026 likes JULY 17, 2020</p> <p>2,026 786</p>
<p>global poverty fast facts</p> <ul style="list-style-type: none"> • 736 MILLION PEOPLE live in extreme poverty (World Bank, 2018) • ONE IN NINE PEOPLE are hungry (WHO, 2019) • WORLD HUNGER CAN BE ELIMINATED by 2030 with an additional \$265 billion per year in additional resources globally (FAO 2015) • ONLY 1% OF THE FEDERAL BUDGET is spent on International Affairs <p>Learn more at borgenproject.org</p> <p>theborgenproject · Following</p> <p>theborgenproject Global Poverty fast facts!</p> <p>Graphic by: @carolineayers_</p> <p>#TheBorgenProject #GlobalPoverty #ForeignAid #HumanitarianAid #USAID #Development #Legislation #Policy #Advocate #Politics #Changemakers #Congress #InternationalAffairsBudget #IAB #Bipartisan #Nonprofit #NGO #Donate</p> <p>60w</p> <p>sandra_tuf13 For a different narrative on humanitarian aid @</p> <p>1,155 likes AUGUST 27, 2020</p> <p>1,555 497</p>	<p>EXTREME GLOBAL POVERTY FACTS TEST YOUR KNOWLEDGE</p> <p>theborgenproject · Following</p> <p>theborgenproject Swipe through to test your global poverty knowledge!</p> <p>The @WorldBank estimates that 40 million to 60 million people will fall into extreme poverty in 2020, compared to 2019, as a result of #COVID19.</p> <p>We must continue to back legislation aimed at helping the world's most vulnerable.</p> <p>Tap the link in bio to take action.</p> <p>Graphics by: @alexabatess, PR Team</p> <p>#TheBorgenProject #GlobalPoverty #ForeignAid #HumanitarianAid #USAID #Development #Legislation #Policy #Advocate #Politics #Changemakers #Congress #InternationalAffairsBudget #IAB #Bipartisan #Nonprofit #NGO #Donate</p> <p>1,113 likes AUGUST 18, 2020</p> <p>1,113 291</p>

- Poor performing posts on Instagram:
 - Patterns in poor performing Instagram content: Instagram content that receives the least engagement are posts that highlight members of the organization and posts that inform of upcoming events.

<p>theborgenproject · Following ...</p> <p>theborgenproject Due to the negative impact of COVID-19 on global poverty reduction rates, it's time to amplify our voices now more than ever. See you in two days.</p> <p>Ticket information link in our bio. #BORGENFEST #DownsizePoverty</p> <p>12w</p> <p>45 likes JULY 29</p> <p>Add a comment... Post</p> <p>45 0</p>	<p>theborgenproject · Following ...</p> <p>theborgenproject Who's ready for Day 4?</p> <p>Today's action item: Come hang out with us over Zoom! 🎉 The Leadership Team will begin the session with a brief overview of the importance of global health funding. We'll then answer any questions you have and, most importantly, check-in with each other to see how everyone's doing 🍷.</p> <p>The hang out will begin at 9 am PST</p> <p>Can't wait to see you all there!</p> <p>Not a current active volunteer? RSVP to the link in our bio and we'll email you an email with more info!</p> <p>64 likes MARCH 26, 2020</p> <p>Add a comment... Post</p> <p>64 1</p>
<p>theborgenproject · Following ...</p> <p>theborgenproject We have made it halfway through our #WeekofAction!</p> <p>Ready for Day 3?</p> <p>Today's action item 📌 Pitch to an influencer about #GlobalHealth funding and #COVID19 🗣️.</p> <p>#Celebrities and #influencers have thousands, if not millions, of followers on their various #socialmedia channels. Not only do they share the ins and outs of their lives and recommend products and services to their followers, but they also differentiate themselves by backing causes that are important to them. If they want to make a difference, hopefully their fans and followers will</p> <p>64 likes MARCH 26, 2020</p> <p>Add a comment... Post</p> <p>64 3</p>	<p>theborgenproject · Following ...</p> <p>theborgenproject @nataliegillmensah will shed light on the consequences of COVID-19 on global health equity and how you can make a difference in improving health equity now. Can't wait to learn more from her at BORGENFEST!</p> <p>See link in bio for more information.</p> <p>#BORGENFEST #TheBorgenProject #EndGlobalPoverty</p> <p>13w</p> <p>shayleymartin@cletus_cooks @lydeanmartin @charlie.Martin.7731</p> <p>65 likes JULY 29</p> <p>Add a comment... Post</p> <p>65 2</p>

- Top performing posts on Twitter:
 - Patterns in top performing Twitter content: Tweets that receive the highest engagement rate are tweets that use relevant hashtags and illustrations and tweets that respond to timely events.

<p>THE BORGEN PROJECT @borgenproject · May 12, 2020</p> <p>More than half of the world's population could be living in poverty in the wake of #COVID19, erasing decades of progress combating extreme poverty.</p> <p>Email Congress to support \$12 billion for the International Affairs Budget to fight COVID-19.</p> <div data-bbox="436 610 1052 768"> <p>borgenproject.org Issues Homepage - The Borgen Project Protect funding to the International Affairs budget by taking action today.</p> </div> <p>5 49 28</p>	<p>THE BORGEN PROJECT @borgenproject · Jun 2, 2020</p> <p>The Borgen Project believes in the power of mobilizing, organizing and advocating in order to create systemic change. We must speak up, show up and demand a more just and equitable world. We stand with the Black community in this fight for justice. #BlackLivesMatter</p> <p>22 46</p>
<p>THE BORGEN PROJECT @borgenproject · Jul 17, 2020</p> <p>Ready to be a #globalpoverty advocate?</p> <p>Visit borgenproject.org/action-center and select an issue you'd like to email your leaders in support of.</p> <div data-bbox="436 984 1052 1328"> <p>HOW TO ADVOCATE FOR GLOBAL POVERTY</p> <p>CONGRESSIONAL LEADERS OFTEN SUPPORT POVERTY-REDUCTION LEGISLATION WHEN AS FEW AS 7-10 PEOPLE IN THEIR DISTRICT CONTACT THEM IN SUPPORT OF IT.</p> <p>THE GLOBAL HEALTH SECURITY</p> <p>THE BORGEN PROJECT ACTION FAMILY TO VOICE THEIR SUPPORT</p> <p>VISIT BORGENPROJECT.ORG/GET-</p> </div> <p>Sophia Neubaum</p> <p>27 29</p>	<p>THE BORGEN PROJECT @borgenproject · Feb 18</p> <p>Where you were born should not dictate whether you get the vaccine or not. We need a People's Vaccine: free, fair, & available to everyone, EVERYWHERE. That's why we're joining with @OxfamAmerica to advocate for a #PeoplesVaccine</p> <div data-bbox="1152 967 1686 1352"> <p>Any COVID-19 vaccine is 0% effective for those who can't access it.</p> <p>#PeoplesVaccine</p> <p>act.oxfamamerica.org Oxfam An effective vaccine can be a way out of this collective nightmare, but only if everyone can get it as soon as possible. Sign your name now an...</p> </div> <p>1 14 27</p>

- Poor performing posts on Twitter:
 - Patterns in poor performing Twitter content: Tweets that received the least likes, retweets, and replies were typically long tweets that lack the use of hashtags, tweets that link to long articles, and tweets that talk about gender topics.

<p>THE BORGEN PROJECT @borgenproject · Jun 14</p> <p>While the gender gap in internet usage has narrowed in recent years with 54% of women in low-and-middle-income countries using mobile internet in 2020, the gender gap remains significant...</p>  <p>borgenmagazine.com EQUALS Global Partnership and Female Digital Lit... The EQUALS Global Partnership promotes female digital literacy and women in tech careers while ...</p> <p>3 retweets 4 likes</p>	<p>THE BORGEN PROJECT @borgenproject · Oct 7</p> <p>Gozem goes big in Africa. borgenproject.org/super-app-in-a...</p>  <p>4 likes</p>
<p>THE BORGEN PROJECT @borgenproject · Sep 22, 2020</p> <p>A study conducted by the Organisation for Economic Co-operation and Development discovered that in Mexico, "only 45% of women between the age of 16 and 64 are employed, yet women perform over 75 percent of unpaid household work and childcare."</p>  <p>borgenproject.org Women's Economic Empowerment in Mexico - The Borgen Project Women face violence everyday. Women's economic empowerment in Mexico allows them to seek new opportunities and independence.</p> <p>1 retweet 2 likes</p>	<p>THE BORGEN PROJECT @borgenproject · Jun 10</p> <p>Badiel-Liberty won the Miss Africa beauty pageant in 2004. Now, she uses her modeling fame so that other women and girls in her home country do not face the same struggles for clean water. In 2015, she founded the Georgie Badiel Foundation.</p>  <p>borgenmagazine.com Q&A With Georgie Badiel-Liberty: Clean Water in ... Supermodel Georgie Badiel-Liberty spoke to The Borgen Project about her commitment to ensuring ...</p> <p>1 retweet 2 likes</p>



SWOT Analysis of Current Social Presence

Strengths

- The Borgen Project is present on the platform that their community is most active on (Instagram and Twitter)
- Graphic illustration posts receive highest engagement
- Engaging Content: Content encourages audience engagement
- Branded Content: Organization's logo is consistent on graphic illustrations

Weaknesses

- Inconsistent posting plan across social media platforms (content is not scheduled to post regularly)
- Same content is posted on different social media platforms
- Inefficient optimization of social media accounts, scheduling, and consistency of posts (last posts on July 30th & October 7th)
- Lack of social media analytics tools
- Inability to scale and maintain social media efforts
- Inconsistent usage of social media hashtags (Inconsistent use of #TheBorgenProject on Twitter and Instagram)

Opportunities

- Increasing audience engagement by replying to Tweets and Instagram comments
- Optimizing a new social media channel/platform that is popular among target audience
- Identify a niche audience that is not currently being tapped into
- Develop a posting plan that indicates posting frequency
- Differentiate content by platform (Instagram: Graphic illustrations, stock images, photos) (Twitter: Infographics, videos, gifs)
- Utilize campaign management tools to increase awareness and reach
- Track growth using social media analytics applications
- Choose a hashtag that relates to the organization and that will also resonate to the target audience, and use it in the caption for each post as well as in the profile's bio

Threats

- Consistent content and social media campaigns from competitors
- Mid-sized non-profit organization competitors efficiently optimize their social media platforms
- Long term impact of certain campaigns may be difficult to measure due to a lack of social media analytical tools

Annual Social Media Plan

Road Map for Channels

- Instagram:
 - Target Market: Young advocates, current volunteers/interns, and prospective volunteers/interns.
 - Instagram should be utilized because most young advocates (like Greta Thunberg, Malala, Emma Watson, etc) actively advocate through posts and stories.
- Twitter:
 - Target Market: Congressional leaders, advocates, large scale non-profit organizations.
 - Twitter should be utilized because all Congressional leaders are very active on Twitter and most of them engage with non-profit organizations (especially when they are advocating for bills/legislations that they have cosponsored).

Audience Personas



- Jenna M.
 - College student majoring in political science, interested in learning about global poverty issues and ways to help.
 - Checks Instagram regularly and follows many national and local non-profit organizations.
 - Young advocate, who is interested in interning/volunteering with a non-profit organization.



- Andrew J.
 - College student who is active on Twitter and follows many Congressional leaders.
 - Interacts with tweets from advocates and congressional leaders, and volunteers often at political events.
 - Holds a board position in an on-campus Student Government and participates in Debate Club.

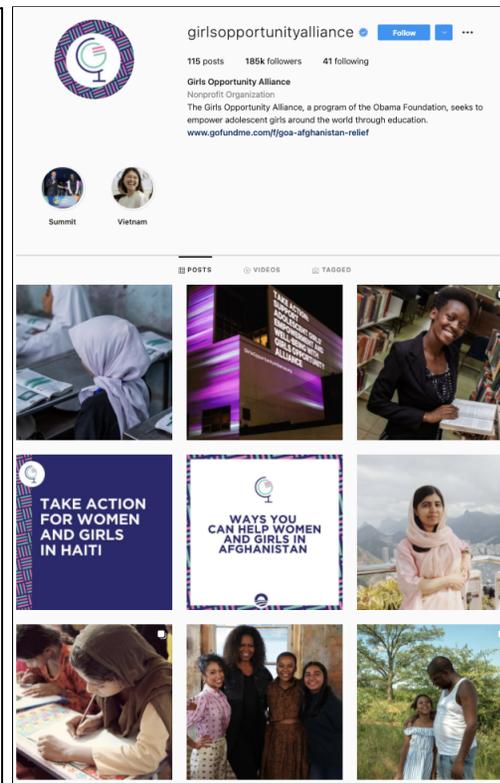
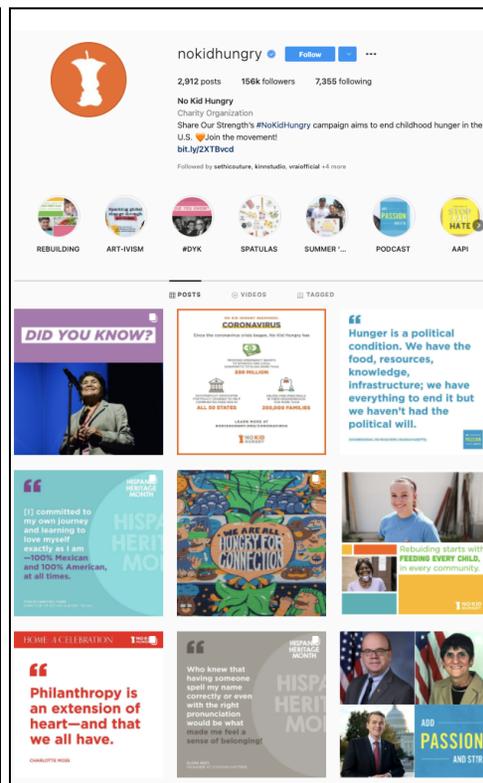
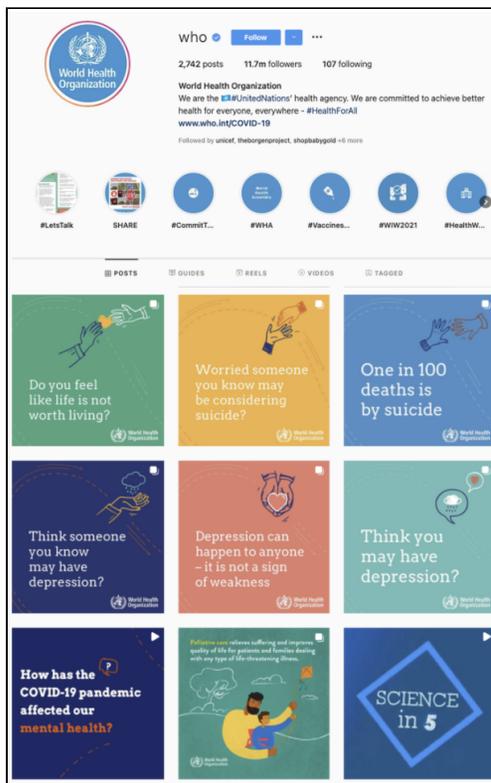


Posting Plan

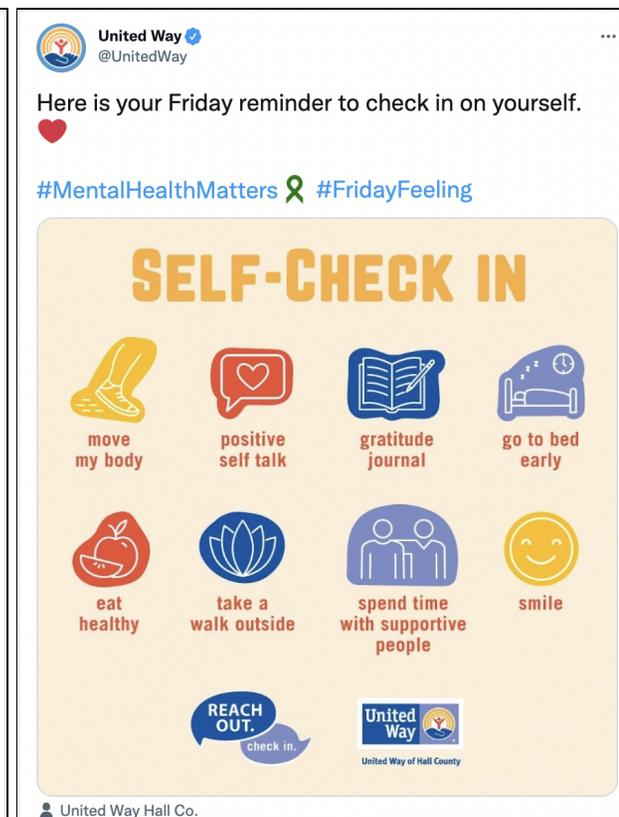
- Instagram Posting Plan:
 - Frequency:
 - 2-3 times per week.
 - Content Mix:
 - Original content on Instagram posts.
 - Mixture of original and curated content on Instagram stories.
 - Types of Content:
 - Branded custom graphic illustrations.
- Twitter Posting Plan:
 - Frequency:
 - 2-3 times per week (this includes original tweets, retweets, and replies to followers).
 - Content Mix:
 - Mixture of original and curated content (Apply the 80/20 Rule).
 - Tweet original content like branded graphic illustrations, links to the organization's articles and blog.
 - Retweet posts from other large-scale non-profit organizations and link to interesting blog posts and articles from their websites (curated content).
 - Types of Content:
 - Branded infographic illustrations, organization's articles, and donation page on organization's website.

Content Creation Inspiration

- Inspirational pages to follow on Instagram:
 - World Health Organization (@who) — Post content daily (one Instagram post per day), Instagram captions are engaging and educational.
 - No Kid Hungry (@nokidhungry) — Branded content, similar flow of bright, vibrant colors on all posts, and consistent use of #NoKidHungry.
 - Girls Opportunity Alliance (@girlsopportunityalliance) — Diverse content (stock images, branded graphic illustrations, and campaign photos), forming partnerships with public figures and advocates.



- Inspirational pages to follow on Twitter:
 - No Kid Hungry (@nokidhungry) — Tweet 6-10 times daily (they tweet articles, engage with followers by retweeting them, and reply to their audience), use relevant hashtags, and post engaging content.
 - United Way (@unitedway) — Tweet once a day, post engaging articles that link to their website, use relevant hashtags.





SMART Goals

- Increase follower-base on Instagram by 15% in one year by posting a mixture of original and curated content that encourages engagement.
- Use Twitter for poverty reduction bill advocacy and increase average audience engagement rate by 20% in one year.

Business Case for All Recommendations

- The Borgen Project should optimize their Instagram because it has the potential to reach thousands of constituents who can be persuaded to contact Congress about poverty-reduction legislation.
- The Borgen Project should optimize their Twitter because tweeting relevant information can help pass poverty-reduction legislation by informing the public.



The Borgen Project - Social Media Calendar & Campaign

Social Media Calendar

Annual Calendar with Key Dates Highlighted: Year at a Glance

- Calendar year duration: January 2022 - December 2022

2022					
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Jan. 1: Malala Yousafzai Scholarship Act (passed in the Senate in 2021) Jan. 1: Global Child Thrive Act (passed & became law in 2021) Jan. 3: Global Health Innovation Act (signed into law in 2019) Jan. 9: Women's Entrepreneurship and Economic Empowerment Act (signed into law in 2019) Jan. 14: Protecting Girls' Access to Education in Vulnerable Settings Act (signed into law in 2019)	February: Black History Month	Mar. 3: Malala Yousafzai Scholarship Act (passed in 2020) Mar. 8: International Women's Day	April 22: Earth Day April 23: AGOA & MCA Modernization Act (signed in 2018)	May 20: Global Fragility Act of 2019 (passed in the House in 2019)	June 1: Stand for Children Day
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
July 4: Independence Day	August: National Children's Vision & Learning Month Aug. 1-12: Recruitment Campaign Aug. 9: Internship Information Session Announcement	Sept. 5: Labor Day Sept. 21: International Day of Peace	Oct. 3: BUILD Act (signed into law in 2018) Oct. 17: International Day for the Eradication of Poverty	9 Year Anniversary for The Borgen Project Nov. 24: Thanksgiving Day	Dec. 3: End Neglected Tropical Diseases Act (passed in the House in 2019) Dec. 11: PEPFAR Extension Act (passed & signed into law in 2018) Dec. 19: Global Fragility Act of 2019 (passed in the Senate in 2019) Dec. 19: End Neglected Tropical Diseases Act (passed in 2019)



August 2022's Detailed Social Media Content Calendar

- The Borgen Project's Recruitment Campaign August 2022
 - August is a great time to recruit college students to join The Borgen Project for Fall and Winter internships

August 2022							KEY:
							Campaign Launch
							Campaign
							Instagram Post
							Twitter Post
							Information Session
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
31	1 Recruitment Campaign Launch Recruitment Launch Instagram Post  Recruitment Campaign	2 Recruitment Launch Twitter Post  Recruitment Campaign	3 Twitter Post Intern Application Instagram Post  Recruitment Campaign	4 Instagram Post Recruitment Campaign	5 Twitter Post Recruitment Campaign	6	
7	8 Information Session Announcement Internship Info Session Instagram Post  Recruitment Campaign	9 Internship Info Session Twitter Post  Recruitment Campaign	10 Instagram Post Recruitment Campaign	11 Twitter Post Recruitment Campaign	12 Encouraging Follower Engagement Instagram Post  Recruitment Campaign	13	
14	15 Twitter Post Instagram Post	16 Instagram Post	17 Twitter Post	18 Instagram Post	19 Twitter Post	20	
21	22 Instagram Post Twitter Post	23 Twitter Post	24 Instagram Post	25 Twitter Post	26 Instagram Post	27	
28	29 Twitter Post	30 Instagram Post	31 Twitter Post	1 Instagram Post	2 Twitter Post Instagram Post	3	



Original Content

- Instagram Sample Content:
 - Campaign: *Internship Recruitment Campaign Launch - Internship Opportunities* (1 post with 8 slides)

WE ARE HIRING
JOIN OUR TEAM!
Remote Internship Opportunities Available

PR/MARKETING INTERN
Create a branding campaign, conduct focus groups, pitch story ideas to media, create a fundraising strategy, utilize social media for web-based messaging.

WRITER/JOURNALIST INTERN
Write one article per week, research topics, assist with advocacy efforts & fundraising campaign.

NONPROFIT LEADERSHIP INTERN
Meet with members of Congress and represent The Borgen Project at various business, political and community events.

100k views
theborgenproject Join our team and aid us in our fight against poverty! Our 12-week internship programs will give you a hands-on approach towards poverty-reduction efforts. [#TheBorgenProject](#) [#Internship](#)



- Campaign: *Internship Recruitment Campaign Launch - Internship Opportunities (Continued.....)*

POLITICAL AFFAIRS INTERN
Lead public and political outreach in your state and district.

HR INTERN
Focus on national recruitment as well as teaching you the basics of HR Management, Recruiting & Selection and Staff Training & Development.

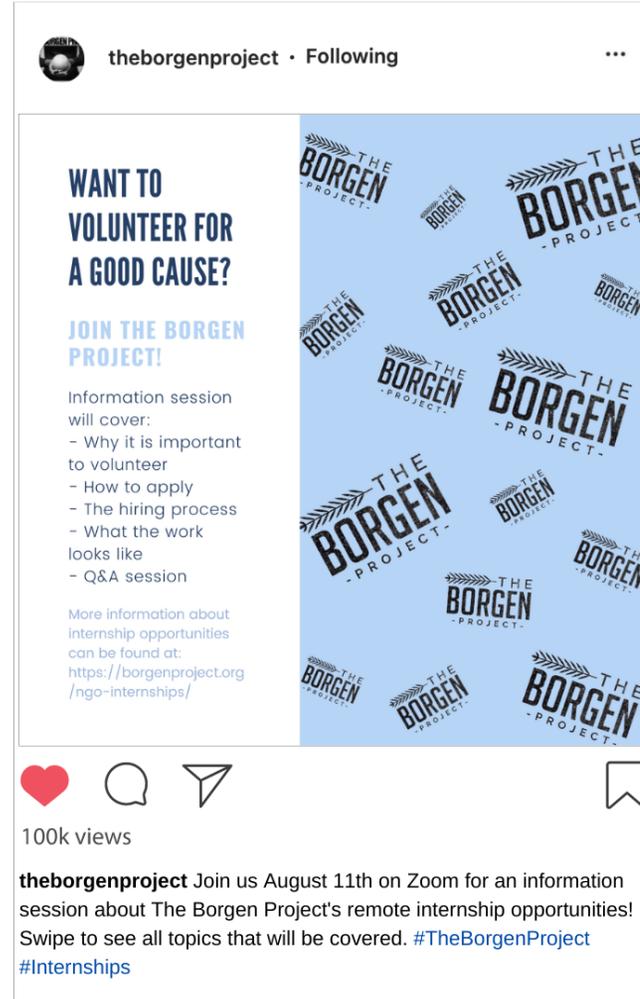
ADVOCATE
Serve as an ambassador for the world's poor. Build awareness of the issues and ways people can help.

APPLY HERE:
<https://borgenproject.org/telecommute-internships/>

100k views

theborgenproject Join our team and aid us in our fight against poverty! Our 12-week internship programs will give you a hands-on approach towards poverty-reduction efforts. #TheBorgenProject #Internship

- Instagram Sample Content:
 - Campaign: *Recruitment Campaign Information Session* (1 post with 2 slides)



- Instagram Sample Content:
 - Evergreen Content: *Encouraging Follower Engagement (Hashtags)*



- Holiday Content: Oct.17, 2022: *International Day for the Eradication of Poverty*

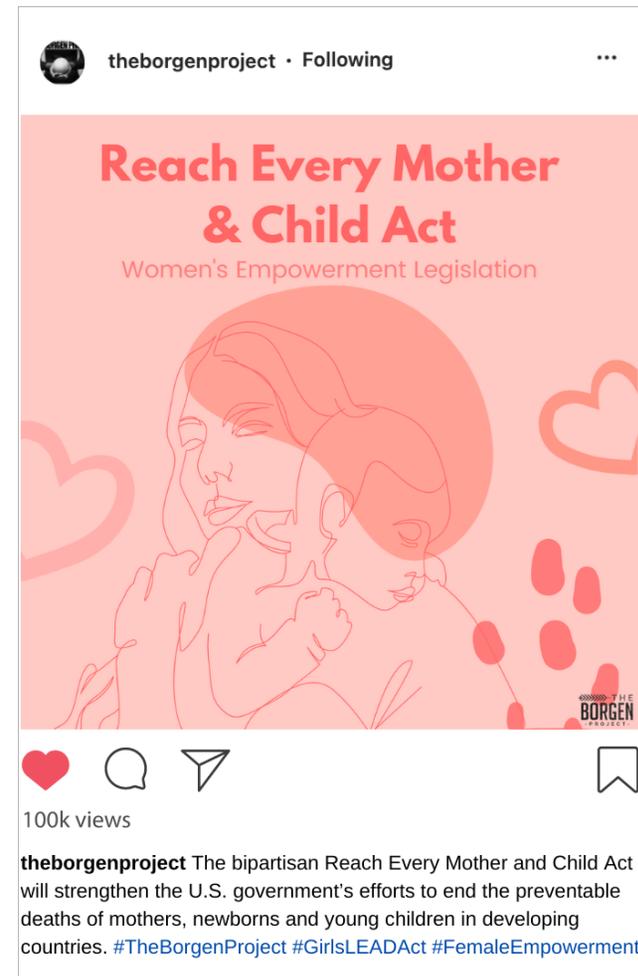




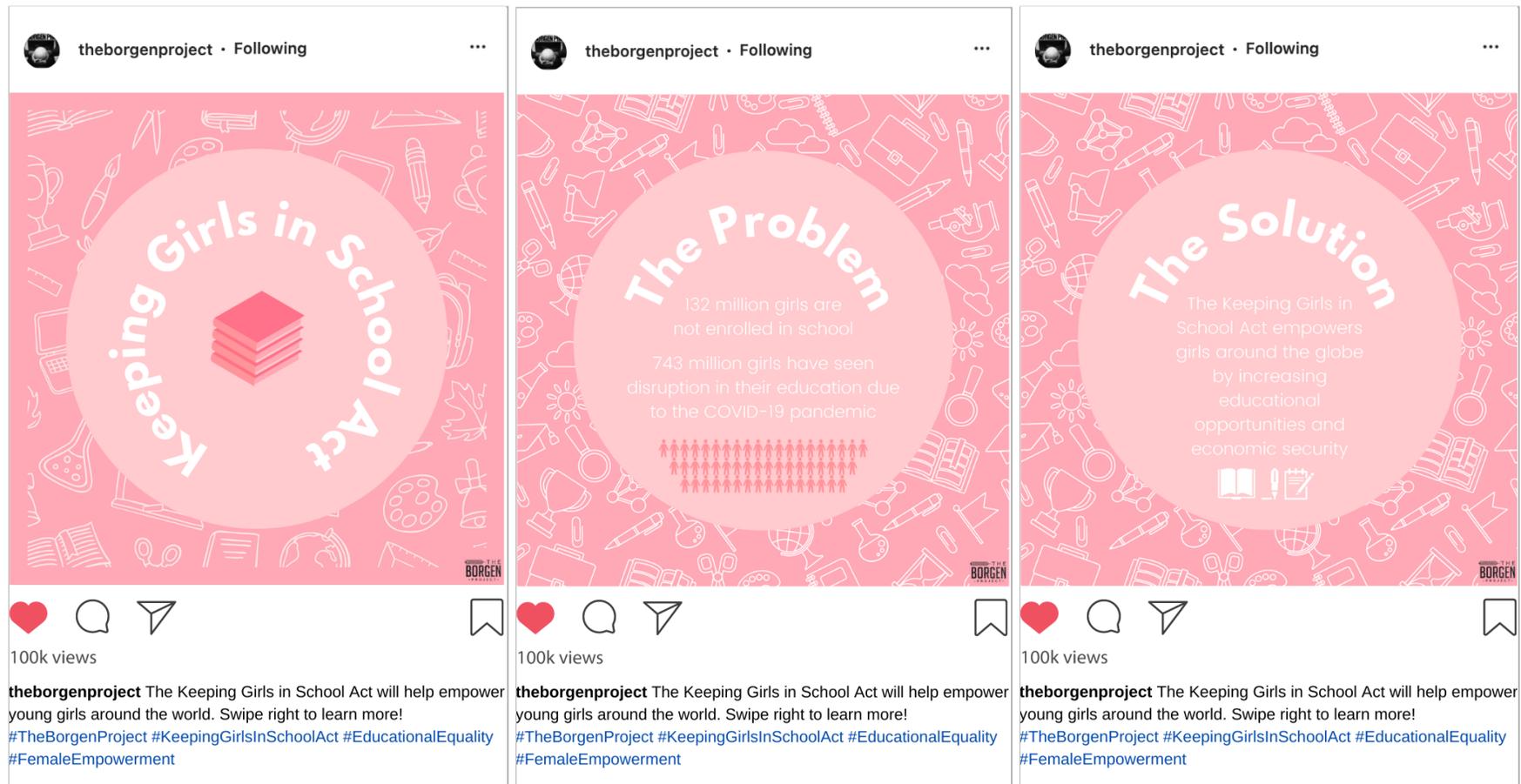
- Instagram Sample Content:
 - Evergreen Content: *Girls LEAD Act Legislation*



- Evergreen Content: *Reach Every Mother & Child Act Legislation*



- Instagram Sample Content:
 - Evergreen Content: *Keeping Girls in School Act Legislation* (1 post with 3 slides)



The image displays three sequential slides from an Instagram carousel post by 'theborgenproject'. Each slide has a pink background with white educational icons. The first slide is the title slide, the second is 'The Problem', and the third is 'The Solution'. Each slide includes a heart icon, a comment icon, a share icon, and a bookmark icon, with '100k views' indicated below. The caption for all slides is: 'theborgenproject The Keeping Girls in School Act will help empower young girls around the world. Swipe right to learn more! #TheBorgenProject #KeepingGirlsInSchoolAct #EducationalEquality #FemaleEmpowerment'.

Slide 1: Keeping Girls in School Act

Slide 2: The Problem

132 million girls are not enrolled in school

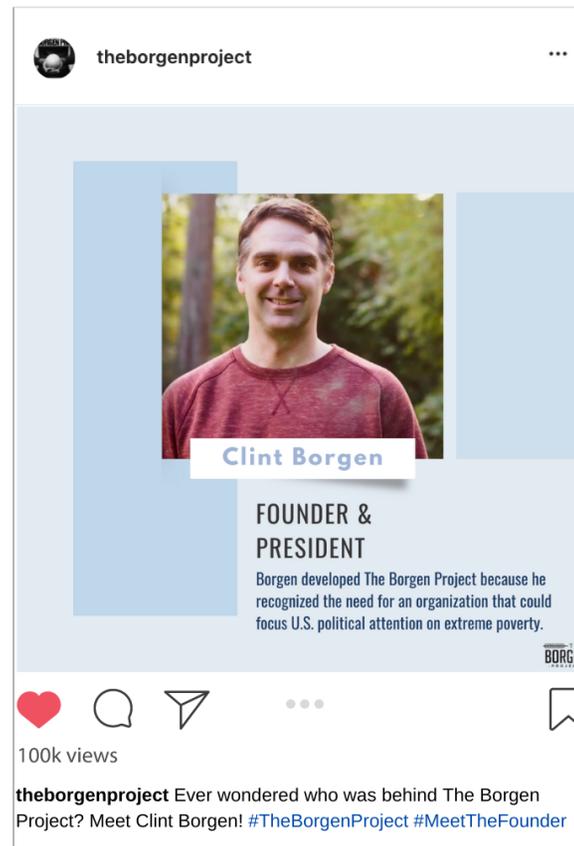
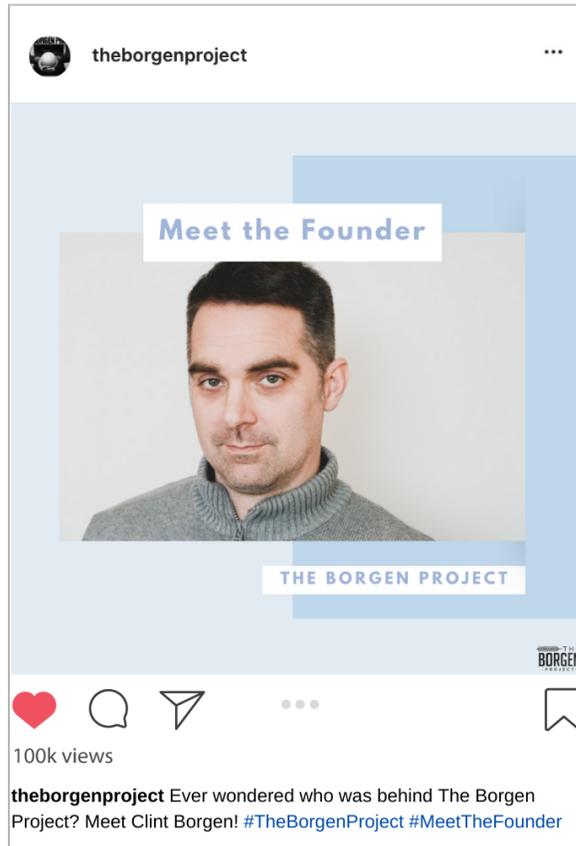
743 million girls have seen disruption in their education due to the COVID-19 pandemic

Slide 3: The Solution

The Keeping Girls in School Act empowers girls around the globe by increasing educational opportunities and economic security



- Instagram Sample Content:
 - Evergreen Content: *Meet the Founder* (1 post with 3 slides)





- Instagram Sample Content:
 - Evergreen Content: *The Borgen Project's Mission Statement*



- Evergreen Content: *Learn about The Borgen Project's Internship Opportunities*



- Twitter Sample Content:
 - Campaign: *Internship Recruitment Campaign Launch - Internship Opportunities*



THE BORGEN PROJECT
@borgenproject

Interested in interning with The Borgen Project for 12-weeks? Check out our open remote opportunities at: <https://borgenproject.org/telecommute-internships/>.
#TheBorgenProject #RemoteInternships #EndGlobalPoverty

WE'RE HIRING
Remote Opportunities Available!

- PR/Marketing Intern
- Writer/Journalist Intern
- Nonprofit Leadership Intern
- Political Affairs Intern
- HR Intern
- Advocate

7 401 658

- Twitter Sample Content:
 - Campaign: *Recruitment Campaign Information Session* (1 post with 2 slides)



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Join us August 11th on Zoom for an information session about The Borgen Project's remote internship opportunities! Come with questions! #TheBorgenProject #RemoteInternships #EndGlobalPoverty

THE BORGEN PROJECT

LEARN ABOUT VOLUNTEER OPPORTUNITIES

Virtual Information Session

VOLUNTEER WITH A NON-PROFIT ORGANIZATION IN SUPPORT OF GLOBAL POVERTY REDUCTION EFFORTS!



THE BORGEN PROJECT

AUGUST 11, 2022 - 10 TO 10:30 AM
ZOOM MEETING ID: 953 3297 7761

The Borgen Project is on the lookout for new volunteers to join the team! Information session is open to everyone!

Questions? Contact info@borgenproject.org

WANT TO VOLUNTEER FOR A GOOD CAUSE?

JOIN THE BORGEN PROJECT!

Information session will cover:

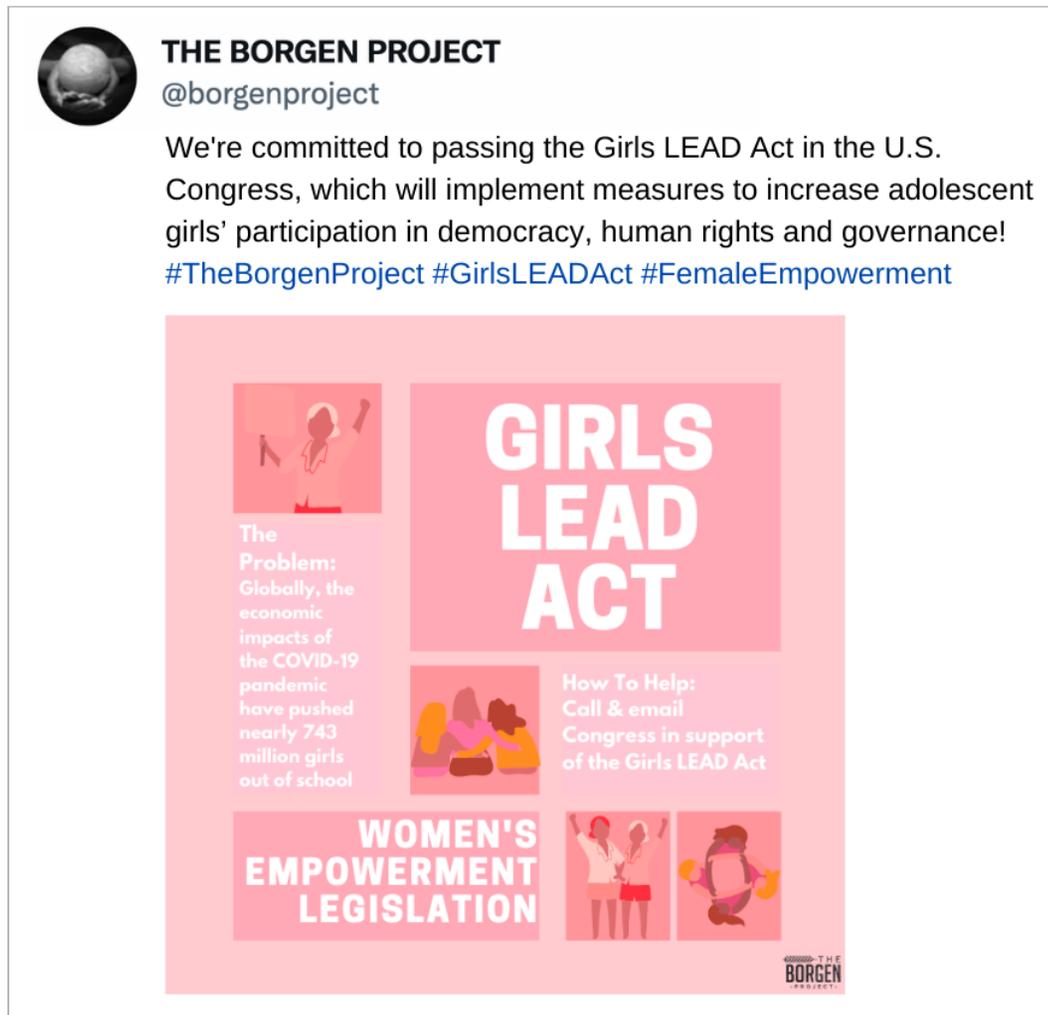
- Why it is important to volunteer
- How to apply
- The hiring process
- What the work looks like
- Q&A session

More information about internship opportunities can be found at:
<https://borgenproject.org/ngo-internships/>



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- Twitter Sample Content:
 - Evergreen Content: *Girls Lead Act Legislation*



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We're committed to passing the Girls LEAD Act in the U.S. Congress, which will implement measures to increase adolescent girls' participation in democracy, human rights and governance!
[#TheBorgenProject](#) [#GirlsLEADAct](#) [#FemaleEmpowerment](#)

GIRLS LEAD ACT

The Problem: Globally, the economic impacts of the COVID-19 pandemic have pushed nearly 743 million girls out of school

How To Help: Call & email Congress in support of the Girls LEAD Act

WOMEN'S EMPOWERMENT LEGISLATION

THE BORGEN PROJECT

- Twitter Sample Content:
 - Infographic & Evergreen Content: *Why Contact Congress?*



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Contacting Congress matters! Did you know that just one email will get the issue or bill on your leader's radar? Contact your Congressional leaders about poverty-reduction bills at: <https://borgenproject.org/action-center/>.
#TheBorgenProject #EndGlobalPoverty #ContactCongress #PovertyLegislation

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- Twitter Sample Content:
 - Infographic & Evergreen Content: *Ways to Contact Congress*





- Twitter Sample Content:
 - Infographic & Evergreen Content: *Give Something to Those Who Have Nothing*

GIVE SOMETHING TO THOSE WHO HAVE NOTHING.

Help us save the lives of those living in extreme poverty.

Mission Statement:
The Borgen Project believes that leaders of the most powerful nation on earth should be doing more to address global poverty. We're the innovative, national campaign that is working to make poverty a focus of U.S. foreign policy.

These poverty-stricken communities lack:

- Clean water
- Shelter
- Medical supplies
- Food supplies
- Clothing

700+ MILLION
worldwide live in extreme poverty

265 MILLION
people globally are at risk of starvation

THE BORGEN PROJECT
Fight poverty by making a donation at <https://borgenproject.org/donate/>

THE BORGEN PROJECT
@borgenproject

As the national campaign that is working to make poverty a focus of U.S. foreign policy, we believe that everyone can do their part to make a difference! Visit this link for ways you can help: <https://borgenproject.org/action-center/>.
[#TheBorgenProject](#) [#EndGlobalPoverty](#) [#ContactCongress](#) [#PovertyLegislation](#)

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Social Media Campaign

Organizational Goal

- The Borgen Project is implementing an ongoing effort to mobilize constituents to contact Congress about poverty-reduction legislation.
 - **Methodology:** Advocate, mobilize, educate, and issue messages.
 - **Timeframe:** September 1st - 16th.

Social Media Campaign to Address Organizational Goal

- Social Media Campaign: #TheBorgenProjectMobilizers Social Media Campaign
 - Create a campaign that encourages followers to mobilize friends, family, coworkers, and community members to contact Congress about passing poverty-reduction legislation.
 - Mobilizing methods include: calling, emailing, mailing, lobbying to Congressional leaders.
- Metrics for Success:
 - Reach and Impressions
 - 100 mentions
 - 1,000+ likes, retweets, replies, shares, etc.
 - Engagement and Conversation
 - Hashtag usage, blog posts, comments, tweets, Twitter and Instagram posts/comments, video posts, replies, etc.
 - Influence
 - How many people who were mobilized to contact Congress posted about it on Instagram or Twitter using #TheBorgenProjectMobilizers.



- Instagram Sample Content:
 - #TheBorgenProjectMobilizers Campaign



- #TheBorgenProjectMobilizers Campaign





- Twitter Sample Content:
 - *#TheBorgenProjectMobilizers Campaign*

