


# MAXIMISING ONLINE ENGAGEMENT THROUGH MONTHLY THEMED CONTENT, USE OF NATIONAL CELEBRATIONS AND PARTNER PROMOTIONS



## CASE STUDY

### PARTNERS:

Signatories, Bloggers and Influencers, Super Crafter Network, National Campaigns and Events

### APPLICABLE TO:

Sustainable clothing campaigning organisations

## OVERVIEW

Love Your Clothes designed and delivered a month-by-month social media content plan, which linked in to national and international awareness campaigns to reach new audiences, increase engagement with the campaign messages, and build social media presence.

## THE ISSUE

The challenge was to reach consumers at scale with the core messages of the Love Your Clothes campaign – and to maintain interest and reach new audiences through the year. This involves maintaining activity on the digital channels our audiences are using on a daily basis, and utilising any opportunity to put the campaign in front of new audiences.

One way to increase reach is to use national celebrations to amplify your campaign, to reach your audience in an interesting way as part of a wider conversation they're already participating in and engaged by.

Awareness campaigns now run throughout the year - some just for a day, others over an entire week. Choosing the right campaign to support provides an opportunity to integrate your own campaign messaging in a new or novel format.

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### WHAT WE DID

We designed a social media content plan, which covered:

- the priority behaviours and skills we needed to promote, and the digital content we wished to share around those messages
- the key moments in the year for Love Your Clothes and our campaign supporters
- events and initiatives by SCAP and ECAP signatories, other campaign supporters, our network of Super Crafters across the UK and others in the sustainable textiles and fashion arena
- relevant seasonal topics or national holidays such as Halloween, Christmas, the 'Back to School' season, summer festival season, spring cleaning, and seasonal wardrobe shifts (e.g. moving from your summer wardrobe to autumn/winter).
- We linked these predictable trending topics to our core behaviours by making relevant content e.g. how to make your own upcycled Halloween costumes, or how to upcycle a jumper into a lovely new Christmas jumper.
- National Awareness Campaigns or large events that we knew our audience would be talking about online, such as:
  - the Great British Sewing Bee
  - Glastonbury
  - Fashion Weeks
  - National awareness days directly related to textiles e.g. Jeans for Genes day, which provided an opportunity for Love Your Clothes to refresh and deliver existing content on buying and caring for denim clothing to an audience

that were actively sharing on social media their choice to wear jeans on that day.

- National awareness days that we can indirectly link to core behaviours

e.g. World Book Day – which we supported by producing videos detailing how to make upcycled World Book Day costumes for school children.

The momentum and interest generated by national events can be used to generate motivation to take action and a build sense of community.

We then created core content to share across our social media channels (Facebook, Instagram and Twitter) for each month of the year, and scheduled in our existing content (e.g. our videos) for timely moments in the calendar. Practically, this meant we could schedule our core content ahead of time and arrange translation for our Welsh social media channels. We were also able to share the plan with partners to show them opportunities to get involved throughout the year, and strategically place guest blogs and other content to tie in with our themes and seasonal events.

We also used paid social media advertising – some on Twitter, but predominantly on Facebook – to target the priority content around our campaigns, events and core content. This helped us to target our key audiences more successfully and improve the amount of engagement and clicks through to our website.

### IMPACT

- Social media engagements increased by 56%
- Social media impressions increased by 293%
- Social media fans increased by 115%
- Social media traffic to our website increased by 112%

*“Use national celebrations to join the wider conversation and reach your audience in an interesting way.”*