



Case Study: Thames Valley Adventure Playground (TVAP)

Introduction



The Thames Valley Adventure Playground (TVAP) was established in 1982 as a place where children and adults with special needs can play in a safe and stimulating environment. Rotary and Rotaract clubs in The Thames Valley regularly fundraise for the charity, help with annual DIY work, and assist at events.

Maidenhead Bridge Rotary Club were asked by TVAP to assist them with their social media activity to ensure they were making optimal use of the tools available. They have a number of people who use their social media accounts on Facebook and Twitter, so they also wanted to ensure that all the people involved were using them in the same way

Objectives

- Review their Facebook and Twitter accounts
- Suggest ways to optimise their social media use

Strategy

Our members are regular users of social media, and as a club we have won Rotary awards for our online presence and communications. We also founded the Maidenhead Tweetup event, which is an event where local Twitter users meet in person.

We looked at the Twitter account and the Facebook account for TVAP to see what they were currently doing with them. One of our members then met with all of their social media users to talk through some ideas on other ways they could use these online tools, as well as how to think about social media from a strategic marketing perspective.

This included suggestions such as understanding their objectives for using social media, being clear on who their different audiences were, creating a monthly social media communication plan, and scheduling important posts in advance. It also incorporated a short overview of Twitter for those members of their team who hadn't previously used it.

What the charity says...

"It was great to get clarification on the value and uses of the various social media, and to know what we can hope for from the different options. Just having the knowledge about the different target audiences means we can ensure we are engaging with our followers in a more productive way, and we are now 'singing from the same hymn sheet'."

Nicky Hutchinson
Donations Manager

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