



Strategic Communications Plan Fall 2018

Situation

Background

Barbershop Books is the first program that has been launched by Reading Holiday Project, Inc., a 501(c)(3) nonprofit literacy organization in New York City. Barbershop Books is an organization that creates child friendly reading spaces in barbershops and also provides early literacy training to barbers across America. The organization's goal is to encourage young Black boys ages 4-8 to identify as readers to help this demographic's low reading proficiency levels.

According to the United States Department of Education, more than 85% of America's Black male 4th graders are not proficient in reading. According to Barbershop Books, there are 4 contributing factors as to why young black males are not proficient in reading: limited access to engaging and appropriate reading material, lack of black men in boys' early reading experiences, few culturally competent educators, and schools are unresponsive to black boys' learning styles. Barbershop Books seeks to change that through their mission of increasing literacy levels in young Black males.

Situation Analysis

Barbershop Books has already significantly increased the amount of time boys read in barbershops. Barbershop Books has already distributed over 7,376 books and have reached over 4,000 boys per month. However, they want to expand and need donations. The organization will implement a holiday-themed social media campaign that will solicit donations to Barbershop Books.

Strengths: Barbershop Books has tangible statistics available on their website that prove their company's impact, proving they are credible. They are also very active on their Twitter and Facebook. On Facebook, they have a 5 star rating which was given to them by other Facebook users. On Twitter, Barbershop Books is already very active, so implementing promoted tweets would help engage a broader audience. Barbershop Books' social media and branding are all very consistent. Besides their social networking sites, Barbershop Books also has a blog and a newsletter to keep their supporters updated. Barbershop Books capitalizes on the *cultural* significance of barbershops in black communities which is a good strategy. Overall, their messaging and content is consistent across all platforms. Barbershop Books reaches over 4,000 boys per month, and has already distributed over 7,376 books.

Weaknesses: Barbershop Books does not use interactive social media tools such as GIFs, podcasts, or even infographics. Barbershop Books' posts usually consists of pictures and a short caption, and sometimes online visuals. Barbershop Books only has 3 videos posted on their YouTube channel. Barbershop Books is also not active on LinkedIn, which could be a very instrumental platform when trying to solicit donations. Barbershop Books' donation asking price is also high. When you go on their website, the suggested minimum asking price is \$50. It costs \$475 to start to sponsor a barbershop. Barbershop Book only targets boys 4-8; Boys over eight need help with reading as well. Barbershop Books only has 15 books on their recommended books list. There should be more.

Opportunities: Barbershop Books has had a lot of good press. In August 2018, they were covered by CBS New York. They were also featured in Oprah magazine. Barbershop Books has won awards such as: 2017 Innovations In Reading." Founder, Alvin Irby is a second grade teacher and he gets his own press i.e. a feature story in Essence. Irby's story could also be told in conjunction with Barbershop Books; he himself can be an influencer for Barbershop Books. Barbershop Books uses community partners and when used effectively, they can also be instrumental in soliciting donations.

Threats: There are a few programs that are similar to Barbershop Books such as the Barbershop Book Literacy Project which is based out of Ohio. To sponsor a space with Barbershop Books it costs \$475 which may not be feasible to a lot of consumers who would want to donate. Barbershop Books only targets boys 4-8. Their direct consumers would most likely not be able to donate to their cause. Barbershop Books' direct consumers have little to no buying power. It is late in the year, and organizations may have already spent their budget allowance making it hard to gain donations. Barbershop Books also mainly targets Black boys. Some people may feel that boys of other races also need help with identifying as readers.

Core Problem/Opportunity

Barbershop Books is a company with a clear mission, and goals to change disparities in reading levels of young Black boys. Implementing a holiday themed social media campaign will appeal to target audiences' emotions which will urge them to donate to Barbershop Books.

Goal

Solicit a 5% increase in donations to Barbershop Books so that more Black males ages 4-8 will be able to benefit from the Barbershop Books program and increase reading proficiency levels amongst young Black males. .

Objectives

Objective: Increase donations to Barbershop Books by 5% through November 18, 2018 to January 5, 2019.

Audience

Demographic: This campaign will target parents and caregivers ages 18- 40, as well as organizations on LinkedIn. Parents and caregivers ages 18-40 will be targeted because they are more active on social media and will be more responsive to messaging on social media channels.

Geographic: This campaign will target residents in the D.C. metro area because there are few Barbershop Books locations in this area. There are Barbershop Books locations in Maryland and Virginia, but none at all in D.C. This makes D.C. a great target area.

Psychographic: This campaign will target parents, caregivers and organizations who celebrate/ are interested in the following holidays: Giving Tuesday, Christmas and Kwanzaa. They will also believe donating to Barbershop Books will directly change the life of a young Black boy.

Strategy

Capitalize on the holiday season, including Giving Tuesday, Christmas and Kwanzaa, by convincing parents/ caregivers and organizations that donating to Barbershop Books will directly impact the lives of young Black males.

Key Messages

1. This holiday season, change a young boy's life by giving him the gift of literacy.
2. It's #GivingTuesday! Give a young boy a the opportunity of a brighter future by donating to Barbershop Books.
3. Put a book in a young boy's hands this #GivingTuesday.
4. How do you plan on giving back on #GivingTuesday? Donate to #BarbershopBooks and change the disparities in reading levels amongst America's young Black boys.
5. It's #Christmas! Help the less fortunate and donate to #BarbershopBooks, which is the nation's most innovative solution to improving reading levels.
6. Make a young boy's #Christmas by putting a book in his hands. Donate to Barbershop Books!
7. It's #Christmas! Spread the holiday spirit by donating to #BarbershopBooks.
8. #Kwanzaa is a celebration of African American culture! Join the celebration by donating to Barbershop Books, a program that leverages the cultural significance of barbershops to increase out of school reading time for Black boys.
9. His #Kwanzaa help unify the Black community by donating to Barbershop Books, the nation's most innovative solution for inspiring young Black boys to read.
10. Support black businesses and donate to #Barbershop Books this #Kwanzaa!
11. This #Kwanzaa help a young boy identify his purpose by giving him the tools he needs to read! Donate to Barbershop Books today!

Tactics

Objective: Increase donations to Barbershop Books by 5% through November 18, 2018 to January 5, 2019.

Blog - Anchor Tactic: Blog posts by Barbershop Books with special influencer features

Twitter Chat: Hosted by founder, Alvin Irby on Dec 26, the first day of Kwanzaa

Promoted Tweets: Scheduled before and during Giving Tuesday, Christmas and Kwanzaa

Promoted LinkedIn Posts: Scheduled before and during Giving Tuesday, Christmas and Kwanzaa

Infographic: To be used in promoted twitter & LinkedIn posts on Giving Tuesday

Calendar

Barbershop Books

Start: [November 18, 2018] End: [January 5, 2018]

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Week 1	11 RESEARCH GUEST INFLUENCERS FOR PODCAST SERIES	12 GRAPHIC DESIGNER CREATES INFOGRAPHIC	13	14	15	16 SELECT INFLUENCERS TO FEATURE ON BLOG	17
Week 2	18 DRAFT PROMOTIONAL TWEETS & LINKEDIN POSTS FOR GIVING TUESDAY	19 FINALIZE INFOGRAPHIC SCHEDULE PROMOTED POSTS FOR GIVING TUESDAY	20	21 THANKSGIVING	22 PROMOTED TWEET PROMOTED LINKEDIN RELEASE BLOG	23	24
Week 3	25 RESEARCH GUEST INFLUENCERS FOR BLOG PROMOTED TWEET PROMOTED LINKEDIN RELEASE INFOGRAPHIC	26 GIVING TUESDAY PROMOTED TWEET PROMOTED LINKEDIN	27	28 EVALUATE #GIVINGTUESDAY SOCIAL MEDIA CONTENT	29 SELECT INFLUENCERS TO FEATURE ON BLOG	30	DEC 1

Week 4	2	3	4	5	6	7	8
					RELEASE BLOG		
Week 5	9	10	11	12	13	14	15
		DRAFT PROMOTIONAL LINKEDIN & TWITTER POSTS FOR #CHRISTMAS	DRAFT PROMOTIONAL LINKEDIN & TWITTER POSTS FOR #KWANZAA		SCHEDULE PROMOTIONAL CONTENT FOR #CHRISTMAS & #KWANZAA		
Week 6	16	17	18	19	20	21	22
	RESEARCH GUEST INFLUENCERS FOR BLOG		DRAFT QUESTIONS FOR TWITTER CHAT WITH FOUNDER ALVIN IRBY			SELECT INFLUENCERS TO FEATURE ON BLOG	
Week 7	23	24	25	26	27	28	29
	PROMOTED TWEET PROMOTED LINKEDIN	CHRISTMAS PROMOTED TWEET PROMOTED LINKEDIN	KWANZAA BEGINS TWITTER CHAT ABOUT KWANZAA PROMOTED LINKEDIN	EVALUATE #CHRISTMAS CONTENT SCHEDULE PROMOTED TWEETS	RELEASE BLOG		PROMOTED TWEET
Week 8	30	31	Jan 1	2	3	4	5
	PROMOTED TWEET PROMOTED LINKEDIN	KWANZAA ENDS	EVALUATE #KWANZAA POSTS		FINAL EVALUATION FOR STRATEGIC PLAN EVALUATE ALL TACTICS		

Budget

Objective: Increase donations to Barbershop Books by 5% through November 18, 2018 to January 5, 2019.

Tactic Name	Quantity	Cost
Blog	3	\$200 to each guest influencer, \$600 total
Twitter Chat	1	\$0
Infographic	1	\$500 to graphic designer
Promoted Tweets	8	Approximately \$2500 -\$4000
Promoted LinkedIn	7	\$4500
Hootsuite Subscription	1	\$19 a month / \$57 in total
Grand Total	\$8,157 - \$9,657	

Evaluation

The organization will evaluate if the campaign was successful in increasing donations to Barbershop Books from beginning to end of campaign. The organization will use Hootsuite to analyze engagement with social media tactics. Specifically, the organization will measure how many people and what demographic of people are listening to the podcast. The organization will measure engagement with promoted Twitter and LinkedIn posts.

The organization will analyze Barbershop Book's donation patterns from November 18, 2017 - January 5, 2018 and compare them to November 18, 2018 - January 5, 2019. From this data the organization will be able to see if there was an increase in donations.

INTERNAL FACTORS

These are internal factors, which in a business context may include financial resources, human resources, facilities, equipment, processes and systems. They may include elements, such as business culture, certifications, reputation, and leadership. Remember that what constitutes a strength or weakness will depend on the objective you are assessing. An element of your business could be a strength in one instance and a weakness in another context, depending on how it affects your objectives. In general, look for what characteristics give your business an advantage or disadvantage over others in achieving the objective.

STRENGTHS (+)	WEAKNESSES (-)
Barbershop Books has tangible facts and data on their website to prove their company's impact.	Barbershop Books mostly uses pictures and captions for their social media tactics. They do not use interactive mediums such as videos or GIFs.
Barbershop Books is very active on their Twitter and Facebook. On Facebook, they have a 5 Star rating.	Barbershop Books' donation asking price is high. When you go on their donation page, the suggested minimum donation is \$50.
Barbershop Books' social media images all align with their brand, and are visually appealing.	It costs \$475 to sponsor a barbershop.
Besides social networking sites, Barbershop Books has a blog, as well as a newsletter to keep people updated and interested.	Barbershop Books is not very active on LinkedIn, which could be a good site to solicit donations from.
Barbershop Books recognizes and capitalizes on the <i>cultural</i> significance of barbershops in black communities.	Barbershop Books only has 3 videos on their YouTube channel.
Their key messaging is consistent across all platforms.	Only targets boys 4-8. Boys over 8 need help with reading as well.
Barbershop Books reaches over 4,000 boys per month, and has already distributed over 7,376 books.	Barbershop Books only has 15 books on their recommended books list. There should be more.

EXTERNAL FACTORS

The external elements influencing your business may include market trends, outside funding, customer demographics, suppliers, the economic climate, political and environmental issues, and other factors. The analysis can help identify new business opportunities, areas for growth and issues that could hinder a project or business endeavor. External factors are typically outside of your control - even weather and seasonal changes can influence business goals. Anticipating these factors can help you plan ahead and stay flexible, if they occur. Part of the analysis is to examine how external opportunities and threats relate to internal strengths and weaknesses to determine whether an objective is even attainable and create a strategy for moving forward.

OPPORTUNITIES (+)	THREATS (-)
Barbershop Books is "2017 Innovations In Reading" prize	There are a few other literacy programs that use barbershops as

winner.	a way to target boys.
Barbershop Books has had recent (August 2018) media coverage by major network CBS New York.	The Barbershop Book Literacy Project is a similar program that is similar, but based out of Ohio.
Barbershop Books was recently featured in Oprah Magazine (August 2018 issue) .	Barbershop Books only targets boys 4-8. Their direct consumers would most likely not be able to donate to their cause.
Although there are literacy programs similar to Barbershop Books, Barbershop Books is the most popular with the most media coverage.	Barbershop Books' direct consumers have little to no buying power.
Founder, Alvin Irby is an educator and has had media coverage i.e. a feature story in Essence.	Parents and caregivers who support Barbershop Books may not be able to donate \$475, especially during the holiday season because they have spent their money elsewhere.
Alvin Irby's story is moving and influential. His story can be told in conjunction with Barbershop Book's story, and he himself can be an influencer for Barbershop Books.	It is late in the year, and organizations may have already spent their budget allowance, making it hard to gain donations.
Barbershop Books uses community partners, who can also be instrumental in soliciting donations.	Barbershop Books targets Black boys. Some people may feel that boys of other races also need help with identifying as readers.

SWOT Analysis
Barbershop Books
Kai Gray




Sponsored Tweets and LinkedIn Posts




Name: Kai Gray

User Name for company: @BarbershopBooks

Purpose of Tweets or Posts: Capitalize on the holiday season, including Giving Tuesday, Christmas and Kwanzaa, by convincing parents/ caregivers and organizations that donating to Barbershop Books will directly impact the lives of young Black males

Tweets

Text	Link	Picture
Change a young boy's life by giving him the gift of literacy. #Donate #BarbershopBooks	https://bit.ly/2axPScD	 A young boy with short black hair is sitting in a barber's chair, wearing a black barber's cape. He is holding and reading a book titled "HTI FLY GUY". A Barbershop Books logo is visible in the bottom right corner of the photo.
It's #GivingTuesday! Give a young boy a the opportunity of a brighter future. Donate to #BarbershopBooks!	https://bit.ly/2axPScD	 A young boy with short black hair is smiling and holding a book titled "JEAN-MICHEL BASQUIAT". He is wearing a blue t-shirt. In the background, there are other children and books. A Barbershop Books logo is visible in the top right corner of the photo.
Put a book in a young boy's hands this #GivingTuesday. Donate at	https://bit.ly/2axPScD	 A young boy with short black hair is sitting and reading a book titled "DIARY of a Wimpy Kid". He is wearing a blue shirt. A Barbershop Books logo is visible in the bottom right corner of the photo.

<p>Make your son's #Christmas better by putting a book in his hands. Donate to #BarbershopBooks!</p>	<p>https://bit.ly/2axPScD</p>	
<p>It's #Christmas! Spread the holiday spirit by donating to #BarbershopBooks.</p>	<p>https://bit.ly/2axPScD</p>	
<p>What is a perfect #Kwanzaa gift? A book! #BarbershopBooks</p>	<p>https://bit.ly/2axPScD</p>	
<p>This #Kwanzaa donate to the nation's most innovative solution for inspiring young Black boys to read #BarbershopBooks</p>	<p>https://bit.ly/2axPScD</p>	

Twitter Chat Template

Date: Dec 26, 2018 - First day of Kwanzaa

Timeframe: 4-6 p.m. Eastern Time

Hashtag: #KwanzaawithBarbershopBooks #BarbershopBooks #Kwanzaa

Host and Handle: Alvin Irby , Founder of Barbershop Books (@AlvinIrby) will take over Barbershop Book's Twitter (@BarbershopBooks)

Special Guest(s): N/A

Topic: Celebrating Kwanzaa

Purpose: To engage target audience on Twitter and educate them on Kwanzaa


List of Questions/ Tweets :



1. Do you and your family celebrate #Kwanzaa?
2. How have you celebrated #Kwanzaa in the past?
3. What is your favorite #Kwanzaa tradition?
4. Which Kwanzaa principle means the most to you?
5. What is your favorite #Kwanzaa gift you have ever received? Mine was always books!
6. What are you doing to celebrate Kwanzaa this year?
7. What do you think we as the Black community need to celebrate this year?

Detailed Audience Description:

Parents and caregivers ages 18-40 will be targeted because they are more active on Twitter and will be more accessible and responsive to Twitter Chat. This campaign will target parents and caregivers who celebrate Kwanzaa in the D.C. Metro Area. They will also believe donating to Barbershop Books will directly change the life of a young Black boy and donating during Kwanzaa will make a huge impact. .

Promotional Tweets For Twitter Chat

Text	Link	Picture
Today at 4p ET @AlvinIrby is taking over our Twitter to discuss #Kwanzaa! Chat with us!#KwanzaawithBarbershopBooks	N/A	

<p>This #Kwanzaa give a book as a gift! Donate Today! https://bit.ly/2axPScD #KwanzaawithBarbershopBooks</p>	<p>Link takes users to https://barbershopbooks.org/donate/</p>	
<p>Thanks for tuning into #KwanzaawithbarbershopBooks! Don't forget to donate at https://bit.ly/2axPScD !</p>	<p>Link takes users to https://barbershopbooks.org/donate/</p>	

BARBERSHOP BOOKS

The nation's most innovative solution for inspiring young black boys to read.

Before its launch,

73%

of barbers never saw a boy reading in their shops



After Barbershop Books

64%

of barbers saw a boy reading almost everyday in their shop

7,376+

books have been distributed



4,000+

boys have been reached per month

START TO CHANGE A BOY'S WORLS

Donate today at [barbershop books.org](http://barbershopbooks.org)

