



## **SOCIAL MEDIA: FIVE STEPS TO ENGAGE YOUR MOST VALUABLE AUDIENCE**

### **J.F. SHEA THERAPEUTIC RIDING CENTER CASE STUDY**

**Our Mission:** To improve the lives of people with disabilities through therapeutic horse-related programs.

**Who We Serve:** 525 clients with more than 70 disabilities (physical & cognitive)  
450 volunteers with 15,000 service hours  
20 therapy horses and ponies  
Youngest client is 2 – oldest is 76 years of age  
Clients come from OC, LA, North San Diego  
More than 85% of riders are under age 18

**Challenges:** Lots of names on mailing list compared to number of valid email addresses  
Website was designed to recruit new clients, volunteers, and donors  
Difficult to quickly share Shea Center stories, videos, photos, testimonials, updates  
Limited staff and resources to support new projects not related to client services

**Solutions:** A FACEBOOK FAN page rather than a CAUSE or GROUP page

- More interactive for fans
- Emphasis on building relationships with fans vs. fundraising
- Insights – analytics for tracking FAN trends

**How it Worked:** Reviewed our social media options and goals with Rebekah King in April  
Selected our internal FACEBOOK team (4 staff)  
Created our Shea Center FACEBOOK Fan Page on May 8, 2009

- We now have 306 fans

Created our Shea Center YouTube Page on June 26, 2009

- Our first video has been viewed 385 times

Developed a (flexible) timeline for key updates and posts  
Cross-promoted our page everywhere (events, website, eblasts, signs, staff, board, parents, volunteers, donors, publications)

**What's Next:** Continue to build FAN base and cross-promote everywhere  
Use FACEBOOK as a fundraising tool for our fall "Drive to Ride" Annual Fund  
Share "Adam's Challenge Ride" with other Shea families/volunteers

### **CONTACT INFORMATION:**

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<http://www.sheacenter.org/news.php>