

H2O for Life \ Case Study

Summary

H2O for Life wanted to become a recognized non-profit aimed to bring water to developing countries. The organizations' mission is to connect schools in the United States with schools to complete WASH (**W**Ater, **S**anitation, and **H**ygien) in schools projects. SMCpros was hired to create a social media presence to achieve H2O for Life's objectives.

Objectives

\ Build Awareness – In order to grow the cause, H2O for Life needed to build an online presence to educate people and make them aware of the issue.

\ Donations – H2O for Life's key goal for their social media presence was to generate donations to help promote the organization's mission.

\ Engagement/interaction – Along with donations, H2O for Life wanted to create a fan base that would engage with the organization and spread the word.

The Results

\ 1,000 fans in one month

We setup a Facebook fan page for H2O for Life so they could promote recent news and encourage engagement and interaction. As of early 2011 they have 2,700 fans.

\ Increased website traffic

By using Google Analytics, we were able to track a large increase in website traffic from the social media presence.

\ Engagement with fans

We helped H2O for Life, by developing a social media messaging strategy and managed the Facebook fan page and Twitter for over 3 months.

The screenshot displays the Facebook profile for H2O For Life. The profile picture features a map of Africa with the text 'HELP TO OTHERS H2O for LIFE'. The page includes navigation tabs for Wall, Info, Join My List, Photos, Video, and Events. A post titled 'H2O For Life Great night at the H2O for Life 1st annual WATER Ball!' is visible, accompanied by three photos of the event. Below the post, it shows '19 new photos' and '7 people like this', with a comment from Becky Wheeler Wielinski. Another post, a note from Riverdale High in Portland, OR, is also shown, mentioning a fundraiser for Krispy-Kreme-O-Grams. The page also features an 'Information' section stating it was founded in 2007 and a 'Friends Like This' section with six user avatars.