

Angela Lin



Target Audience

Potential Inbound
Families and Host
Youths & Adults

PAR AVION

TGE GOAL

Attracting a wider
audience and creating
a buzz to expand
the program





Social Media Channels

FACEBOOK

- ◆ Wider Audience

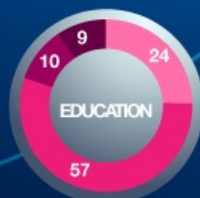
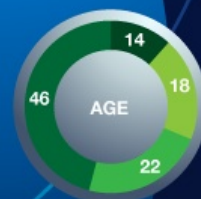
BLOG

- ◆ “For bloggers all of these tools serve as channels — new ways to get their word out to new audiences”

----Mashable.com

845 MILLION ACTIVE USERS

facebook



ADDITIONAL DATA:

Average Friend Count:
130

Average Daily Visits On Mobile:
200 Million

Average Visits Per Month:
40

Average Visits On Site Per Month:
23:20 Minutes Per Visit

Hits Target Audience Age

14% = 0 - 24

18% = 25 - 34

22% = 35 - 44

46% = 45+

GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

Teenagers have created the majority of blogs. Blogs are currently the province of the young, with 92.4% of blogs created by people under the age of 30. Half of bloggers are between the ages of 13 and 19. Following this age group, 39.6% of bloggers are between the ages of 20 and 29.

More than
45 million
websites are
powered by
WordPress or
WordPress.com
– including
Mashable.com



<http://www.caslon.com.au/weblogprofile1.htm#demographics>

Strategy Plan

	<p>your clothes? LINK TO</p> <p>2PM: Promote for Webinar: Preparing for the student you're hosting (2x/week). Provide link to webinar location.</p> <p>3PM: Share any blog content.</p> <p>7PM: Check back to facebook for any comments or post from others you can reply to.</p>	<p>11AM: Make a list of things you need to bring. How do you remember everything?</p> <p>2PM: Take a break.</p> <p>3PM: Share any blog content.</p> <p>7PM: Check back to facebook for any comments or post from others you can reply to.</p>	<p>consider the necessary essentials for this trip?</p> <p>2PM: Take a break.</p> <p>3PM: Share any blog content.</p> <p>7PM: Check back to facebook for any comments or post from others you can reply to.</p>	<p>your bags, or a purse.. where would you keep it?</p> <p>2PM: Promote for Webinar: Preparing for the student you're hosting (2x/week). Provide link to webinar location.</p> <p>3PM: Share any blog content.</p> <p>7PM: Check back to facebook for any comments or post from others you can reply to.</p>	<p>money to the country's equivalence of cash. Or should you do traveler's checks?</p> <p>2PM: Take a break.</p> <p>3PM: Share any blog content.</p> <p>7PM: Check back to facebook for any comments or post from others you can reply to.</p>	<p>your flight. Jet lag stories anyone?</p> <p>2PM: Send out reminders via email, Twitter, Facebook and blog post for preparing to be an exchange student in a foreign country. Provide link to webinar location.</p> <p>3PM: Share any blog content.</p> <p>7PM: Check back to facebook for any comments or post from others you can reply to.</p>	<p>student in a foreign country.</p> <p>3PM: Share any blog content.</p> <p>7PM: Check back to facebook for any comments or post from others you can reply to.</p>
Blog:	<p>Sunday Funday</p> <p>Have either a past or current host youth/family write about something fun they did. Ex. Foreign youth learns football host</p>	<p>Message Monday</p> <p>Have either a past or current host youth write a message to their family at home</p>	<p>Tasty Tuesday</p> <p>Have either a past or current host youth/family write about a new dish they tried or learned to cook.</p>	<p>Word Wednesday</p> <p>Have either a past or current host youth/family write about learning the language of the host youth/family's homeland</p>	<p>Thunder Thursday</p> <p>Have either a past or current host youth/family write about a weather update anytime this week</p>	<p>Friend Friday</p> <p>Have either a past or current host youth/family write about any good friendship connections anyone's made</p>	<p>Stuff Saturday</p> <p>Have either a past or current host youth/family write about whatever they like</p>



Hootsuite

A screenshot of the Hootsuite dashboard interface. The top navigation bar includes a search bar, a user profile for "Dauton West Jr.", and a "Sign Out" button. Below the navigation bar, there are four main panels: "Home Feed (54/59)", "Mentions (15/419)", "Direct Message (Inbox) (16)", and "Sent Tweets (54/59)". Each panel displays a list of tweets or messages. The "Home Feed" panel shows tweets from users like "andybeal" and "BenParr". The "Mentions" panel shows tweets mentioning the user, including one from "JoGolden". The "Direct Message" panel shows messages from "MegGuiseppi". The "Sent Tweets" panel shows tweets sent by the user, including one about "Just used Hootsuite's new Social Networking feature". At the bottom of the dashboard, there are links for "Streams", "Stats", and "Settings", as well as a "Vote Daily!" button and a "Tell your friends about Hootsuite" button. The bottom status bar shows the user's name "Dauton West Jr.", the time "2:50 PM", and the date "12/27/2010".