The Council

PHASE THREE:

CAMPAIGN BOOK



MAY 2025

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EXECUTIVE SUMMARY

The Girl Scouts of West Central Florida (GSWCF) have been dedicated to organizing and hosting hundreds of council programs designed to engage Girl Scouts and their troops in meaningful learning experiences. However, despite the variety and educational value of these council programs, there is a growing need for increased participation and engagement.

To address this need, our team, The Council, made our research objectives to better understand the community's perception and involvement in council programs, to gauge why there is a lack of participation in council programs, and to learn how council programs can be better approached in the future. To support these , we conducted secondary research on industry trends, earned media, and social media mentions, as well as conducted our own content audit and social media audit. Additionally, we conducted four separate interviews with various members inside and outside of the GSWCF community. We had the opportunity to hear from three extremely involved GSWCF community members, women who are dedicated through their roles as parents of current Girl Scouts, volunteer alumni, and troop leaders. Additionally, we interviewed a marketing professional in the Tampa Bay community to learn from her approach to marketing in the Tampa Bay community as well as her thoughts and opinions on collaborating with the GSWCF on council programming in the future.

The three interviews conducted with involved members of the GSWCF community revealed similar patterns regarding perception of the council programs, how they are marketed and communicated, and how they can be improved. Each interviewee explained that council programs were mainly communicated via email and that the GSWCF email communication was effective. Additionally, a theme that persisted throughout each interview was the lack of age-specific council programs and the lack of focus on older Girl Scouts, indicating where there is a gap in programming and why many Girl Scouts become less and less involved as they grow older. Interviewees also mentioned how testimony about council programs from Girl Scouts themselves posted on social media would make them more inclined to get involved in these programs. Another common topic in these interviews was the opportunity to provide council programs in unique fields that girls could not experience on their own, such as robotics, trade work, environmental studies, etc.

The interview with the local Tampa Bay marketing professional indicated that an important aspect of collaboration with local organizations and/or businesses is ensuring that these collaborations are mutually beneficial for both parties. The interviewee explained that at times it can be challenging for two non-profits to collaborate as their goal is typically increasing donations. Additionally, educating the youth was a very important piece to community collaborations, which aligns perfectly with the mission of the GSWCF. Another important piece of partnerships that the interviewee highlighted was ensuring that the event being hosted is original and unique.

EXECUTIVE SUMMARY

As we moved into our next phase of developing the campaign, we identified a few threats and opportunities that if corrected and taken advantage of, could significantly increase the amount of participation in GSWCF council programs. One of the pain points was a lack of opportunity for older Girl Scouts, indicating why participation typically decreases as girls get older. Additionally, parents indicated that when they directly understand the long-term impact programs have on their daughters, they are more inclined to have them participate. Using these points, we developed our big idea to be centered around highlighting council programs as springboards for development, leadership, and exploration for Girl Scouts; from this, we adopted the slogan, “Let Her Explore”.

We developed four objectives and strategies to work towards increasing participation in council programs supported by our previous primary and secondary research. The first objective is to increase Facebook engagement on council program posts by 10% by month 5. The strategy to support this objective is leveraging peer influence by utilizing user-generated-content (UGC). We plan to do this by creating short-form testimonial videos about council programs, launching a #GirlsWhoExplore hashtag challenge, and implementing “Testimonial Tuesdays”. The second objective is to increase Facebook reach on council program posts by 15% by month 5. The strategy to support this objective is promoting council programs through digital campaigns by launching monthly “This Month at GSWCF” posts, investing budget into paid Facebook advertisements, and implementing “Scout and About” spotlight posts. The third objective is increasing council program participation by 5% by month 5 which is supported by our third strategy – reigniting excitement for older girl scouts through age-specific programming. We plan to execute this by introducing “Teen Trailblazers” events, instituting a GSWCF Youth Advisory Board, establishing a program finder tool on GSWCF website, and initiating a “Patch Your Path” participation challenge. Finally, our last objective is to secure 5 media placements that encourage participation in council programs by month 5, which is supported by our final strategy – generate earned media by pitching local journalists stories that will resonate with their audiences. We plan to achieve this by partnering with local organizations to promote council programs and GSWCF, pitching “Behind-the-Scenes of GSWCF” stories, and leveraging national observances to maximize media exposure. Using these objectives, strategies, and tactics, we developed campaign calendars, social media content calendars, a budget to abide by, as well as evaluation methods to determine the success of the campaign. Finally, we created deliverables such as sample social media posts, sample story boards, and sample paid advertisements.

MEET THE TEAM

The Council



Haley Zubrzycki, Account Executive & PR Director

Haley Zubrzycki is a senior at the University of Tampa, majoring in Advertising and Public Relations with a minor in Speech Studies. She is passionate about research, content creation, and brand strategy, with a special appreciation for data-driven decision-making, trend forecasting, and the power of storytelling in marketing. She loves blending creativity with strategy to craft campaigns that connect and engage audiences. When she's not building brands, you can find her at a coffee shop, in a fitness studio, or soaking up the sun at the beach.



Kiley Petracek, Account Executive & PR Director

Kiley Petracek is a senior at the University of Tampa, majoring in Journalism and Advertising/Public Relations with a Public Relations concentration. She is passionate about storytelling through print and audio, photography, and learning innovative ways to communicate with broad audiences. She enjoys blending storytelling with strategic communication to craft personal campaigns that include audiences. When she's not writing, you can find her at concert, doing yoga, trying new coffee shops, thrifting, or chit-chatting.



Jack Tallent, Copywriting Director

Jack Tallent is a senior at the University of Tampa, majoring in Advertising and Public Relations. He is passionate about marketing strategy, branding, and creating impactful campaigns that connect with audiences. With experience in social media, content creation, and business development, he enjoys finding creative ways to elevate brands. When he's not working on marketing projects, you can find him out on the water, exploring new business ventures, or working on real estate and development ideas.



Kaitlyn Hodakowski, Social Media Director

Kaitlyn Hodakowski is a senior at the University of Tampa, majoring in Advertising and Public Relations. She is a very motivated Public Relations focused student who has a strong foundation in consumer behavior, media strategies, and sourcing potential clients. When she is not consumed in the public relations world, you can find her outdoors either running somewhere in downtown Tampa, at the beach, thrifting, or grabbing coffee with friends.



Candice Fender, Creative Director

Candice Fender is a senior at the University of Tampa, majoring in Advertising and Public Relations and Film and Media Arts with a minor in cinema studies. She is passionate about photography, filmmaking, and the historical preservation of cinema and architecture. She hopes to combine her coursework in film and ADPR to create content strategies for businesses and sports media. When she is not exploring the city with her camera, you can find her hammocking by the river, enjoying Lightning games at Amalie Arena, or spending time with her friends exploring new places.

CLIENT BACKGROUND

Girl Scouts of West Central Florida (GSWCF)

The Girl Scouts of West Central Florida (GSWCF) is a nonprofit organization dedicated to empowering young girls through leadership development, outdoor experiences, community service, and entrepreneurship. Serving thousands of girls across the region, GSWCF provides a structured yet dynamic environment for members to cultivate essential life skills and build confidence.

MISSION & VISION

Mission: To build girls of courage, confidence, and character who make the world a better place.

Vision: To ensure every girl has access to enriching experiences that help her reach her fullest potential.

CORE PROGRAMS & OFFERINGS

- **Entrepreneurship & Financial Literacy** – Led by the iconic Girl Scout Cookie Program, teaching goal setting, budgeting, and business ethics.
- **STEM (Science, Technology, Engineering, & Math)** – Programs that encourage curiosity, innovation, and hands-on learning.
- **Outdoor Adventures** – Camps and excursions that promote leadership, environmental awareness, and team-building.
- **Civic Engagement & Community Service** – Encouraging volunteering, advocacy, and leadership opportunities within local communities.

OPPORTUNITIES

- Leverage digital platforms and short-form video content to increase awareness.
- Enhance partnerships with corporations and community leaders for greater fundraising impact.
- Expand media presence by diversifying storytelling efforts across traditional and social media.

CHALLENGE

CHALLENGE - THE GIRL SCOUTS OF WEST CENTRAL FLORIDA (GSWCF) HAVE NOTICED A LACK OF PARTICIPATION IN COUNCIL PROGRAM OFFERINGS.

Opportunity - Conduct research to better understand members of the GSWCF community and their perception and involvement with council programs; Communicate findings with GSWCF to identify areas of improvement and ways to boost participation

A Girl Scouts Council Program refers to the activities, events, and initiatives organized by a Girl Scout council, which is a regional governing body that supports local troops. These programs are designed to help girls build leadership skills, explore interests, earn badges, and engage in community service.

SWOT ANALYSIS

STRENGTHS

Email Communication

According to various interviews with parents of current Girl Scouts, troop leaders, and volunteers, email communication is the main form of communication regarding council programs. When discussing how she stays updated about council programs, a parent and troop leader explained that the GSWCF are very consistent with email communication, specifically the monthly newsletter as there is always material related to the council programs.

Diverse Variety of Council Programs

According to an interview with a volunteer alumni of GSWCF, there is already a diverse spread of types of council programs for Girl Scouts to participate in. She stated that, “There’s something to do for every girl,” and “I definitely see that they’re offering all four of those [STEM, Life Skills, Outdoors, Entrepreneurship].” This highlights the fact that council programs are already covering a large range of topics that Girl Scouts may be interested in.

Unique Council Program Experiences

Interviewees also highlighted that the council programs the GSWCF are hosting often provide girls with experiences they could not access or have on their own. One interviewee gave the example of the aquarium, explaining that anyone can go and buy a ticket to the aquarium for the day. However, the GSWCF provide unique opportunities like spending the day at the aquarium and then sleeping over there as well.

Established Social Media Presence

According to social media audit research completed in Phase One, the GSWCF already have established social media accounts on Instagram and Facebook, with Facebook being their most effective. This audit concluded that the GSWCF have a consistent friendly, educational, and encouraging brand voice across platforms. Additionally, several interviewees mentioned that they receive some form of communication regarding GSWCF and their council programs via Facebook groups.

SWOT ANALYSIS
WEAKNESSES

Lack of Age-Specific Council Programs

According to an interview with a troop leader and GSWCF parent, there is a gap in programming when it comes to age-specific council programs, specifically for older Girl Scouts. When giving suggestions on how to better include older Girl Scouts, she said, “To introduce council-wide events specifically for Seniors and Ambassadors (high school level), separate from events for Cadettes. Currently, Cadettes, Seniors, and Ambassadors are often grouped together, but middle and high school experiences can be vastly different. Having distinct programming for these age groups would better address their unique challenges and interests.”

Lack of Enthusiasm to Become Troop Leaders

According to an interview with a volunteer alumni, one of the challenges troops face is finding enough troop leaders who are involved and passionate enough, rather than a parent who was, “coerced into becoming a leader.” She explains that parents sometimes don’t realize that there isn’t necessarily already leadership built into the troop, and that they may have to take on a leadership role.

Difficulty Filtering through Council Programs

A pain point that a parent and troop leader explained about council programs was the lack of ease when trying to find council programs that fit the needs of their troop and/or child. She explained that it can be frustrating when sorting through over 150 programs, to only find 10 that suit her child’s age and interests. She also said, “I think any way that you can make it easy, like with the toggle button or a filter button to be able to click on exactly what it is that you want to be looking at as well as from a leader's perspective.”

Council Programs not Highlighted on Social Media

Through social media research completed in Phase One, it became clear that council programs were not being highlighted enough, if at all, on the GSWCF social media pages. Additionally, throughout interviews, parents, volunteers, and troop leaders mentioned rarely getting their information about council programs via social media or even seeing them featured on these pages.

SWOT ANALYSIS
OPPORTUNITIES

Enhance User-Generated Content on Social Media

According to Industry Trend research completed in Phase One, user-generated content (UGC) is becoming a huge trend for non-profits and youth organizations on social media as a way to showcase how real people are involved with the organization. Additionally, according to various interviews with parents, troop leaders, and volunteers, they would be more likely to sign their troop and/or child up for a council program if they had seen positive testimony from Girl Scouts on social media regarding their experiences with the council program. One interviewee explained, “I think that anytime you hear that somebody else enjoyed something or had a great time doing something, others want to do it.”

Highlighting Accomplishments & Involvement of Girl Scouts

A parent and troop leader interviewee explained that by highlighting the accomplishments and involvement of other Girl Scouts, it would definitely encourage other girls to become more involved in council programs and in the organization in general. She explains, “I think there's an opportunity to have more updates around the gold award, the higher awards, you know, to let people know, not just in June, whenever they do the ceremony, but whenever Girls finish their awards...”

Explore Partnerships in a Variety of Fields and Companies

Several interviewees gave unique suggestions in relation to partnerships and areas that the GSWCF could look into for council programs. For example, one said, “I definitely think that that is a need for leaders to be able to offer something from a council wide level, from a robotics perspective.” Additionally, another interviewee said, “A partnership with something like Starbucks or Dunkin for the older girls might be kind of cool...A makeup brand would be another great example.”

Focus on Programs that Teach Life Skills

A suggestion that came from a parent and troop leader interviewee was to focus more council programs that teach girls life skills and described these as, “things that are going to be really practical whenever they're not at home and they're in college.” Activities could include how to do laundry, cook, build a budget, mow the lawn, or what to expect at your first OBGYN appointment. She explained that these activities would be specifically beneficial for older Girl Scouts.

SWOT ANALYSIS
THREATS

Lack of Advanced Planning for Council Programs

A pain point that several interviewees brought up included a lack of advanced planning for council programs. One parent and troop leader explained a recent situation where they had found out about a “She Is Football” event at Raymond James Stadium less than a week in advance, so they were unable to attend the event which they would have otherwise attended if it had been planned and communicated sooner. An alumni volunteer explained that their troop plans their year around the big things they would like to do, “so if they know in advance when they're trying to plan activities for their girls, then they can act upon it.”

Misconception that Girl Scouts is Meant for Younger Ages

Several interviewees mentioned that they felt as though Girl Scouts was catered and marketed towards primarily younger girls. When discussing her troop’s involvement with council programs, an alumni volunteer shared that, “I think that we got to a place back then where we stopped doing it because we outgrew a lot of the activities.” Additionally, a parent and troop leader explained that a barrier to council program participation is the misconception that Girl Scouts is only for younger girls, and addressing this misconception would encourage more girls to stay involved. She stated “We should do more to highlight Destinations and other leadership opportunities available to older Girl Scouts, as these are often overlooked but could be a major draw for continued engagement.”

Competition with Similar Non-Profit Youth Organizations

According to competitor research completed in Phase One, the GSWCF are facing competition against similar non-profit youth organizations such as Boy Scouts and YMCA. Additionally, an interviewee touched on this competition when comparing how Eagle Scout Awards, a prestigious Boy Scout award, is well-recognized while Gold Awards, a similarly prestigious Girl Scout Award, is not.

Shifting Digital Trends

According to Industry Trend research completed in Phase One, short-form video content has gained a lot of popularity in light of the new digital age, especially in younger generations. These younger people resonate most with user-generated content (UGC), TikTok-like short-form videos, interactive storytelling, and personalized social media content. The GSWCF has yet to adopt these trends, jeopardizing how their content may resonate with a younger crowd.

SWOT ANALYSIS
RELATIONSHIPS

S-O (STRENGTHS & OPPORTUNITIES)

Established Social Media Presence + Enhancing UGC & Video Content: Since Facebook and Instagram engagement is strong, GSWCF can amplify its impact by incorporating more user-generated content and short-form videos to attract younger audiences.

Effective Email Communication + Showcasing Testimonials & Success Stories: Since email communication is working well, GSWCF can use it to share testimonials from Girl Scouts and parents, reinforcing the value of council programs.

S-T (STRENGTHS & THREATS)

Diverse Council Programs + Differentiating from Competing Youth Groups: By emphasizing the unique mix of leadership, outdoor, STEM, and entrepreneurship programs, GSWCF can stand out from competitors like the Boy Scouts and YMCA.

Effective Email Communication + Adapting to Shifting Digital Trends: While email is effective, integrating social media trends like short-form videos within emails can help maintain engagement among younger generations.

Established Social Media Presence + Combatting the "Only for Young Girls" Misconception: GSWCF can use its strong brand voice on social media to highlight older scouts' achievements, dispelling the myth that Girl Scouts is only for younger children.

SWOT ANALYSIS
RELATIONSHIPS

W-O (WEAKNESSES & OPPORTUNITIES)

Lack of Age-Specific Programs + Expanding Life Skills Education for All Ages: By introducing more age-specific council events, GSWCF can ensure all Girl Scouts, including older members, benefit from life skills training.

Social Media Lacks Event Promotion + Showcasing More Council Events & Achievements: By increasing event-focused content on social media, GSWCF can better engage current members and attract new participants.

W-T (WEAKNESSES & THREATS)

Lack of Age-Specific Programs + Misconception That Girl Scouts is for Younger Kids: Without targeted programs for older Girl Scouts, the misconception that Girl Scouts is only for young children may persist. Developing more advanced programs can help retain older members.

Social Media Lacks Event Promotion + Competition from Other Youth Organizations: Without showcasing events effectively, GSWCF risks losing engagement to groups like the YMCA and Boy Scouts, who may appear to offer more opportunities.

Difficulties Filtering Events + Lack of Advanced Planning for Some Events: If event details are hard to navigate and planning remains inconsistent, parents and troops may struggle to stay engaged, reducing overall participation.

SITUATION ANALYSIS

The Girl Scouts of West Central Florida benefit significantly from their national organization's iconic name, famous cookies, and generally trusted reputation amongst the American people. They continue to be an active and trusted community member, working to provide a safe and educational experience for many girls across West-Central Florida. However, while the organization has many owned media channels, such as its website and social media, it struggles to translate its messaging into awareness for program offerings and website traffic. The owned media also fails to capitalize on their earned media, limiting the diversity of online posts. By following the social media rule of thirds, they can optimize their media mentions and diversify their socials.

Consider adding more social media, such as TikTok, so the older troop members can engage and interact. Utilizing earned media, including videos on these platforms, can boost credibility and increase user engagement. These video platforms allow different types of users to view your content. It can benefit people who prefer a visual representation of what to expect when becoming a Girl Scout or participating in GSWCF programs. Concerning council programs, increasing posts about them, including partnership highlights and stories of the girls at events for parents to see, should boost attendance through higher awareness, which can lead to more word-of-mouth marketing. Also, consider expanding programming for older girls and their interests, as some children have felt underrepresented in programming. Additionally, increasing social media communication on programming can aid in the issue of people not hearing about the programs and other unique offerings.

GOALS & OBJECTIVES

GOAL

Increase awareness and participation within GSWCF council programs.

OBJECTIVE 1

Increase Facebook engagement on council program posts (likes, comments, shares) by 10% by month 5.

OBJECTIVE 2

Increase Facebook reach - or views - on council program posts by 15% by month 5.

OBJECTIVE 3

Increase number of participants in council programs by 5% by month 5.

OBJECTIVE 4

Secure 5 earned media placements that directly encourage participation in council programs by month 5.

OBJECTIVES REASONING

OBJECTIVE 1

Increase Facebook engagement on council program posts (likes, comments, shares) by 10% by month 5.

OBJECTIVE 2

Increase Facebook reach - or views - on council program posts by 15% by month 5.

In short, our initial research found the importance of short form videos and user-generated content running parallel to GSWCF's lack of posting about their council programs. Our primary research found that they are currently focusing on email newsletters instead of social media, which is how we decided to focus on the importance of both reach and engagement.

OBJECTIVE 3

Increase number of participants in council programs by 5% by month 5.

OBJECTIVE 4

Secure 5 earned media placements that directly encourage participation in council programs by month 5.

Early on, we learned the importance of earned media for GSWCF's council programs as it is featured around once a month mostly highlighting local or seasonal events. Earned media placement increases credibility to the programs as well as builds engagement from those its applicable to, which is why it is valuable.

AUDIENCE ANAYSIS

DEMOGRAPHICS

In this study, the audiences we are analyzing are Generation Y (1981 - 1997) and Generation A (2012 - 2024), better know as Millennials and Gen Alpha respectively. Both of these generations have grown up with technology and technological changes, influencing their behaviors and parenting styles compared to past generations. Gen Alpha is currently in the age range that typically participates in council programs, and 73% of Gen Alpha's parents are millennials (Weekman, 2024) so these two demograhics will be the most helpful to understand.



AUDIENCE ANAYSIS

DEMOGRAPHICS

MILLENNIALS ~ 29-44 YEARS OLD

5 - 15 Hours a day are spent online by Millennials alone

77 % Of Millennials use Facebook daily

73 % Of Gen Alpha's parents are Millennials

GEN ALPHA ~ 1-15 YEARS OLD

43% Of Gen Alpha say their favorite social media app is YouTube

20% Of children in Florida are living under the poverty line

5 - 13 Year-olds prefer social interactions over digital ones

AUDIENCE ANAYSIS

TARGET AUDIENCE

After reviewing the audience research, we have discovered that the target audience for our campaign will require a large scope, with the ages ranging from 5 to 44. This demographic encompasses three generations: millennials, Gen Z, and Gen Alpha. This target audience is necessary because of the range of ages in the Girl Scout of West Central Florida programs and the need to market to their parents. These three generations have multiple things in common, and their concern is environmental/ climate issues. All three also spend their time and receive their information online. Therefore, the best way to reach the target audience is to communicate with them through social media. The platforms Facebook, Instagram, TikTok, and YouTube have the highest engagement among the three groups and will be the best ones to grab their attention. Millennials are statistically the parents of most active Girl Scout members, and their main concerns are safety and cost when signing their children up for extracurricular activities. By responding to their concerns and showing the value for the price of the council programs they will be more open to signing their children up.

EMPATHY MAP

FEELS

Anxious
Overwhelmed
Hesitant

Wanting to do right by their child

Lonely
Nervous
Excited

Wants to be involved but doesn't know how

THINKS

'Will these people be good to my child?'

'Why do I need to pay more for this?'

'Will I have fun here?'

'Will I be safe here?'

Millennials
Gen Alpha

SAYS

"Do you feel safe sending your child there?"

"How does your child like this program?"

"Mom, can i go to this event?"

"My friends are doing this, I want to do it with them"

DOES

Monitors their children

Researches activities

Involved in activities

Asks to participate in activities

Asks friends if they like an activity

Gets ideas from online sources

AUDIENCE PERSONA

Name: Courtney Johnson
Age: 34
Location: Tampa, Florida
Education: Bachelor's Degree in Psychology
Interests: Climate issues, social media, mental health awareness
Motivations: Courtney is passionate about being aware of societal issues. With a background in psychology, she is focused on preserving her children's mental health and prefers to be an involved parent.

Influential Socials
@momsoftampa - Account for digital creators and mothers in the Tampa Bay Area
@tampabaymomsgroups - Online community for moms in the Tampa Bay Area
@psych_today - Official Instagram account for Psychology Today
@themompsychologist - Account for Dr. Jazmine who offers parenting tips and support.

Trends/ Topics on Mind

- climate change
- mental health awareness
- child safety measures

Millennial Persona



Influential Podcast
The Guilty Feminist - Explores current topics through a feminist lens
Stuff Mom Never Told You About - Discusses topics such as relationships through aided research
Millennial Mom - Touches on motherhood, anxiety, and life as a millennial

Influential Websites
The New York Times - For up to date information on social issues
National Geographic - For current information on climate issues
Psychology Today - For stories on psychology and mental health
Motherly - For parenting tips

AUDIENCE PERSONA

Gen Alpha Persona



Name: Laila Smith
Age: 8
Location: Land O Lakes, Florida
Education: Elementary school
Interests: Marine animals, drawing, watching online content
Motivations: Laila is focused on being a good student and a good friend to others. She is discovering the world around her and has begun an interest in animals specifically marine animals and is considering being a marine biologist when she grows up.

Influential YouTube Channels

@RyansWorld - YouTube toy reviewer turned children's online personality
@EverleighEverleigh - Member of the LaBrant family of YouTubers creating her own fun content.
@BlueyOfficialChannel - YouTube channel for the popular children's tv show Bluey.
@natgeokids - YouTube channel for National Geographic kids focusing on animals.

Influential Websites

YouTube - Online video sharing platform
TikTok - Social media website for short viral videos
Roblox - Online gaming website
PBS Kids - Educational website feature content and games for school age children
National Geographic Kids - Educational website feautre science content and games for school age children

Trends/ Topics on Mind

- Skin care routines
- Animal preservation
- Making new friends

AMPLIFIER PERSONA

Name: Moms of Tampa

Official Channels:

- Instagram: @momsoftampa
- Threads: @momsoftampa
- Facebook: momsoftampaofficial
- YouTube: https://www.youtube.com/@Momsoftampa
- TikTok: Momsoftampa Momsoftampa2
- Podcast: From Blended to Besties: The Tampa Moms Podcast



PHOTO CREDIT: MOMS OF TAMPA

Target Audiences:

- Florida locals
- Millennial moms
- Moms of young children
- Tourists visiting Tampa with children
- Step-parents

Motivations:

Continue growing their online community by collaborating with local organizations within the Tampa, Orlando, and Miami areas. Specifically organizations that work with children and families.

Trends/ Topics on Mind:

- Motherhood
- Blended Families
- Beauty and lifestyle
- Travel
- Disney

BEHAVIORS & INTEREST

The majority of millennials spend between five and fifteen hours online per week (see figure 8 below). Social media and online sources have become their main source of news and other general information. Because millennials have become reliant on mobile devices, it has influenced how they parent their children and how they allow them to play or participate in activities (North, 2023). Parents in the digital age have become more reluctant to allow their children to be a part of certain activities, especially activities where they cannot supervise them.

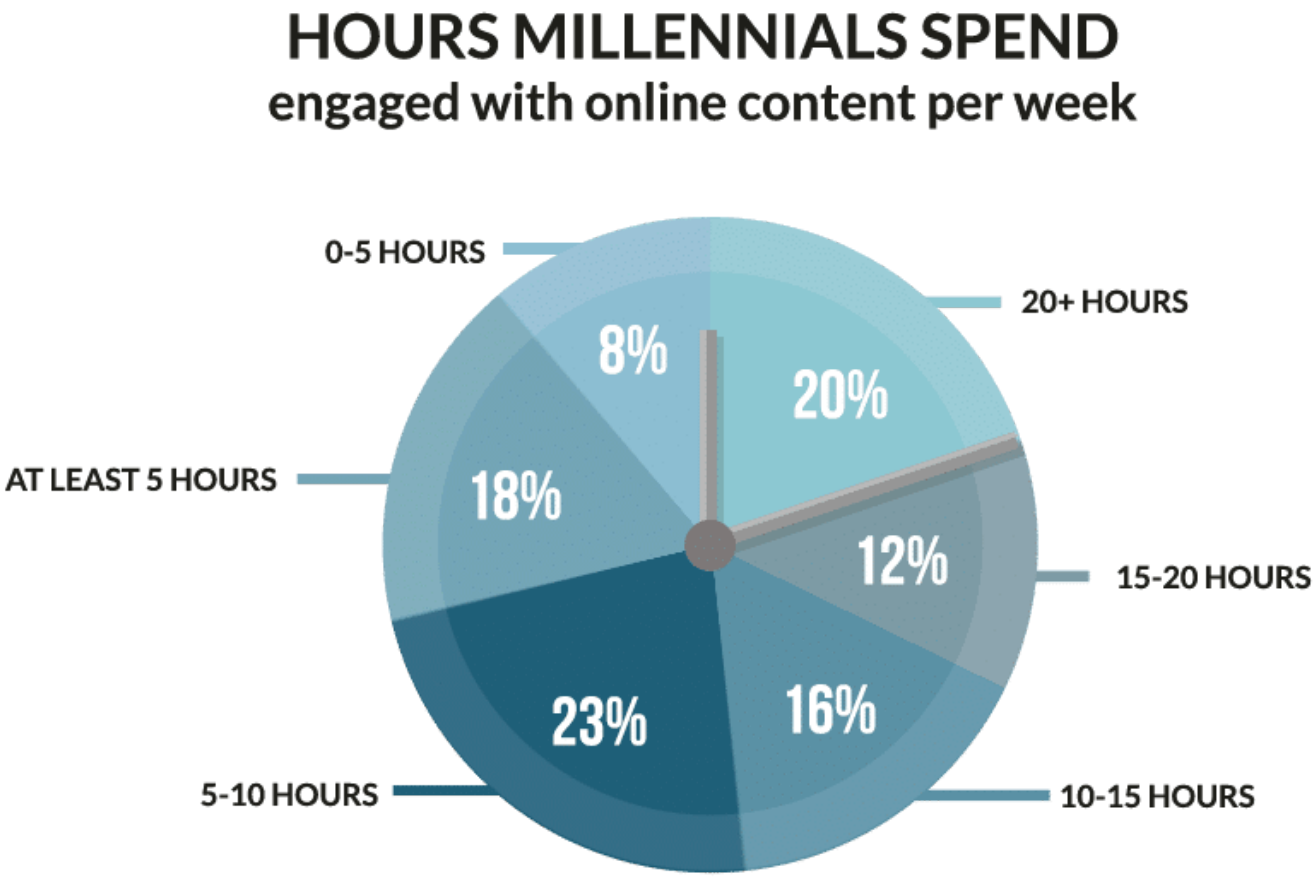


Figure 8

BEHAVIORS & INTERESTS

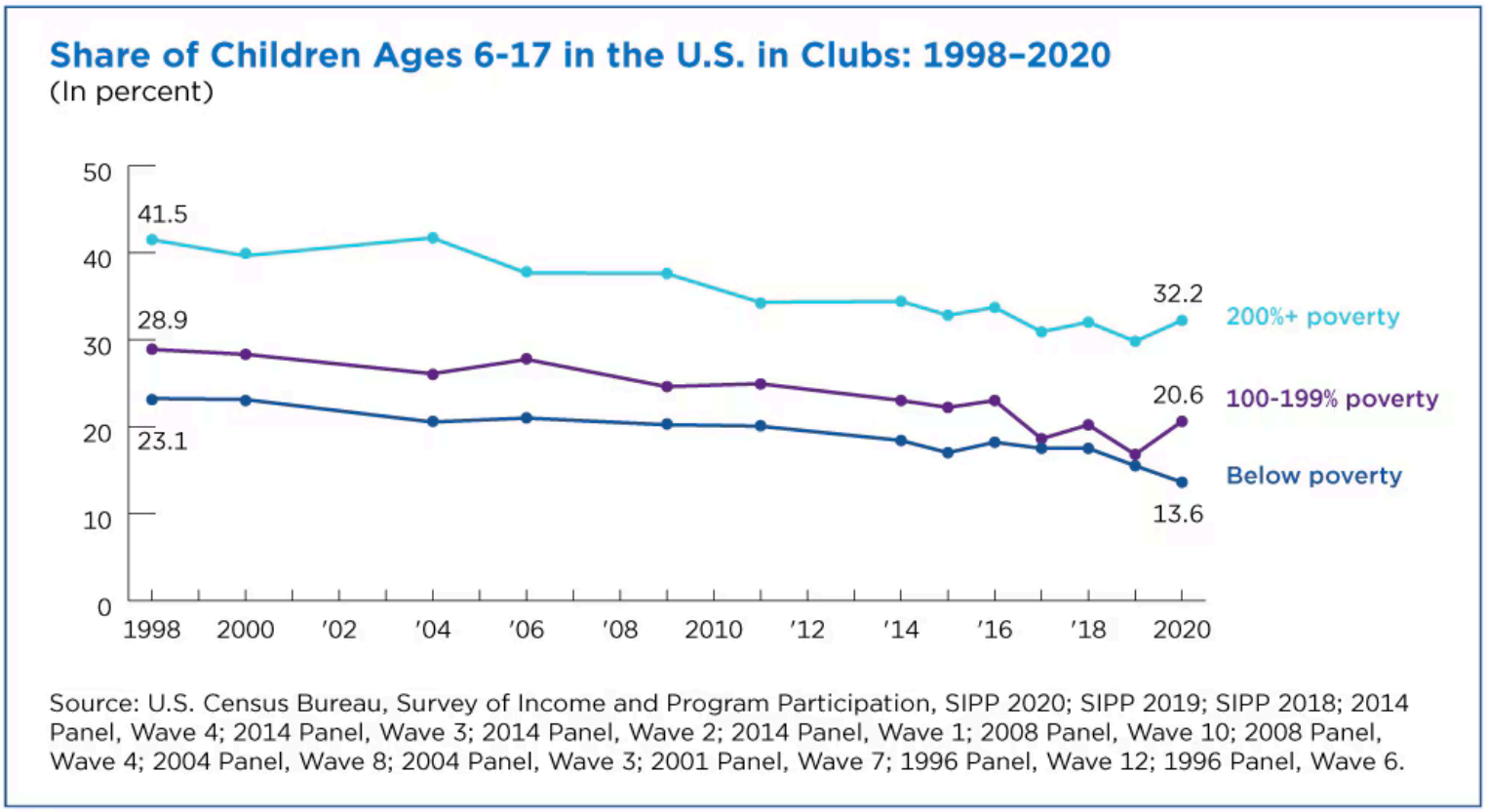
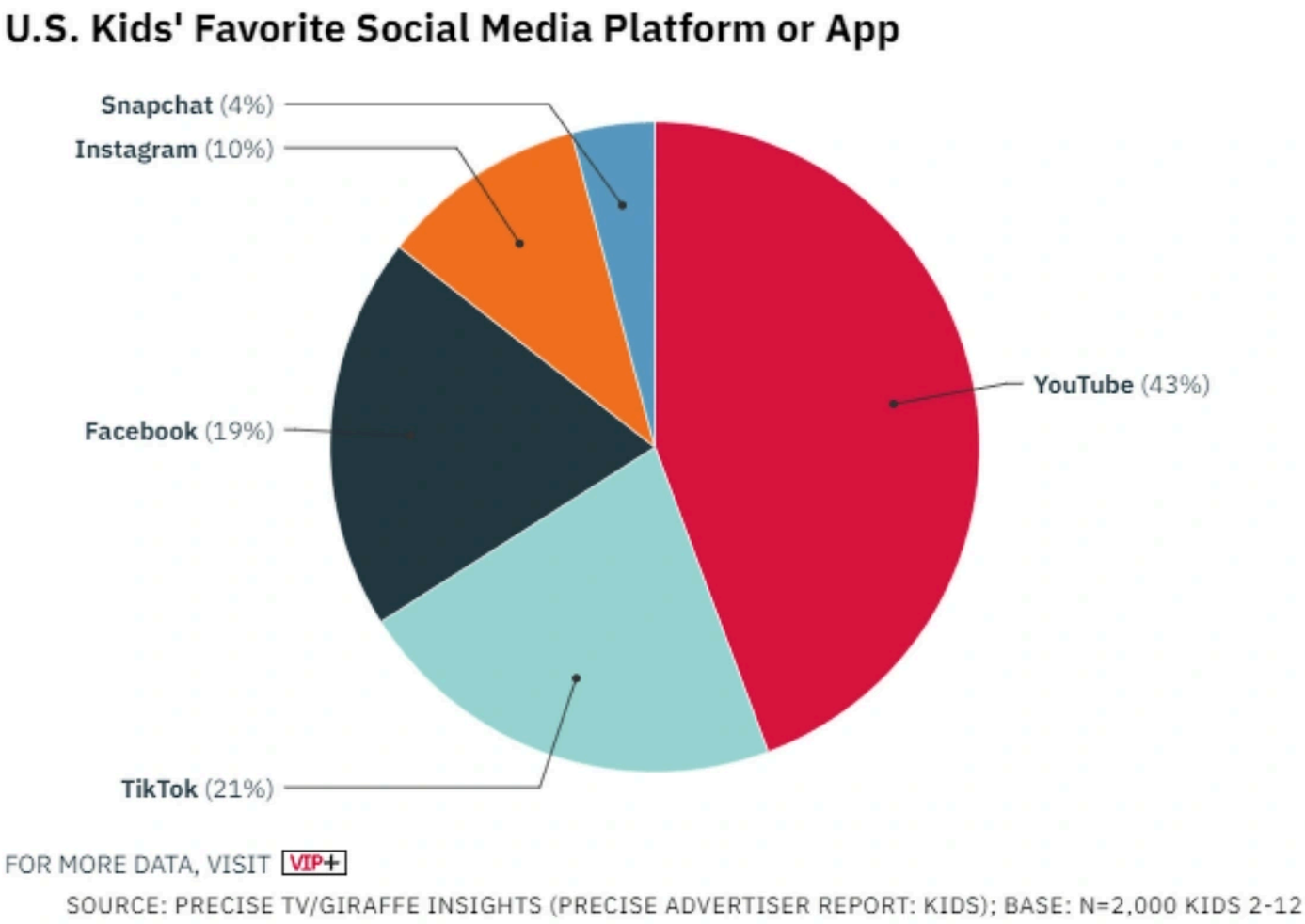


Figure 9

While we see an increase in participation for extracurricular activities (see figure 9 above), there continues to be an overall decline, especially in children living below the poverty line. 20% of children in Florida live below the poverty line, 2% more than the national average (FPI Staff, 2019). While there is a decrease in social activities, girls between the ages of 5 and 13 continue to prefer social interactions, according to the Girl Scouts of America. Children today face increased loneliness and would choose time with friends over screen time.

SOCIAL MEDIA USE & PREFERENCES

Millennials spend the majority of their time on social media, specifically Facebook and Instagram (see figure 11 on page 51). Meanwhile, Gen Alpha consumes content primarily on Youtube and TikTok (see figure 10 below). Being that they are online more than some previous generations, they are exposed to more content and stories. This can lead to fears for both adults and children, specifically being away from home.



SOCIAL MEDIA USE & PREFERENCES

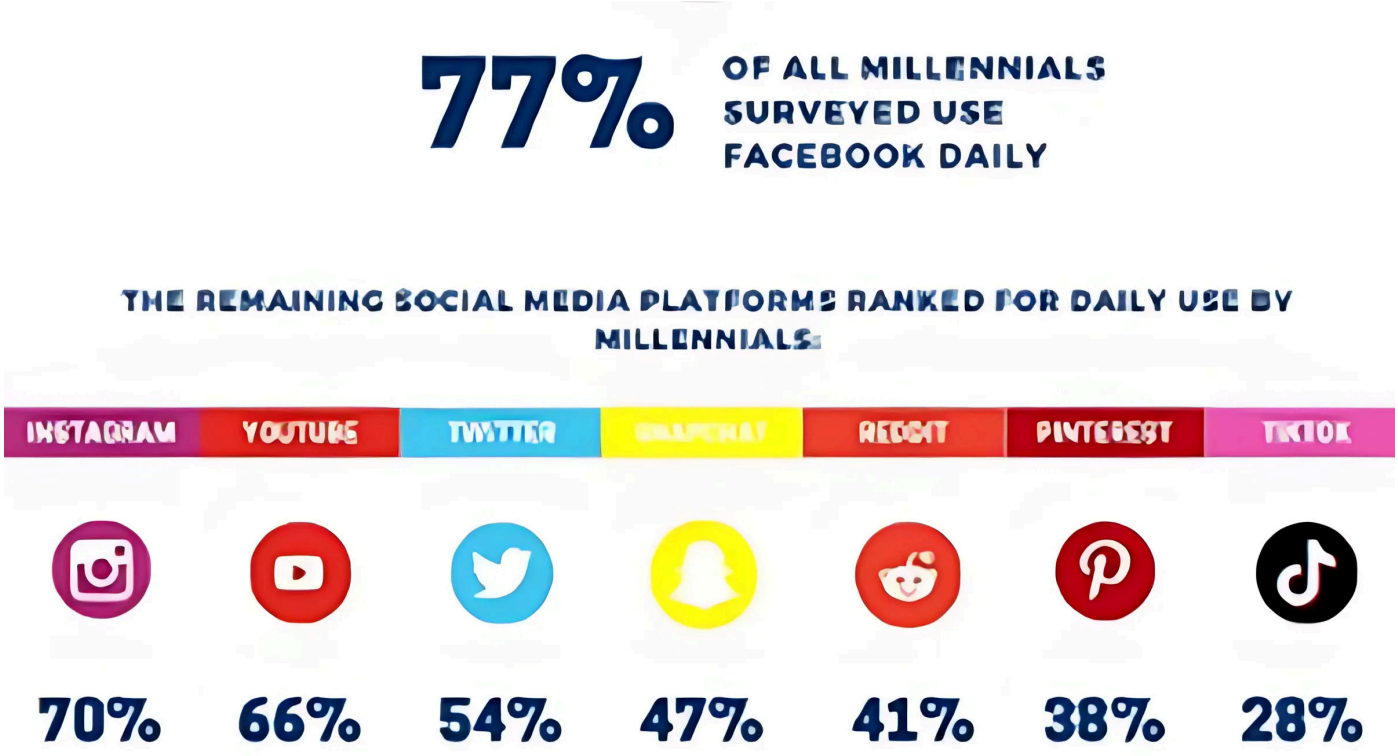


Figure 11

Millennials themselves struggle with parenting their children in an ever changing online world and are more aware with dangers outside of the home like climate issues, violence, and online threats. Therefore content consumed must be able to stand out from the other noise to get their undivided attention. Marketing to them is best online, but they need to trust the organization in order to engage or fully believe the information being shared with them.

BIG IDEA

Insight:

We discovered through primary research and survey data that older Girl Scouts, particularly those between the ages of 10 and 17, frequently disengage because there aren't enough engaging, age-appropriate, or skill-building program options.

Girls are more likely to remain engaged and participate on a regular basis, though, when they are provided with opportunities that are practical, girl-led, and linked to long-term objectives.

As proven from our secondary research, teenage girls are, however, engaged in content on TikTok. We discovered that social media-driven programs, particularly those on Instagram and TikTok, increase engagement among this demographic.

Social media-led initiatives like this will build a stronger reputation and develop trust amongst parents that already are struggling with parenting their children in an ever changing online world.

Parents reported that when they comprehend the long-term effects on academic achievement, leadership, and confidence, they are more inclined to enroll their girls.

Through our interview process, we discovered that parents are currently receiving all council program promotions and updates through a monthly email newsletter, but to develop higher engagement and more of a community it should begin on social media.

By presenting the programs on Instagram, TikTok, and Facebook, we are connecting our initial findings with what we found through primary research to see higher engagement.



PHOTO CREDIT: CHATELAINE MAGAZINE

BIG IDEA

Connection:

This connection of social and earned media has a direct bearing on GSWCF's goal of presenting itself as developing girls with bravery, self-assurance, and moral fiber.

"Let Her Explore" is the campaign's slogan, which frames council programming as a springboard for development, exploration, and leadership. The framework can most effectively be done on social media, as our insights discovered is the most efficient way to reach and keep girl scouts and parents alike engaged.



PHOTO CREDIT: GIRL SCOUTS OF GREATER CHICAGO

Participation increases when girls perceive these activities as enjoyable, social, and motivating, and when parents recognize that they promote long-term development.

It is possible to shift the view of council programs from being "extra" to "essential" by placing an emphasis on self-discovery and future readiness.

How will it come to life?

We will leverage social media storytelling to connect with both girls and parents by sharing real-life experiences from council programs via Instagram Reels and TikTok films. These peer-led short clips will show females learning new skills, making friends, and increasing their confidence. We will also feature ideas such as sharing parent testimonials on Facebook and improving the email newsletters to highlight the long-term benefits of council program participation. To tailor the experience, GSWCF will offer a "Find Her Path" quiz on its website, which will recommend council activities depending on a girl's preferences and ambitions. In addition, we will collaborate with local schools and groups to offer hands-on previews of popular programs including STEMapalooza, summer camp, and cookie entrepreneurship. The slogan **“Let Her Explore”** will serve as the heart of the campaign which is a memorable message shared across platforms to attract attention and reinforce that GSWCF programs are essential, empowering, and fun.

BIG IDEA: SLOGAN

“Let Her *Explore.*”









Slogan Rationale:

We chose the slogan "Let Her Explore" because it represents the foundation of what Girl Scout council programs provide: exploration, growth, and empowerment. The phrase encourages both girls and parents to envision a world of possibilities, whether it's learning to code, pitching a tent, starting a business, or leading a community service initiative. **"Let Her Explore"** speaks directly to the freedom and opportunity that Girl Scouts provide, while also reaffirming the idea that every girl deserves the chance to pursue her interests, learn new skills, and reach her full potential; which is ultimately best done throughout Girl Scouts council programs.

MESSAGES

Council programs empower girls for life	Core: Girl Scouts of West Central Florida (GSWCF) council programs provide hands-on experiences in leadership, STEM, the outdoors, and community service to help girls build confidence, character, and lifelong success.
Campaign Goal: Increase participation and awareness of GSWCF council programs among current and prospective Girl Scouts and their families.	
Campaign Big Idea Slogan: Let Her Explore	





TARGET PUBLIC	KEY MESSAGE	SUPPORT
Parents of current and prospective Girl Scouts (ages 10-17). Parents are the primary decision-makers and value programs that help their daughters grow into confident, capable leaders.	Council programs allow girls to build real-world leadership skills.	- Girl Scouts who earn Bronze, Silver, or Gold Awards are more likely to pursue college and leadership careers (GSUSA, 2023).- Leadership roles in programs strengthen decision-making, confidence, and teamwork abilities.- Alumni credit council programs with jumpstarting success in business, STEM, and activism.
	Council programs offer safe, engaging alternatives to screen time.	- Structured extracurriculars help youth focus better and reduce anxiety (CDC, 2023).- Outdoor adventure programs promote resilience, collaboration, and independence.- Parents value screen-free, skill-building experiences that encourage healthy development.
	GSWCF programs set the foundation for long-term success.	- Amy Metz shared that her daughter gained confidence and leadership through programs like summer camp and the CIT program
Girls (Tweens/Teens) Girls seek meaningful, exciting experiences that help them grow, lead, and connect.	Council programs let you explore your passions and find your path.	- Amy highlighted that programs with real-world value (like Camp CEO) leave a lasting impact on older girls
	Council programs give you the chance to lead and make your voice heard.	- Youth-led events allow girls to plan, organize, and run activities, boosting leadership skills.- Real stories from Girl Scouts show how program leadership shaped their confidence.- Forbes (2023) reports youth-led programs dramatically increase engagement and ownership.
	Council programs help you make new friends and be part of a community.	- Both Amy and Leesa emphasized that bonding with other girls during sleepovers, campouts, and field trips made the programs unforgettable

STRATEGY ONE

Leverage Peer Influence Through User-Generated Content (UGC).

Objective One: Increase Facebook engagement (likes, comments, shares) on council program posts by 10% by month 5.

TACTICS

The following tactics focus on gaining shared and earned media for the GSWCF, specifically for their council programs.

Tactic One: Partner with active troops to create short-form testimonial videos featuring Girl Scouts discussing council programs they loved.

Encourage parents and troop leaders to submit and/or post content of their Girl Scout(s) talking about their positive experiences with council programs. Utilizing their content, create short-form videos, around 30–60 seconds long, and post them on Facebook. Because attention spans are shorter than ever, it's crucial to hook viewers immediately by using strategies like bold statements, humor, direct questions, or fast-paced action footage. According to previous research on current industry trends, short-form videos are extremely popular and captivate your viewers, as 90% of global marketers are increasing or maintaining their investments in short-form video (Guterman, 2024). Additionally, according to an interview conducted with a parent and troop leader, she indicated that she would be more likely to sign her Girl Scout up for council programs that she saw being praised by fellow Girl Scouts.

Tactic Two: Launch a "#GirlsWhoExplore" hashtag challenge where troop leaders and parents are encouraged to share photos or clips from past council programs, creating shareable peer-driven content.

Further extend this hashtag challenge by featuring these photos in a Facebook album on the GSWCF Facebook page. Additionally, post photo spotlights celebrating girls' council program participation using those photos. Implementing tactics like these that incorporate UGC will increase engagement as 90% of consumers said that UGC influences their decision to buy into an experience more than traditional marketing emails or search engine results (Guterman, 2024).

Tactic Three: Implement "Testimonial Tuesdays" where parents are encouraged to post their positive experiences with council programs on their Facebook stories.

Implement "Testimonial Tuesdays," inviting parents to share positive experiences with council programs through Facebook Stories. These testimonials will allow parents to become more deeply integrated into the GSWCF community by sharing authentic feedback — both about the program content and behind-the-scenes details such as registration, parking, location, and cost. In an interview with a current GSWCF parent, it was noted that hearing from other parents about these logistical aspects would be especially helpful, as they are often overlooked yet critical in shaping the overall experience. By encouraging parents to highlight both program successes and practical tips, "Testimonial Tuesdays" will help build trust, answer common questions, and drive greater participation in council programs.

STRATEGY TWO

Strengthen Digital Presence with Platform-Specific Campaigns that Inform Viewers about Council Programs

Objective Two: Increase Facebook reach on council program posts by 15% by month 5.

TACTICS

The following tactics focus on gaining owned and paid media for the GSWCF, specifically for their council programs.

Tactic One: Launch a monthly "This Month at GSWCF" post series spotlighting upcoming council events at the beginning of each month.

These posts would serve as a reminder to parents regarding what council programs are happening this month. This not only gives parents time to plan their attendance, but also showcases the wide variety and many opportunities that Girl Scouts have in terms of council programs. Additionally, use a call-to-action such as RSVPing or signing up for email reminders for council programs. Make sure to repost the "This Month at GSWCF" when a council program is coming up as another reminder. One pain point a parent brought up was the lack of advanced communication regarding council programs which ultimately prohibited her daughter from participating in events she otherwise would have participated in. Parents and troop leaders may feel encouraged to share these monthly posts with their troops or other parents in hopes of getting more girls to participate together.

Tactic Two: Invest $500 in Facebook ad boosts targeting zip codes with historically low attendance and parents of girls ages 9–17.

These Facebook ads should be carousel slides with information on what council programs are being offered in their respective area and highlight the benefits of participating. Include eye-catching images of past council programs and testimony from Girl Scouts who previously participated. It would be beneficial to target Marion and Citrus counties because according to a study comparing 2023 and 2024 involvement, these counties were either static or decreasing in participation.

Tactic Three: Implement "Scout and About" posts that feature an involved Girl Scout or Troop, a photo, and a blurb of their recent accomplishments and/or involvement.

These Scouts would be selected based on their recent involvement in council programs, offering a unique opportunity to spotlight both the Girl Scout and the program itself. This not only celebrates their achievements but also educates viewers and potential participants about the wide range of council programs available and the valuable experiences they provide. In an interview with a parent, she shared that one of the key incentives for her daughter's participation in council programs would be receiving recognition for her dedication. In this case, that recognition would come in the form of a featured post on Facebook, highlighting her involvement and accomplishments. This type of recognition not only acknowledges the Scout's hard work but also motivates others to get involved and take part in future programs.

STRATEGY THREE

Reignite Excitement for Older Girl Scouts Through Age-Specific Programs and Involvement.

Objective Three: Increase participation in council programs by 5% by month 5.

TACTICS

The following tactics focus on gaining owned and shared media for the GSWCF, specifically for their council programs.

Tactic One: Host "Teen Trailblazers" events focused on career building, life skills, female empowerment, and educational opportunities tailored to older Girl Scouts.

By creating council programs that specifically target teens and focus on topics they care about, participation and retention will grow. Example topics could include resume building, basic life skills like doing laundry, preparing for first-time health experiences such as visiting a gynecologist or learning about how to create and maintain a healthy lifestyle. In an interview with a current GSWCF parent and troop leader, a major pain point highlighted was that older Girl Scouts are outgrowing existing council programs. She recommended offering more age-relevant events to keep teens engaged and committed as they progress through the program.

Tactic Two: Create a GSWCF Youth Advisory Board where older scouts co-design programs and promote them via social media.

Create a GSWCF Youth Advisory Board composed of 16–21 older Girl Scouts (ages 13–17), ideally 2–3 from each county. This board would meet 2–3 times per month via Zoom to provide feedback on council programs, assist with program development, and promote events through social media. Additionally, there could be further specified roles on the board tailored to girls' interests such as Social Media Chair or Finance Chair. One parent and troop leader suggested that older Girl Scouts would be more likely to consistently participate if there were more leadership opportunities more them. This Youth Advisory Board would be a great way for older Scouts to get more involved, gain leadership experience, and have their voices heard.

Tactic Three: Build a Program Finder Tool for the GSWCF website that allows filtering by grade level, interests, and distance.

Develop a program finder tool on the GSWCF website that allows users to filter events by grade level, interests, and distance. This tool would make council programs more accessible, especially for older Girl Scouts, by making it easier to identify relevant opportunities. A major point of frustration shared by GSWCF parents is the need to search through pages of events, many of which are not applicable to their daughters. A program finder would streamline the process and improve the user experience for both parents and Scouts.

Tactic Four: Implement the "Patch Your Path" participation challenge and create custom patches that Girl Scouts can earn by attending a mix of various council programs.

Launch the "Patch Your Path" participation challenge, where Girl Scouts can earn exclusive custom patches by attending a variety of council programs. This tactic can be applied to both younger and older Girl Scouts, encouraging consistent engagement through a fun, incentivized system. Girls would collect patches based on the number of council events they participate in, helping to drive attendance at council programs.

STRATEGY FOUR

Generate earned media by pitching local journalists stories that will resonate with their audiences.

Objective Four: Secure 5 earned media placements that directly encourage participation in council programs by month 5.

TACTICS

The following tactics focus on gaining earned media for the GSWCF, specifically for their council programs.

Tactic One: Partner with local community organizations to promote upcoming council programs and other GSWCF events.

Identify and partner with local organizations, such as libraries, school districts, and community centers, to spotlight upcoming council programs and GSWCF events. These partnerships would secure placements on community calendars, newsletters, and event boards, helping GSWCF reach new audiences and drive greater participation in council programs. Secondary research indicated that GSWCF currently lacks a strong presence in earned media. Leveraging existing community communication channels offers an easy, high-impact way to increase visibility of council programs.

Tactic Two: Create and pitch a "Behind the Scenes at GSWCF" story that highlights council programs to local journalists.

Reach out to local journalists with a pitch for a "Behind the Scenes at GSWCF" story that highlights events and aspects of GSWCF that the general public may not be aware of. Provide a brief description of GSWCF and an overview of council programs, emphasizing why their audiences would benefit from learning more about these opportunities. Target journalists like Robert Boyd and Jo-Lynn Brown, who have previously covered GSWCF. According to secondary research, council programs have not been covered in the media yet; this offers journalists the opportunity to explore a unique angle and introduce their audience to an important community resource.

Tactic Three: Leverage National Observances to Maximize Media Exposure for GSWCF Council Programs.

Enhance media coverage by aligning GSWCF council programs with relevant national observances, such as specific days, weeks, or months, to create timely and newsworthy content. By strategically tying program events to national themes, you increase the chances of securing media attention. For example, in the lead-up to Earth Day, pitch stories that highlight council programs that focus on outdoor activities, environmental conservation, or sustainability to showcase the council's commitment to protecting nature and raising awareness about environmental issues. Similarly, around International Women's Day, pitch stories that spotlight programs focused on leadership, entrepreneurship, and female empowerment, demonstrating how GSWCF is actively shaping the next generation of strong women.

CAMPAIGN CALENDAR

Objective One: Increase Facebook engagement (likes, comments, shares) on council program posts by 10% by month 5.

GSWCF Council Program Participation

STRATEGY 1 - Leverage Peer Influence Through User-Generated Content (UGC).

Task	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5
TACTIC ONE TASKS	*Partner with active troops to create short-form testimonial videos featuring Girl Scouts discussing council programs they loved.*				
Reach out to troop leaders and parents for video recruitment.	■				
Collect, gather, and edit video submissions to create tangible Facebook posts.		■			
Create engaging captions that include a CTA, schedule posts to be shared.			■	■	■
Monitor and engage with your posts. Constantly evaluate metrics.			■	■	■
TACTIC TWO TASKS	*Launch a "#GirlsWhoExplore" hashtag challenge where troop leaders and parents are encouraged to share photos or clips from past council programs, creating shareable peer-driven content.*				
Create and post an infographic explaining the #GirlsWhoExplore hashtag challenge.	■				
Monitor social media for hashtag use and promote participation for troop leaders and parents.		■	■		
Create Facebook album dedicated to #GirlsWhoExplore. Consistently add content to album as it appears.			■	■	■
Using this same content, create, schedule, and post weekly spotlights celebrating these Girl Scouts and their involvement.				■	■
TACTIC THREE TASKS	*Implement "Testimonial Tuesdays" where parents are encouraged to post their positive experiences with council programs on their Facebook stories.*				
Create infographic and promotional materials to introduce "Testimonial Tuesdays".			■		
Encourage participation from parents by sending emails, posting on social media, and updating the GSWCF website.			■		
Provide posting tips and examples for parents.			■		
Collect and monitor all testimonials. As submissions flow in, analyze and take notes of common themes.				■	■
Re-share strong, positive testimonials after getting permission from the parent(s).				■	■

Estimated Time of Completion

Tactic One:
Task One: 2 weeks
Task Two: 3 weeks
Task Three: 3 weeks
Task Four: 3 months

Tactic Two:
Task One: 1 week
Task Two: 1 month
Task Three: 4-5 months
Task Four: 4 months

Tactic Three:
Task One: 2 weeks
Task Two: 1-2 weeks
Task Three: 1-2 weeks
Task Four: 3 months
Task Five: 3 months

CAMPAIGN CALENDAR

Objective Two: Strengthen Digital Presence with Platform-Specific Campaigns that Inform Viewers about Council Programs

GSWCF Council Program Participation

STRATEGY 2 - Strengthen Digital Presence with Platform-Specific Campaigns that Inform Viewers about Council Programs

Task	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5
TACTIC ONE TASKS	*Launch a monthly "This Month at GSWCF" post series spotlighting upcoming council events at the beginning of each month.*				
Compile full list of all council programs that are currently planned.	■				
Create a "This Month at GSWCF" infographic informing viewers about council programs for each month. Edit as needed.		■			
At the beginning of each month, post infographics and include CTAs.		■	■	■	■
Repost infographics as council programs are approaching as a reminder to troops and parents (as needed).		■	■	■	■
TACTIC TWO TASKS	*Invest $500 in Facebook ad boosts targeting zip codes with historically low attendance and parents of girls ages 9–17.*				
Research which areas have historically low participation in council programs and allocate budget accordingly.	■				
Create slides that include eye catching visuals and information on council programs to be posted.		■			
Launch the Facebook paid ads, monitor performance, and make adjustments as necessary.			■	■	
Evaluate the paid ads and compare impressions/engagement to number of sign ups in those areas.			■	■	
TACTIC THREE TASKS	*Implement weekly "Scout and About" posts that feature an involved Girl Scout or Troop, a photo, and a blurb of their recent accomplishments and/or involvement.*				
Audit attendance at recent council programs to analyze who the top Girl Scouts or troops are in terms of participation.			■		
Create "Scout and About" content by writing a blurb about the Scout's or troop's involvement and include an engaging picture or video.				■	
Post this content regularly, ideally once every two weeks on the same day. Ensure you're featuring a diverse mix of Scouts and troops.				■	■
Track engagements and impressions and make adjustments if needed.				■	■

Estimated Time of Completion

Tactic One:
Task One: 2 weeks
Task Two: 1 week
Task Three: 1 time each month
Task Four: 4 months

Tactic Two:
Task One: 1 month
Task Two: 2 weeks
Task Three: 1 month
Task Four: 1.5 months

Tactic Three:
Task One: 1 month
Task Two: 2.5 months
Task Three: 2 months
Task Four: 2 months

CAMPAIGN CALENDAR

Objective Three: Increase participation in council programs by 5% by month 5.

GSWCF Council Program Participation

STRATEGY 3 - Reignite Excitement for Older Girl Scouts Through Age-Specific Programs and Involvement.

Task	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5
TACTIC ONE TASKS	*Host "Teen Trailblazers" events focused on career building, life skills, female empowerment, and educational opportunities tailored to older Girl Scouts.*				
Create and send surveys out to older Scouts, their parents, and troop leaders about what topics and activities they are interested in.					
Using this data, develop themes and curriculums for events. Secure speakers and venues that relate to the themes.					
Promote events to older Scouts and parents via social media, email messages, and website updates.					
Host "Teen Trailblazer" events and have a feedback survey for participants to fill out at the end of each event.					
TACTIC TWO TASKS	*Create a GSWCF Youth Advisory Board where older scouts co-design programs and promote them via social media.*				
Create and send out interest forms to older Scouts, their parents, and their troop leaders inquiring about their participation in a GSWCF Youth Advisory Board.					
Review interest forms and select 2-3 Girl Scouts per county.					
Plan and host orientation meeting for introductions and to delegate roles to each Scout.					
Hold 2-3 Youth Advisory Board meetings per month for feedback, program design, and social media planning.					
Support and oversee social media promotion.					
TACTIC THREE TASKS	*Build a Program Finder Tool for the GSWCF website that allows filtering by grade level, interests, and distance.*				
Design the look and categories program finder tool, including filters such as age, location, cost, and interests.					
Work with website builders to create an easy, user-friendly program finder tool that fits audience's needs.					
Input council program data into the tool, including what programs are being offered, date, time, location, cost, age, etc.					
Implement the tool into the GSWCF website and launch the program finder.					
Promote the program finder tool to parents and troop leaders.					
TACTIC FOUR TASKS	*Implement the "Patch Your Path" participation challenge and create custom patches that Girl Scouts can earn by attending a mix of various council programs.*				
Design custom patches and clearly define "Patch Your Path" challenge rules and qualifications.					
Promote the challenge to Scouts of all ages, parents, and troop leaders.					
Track Scout participation and distribute patches accordingly.					

Estimated Time of Completion

Tactic One:
Task One: 3 weeks
Task Two: 1.5 months
Task Three: 3 months
Task Four: 2 months

Tactic Two:
Task One: 2 weeks
Task Two: 2 weeks
Task Three: 2 weeks
Task Four: 4 months
Task Five: 4 months

Tactic Three:
Task One: 1 month
Task Two: 1 month
Task Three: 2 weeks
Task Four: 1 week
Task Five: 2.5 months

Tactic Four:
Task One: 1 month
Task Two: 3 months
Task Three: 3 months

CAMPAIGN CALENDAR

Objective Four: Secure 5 earned media placements that directly encourage participation in council programs by month 5.

GSWCF Council Program Participation

STRATEGY 4 - Generate earned media by pitching local journalists stories that will resonate with their audiences.

Task	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5
TACTIC ONE TASKS	*Partner with local community organizations to promote upcoming council programs and other GSWCF events.*				
Compile a list of all potential organizations in the community to partner with (schools, libraries, community centers, etc.)					
Create a calendar-style list of all upcoming council programs for the organizations to highlight. Include details such as cost, location, how to sign up. etc.					
Send email pitches to these organizations and include why their audiences would be interested. Include a specific RSVP/sign up link or QR code.					
Track impact of partnership via link or QR code.					
TACTIC TWO TASKS	*Create and pitch a "Behind the Scenes at GSWCF" story that highlights council programs to local journalists.*				
Create a contact list of top journalists who would be interested and benefit from covering GSWCF.					
Draft an engaging media pitch about GSWCF's mission, council programs, and "behind the scenes" angle, catering to these journalists' audiences.					
Email each journalist individually with a tailored message and follow up after 5-7 days if no response.					
If the opportunity arises, coordinate interviews, meetings, or site visits with volunteers, troop leaders, parents, or Girl Scouts on the media team.					
TACTIC THREE TASKS	*Leverage National Days and Awareness Weeks to Maximize Media Exposure for GSWCF Council Programs.*				
Research and build a calendar filled with national observances and holidays that could align with GSWCF council program events.					
Using this list, match council programs to observances.					
Schedule and plan these council programs.					
Promote these programs internally to Scouts, troop leaders, volunteers and parents; indicate the relevance of these programs					
Promote the programs externally, by writing press releases, posting on social media, and writing blog posts on the GSWCF website.					

Estimated Time of Completion

Tactic One:

Task One: 2 weeks

Task Two: 1 month

Task Three: 2 weeks

Task Four: 3.5 months

Tactic Two:

Task One: 2 weeks

Task Two: 2 weeks

Task Three: 2 weeks

Task Four: 4 months

Tactic Three:

Task One: 2 weeks

Task Two: 1 week

Task Three: 1.5 months

Task Four: 2.5 months

Task Five: 2.5 months

SOCIAL MEDIA CONTENT CALENDARS

Month One - Social Media Content Calendar						
Content Type	**Posting Day/Time**	**Content Bucket**	**Strategy/Tactic**	**Platform**	**Visual**	**Caption**
Infographic explaining #GirlsWhoExplore	Week Two - Thursday, 11am	Informational	Strategy 1; Tactic 2	Facebook	Visually appealing infographic introducing #GirlsWhoExplore hashtag challenge	"Introducing #GirlsWhoExplore -- She's exploring, she's growing, she's leading! Share your Girl Scout's council program experiences with us by tagging #GirlsWhoExplore"
Facebook Album for #GirlsWhoExplore	Week Three - Monday, 9:30am	Entertaining	Strategy 1; Tactic 2	Facebook	photo album dedicated to all #GirlsWhoExplore content submissions	no caption, just creating the Facebook album (no actual post just a social media task)

Month Two - Social Media Content Calendar						
Content Type	**Posting Day/Time**	**Content Bucket**	**Strategy/Tactic**	**Platform**	**Visual**	**Caption**
"This Month at GSWCF" infographic	Week Five - Monday, 10am (or whichever day is the first business day of the month) **repost as council events are coming up**	Informational	Strategy 2; Tactic 1	Facebook	infographic featuring upcoming council programs for that month; include CTAs and engaging visuals of past counil programs	"Happy _____ (whatever month it is)! Get your Scout involved this month at one of our many council programs! Head to the link in our bio to sign up before spots get filled. #GSWCF #Leadership #GetInvolved"
Short-form video about council programs	Week Five - Tuesday, 3pm	Entertaining	Strategy 1; Tactic 1	Facebook	short-form video testimonials from Scouts about their positive experiences at council programs	"Real adventures, real stories, real learning. Watch how GSWCF council programs have inspired our Scouts to dream big and take the lead! #GSWCF #GirlScouts"
#GirlsWhoExplore carousel post	Week Five - Friday, 6pm	Engagement	Strategy 1; Tactic 2	Facebook	carousel post featuring photos and videos that were posted from parents, troop leaders, and volunteers for the #GirlsWhoExplore hashtag challenge	"From the trails to the lab to the art studio, our Girl Scouts have been doing it all! Swipe to see some of the AMAZING council programs our Scouts have been participating in! (Tag the troops they are a part of) #GirlsWhoExplore #CouncilPrograms #GSWCF"
Paid Facebook posts promoting participation to those in areas with historically low council program attendance	Week Six - Wednesday, 11am	Paid	Strategy 2; Tactic 2	Facebook	carousel paid post with an eye catching visual on the first slide, then more information on council programs on the next	"Every Girl Scout deserves the chance to lead, learn, create, and grow! Find a council program near you and let the adventure begin. #GSWCF #GirlScouts"

SOCIAL MEDIA CONTENT CALENDARS

Month Three - Social Media Content Calendar						
Content Type	**Posting Day/Time**	**Content Bucket**	**Strategy/Tactic**	**Platform**	**Visual**	**Caption**
"This Month at GSWCF" infographic	Week Nine - Monday, 10am (or whichever day is the first business day of the month) **repost as council events are coming up**	Informational	Strategy 2; Tactic 1	Facebook	infographic featuring upcoming council programs for that month; include CTAs and engaging visuals of past counil programs	"Mark your calendars! This month at GSWCF, there is guaranteed something that your Scout will love and learn from! Which program are you signing up for?"
"Testimonial Tuesdays" infographic and posting tips and examples for parents	Week Nine - Monday, 9am	Engagement	Strategy 1; Tactic 3	Facebook	infographic and example posts to introduce "Testimonial Tuesdays" for parents	"Introducing #TestimonialTuesdays! Parents, we want to hear from you about you AND your Scout's experiences with council programs! Tell us about your experiences from the activities they did to the behind-the-scenes logistics. #GSWCF"
"Testimonial Tuesdays" reshared stories and posts	Week Nine - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"Your story could inspire another's adventure! This #TestimonialTuesday, post a video to your story or leave a comment below and share why GSWCF council programs have made such a difference in your Scout's experience! #GSWCF"
"Testimonial Tuesdays" reshared stories and posts	Week Ten - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"Behind every Girl Scout is an incredible story, and we want to hear yours! Share your experiences with council programs with us by dropping a comment or sharing a video to your story! #TestimonialTuesday #GSWCF"
Paid Facebook posts promoting participation to those in areas with historically low council program attendance	Week Ten - Wednesday, 11am	Paid	Strategy 2; Tactic 2	Facebook	carousel paid post with an eye catching visual on the first slide, then more information on council programs on the next	"The world is full of possibilities — and it starts right here at GSWCF. Swipe to learn more about how your Scout will benefit from council programs."
#GirlsWhoExplore carousel post	Week Ten - Friday, 6pm	Engagement	Strategy 1; Tactic 2	Facebook	carousel post featuring photos and videos that were posted from parents, troop leaders, and volunteers for the #GirlsWhoExplore hashtag challenge	"Let her explore, and capture every moment! Thank you to all the parents and troop leaders who shared these clips from our recent council programs! (Tag the troops they are apart of) Want to be featured next? Post your photo or video and tag #GirlsWhoExplore!"
"Testimonial Tuesdays" reshared stories and posts	Week Eleven - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"We love hearing about your Girl Scout's adventures, but we also want to know about the behind-the-scenes experience, as GSWCF parents. Leave us a comment below or share a video to your story about your positive experiences with council programs! #TestimonialTuesday #GSWCF"
"Testimonial Tuesdays" reshared stories and posts	Week Twelve - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"#TestimonialTuesday is here! Parents, we want YOUR feedback. Leave us a comment or share a post to your story about your experiences with council programs."
short-form video recapping council programs that took place during past few months	Week Twelve - Thursday, 4pm	Entertaining	Strategy 1; Tactic 1	Facebook	Girl Scout or troop talking about the council programs they are excited about and which ones they have enjoyed in the past; include messaging that encourages sign ups for future programs	"Our Girl Scouts tell it best! Learn more about how your Scout can benefit from attending our various council programs and create experiences that last a lifetime. #GSWCF #Girl Scouts"

SOCIAL MEDIA CONTENT CALENDARS

Month Four - Social Media Content Calendar						
Content Type	**Posting Day/Time**	**Content Bucket**	**Strategy/Tactic**	**Platform**	**Visual**	**Caption**
"This Month at GSWCF" infographic	Week Thirteen - Monday, 10am (or whichever day is the first business day of the month) **repost as council events are coming up**	Informational	Strategy 2; Tactic 1	Facebook	infographic featuring upcoming council programs for that month; include CTAs and engaging visuals of past counil programs	"New Month = New Opportunities. Discover your Scout's next favorite event today by clicking the link in our bio! #Grow #GSWCF #GirlScouts"
"Testimonial Tuesdays" reshared stories and posts	Week Thirteen - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"You know what day it is...#Testimonial Tuesday! Let us know how your experiences with council programs have been in the comments or on your stories! #GSWCF"
#GirlsWhoExplore Facebook album promotion	Week Thirteen - Wednesday, 5pm	Engagement	Strategy 1; Tactic 2	Facebook	sharing the #GirlsWhoExplore Facebook album as a link or reposting it; include CTAs about submitting posts	"Real moments. Big memories. Check out our very own #GirlsWhoExplore Facebook album to see what our Scouts have been up to at our council programs! Want your photos and videos added? Post them and tag #GirlsWhoExplore! #GSWCF"
"Testimonial Tuesdays" reshared stories and posts	Week Fourteen - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"Happy #TestimonialTuesdays! We're all about making the Girl Scout experience AMAZING — so tell us how it went for your daughter and your family. #GSWCF #GirlScouts"
"Scout and About" spotlight post	Week Fourteen - Friday, 3pm	Inspirational	Strategy 2; Tactic 3	Facebook	photo of Girl Scout or troop participating in council program(s) - could be carousel slide if enough photos	"Troop #_____ has been #ScoutandAbout lately! **insert blurb about what council programs they have been attending**
"Testimonial Tuesdays" reshared stories and posts	Week Fifteen - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"#TestimonialTuesday is here! We want to know how your Girl Scout's adventure went, but also how the logistics worked out for your family. #GSWCF"
#GirlsWhoExplore carousel post	Week Fifteen - Thursday, 1pm	Engagement	Strategy 1; Tactic 2	Facebook	carousel post featuring photos and videos that were posted from parents, troop leaders, and volunteers for the #GirlsWhoExplore hashtag challenge	"Exploring. Creating. Leading. Swipe through to see our Scouts in action at our recent council programs. Keep tagging #GirlsWhoExplore to share your special moments too! #GSWCF"
"Testimonial Tuesdays" reshared stories and posts	Week Sixteen - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"Share your experience and suggestions — we're always looking for ways to improve and ensure our programs meet YOUR needs. #TestimonialTuesday #GSWCF"
"Scout and About" spotlight post	Week Sixteen - Friday, 6pm	Inspirational	Strategy 2; Tactic 3	Facebook	photo of Girl Scout or troop participating in council program(s) - could be carousel slide if enough photos	"(Name)_____ has been #ScoutandAbout, participating in so many amazing council programs! **insert blurb about what council programs they have been attending**

SOCIAL MEDIA CONTENT CALENDARS

Month Five - Social Media Content Calendar						
Content Type	**Posting Day/Time**	**Content Bucket**	**Strategy/Tactic**	**Platform**	**Visual**	**Caption**
"This Month at GSWCF" infographic	Week Seventeen - Monday, 10am (or whichever day is the first business day of the month) **repost as council events are coming up**	Informational	Strategy 2; Tactic 1	Facebook	infographic featuring upcoming council programs for that month; include CTAs and engaging visuals of past counil programs	"Get ready for a month full of fun, friendship, and exploration! See what council programs are coming up at GSWCF and join us for experiences that your Scout will never forget. #GSWCF #GirlScouts #STEM #Outdoors"
"Testimonial Tuesdays" reshared stories and posts	Week Seventeen - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"This #TestimonialTuesday, let us know how your Girl Scout's experience went AND share the logistical details that matter! #GSWCF"
#GirlsWhoExplore carousel post	Week Seventeen - Wednesday, 9am	Engagement	Strategy 1; Tactic 2	Facebook	carousel post featuring photos and videos that were posted from parents, troop leaders, and volunteers for the #GirlsWhoExplore hashtag challenge	"Building friendships and memories, one council program at a time! Want your Scout to join in on the fun? Sign up for a council program through the link in our bio and tag #GirlsWhoExplore to be featured! #GSWCF"
"Testimonial Tuesdays" reshared stories and posts	Week Eighteen - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"Parents, what's one thing that stood out about your Girl Scout's experience? Whether it was the program, location, or cost, we want your honest feedback! #GSWCF #TestimonialTuesday"
"Scout and About" spotlight post	Week Eighteen - Wednesday 2pm	Inspirational	Strategy 2; Tactic 3	Facebook	photo of Girl Scout or troop participating in council program(s) - could be carousel slide if enough photos	"(Name)_____ has been #ScoutandAbout, joining us for __(number of programs) council programs! **insert blurb about what council programs they have been attending**
short-form video about council programs	Week Eighteen - Saturday, 11am	Entertaining	Strategy 1; Tactic 1	Facebook	short video of Girl Scout explaining what council programs are coming up and what she is excited for; include messaging that encourages sign ups for future programs	"Get the inside scoop! Our Girl Scouts are here to tell you all about the awesome council programs coming up at GSWCF! Sign up through the link in our bio! #GSWCF #GirlScouts"
"Testimonial Tuesdays" reshared stories and posts	Week Nineteen - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"This #TestimonialTuesday, let us know what you loved about our programs and what could be even better for your family. Your feedback makes all the difference! #GSWCF"
short-form video recapping council programs that took place during past few months	Week Nineteen - Saturday, 9am	Entertaining	Strategy 1; Tactic 1	Facebook	videos and photos from council program events that took place over the last three months; include messaging that encourages sign ups for future programs	"From earning badges to making best friends — they have so much to share! See what these Girl Scouts loved about their council programs. Sign up for your next adventure through the link in our bio! #GSWCF #GirlScouts"
"Scout and About" spotlight post	Week Twenty - Monday 2pm	Inspirational	Strategy 2; Tactic 3	Facebook	photo of Girl Scout or troop participating in council program(s) - could be carousel slide if enough photos	"Troop #_____ has been #ScoutandAbout lately, being so involved at our council programs! **insert blurb about what council programs they have been attending**
"Testimonial Tuesdays" reshared stories and posts	Week Twenty - Tuesday, throughout the day as posts come in	Informational	Strategy 1; Tactic 3	Facebook (posts and stories)	reposting stories or posts that GSWCF parents share about their positive experiences with council programs	"Let us know how our programs went for your Girl Scout and your family. From the program itself to the logistics, we're all ears! #TestimonialTuesday #GSWCF"

DELIVERABLE BUDGET

DATE:

BUDGET: $1,000

OTHER INCOME / SAVINGS

EXPENSES	PRICE PER DAY	NUMBER OF DAYS	DIFFERENCE
FACEBOOK AD 1	$4.16	30	-$125
FACEBOOK AD 2	$4.16	30	-$125
FACEBOOK AD 3	$4.16	30	-$125
FACEBOOK AD 4	$4.16	30	-$125
PATCH 1	$100	N/A	-$100
PATCH 2	$100	N/A	-$100
PATCH 3	$100	N/A	-$100
INTERACTIVE TOOL	$200	N/A	-$200
TOTAL	$516.64	120 DAYS	-$1,000

EVALUATION AND METRICS

1 Objective 1: Increase Facebook reach (views) on council program posts by 15% by month 5.

Metric 1

Total post reach, which is the number of users who saw a council program post on their Facebook.

Measurement Tool

Facebook Insights/Meta Business Suite, which counts the amount of people who had the post appear in their feed even if they did not click the post.

Metric 2

Average Reach Per Post, which is the mean number of users reached per individual cost.

Measurement Tool

Facebook Insights to export CSV data for detailed analysis in Excel. Calculate total reach of all program posts in a given month, then divide by number of posts.

2 Objective 2: Increase number of participants in council programs by 5% by month 5.

Metric 1

Program Registration Count, the number of individuals who register for reach council program.

Measurement Tool

Google Forms or Eventbrite: Monitor registration data monthly using online sign-up platforms or internal tracking tools.

Metric 2

Program Attendance Rate - the percentage of registered participants who actually attend the program.

Measurement Tool

Internal spreadsheets, use attendance logs (sign-in sheets or digital check ins) to record actual attendance. Divide attendee's by registrants to calculate rate.

EVALUATION AND METRICS

3 Objective 3: Increase Facebook engagement on council program posts (likes, comments, shares) by 10% by month 5.

Metric 1

Total Engagement Volume, total number of likes, comments, and shares across program-related posts.

Measurement Tool

Facebook Insights, use Facebook Insights to gather monthly total for engagement type. Sum for a more comprehensive engagement total.

Metric 2

Engagement Rate, the percentage off users who engaged with a post relative to how many saw it.

Measurement Tool

Hootsuite Analytics or a manual calculation using data exports from Facebook Insights. Calculated per post, then averaged monthly to monitor engagement quality over time.

4 Objective 4: Secure 5 earned media placements that directly encourage participation in council programs by month 5.

Metric 1

Number of Earned Media Placement, the number of media articles, mentions, or interviews that promote council programs.

Measurement Tool

Google Alerts or manual tracking, monitor online, print, and broadcast media coverage. Each placement must include a direct reference or call-to-action council program participation to count.

Metric 2

Estimated Reach or Impressions of Placements, number of people potentially exposed to each earned media item.

Measurement Tool

Cision, or publication-provided metrics. Use media monitoring platforms to estimate audience size per placement. Provides an indication of visibility and potential impact.

DELIVERABLES

4 Facebook ads covers showcasing each of the four pillars of council programs.

Photos from GSUSA promotional materials and Girl Scouts of Central and Southern New Jersey





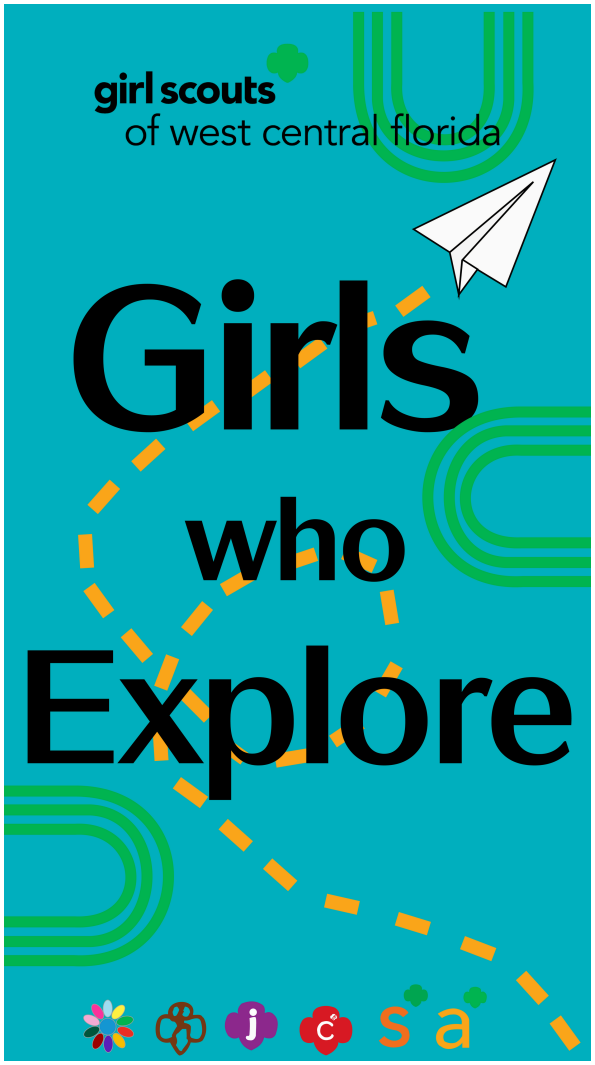




DELIVERABLES

Cover of observational short-form video highlighting new skills learned at council programs. Orange symbolizes success and achievement, something the life skills programing teaches the girls when the learn a new skill. This program would lend itself towards a an observational video showing the girls applying their new skills.





Cover of Q&A style Facebook video where girls answer questions about council programs.

Blue symbolizes serenity and wisdom, something the STEM programing teaches the girls. This program would lend itself towards a Q & A video, where the girls answer questions about what they enjoyed and learned about. This would promote all the learning opportunities for the girls in these programs.

DELIVERABLES

Cover page of day-in-the-life video showing entrepreneurial council programs.

Purple symbolizes wealth, something the entrepreneurship programing teaches the girls. This program would lend itself towards a day in the life style story or video. Showing what the girls learned and how the interact with potential customers during the programs.





Cover page of Facebook carousel post highlighting outdoor council programs.

Green symbolizes nature, something the outdoor programing allows the girls to interact with. This program would lend itself towards a carousel post or photo stories. Showing the girls in action outside, whether that be on a ropes course or discovering nature and the animals who inhabit it.

DELIVERABLES

The following patches were created as part of the “Path Your Path” participation challenge.



Patch given to Girl Scouts who participate in 10 outdoor and nature focused council programs



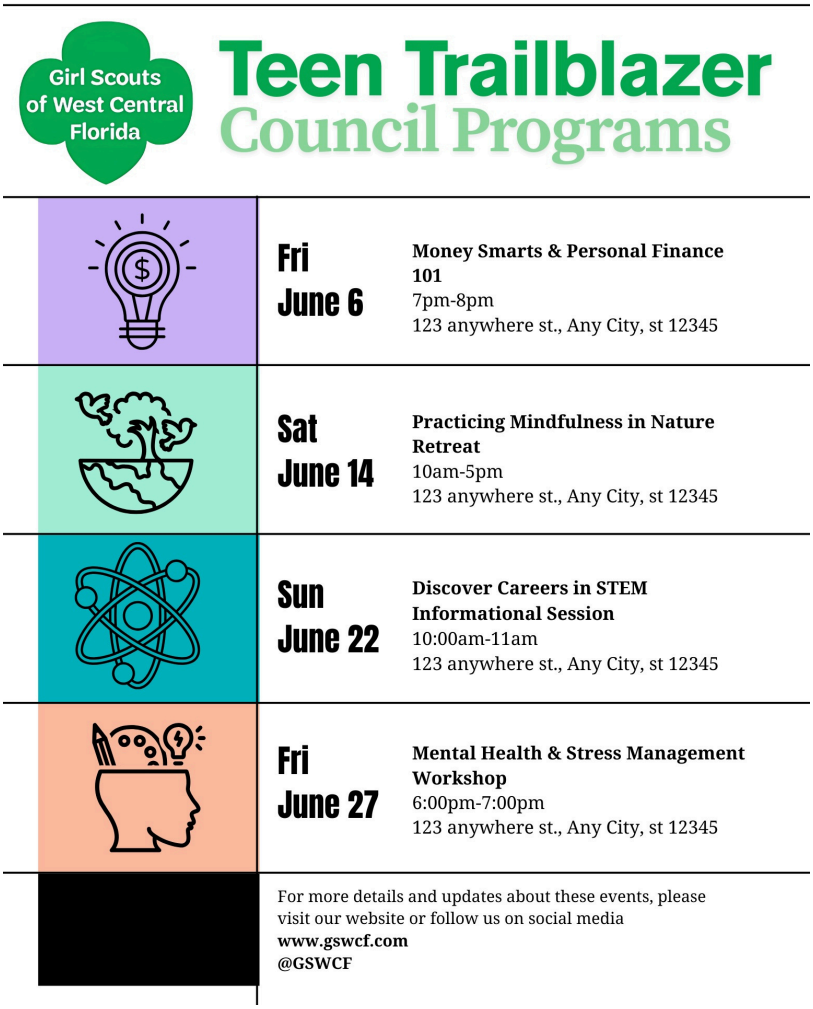
Patch given to Girl Scouts who participate in council programs that focus on all four Girl Scout pillars -- STEM, entrepreneurship, life skills, and outdoors



Milestone patches given to Girl Scouts after they complete a certain number of council programs

DELIVERABLES

Flyer promoting Teen Trailblazer council programs that focus on topics that are specifically relevant to older Girl Scouts



Facebook story post informing audience about #GirlsWho Explore challenge to encourage participation



RECOMMENDATIONS

1. Redesign monthly email newsletters to include short video spotlights, be more visually appealing, showcase upcoming events, and personalizable filters (e.g., "Events for Grades 6–8").

2. Host a quarterly "Virtual Info Night" with a rotating focus (STEM, Outdoors, Entrepreneurship) that gets recorded and posted.

3. Partner with Local schools and libraries for "Intro to Girl Scouts" pop-up.

4. Post Weekly "Meet a Scout" videos featuring members of all ages and backgrounds , let them speak directly to the audience.

5. Launch a WhatsApp or SMS no-reply notification list to remind troop leaders and parents of upcoming program deadlines.

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MESSAGES	JACK TALLENT
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RECOMMENDATIONS	KAITLYN HODAKOWSKI
REFERENCES	TEAM
CREDITS	TEAM
APPENDICES	TEAM

APPENDIX

We utilized ChatGPT to correct grammar in our project. After drafting out content, we inputted it into ChatGPT with the prompt “Correct my grammar” to ensure accuracy. This approach helped us maintain professionalism and clarity in our writing

We utilized Bing Image Creator to create audience persona images using the prompts : “Create a realistic image of a millennial mom with her hands full,” and “Create a realistic image of a seven or eight-year-old girl scout.”

We utilized ChatGPT for creating captions for the Facebook posts as part of the social media content calendar section. We input into ChatGPT “caption ideas for _____ (each type of post we were making)” and used these captions as inspiration, not copied and pasted.