

A person is seen from the back, holding a large transgender flag (with horizontal stripes of blue, white, and pink) high against a bright, cloudy sky. The flag is the central focus of the image, and the person's arm and head are visible in the lower right corner.

Diversity & Inclusion Social Media Campaign for TransNewYork

2021 MARCOM AWARDS ENTRY

209c. Social Campaign

THE
 **POSTCARD**
AGENCY

A photograph of two young Black women sitting outdoors. They are positioned in front of a large tree trunk. The woman in the foreground is wearing a black t-shirt and glasses, looking towards the camera. The woman behind her is also wearing glasses and a white t-shirt, looking slightly off-camera. The lighting is soft, suggesting an outdoor setting with natural light.

Campaign Objectives

TransNewYork provides free counseling and telehealth services to members of the LGBTQ+ community across the United States, with a focus on transgender and gender nonconforming individuals. The nonprofit also delivers organizational training and educational programs to help businesses foster diverse and accepting workplaces for all members of the LGBTQ+ community.

The nonprofit wanted to expand its reach on social media and connect with diverse transgender and gender nonconforming people who could benefit from its services. Tapping our LGBTQ+ and diversity marketing expertise, we worked with TransNewYork to launch a two-part social media campaign: the first part celebrated Black History Month in February 2021 and the second part celebrated Women's History Month in March 2021.





Campaign Objectives

In addition to generating record-breaking social media engagement for TransNewYork, the two-month-long social media campaign celebrated the beauty of diversity, secured new followers and introduced the nonprofit's life-saving services to people who needed them most.

A portrait of a Black woman with voluminous curly hair, wearing a white jacket over a yellow top. She is looking directly at the camera with a serious expression.

Goals

- Raise awareness of TransNewYork's free counseling and telehealth services among diverse audiences, particularly transgender and gender nonconforming people who have been disproportionately affected by the global pandemic
- Cultivate an engaged social media audience and a strong sense of community with an authentic presence across social media platforms
- Celebrate Black History Month and Women's History Month while driving meaningful change
- Assert the nonprofit's thought leadership in the LGBTQ+ counseling and corporate training spaces on key social platforms
- Build the nonprofit's audience base across social media channels

A portrait of a Black man with long, dark dreadlocks, wearing a white t-shirt. He is looking directly at the camera with a slight smile. The background is a solid light blue.

Results

As a result of our two-month-long diversity and inclusion social media campaign, TransNewYork saw the following growth compared to the previous two months:

- 191% increase in new Instagram followers
- 463% increase in Instagram comments
- 5,763% increase in Instagram impressions
- 28% increase in new Facebook followers
- 219% increase in Facebook shares
- 120% increase in Facebook impressions
- 112% increase in new LinkedIn followers
- 2,250% increase in LinkedIn shares
- 41% increase in LinkedIn engagement rate
- 494% increase in Twitter engagements
- 350% increase in Twitter retweets
- 664% increase in Twitter impressions

Source: Buffer Analytics, December 2020-January 2021 vs. February-March 2021



A photograph of two people walking on a city street. The person on the left is wearing a light blue face mask and a grey and white jacket, holding a white coffee cup. The person on the right is wearing a brown jacket and a black face mask, also holding a white coffee cup. They are walking past a green structure, possibly a bus stop or a market stall, with string lights visible in the background.

Challenges

The pandemic has disproportionately affected members of the transgender and gender nonconforming community, leaving thousands of people homeless and hungry. We needed to share TransNewYork's resources with them quickly and efficiently, so we worked with TransNewYork to develop an authentic voice, message and social media strategy that would resonate with community members. Our team focused on sharing supportive and celebratory messages as part of TransNewYork's diversity and inclusion social media campaign to encourage target audiences to book free counseling and telehealth services.



Successes

- We planned and launched a successful diversity and inclusion campaign for Black History Month and Women's History Month by celebrating LGBTQ+ community leaders, resulting in record-breaking engagement across TransNewYork's social media channels
- Featuring diversity and inclusion leaders nominated by followers helped build a strong sense of community among target audiences, all while encouraging positive conversations on a number of posts
- Our diversity and inclusion social media marketing campaign tripled TransNewYork's social media audiences across Instagram, Facebook, LinkedIn and Twitter

Successes

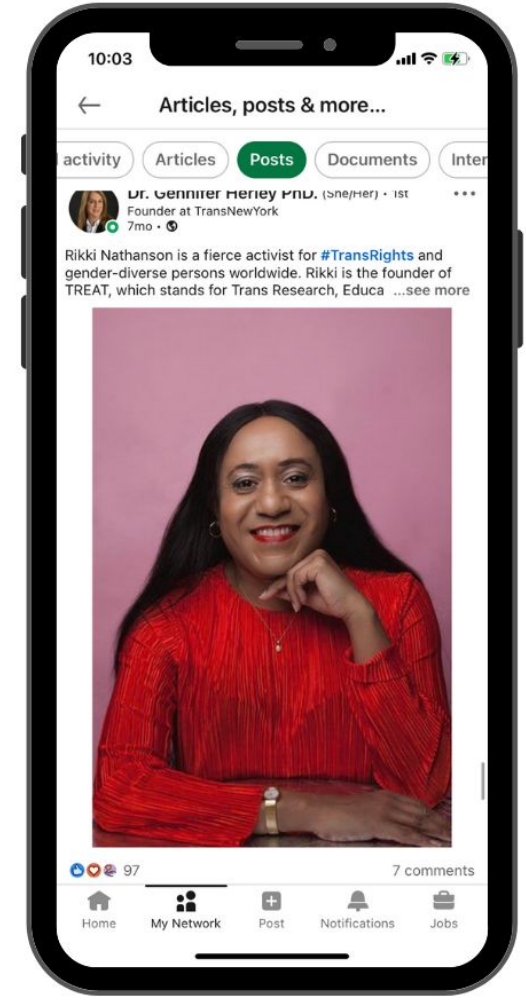
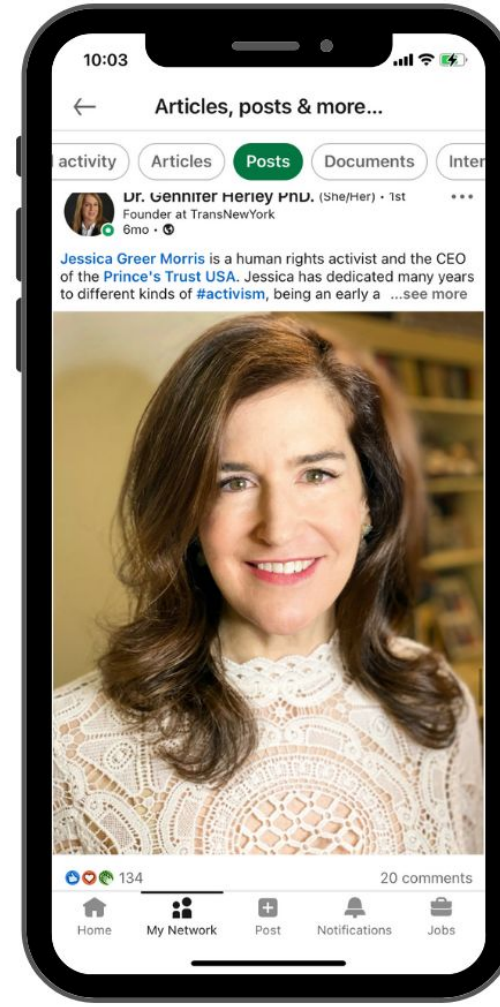
- TransNewYork saw an uptick in counseling and telehealth appointments, achieving a critical goal for the organization
- We also shared posts on behalf of the nonprofit's founder, leading to astronomical growth and engagement for her social media channels (especially on LinkedIn)
- Featuring and tagging community leaders in our posts contributed to significant follower growth. TransNewYork is now followed by multiple accounts with large follower bases.
- The social media campaign also secured thousands of dollars in donations for the organization and its partners
- The campaign was completely organic — no posts were boosted, further cementing the campaign's success in generating quality engagement



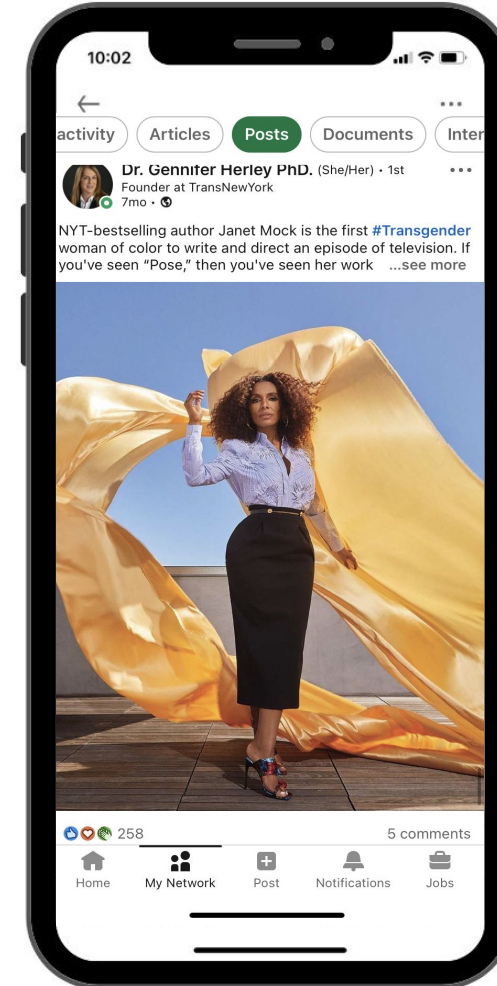
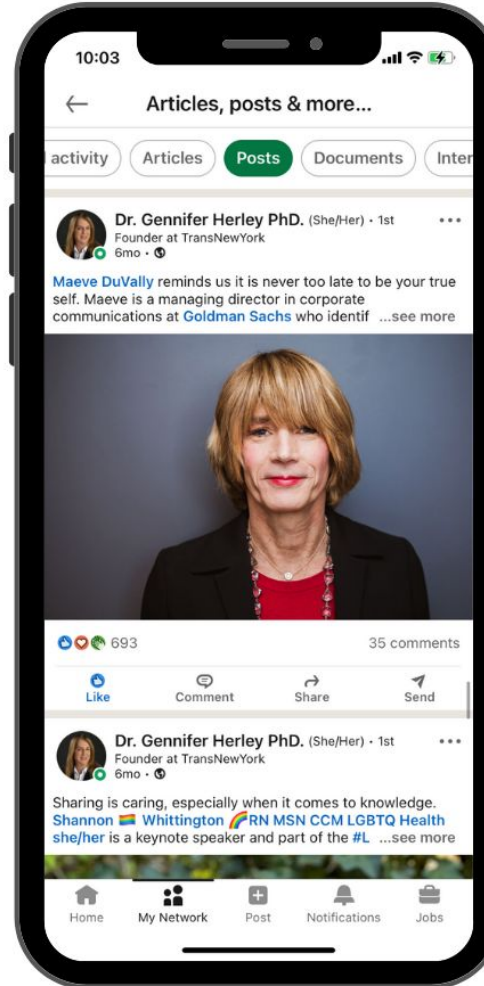
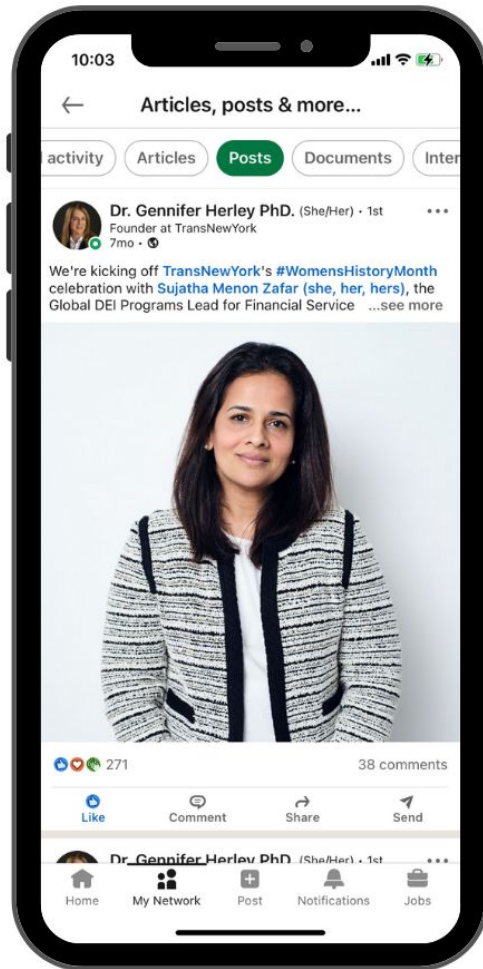


Campaign Assets

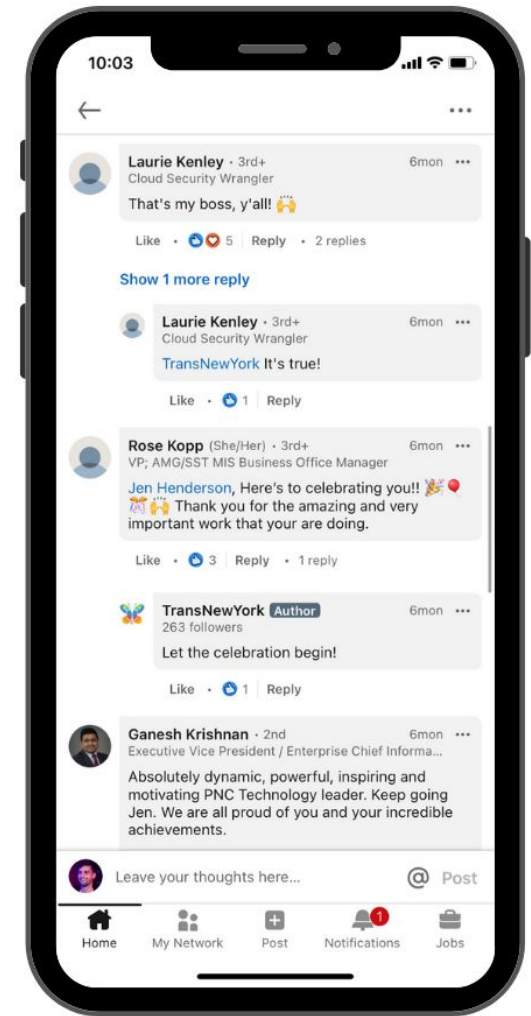
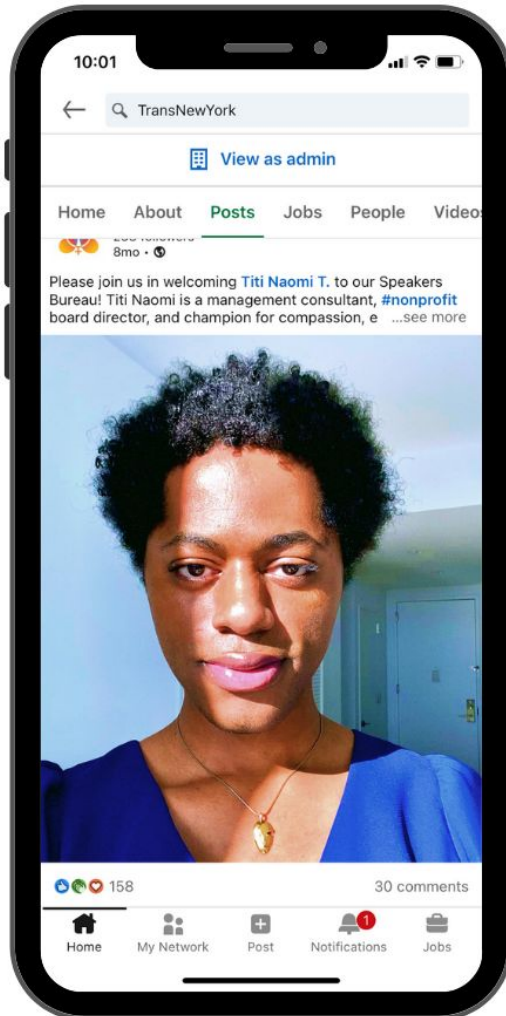
Founder's LinkedIn Engagement



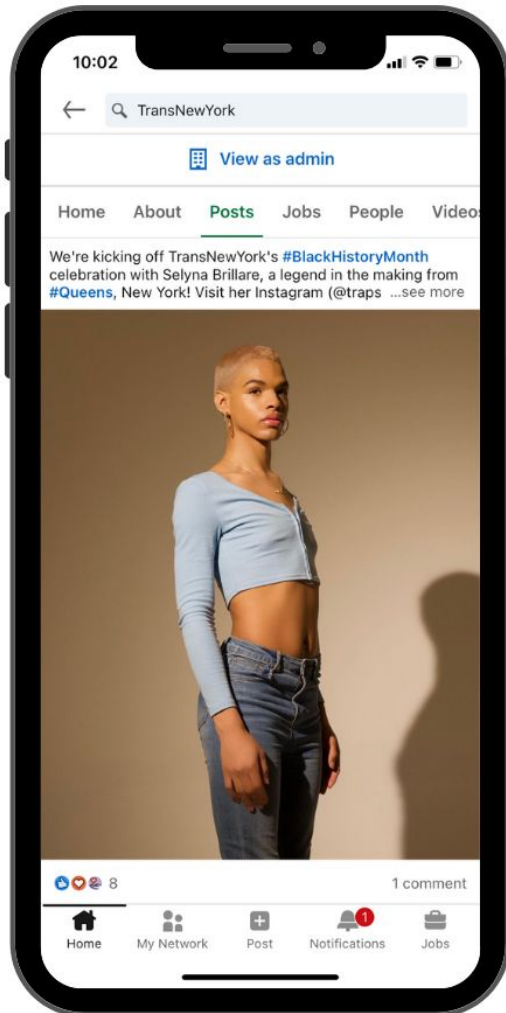
Founder's LinkedIn Engagement



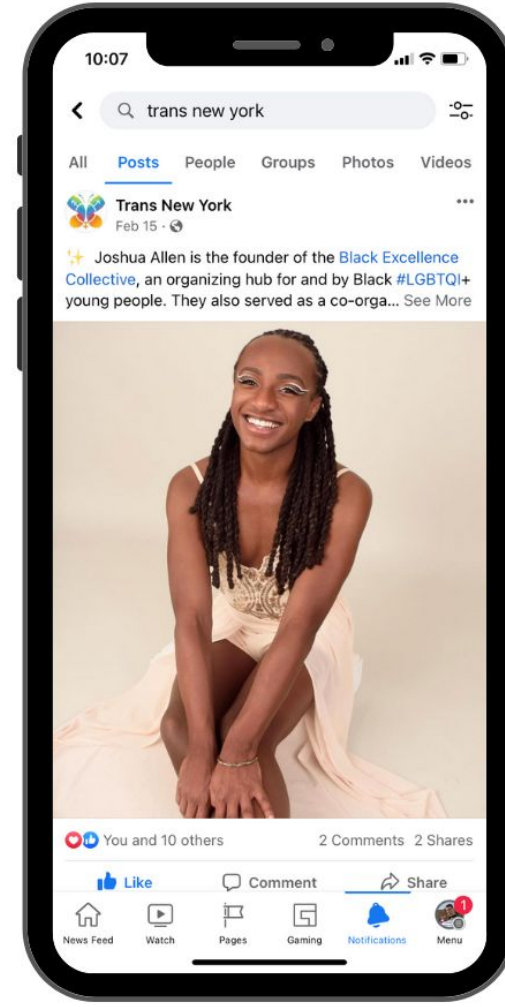
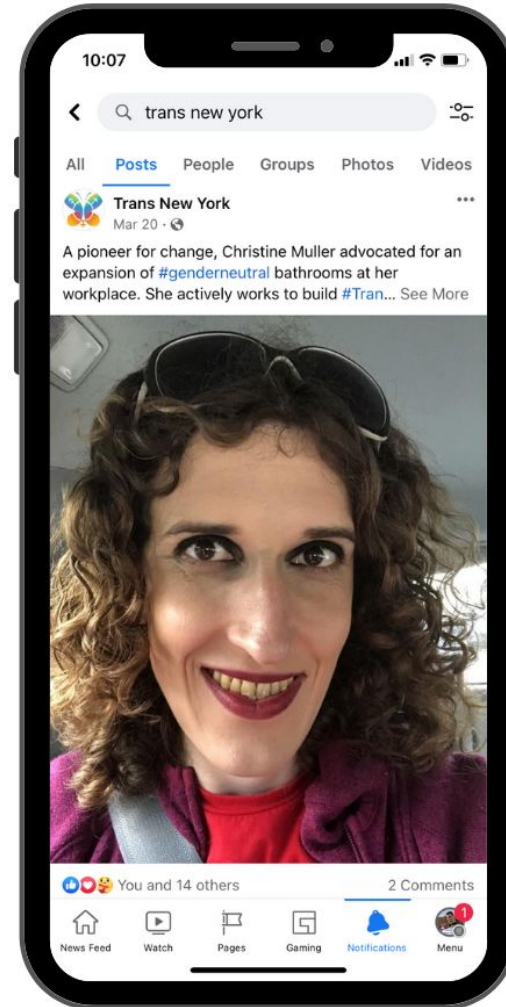
TransNewYork's LinkedIn Engagement



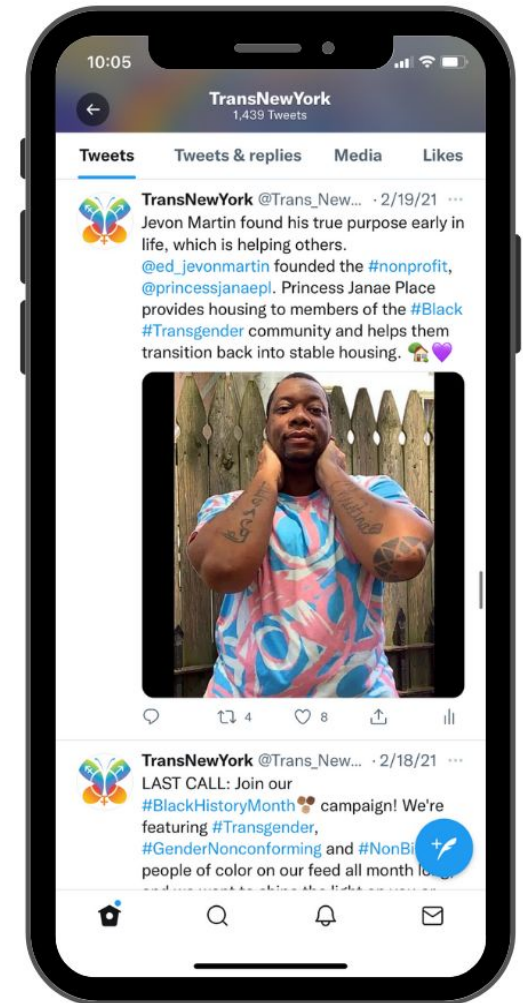
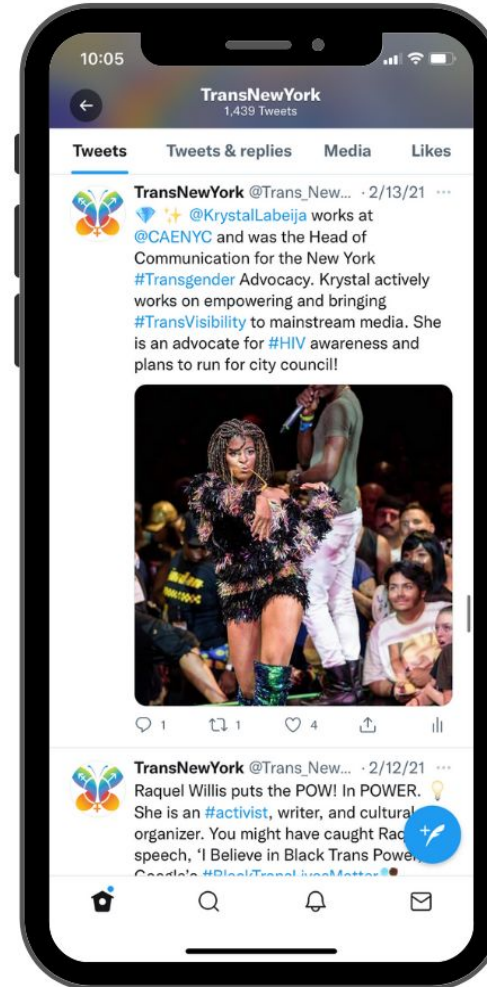
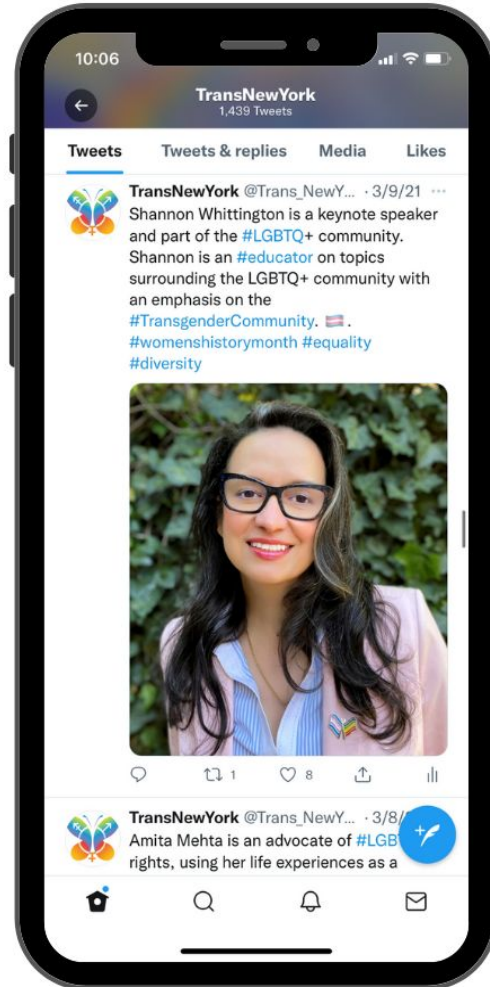
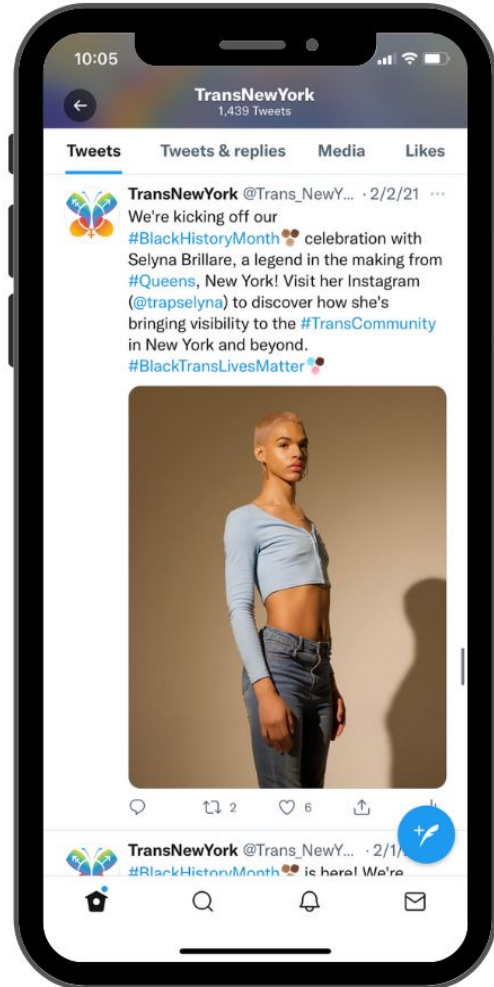
TransNewYork's LinkedIn Engagement



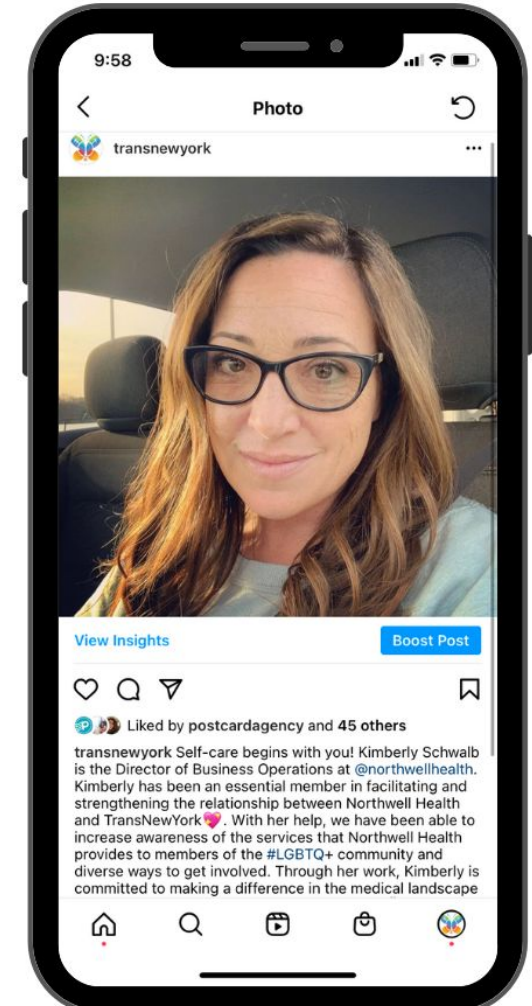
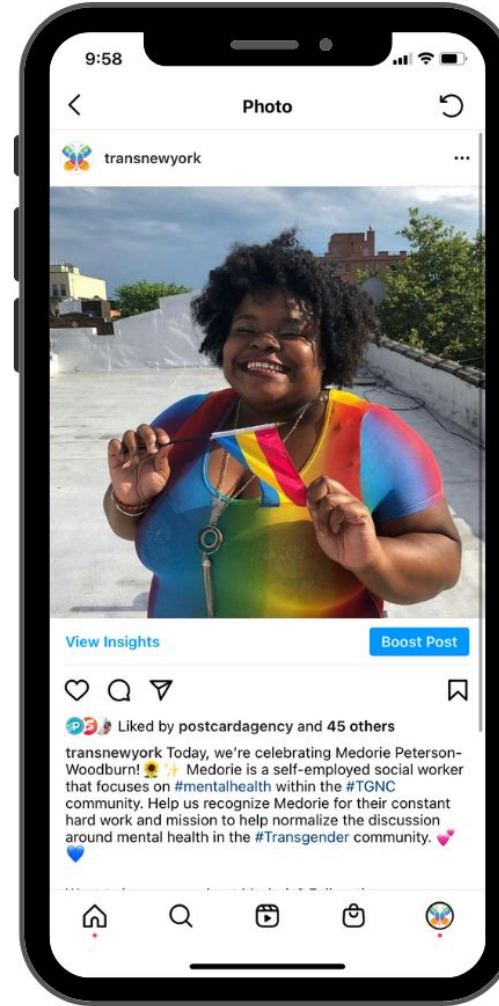
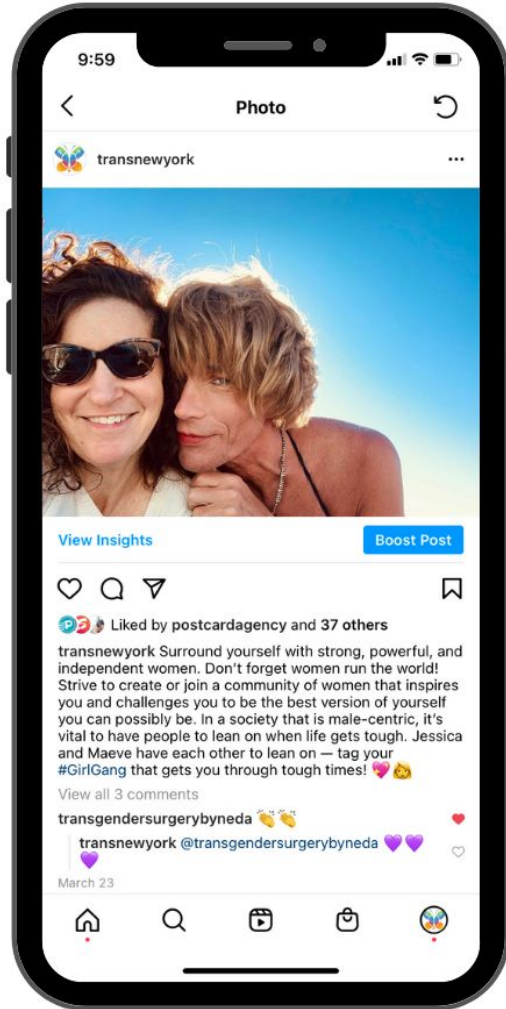
TransNewYork's Facebook Engagement



TransNewYork's Twitter Engagement



TransNewYork's Instagram Engagement



Thank You

