

@dyedinthehands



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DYED IN THE HANDS

# SOCIAL MEDIA PLAN

Presented By  
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# Objective

The purpose of this Social Media plan is to clearly outline our strategy to redirect social media communications for local company: Dyed in the Hands.

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## Platform Justification

Social media content will be posted on Instagram as this is where the dispute broke out, to directly target the issue of dismantling this dispute online and refocusing communication. Instagram offers a variety of interactive features such as commerce tools which allows customers to shop directly from a post, sponsored posts, Instagram ads, reels and stories. We will utilize these tools in our advertisements and give each of our posts a unique look. This platform is also great for partnering with influencers and engaging with customers. We may branch out to Facebook and TikTok as well to promote the new online store as these two platforms target different demographics and will help to spread brand awareness.

# Audience Analysis

The target audience for this social media plan is hyperlocal and we will be using a hyperlocal social media advertising approach for this campaign. This advertising strategy focuses on engaging with people within a local community, fostering a sense of belonging and unity. This approach will allow us to redirect the negative focus on the business back to a positive one and foster excitement and growth by promoting the new online store. Our strategy will be evident in all our social media posts going forward. We need to build a sense of community and trust so people will want to shop here once again. There are many benefits of implementing a hyperlocal social media advertising strategy, the benefits we will be using to our advantage and focusing on are:

- Establishing a profound and authentic connection with customers, by customizing content and promotions that are relevant and meaningful to the community.
- Establishing a better understanding of local preferences and trends will allow us to tailor content as well as the business itself, in terms of what we are selling and promoting based on consumer needs.
- Enhancing our reputation and credibility with the hope of fostering trust and loyalty from community members. Building a strong community around the business will help us to have a powerful, competitive advantage over other businesses, increasing customer retention, brand recognition, and foster a strong foundation for growth and sustainability.

# Content Schedule

**Monday-** Address crisis in a statement post.

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**Tuesday-** Release apology statement/redirection post from the company.

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**Wednesday-** Release post for new online store plus announcement of a giveaway, winner announced on Sunday.

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**Thursday-** Release post regarding items sold at the online store in a commerce post so customers can browse/shop the store.

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**Friday-** Release a coming soon post of new items sold.

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**Saturday-** Release post reminding followers of giveaway, winner announced on Sunday.

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**Sunday-** Announce winner for giveaway.

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# Content

## **Monday- Crisis Statement Post:**

We would like to address the conflict that broke out between our founding member and a customer that recently took place on Instagram. On Thursday August 8th, 2024, a video that has since been taken down, was released by our founding member in response to negative comments from a customer about the size availability in our store. We realize the extent of unprofessionalism this conflict reached, and we feel strongly that it should not have taken place publicly. We do not condone negative comments made towards our business or it's members and we ask for your patience and understanding as we navigate through this difficult time.

Thank you,

Sarah Livingston

Head of Social Media Communications

## **Tuesday- Apology Statement/Redirection Post:**

On Thursday August 8th, 2024, a dispute broke out between our founding member of Dyed in the Hands and a customer over the sizing of clothing made available from our business. An Instagram video was released by our founding member after the dispute but has since been taken down. We recognize the unprofessional approach to the way this dispute was handled, and our founding member has since temporarily stepped away from social media at this time to focus on family and mental health. We do not condone negative or hurtful comments on our platform and towards our business and our employees, however we recognize and sincerely apologize for the way this was handled. After careful consideration we have hired reputation management to further educate ourselves on how to navigate running a business on social media. We strongly feel this conflict should not have unfolded online and have taken measures to make sure something like this does not happen again. We want to put our best, most professional self forward on social media. We sincerely apologize if anyone was offended or upset by this conflict, and we thank you for your patience as we navigate through this unprecedented time. We look forward to sharing our new online store with you, all the details to come soon, and we hope you will continue to choose to shop with us.

Thank you,

Sarah Livingston  
Head of Social Media Communications

## Wednesday- Release Instagram Post for New Online Store and Giveaway Announcement

*Dyed in the Hands*

# New Online Store



Be among the first to explore, shop, and experience exclusive items.

Coming Soon

# Giveaway

Winner Announced



Sunday August 18th

 DyedintheHands

# GIVEAWAY

## How to Enter

Join Our Giveaway

Like this post

Tag 3 friends in the comments

Add this post to your story

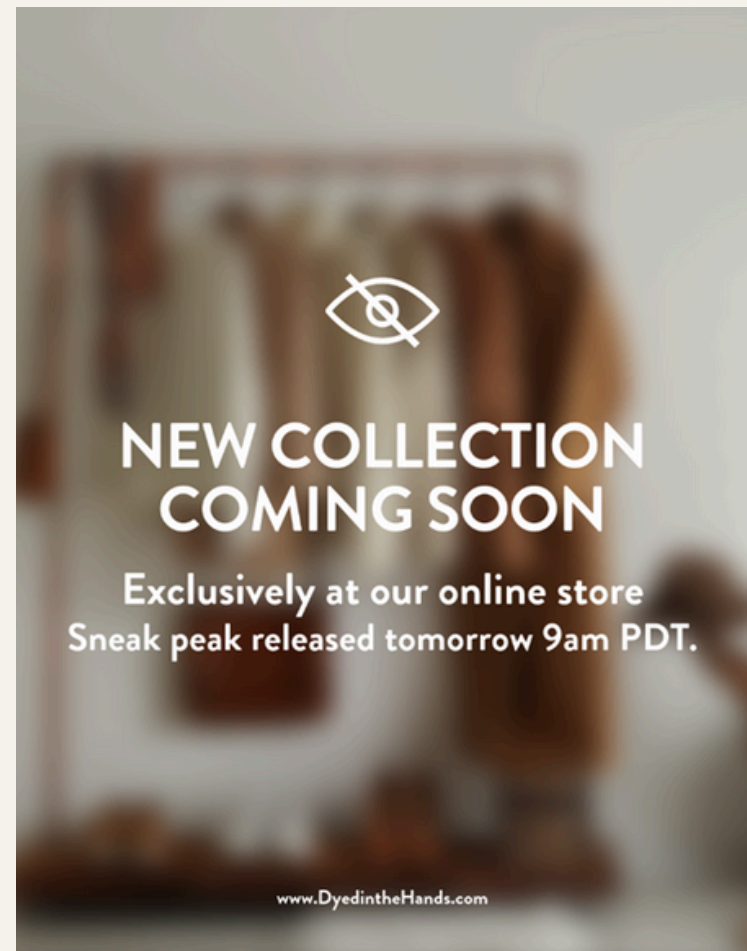




## Thursday- Release Instagram Post Detailing Online Store Finds:



## Friday- Release Coming Soon Instagram Post:



**Saturday- Release Reminder of  
Giveaway Instagram Post:**



**Sunday- Release Giveaway  
Winner Instagram Post:**

# Strategic Explanation

The strategy of targeting a hyperlocal audience with the posts chosen is to encourage a sense of community and refocus the attention of our audience away from the conflict and towards the new online store opening. We will achieve our objective by hosting a local giveaway, advertising through Instagram and promoting our new online store. By hosting a local giveaway, it will encourage community members to participate and provoke a sense of community among customers, generating brand awareness as well. The reasoning behind the words and photos chosen is to create a light, positive and fresh feeling for viewers. They are clean and bright but eye catching and professional, hopefully steering the focus away from the conflict and more towards our new store, marketing style and a fresh new start for the company to move forward.

## **What we hope to achieve:**

- Increase engagement and traffic flow to our webpage and social media sites.
- Diminish the discussion around the conflict and refocus it in a positive way towards the business.
- Promote the new online store and successfully host a giveaway on our Instagram page.
- Generate enough traffic flow to start advertising on other social media platforms such as Facebook and TikTok to target different demographics.
- Establish a profound and authentic connection with customers.
- Create relevant and meaningful advertisements.
- Develop a better understanding of local preferences and trends and be able to tailor that to our content.
- Enhance our reputation and credibility, fostering trust and loyalty from community members.

# Resource Page

Influencity. (2023, November 15). Hyperlocal Social Media Strategy: What It Is and How to Implement It. Influencity.com; INFLUENCITY SL. <https://influencity.com/blog/en/hyperlocal-social-media-strategy-what-it-is-and-how-to-implement-it>

Posts made on Canva by Sarah Livingston