



Submitted by: Maggie Doherty
Company/Organization: Calypso Communications
Number of Employees: 20
For-profit/ Nonprofit: for profit
Category: community

Challenge or Opportunity:

A few years ago, Calypso was looking for a way to get involved with NHBSR. Kevin, the founder, thought of no better way than to use our field of expertise, communication. This is when Calypso became the social media sponsor.

Approach or Solution:

We began creating a social media strategy to showcase the inspirational things the members of NHBSR were doing in the communities as well as promoting the events that NHBSR holds each year. Throughout the social media plan, we aimed to increase awareness of the organization and increase engagement.

Impact:

Month over month we have seen an increase of followers on the social channels. After implementing a promotional strategy for the 2017 Spring Conference, the event had the highest turnout ever. We believe by sharing the amazing work NHBSR and its members are doing that we can inspire others to make a difference in their community.