

Social Media Strategy
YMCA Trout Lodge & Camp Lakewood

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innovative
MARKETING
 strategic
BRANDING &
 distinctive
CONTENT
 for Agencies & Nonprofits



**YMCA TROUT LODGE
 & CAMP LAKEWOOD**

Context: When I became Marketing Director of YMCA Trout Lodge & Camp Lakewood (a member of the YMCA of Greater St. Louis), social media was strictly and formally prohibited by Y policy, even for use as an official audience engagement tool for branches of the Y. With the support of my Executive Director, we strategically violated Y policy, launching a fully integrated social media strategy including 2 YouTube Channels, 2 Facebook Pages, a Facebook Alumni Group, Twitter, Flickr, and initially, a blog.

Strategy: YMCA Trout Lodge & Camp Lakewood operates as two organizations on one property, serving 7 core audience segments between them. Social media channels were created for each of the two organizations, targeting the core audiences (moms of summer campers and moms making family getaway plans, respectively) of Camp Lakewood and Trout Lodge. All social strategies were fully integrated into our overarching marketing plan (which I was also responsible for), our media buys, and our email campaigns.

Outcomes: The YMCA of Greater St. Louis changed its organizational HR policies in large part due to our exhibited social media responsibility and marketing successes. I was invited to speak at a national YMCA camping symposium on how we made our marketing plan social. Our Facebook pages, twitter account, and YouTube channels quickly added followers, and our email open and click-through rates were unprecedented.

YMCA Writing & Social Media Samples

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| <p>Flickr: http://www.flickr.com/photos/ymcaozarks/sets/</p> <p>Facebook: Trout Lodge Camp Lakewood</p> <p>Twitter: https://twitter.com/ymcaoftheozarks</p> | <p>YouTube: Halloween Weekend at YMCA Trout Lodge Superhero Weekend at YMCA Trout Lodge LDP and CIT Programs at YMCA Camp Lakewood Water Safety at YMCA Camp Lakewood June Mr. Moon (at YMCA Camp Lakewood) Mr. Moon from Mount Everest</p> |
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Metrics: The Y's accounts have reached remarkable success. Twitter has more than 2,000 followers. Combined Facebook likes are upwards of 7,000. There are more than 47,000 photos in Camp Lakewood's Flickr Stream, and many of Camp's YouTube videos that we shot during my time at the Y have received 1,000+ views.

About YMCA Trout Lodge & Camp Lakewood: Trout Lodge and Camp Lakewood is a year-round, not-for-profit, family getaway, conference center, outdoor education center and summer residential camp, and is located 90 minutes south of St. Louis.