



Public Relations Playbook

December 2023

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Abstract

The F.Y. Eye PR Playbook aims to offer specially crafted PR strategies driven by precise metrics, goals, and research, ensuring minimal PR planning efforts for future employees. Recommendations focus on establishing industry credibility, encouraging a confident understanding of the organization, and highlighting F.Y. Eye's mission for equal advertising

access. This comprehensive guide offers insights into the industry's landscape, F.Y. Eye's position within it, and actionable strategies.

F.Y. Eye is a distinct force within the nonprofit sector, transforming the public square into a more equitable and community-centric space. The following suggestions aim to create impactful content encapsulating F.Y. Eye's mission and approach. These recommendations should be seen as adaptable — adjusted as needed to maximize the success of each effort. It is critical to maintain a brand tone that exudes passion, commitment, and innovation while underscoring F.Y. Eye's status as a trusted and reliable source.

The Playbook suggests diverse outreach efforts, including conferences, collaborations, blog posts, and more. It provides a creative system for F.Y. Eye to build a loyal community around its cause, ensuring sustained growth and long-term success.

Research Findings

This section lays the groundwork for the rest of the Playbook. It emphasizes F.Y. Eye's unique offering within the industry and outlines areas to improve outreach efforts.

PR SWOT Analysis

- Strengths
 - According to the [OAAA](#), in 2021, the top 20% of nonprofits that spent money on advertisements accounted for 76% of the total nonprofit advertising funds. Therefore, F.Y. Eye's **PSA network sets it apart from the rest of the industry by providing the only free advertising space for nonprofits, by nonprofits**. Through this effort, F.Y. Eye is effectively **addressing community needs**, especially in the form of public education and engagement.
 - F.Y. Eye's focus on **creating equal access to advertising** is **unique**, as this is not a conversation being held at large. The **"for the people, by the people"** approach to F.Y. Eye's **inclusive brand tone** captures this perfectly.
 - F.Y. Eye is a **creative organization** working with a **vibrant network of artists** to amplify its messages.
 - There are **pre-existing deliverables** about F.Y. Eye's programs that can be **leveraged** on social media.
 - PSA Network:

- Composed of some of the most **important community-based organizations in NYC**.
 - Client Services:
 - As a nonprofit, F.Y. Eye has a **unique approach to developing its campaigns**.
 - **High-profile campaigns** provide **additional media coverage** for F.Y. Eye.
 - Impact Artist Network:
 - Artists provide the campaigns with more **thoughtful approaches** when **crafting** the **visual** identity.
 - Artists can **align** with **causes** they care about.
 - The network gives **smaller** and **local artists** a **new platform** to **showcase** their work.
- Weaknesses
 - The **lack of consistent messaging** across platforms results in F.Y. Eye's audience not having a strong understanding of the organization or its mission.
 - There is a **lack of clarity around programs** that F.Y. Eye offers.
 - With F.Y. Eye's Instagram posting 18 Instagram reels in 2022 and then zero in 2023, there has been an **absence of recent video content on social media**.
 - There is a **lack of research proving F.Y. Eye's impact on nonprofits and those they serve**. While F.Y. Eye tracks certain KPIS, it needs to rethink which are the most important.
 - PSA Network:
 - **Lack of proof of posting** makes it difficult to showcase the PSA's impact on nonprofits partnering with F.Y. Eye. Proof of posting is a typical item for media vendors to provide after the purchase flight time.
 - Impact Artists Network:
 - The network **lacks in certain mediums of art**. Some examples are listed below in the opportunities section.
 - **Lack of use and engagement** with the current artist network.
 - Opportunities
 - As **universities** are an incubator for art, education, social change, and innovation, they can provide **valuable collaborative skills** to the F.Y. Eye

network. These collaborations will also help establish F.Y. Eye as **a credible thought leader**.

- F.Y. Eye can emphasize its “by the people, for the people” approach by **highlighting the community partners** in F.Y. Eye’s network on social media.
 - PSA Network:
 - **Pre-existing connections** with a community of **25+ NYC nonprofits**.
 - Impact Artists Network:
 - F.Y. Eye can [expand into more art forms](#) by finding **fashion designers, environmental artists, comic artists, film producers, dancers, traditional arts (arts specific to the traditions of culture), installation artists, immersive artists, and street artists** to work with in the future.
 - F.Y. Eye has expanded its community of artists to encompass sculpture, video, photography, poetry, and more. Social media messaging can be crafted to emphasize the diversity of F.Y. Eye’s artists network.
 - Artists and F.Y. Eye **receive recognition** when F.Y. Eye submits its Impact Artists campaigns to **artist awards** ([EG. Fanta Ballo Shorty Awards](#)).
 - Artist collaborations can often be **press-worthy**.
 - Many artists in New York City have already centered themselves around a particular social issue and are excited to **earn a commission for work they are truly passionate about**.
 - Some artists are also **influencers** and bring in **major social media attention** with their work.

- Threats

- There are **similar private sector organizations** that have comparable work to F.Y. Eye’s client services.
- With the overwhelming amount of bureaucratic steps involved in addressing social justice issues, **people often feel hopeless** and like they are too small to make a difference.
 - PSA Network:
 - Since the inception of the PSA Network, **the rise of social media** has completely shifted the market for nonprofits and allows organizations to speak directly to their audience. Therefore, **the way people seek information has shifted tremendously**.

- Client Services:
 - F.Y. Eye competes against **highly sophisticated media firms with strong reputations and connections.**
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Goals

1. Establish F.Y. Eye as a **trusted leader** and **partner** in the **public interest communications industry.**
 2. Build a simple yet **comprehensive understanding of F.Y. Eye's programs** through **consistent messaging** across platforms and mediums.
 3. Highlight F.Y. Eye's **mission** to create **equitable access** to the **public square** for **underserved communities.**
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Measurements

**Once every four to eight weeks, a day should be dedicated to discussing the past month's metrics, and analyzing where efforts can be spent more productively. **

- Community Growth
 - **Web Analytics:** Use Google Analytics to identify **where website traffic is coming from.** Track the **effectiveness of different marketing channels,** including social media platforms such as LinkedIn, Facebook, Instagram, X, YouTube, and organic search.
 - **Influencer Engagement:** Are influencers reaching out? Are they responding to inquiries?
- Audience Engagement
 - **Social Media Analytics:** Use the built-in social media analytics that already exist to **track engagement. (Clicks to the website, likes, shares, saved posts, comments on posts, etc.)**
 - **Surveys:** Send **satisfaction surveys** via email **after project completion.** This provides the opportunity for the audience to **directly give feedback** to F.Y. Eye.
 - **Instagram Polls:**
 - Ex 1: Want to join us in creating a better NYC? Let us know your preferred way to contribute: -Attending events -Donating 💰 -Spreading Awareness 🗣️
 - Ex 2: F.Y. Eye believes in the power of storytelling. Which format do you prefer for inspiring stories? -Podcasts 🎧 -Videos 🎥 -Case Studies 📖

- Ex 3: F.Y. Eye is all about sharing critical resources. What kind of resources are you most passionate about? -Education 📖 -Healthcare 🏥 -Housing 🏠 -Food security 🥗
- Ex 4: Ever wondered how you can make a positive impact in NYC? 🏙️
Vote below: -Yes, I'm curious! -No, not really.

- Client Acquisition

- **Conversion Rates:** How many organizations is F.Y. Eye **connecting with** on a monthly basis, and how many of them **become a client** or a **follower**?
 - **Retention Rates:** Follow up with **clients** and **potential clients** about their **experience** with F.Y. Eye.
 - **Event Attendance:** How many people attend **informational events**? How many are **clients**? How many are **influencers** or **industry professionals**?
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Industry Insights

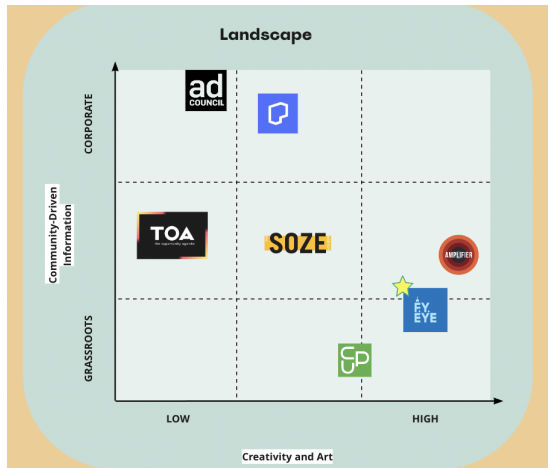
This industry is focused on driving social change by providing a microphone for social movements. These organizations often use artist collaborations, research, community projects, PR and marketing initiatives to amplify the movement's message. Specifically, the **public interest communications industry** lies at the intersection **of marketing, nonprofits, advocacy, research, arts and culture.**

Organizations in the Industry

- The Opportunity Agenda (TOA): Uses culture to shift social change.
 - Targets artists, Gen Z, BIPOC.
- Fenton: Has a heavy political narrative and is community-focused.
 - Targets women, BIPOC.
- Center for Urban Pedagogy (CUP): its narrative is artistic, young, and almost has a childlike wonder.
 - Targets artists, BIPOC, children.
- Amplifier: Focuses on the combination of art and education.
 - Targets artists, BIPOC, Gen Z, and Millennials.
- Ad Council: Intends to educate through stories. However, its narrative is a little bland.
 - Targets Millennials and Baby Boomers.
- Purpose: Focuses on influencing decision-makers to drive social equity.
 - Targets Gen Z and Gen Alpha.
- Soze: Emphasizes authenticity and equity while focusing on doing good first before running a business.

- Targets women, marginalized communities, artists, BIPOC.

- Visualizing the Industry: (Chart created by Andrea Wilson)



Key Audience

- **Professionals:** nonprofits, elected officials, media and communications organizations.
- **Community members:** artists, marginalized communities, BIPOC. The community members have a younger influence, with a large Gen Z and Millennial population. However, F.Y. Eye also has a family audience, which includes people of all ages.

Key Channels

- Social Media
 - **Social media** is a **key channel** for staying **in touch** with F.Y. Eye's **audience**, **sharing project updates**, and **building lasting relationships** with the audience through direct engagement.
 - The **different social media platforms** are used strategically:
 - **Instagram**, being a photo-sharing app, is used **for creative messaging**.
 - **LinkedIn** is used to **connect with other nonprofit professionals**.
 - **YouTube** will showcase F.Y. Eye's **video capabilities** and **engage** the **industry** through **educational videos**, such as speaking engagements.
 - **Twitter/X** is used to **gain the attention of elected officials**, as they often use X to spread their messaging.
 - **Facebook** is similar to Instagram in sharing creative messaging, but it **targets an older demographic**.

- Current uses:
 - F.Y. Eye is **currently active on Instagram, LinkedIn, and X.**
 - F.Y. Eye can benefit by being **more active on Facebook**, as the organization has not posted on the platform since 2022.
 - There is an opportunity to **branch into TikTok** (through short-form videos) and **YouTube** (via long-form videos).
 - Email lists
 - While the social media channels provide succinct updates, the email lists provide more **thorough updates** and are sent out to a **more established and engaged audience.**
 - Current uses:
 - [Town Crier](#): This is F.Y. Eye's **quarterly newsletter**. It shares the organization's most **recent insights, updates** on its latest **partnerships**, and **new opportunities**. It also includes **two to three campaign updates** but no resources. It is sent to F.Y. Eye's **full audience.**
 - [Monthly Messenger](#): The Monthly Messenger is **similar** to the **Town Crier** in **content**, but it is **sent monthly** and **includes resources**. It is also sent out to F.Y. Eye's **full audience.**
 - [PSA Alert](#): This email list has **two segments: the PSA Network Hosts** (two **PSA alerts** sent **every other week**) and the **full community** (patrons notified about a **new PSA**).
 - Additional email list recommendation
 - **Eye on Impact Blog Subscriber**: The Eye on Impact blog will allow readers to **subscribe** by **submitting** their **email**. Every time a **blog post is published**, these readers will receive an **email** with the title of the post and a short but catchy description of **that week's blog content.**
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Networking and External Engagement

This section focuses on using outreach efforts to amplify F.Y. Eye's work.

Campaigns

Campaigns demonstrate the impact of F.Y. Eye's work. They are an opportunity to **highlight the power of partnerships, our capabilities, and how we challenge established systems.**

Model Release Plan

This plan should be **used every time a campaign is completed**. It provides a **blueprint** for **maximizing** the **outreach efforts** of a campaign over several weeks.

Some tactics repeat themselves throughout. This was done intentionally to remind the team to perform that tactic in each week indicated.

1. Digital Marketing

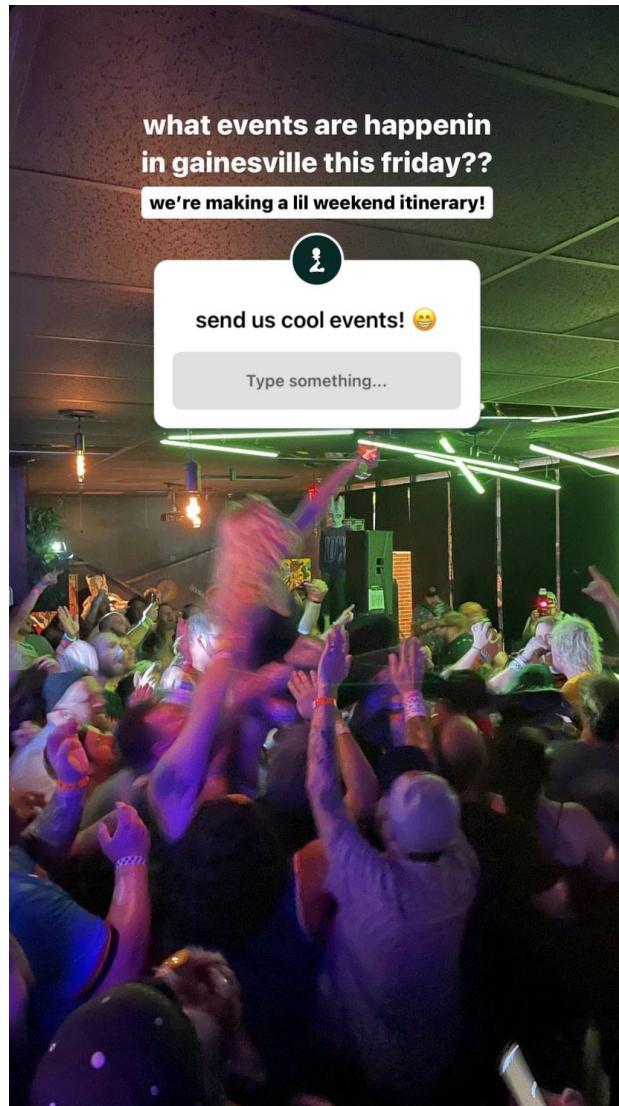
For post ideas, refer to the following:

† F.Y. Eye PR Implementation Toolkit: Social Media Posts

✕ F.Y. Eye Media List.xlsx

- Social Media:
 - Week One:
 - Make an Instagram post introducing the overall project.
 - Engage with the audience on Instagram stories the day the post is published. Use story features (such as polls, questions, etc.) to discuss the project and gain audience feedback.
 - Use Instagram stories to highlight a different person involved in the project every other day. Craft this post, so it has a sweet and simple energy!
 - Post on the Instagram story about upcoming events relevant to the project.
 - For example, ask F.Y. Eye's audience directly about events this week/weekend and repost certain

responses. Ex:



- Make a post on LinkedIn and Facebook about this project's purpose, value, and results.
- Week Two:
 - Make a promotional Instagram post or story post the day a blog post is published.
 - Engage with the audience on Instagram stories the day the post is published. Use story features (such as polls, questions, etc.) to discuss the project and gain audience feedback.

- Use Instagram stories to highlight a different person involved in the project every other day. Craft this post, so it has a sweet and simple energy!
- Post on the Instagram story about upcoming events relevant to the project.
- Week Three:
 - Make a formal Instagram post about the case study. Focus on the problem addressed and the nonprofit partnered with.
 - Post a sneak peek of the case study on Instagram story with a link to it.
 - Make a promotional Instagram post or story post the day the guest blog story is published.
 - Engage with the audience on Instagram stories the day the post is published. Use story features (such as polls, questions, etc.) to discuss the project and gain audience feedback.
 - Use Instagram stories to highlight a different person involved in the project every other day. Craft this post, so it has a sweet and simple energy!
 - Post on the Instagram story about upcoming events relevant to the project.
- Week Four:
 - Make an Instagram post highlighting and thanking the people who contributed to the project.
 - Engage with the audience on Instagram stories the day the post is published. Use story features (such as polls, questions, etc.) to discuss the project and gain audience feedback.
 - Use Instagram stories to highlight a different person involved in the project every other day. Craft this post, so it has a sweet and simple energy!
 - Post on the Instagram story about upcoming events relevant to the project.

- Create one short-form video about the project to be published on TikTok and Instagram Reels.
- Email Marketing:
 - Integrate any related events to the project into the community calendar.
 - This calendar will take the form of a section titled **“This Month’s Events.”** It will be located at the bottom of the emails and include bullet points on upcoming events.
 - Include the case study brief in emails.
- Eye on Impact Blog:
 - Week Two:
 - Write one blog post about the project, interviewing or inviting a guest blogger from the partnering organization.
- YouTube:
 - Upload any campaign video components to YouTube and recycle the video content on social media, if possible.

2. External Engagement

- Awards:
 - Consider what award categories would fit best for this project. Apply to awards and aim to win one award.
 - If the award is out of season, then continue to fill out an application and attach it to a calendar reminder. This reminder should be set for when the award is accepting submissions again.
- Speaking Engagements:
 - Week One:
 - Identify conferences and/or events to attend that correlate to this project’s overall mission.
 - Week Five:
 - Attend one conference and/or event related to the project. Network and connect with people on LinkedIn within the industry and gain insights.
- Collaborations:
 - Week One:

- Identify someone from the organization that F.Y. Eye worked on this project with (such as the organization's team leader or employer in charge of booking) to do an Instagram takeover via Instagram stories.
 - "A day in the life with..."
 - Reach out to this contact with the idea and provide bullet points of what they should include in their Instagram takeover.
 - Week Three:
 - Have the contact take over F.Y. Eye's Instagram for a day.
 - Newspapers:
 - Week One:
 - Send press releases, case study included, to all relevant newspapers.
 - Come up with a short list of op-eds and story ideas that highlight this case study, and submit them to newspapers.
 - Week Two to Four:
 - Work on writing op-eds.
 - Work on writing stories.
 - Submit stories to newspapers and follow up.
 - Week Seven:
 - Get at least one piece of coverage about the project published in a newspaper.
 - Any articles that are written and do not get published can then be redirected and edited as needed to be published on F.Y. Eye's blog.
 - Make sure to pair it with an Instagram post and Instagram story when it is published on the blog.
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Case Study Analysis

Findings

While examining how **case studies are typically presented** in the industry, a recurring observation was that they often **failed to captivate audience members**. To address this, we have strategically crafted our case study template with **concise yet impactful content**. Our layout includes labels, brief paragraphs, and compelling visuals designed to maintain user engagement.

Current Strengths

F.Y. Eye presents its case studies with a **seamless and user-friendly experience**. The "Campaigns" label on the website menu **simplifies navigation**, and each case study is accompanied by a concise sentence for a **quick overview**. The use of color palettes, filters, and dynamic visuals effectively captures the audience's attention.

Best Recommendations

- **Website Design**

While looking at a few organizations' pages, it was noticeable that many websites had a feature where readers could choose **filters** to look for a specific case study. These filters include **categories** (such as sustainability, governance, human rights, etc.) and project types (such as branding, strategy, technology, website, etc.). Implementing this categorization into F.Y. Eye's website can give the user the most organized experience.

On Ad Council's campaign page, its most recent campaign is highlighted, or pinned, at the top of the page with the title "Latest Campaigns." Designing the campaign page with this feature will be a way to call attention to F.Y. Eye's latest work.

Further, a screenshot of an Instagram post is included in the "Fair Chance For Housing" case study on F.Y. Eye's website. Rather than including a screenshot, a link to the Instagram post can be included as the visual, so readers can easily click on the photo while viewing it and be redirected to the Instagram app.

- For an example of the embedded Instagram link, go to the campaign section (03) of [this article](#).

- **Visuals**

Placing a special emphasis on the visuals included in the case study is important for engaging and **capturing the audience's attention**. First, splitting up the writing frequently with visuals throughout the article will create a flow and consistency. To make the visuals compelling, focus on the color palettes, the use of high-quality photos, and add movement wherever possible by animating the photos or including gifs and videos.

Case Study Template Overview

View:  F.Y. Eye Case Study Template.pdf

Canva Edit Link: [Case Study Template](#)

All case studies should begin with a **title** and a **mission statement**. From a glance, the **user can immediately understand the intention and impact of the project**.

Below the title section, an outline is included that features the **month and year** of the project, **the project type, campaign category, links, client, deliverables** to be downloaded for free or via donation, and the **option to share** the case study on social media. The project type and campaign category feature further reinforce the audience's understanding of the project. The links provide the user with the resources to delve deeper into the subject, and the client listing adequately credits those involved in the project. Then, the deliverables offer the audience the opportunity to share the mission further, and it has been carefully worded so that the download section offers the user the chance to donate to the cause or F.Y. Eye if they would like to. For the deliverables, F.Y. Eye should create a public-facing folder with assets sized for sharing on social media. Lastly, the option to share the case study, with links to four major social media platforms (Facebook, Instagram, LinkedIn, and Twitter/X) presents the user with the chance to share the cause's mission while reading about the importance of the project.

Next to, under, or in between these beginning credits, include a visual with a small caption underneath. This splits up the writing to make the presentation of all the information seem less overwhelming to the audience.

As the reader gets into the thick of the case study writing, split the content into three sections: **challenge, approach, and impact**. The impact section includes the impact numbers, highlighting the campaign's success.

Lastly, a section has been left at the bottom of the page to include any additional **acknowledgments**, such as donors and collaborators, that may not have been included at the top of the document. Acknowledging all of those involved will create a sense of community and appreciation.

Case Study Samples

 **Case Study: UnlockNYC**

 **Case Study: Treatment Not Jail**

Awards

Receiving award recognition will further establish F.Y. Eye's **reputation as a trustworthy** organization and a **thought leader**. This status of credibility will incentivize clients looking

for proven leaders in the industry to consider partnering with F.Y. Eye. To achieve this, a **curated award list** has been made for F.Y. Eye to regularly apply to throughout the award season. Additionally, F.Y. Eye will conduct extra research and apply to awards that may specifically align with the mission of a recent case study. By following this approach, F.Y. Eye will establish itself as a credible source and partner.

F.Y. Eye PR Implementation Toolkit: Awards

Speaking Engagements

Speaking engagements are **educational events** that organizations can use to **engage their audience, increase awareness, and clearly convey F.Y. Eye's messaging and programs**. Spreading knowledge and insights that F.Y. Eye has gained from its partnerships will allow for the **overall improvement of the industry**. This sharing of knowledge supports industry professionals in becoming more informed and thus fosters a collective understanding of best practices and innovative solutions.

Attending speaking engagements is a great opportunity to **network and find potential opportunities**. By selectively choosing speaking engagements that align with F.Y. Eye's area of interest and actively participating in discussions, the organization can effectively **find other thought leaders to work with or find inspiration from**. Lastly, the efforts of attending speaking engagements can be further emphasized by promoting F.Y. Eye's attendance of the events on social media.

F.Y. Eye PR Implementation Toolkit: Speaking Engagements

Collaborations

Collaborations are heavily recommended throughout the PR Playbook as they offer the advantages of **exposure to new audiences and strengthening relationships** with partner organizations and people. Collaborating across the industry will strengthen the **sense of community** that F.Y. Eye believes in and **lessen notions of competition**, honing in on the overall mission, which is to uplift the local communities.

By collaborating with **guest bloggers, academic institutions, newspapers, social media accounts**, and more that align with F.Y. Eye's mission in at least one aspect, F.Y. Eye stands to **broaden the impact of its messaging**. Working with academic institutions will **legitimize F.Y. Eye as a thought leader** and a valuable partner in educational efforts. Getting articles published in newspapers is a perfect opportunity to **convey F.Y. Eye's**

expertise in messaging and storytelling. Lastly, the guest bloggers and social media collaborations will provide the chance to expose F.Y. Eye to new audiences that may not be aware of the organization or the extent of its programs. These collaborations will highlight F.Y. Eye's greater mission to create equitable access to the public while tying it to the mission of the partnering organization. With the application of the PR Implementation Toolkit, F.Y. Eye can easily identify collaboration opportunities that serve its current goals and project theme.

F.Y. Eye PR Implementation Toolkit: Collaborations

Digital Marketing and Online Presence

Social Media

Maintaining active social media accounts and using **constant messaging** across platforms is key to **audience engagement and loyalty**. By crafting F.Y. Eye's informational messaging to be consistent across all platforms, audience members will have a **confident understanding** of the **organization** and **its programs**.

Social Profile Presence

Biography: The biography section on any social media platform is a **prime space** that the user quickly sees upon clicking on the profile. Since the pinned posts, explained below, will do much of the explaining, keeping the biography simple and to the point is the best route. Most organizations in the industry have also decided to go with a simple biography. The following biography recommendation succinctly captures F.Y. Eye's mission: **Working at the intersection of information access, media, and art to amplify essential community messages.**

Linktree: Below F.Y. Eye's biography, a Linktree will be included. The Linktree will serve as a space for **resources**, including a **feedback survey** and F.Y. Eye's **website**. At the top of the LinkTree, F.Y. Eye's **latest campaign** will be linked for audience review.

Pinned Posts: Instagram allows for **three posts to be pinned at the top** of a social media profile. Therefore, these will always be the first posts that a user sees when they look at F.Y. Eye's page. Taking advantage of this **prime space**, we recommend pinning the following three posts: **(1)** A comprehensive visual post explaining **what the organization is**

and the **programs** that are the ‘puzzle pieces’ that form F.Y. Eye, **(2)** an informational post highlighting the **PSA network**, a program that sets F.Y. Eye apart from the rest of the industry, **(3)** and the last pinned post space will be left available to feature F.Y. Eye’s **latest campaign**. Thus, the third pinned post will likely change about every month. The number of posts that can be pinned on a profile may vary from platform to platform, and we, therefore, recommend prioritizing pinning the posts about what F.Y. Eye and the PSA Network are.

Content Pillars

- **Educate:** F.Y. Eye is a prominent thought leader dedicated to driving innovation within the industry by educating nonprofits on how to better use communications for change.
 - **Impact:** F.Y. Eye has tangible success stories that showcase its impact, driving toward a more equitable future, one story at a time.
 - **Empower:** By empowering community organizations to conduct outreach and communications, F.Y. Eye uplifts NYC’s underserved public and amplifies the narrative of justice and belonging.
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Program Messaging

- PSA Network
 - Key Messages:
 - The PSA Network is the **only free advertising space** in the nation.
 - The PSA Network is the only media space **for nonprofits, by nonprofits**.
 - The PSA Network **connects all of NYC** to critical, trusted information.
 - The PSA Network **bridges information gaps** in communities by providing equal access to advertising.
 - The PSA Network ensures vital **information reaches New Yorkers** who need it most.
 - PSAs aim to **raise awareness** about nonprofit and government services and programs.
 - The PSA Network is **NYC’s first community media cooperative**.
 - The PSA Network is **located in community spaces** like health clinics, supportive housing facilities, and community centers, plus a partnership with LinkNYC
 - Tone: Revolutionary, Vital, Informative
 - Pillar Example Posts:

- Educate
 - A post that outlines specific information needs for different communities
 - Posts defining terms such as “Host” or “Collaboration”
 - A post diving in on PSA creation tips
 - How to use Canva to create a PSA
 - Tips on how to make a PSA visually pleasing
- Impact
 - Number of PSAs distributed annually
 - A post that shines a spotlight on a specific PSA host
 - A post that shines the spotlight on a PSA in a specific borough
 - A post that shines a spotlight on a PSA
 - Key Audience spotlight:
 - Older adult organizations
 - LGBTQ+
 - Families
 - Children ages 5 and Under
 - People with Disabilities
 - Caregivers
 - Immigrants
 - Refugees
 - Asylum Seekers
 - Lower-Income Adults
 - Adults Seeking Employment
 - All New Yorkers
- Empower
 - Photos of PSA Network Screens
- Impact Artist Network
 - Key Messages:
 - The Impact Artists Network **encourages collaboration** amongst nonprofits and a vibrant community of artists.
 - The Impact Artist Network **aims to provide a space** for artists to authentically lend their voice to issues they care about.
 - The Impact Artist Network **elevates the quality** of F.Y. Eye’s outreach campaigns.
 - The Impact Artist Network uses the **power of art to create social change**.

- The Impact Artists Network is **made up of socially engaged artists** working across a diverse cross-section of cultural spaces, advocacy issues, and aesthetic mediums.
 - Tone: Inspirational, Poetic, Playful
 - Pillar Example Posts:
 - Educate
 - Post explaining different elements of the IAN
 - A post explaining how to Support the IAN
 - Updates on the IAN
 - Impact
 - Examples of campaigns that used art to make a message memorable.
 - Empower
 - Posts encouraging artists to collaborate with nonprofits
 - Posts empowering nonprofits to use art to drive social change
- Campaigns (Creative + Media Planning/Buying)
 - Key Messages:
 - F.Y. Eye offers **trustworthy placements** for all of our nonprofit partners.
 - F.Y. Eye **brings communities reliable information** and resources through a variety of grassroots as well as national media placements.
 - F.Y. Eye approaches its work as facilitators— **amplifying the voices of those who have been historically marginalized**, dismantling oppressive systems, and fostering community empowerment.
 - F.Y. Eye establishes narratives, **granting underserved communities the freedom to speak and be heard.**
 - F.Y. Eye **challenges oppressive systems.**
 - F.Y. Eye **utilizes a mix of traditional, guerilla, and donated media** placements, which are used to maximize the message's impact.
 - Tone: Empowering, Trustworthy, Intentional
 - Pillar Example Posts:
 - Educate
 - Insights
 - Campaign Process and Behind the Scenes
 - General Community News/Updates
 - Nonprofit Tips
 - Nonprofit Org Guides

- Impact
 - Reach
 - Campaign Photos
 - Visual Designs and Messaging
 - Photos of Media Placements
 - Empower
 - Testimonials
 - Affirming the need for nonprofits to utilize communications tools.
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Email Marketing

F.Y. Eye's email marketing **relays thorough updates** on its current work **to an established audience**. The email marketing is divided into three buckets: the **Town Crier**, the **Monthly Messenger**, and the **PSA Alert**. While the Town Crier and Monthly Messenger both include recent insights, updates, and new opportunities, F.Y. Eye's PSA Alert is sent to notify people about new PSAs.

For additional information on email marketing, refer to the email list paragraph within the Key Channels section of the Playbook.

Best Recommendations

Additional Email List

- Adding one more email list for the **Eye on Impact blog page** will be integral to engaging the blog's audience. **Prospective clients, nonprofits, and media agencies** alike can stay updated on F.Y. Eye's insights by **subscribing** to the **email list**.

Visual

- Adding more visuals that vary from photographs will make the emails more engaging and exciting as the user reads through them.
 - For example, visuals like the **drawings** under F.Y. Eye's [Impact Artist Network](#) on its website would be perfect for email marketing, as well as **gifs**.
- Too much writing in one email can look crowded and overwhelming. Therefore, we recommend following the style of F.Y. Eye's [PSA gallery](#).
 - This would include **using visuals as the bulk of the content** and providing one to two sentences under a visual for context. The audience can then click on the visual and be redirected to another page with more thorough information.

- Presenting the content of the email in a list of 10 to 5 items and ranking the information as the **“Top 10”** for this month will create an organized and, therefore, appealing look for the user.
 - ([Look at number 3, Moz, on this website](#))

Content

- To provide a structure for the updates within the emails, we recommend following the **“5 Ws.”** This will quickly highlight what is important for the user to know.
- The language used should always be at an **eighth-grade level**, and the content should be kept short and simple, only taking **a few minutes to read**.
- Include a section at the bottom of the emails titled **“This Month’s Events.”** This section will act as a **calendar** where F.Y. Eye can highlight a few relevant events coming up within the **community**.
- Having an **interesting subject line** that catches the audience’s attention will incentivize them to open the received email. Below, we have some subject line recommendations.
 - Monthly Messenger:
 - January Journeys 🌍
 - February Fables 📖 ✨
 - March Magic ✨ ✨
 - April Adventures 🌍 🌅
 - May Musings 🤔 📖
 - June Gems 💎 💖
 - July Journals 📅 🖋️
 - August Affairs 📁 📊
 - September Spotlights ✨ 📷
 - October Observations 👁️ 📅
 - November Narratives 📖
 - December Discoveries 🔍 🌲
 - Town Crier and PSA Alerts:
 - As the content in these emails change frequently, it is hard to proactively think of subject lines. However, we recommend choosing the biggest or **most interesting item** mentioned in the email and **highlighting that in the subject line**. The subject line should be **reminiscent of a headline**, making it **catchy, short, and cheeky** to effectively catch the audience’s attention and interest them enough to click on the email to continue reading. In the preview section, the main points addressed in the email can be outlined.

Feedback/Engagement

- Including **surveys** in the emails is a great opportunity to get direct feedback from F.Y. Eye's audience.
 - Consider including **open-answer questions** in the surveys. The audience can use this space to share their thoughts on how F.Y. Eye is doing and what can be done to improve the email lists. More open-answer questions can be included to receive recommendations, such as project pitches, as well as collaborations, blog posts, and guest blogger ideas.
 - Wherever possible, we recommend **including free deliverables to be downloaded, with an option to buy them via donation.**
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Eye on Impact Blog

- For ideas regarding the blog, refer to the following document:

PR Implementation Toolkit: Eye on Impact Blog

A blog page provides the space to **dive into topics** important to F.Y. Eye while making the organization seem **more personable** and **establishing a brand voice**. A blog page is important for keeping an organization's page relevant, effectively **boosting SEO** by giving it more opportunities to appear in [searches](#).

For the insights blog, we recommend splitting the content into the following three buckets:

- **Shared Vision:** Nonprofits we have partnered with can use this opportunity to become **guest bloggers**, detailing what working with F.Y. Eye on a specific campaign was like. This section will include **client testimonials**.
 - TA: **Prospective clients** considering partnering with F.Y. Eye may find this section useful and inspiring. **Reporters and journalists** can refer to this section to **deepen their understanding of F.Y. Eye's roles in partnerships**.
- **Campaign Insights: Research and community insights** gained from a **recent case study** will be explained here. These blog posts should be **timely and relevant** to F.Y. Eye's **current campaigns**. As an **informational source**, other nonprofits and media/communications organizations will frequent this blog to stay educated on the industry's findings.
 - TA: Nonprofits, Media Agencies
- **Industry Observations:** This section provides the opportunity to discuss the **main issues within the communications industry** that F.Y. Eye is actively trying to **address** and **change**. Here, F.Y. Eye can use this space to **share advice in using**

communication to amplify a nonprofit's message while examining challenges within the media industry.

- TA: Nonprofits, Media Agencies

Best Recommendations

Content

- Include testimonial quotes from partners and clients.
- Use original photos whenever possible. Integrate a variety of visuals, such as drawings, digital art, and gifs.

Engagement

- Embed relevant social media posts into the blog posts.
 - Aim to publish on the blog at least once a month.
 - Include links to the blog in the three email lists (Town Crier, Monthly Messenger, and PSA Alert).
 - Provide an option on the blog page to subscribe to the blog's email list. This will notify audience members every time a new blog post is published.
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YouTube

An active YouTube account is important for keeping an organization relevant, effectively **boosting SEO** by giving it more opportunities to appear in searches. F.Y. Eye currently underutilizes its YouTube page and stands to see major improvements on this platform.

F.Y. Eye's current YouTube channel only uploaded eight videos and seven shorts over the past two years, with only four subscribers. While conducting research on organizations' YouTube channels within the industry, it was found that many organizations lack a robust channel. This sets the stage for F.Y. Eye to **lead the industry in nonprofit media videos**.

Of the active organizations on YouTube, uploading **interviews** and **webinars** were common, which is included in the recommendations below. Lastly, YouTube videos can be further utilized by **recycling the content** on Instagram, LinkedIn, Facebook, and X. Recycling content will be helpful for a nonprofit with a limited capacity to create new content frequently.

Best Recommendations

Visual

- The current name for F.Y. Eye's YouTube account is @FYEye-tn1ev. We recommend changing the username to something more simple, such as its current Instagram username @F.Y.Eye.

- Pin a video about F.Y. Eye or its latest campaign.
- Including graphic visuals as the videos' thumbnails will create an aesthetically pleasing channel. See [The Opportunity Agenda's](#) YouTube Channel for examples of these thumbnails.
- Aim to have professional-looking videos, utilizing high-tech cameras for better quality.

Content

- We recommend creating three playlists on the YouTube account: **shared visions** (video interviews and testimonials), **campaigns** (any campaign video components), and **educational resources** (co-labs, speaking engagements, and webinars).
- Creating a comprehensive video explaining what F.Y. Eye is and the importance of its mission will deepen the audience's understanding of the organization. This video should be pinned at the top of the channel.
- When it is possible to record speaking engagements, co-labs, and webinars, they should be posted to the YouTube channel. These will provide useful learning materials for other nonprofits and media organizations within the industry.

Engagement

- A link to F.Y. Eye's YouTube channel should be added to its website and all social media platforms.
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Conclusion

By implementing the actionable strategies outlined in the Playbook, F.Y. Eye will establish itself as a trusted leader, equip the audience with a confident understanding, and highlight its unique mission.
