

Matthew Moore – See.Spark.Go Round 2 Assignment

Friday, March 6, 2026

Extra Special People Social Media Strategy

Brand Overview:

Extra Special People (ESP) is a nonprofit organization that strives to be a hub for people with disabilities. Whether they have an intellectual, physical, learning, or developmental disability, ESP is dedicated to giving these people a place to shine. The first camp was held in Watkinsville in 1986, and has grown to now have locations in Athens, Rome, Savannah, and Atlanta, Georgia. ESP has a wide variety of programs for people with all kinds of disabilities, including opportunities for work such as Java Joy, Hooray ESP's summer camp, and year-round after-school programs. Another opportunity ESP has is for one or two people with disabilities to be paired up with a volunteer “buddy” who helps them throughout the day and accompanies them through an event. This connection can help improve the sense of belonging for the participants and the volunteers.

Socials:

Instagram: @esp_inc

Facebook: Extra Special People (ESP)

Tik Tok: @esp_inc

Social Media Strategy:

Objective: Grow the number of volunteers for ESP while aiding in increasing mental health awareness

Target Audience and Campaign Goals: For this campaign, our target audience will be University of Georgia undergraduate students aged 18 to 22. Our focus will be on students who have not found their place in college or need a sense of community and a friend. These students value authenticity and seek purpose-driven involvement. They may feel overwhelmed by the large campus culture and disconnected from people due to an environment of cliques. With our campaign, we can offer intentional friendship and companionship in a smaller community space. Our goal is to aid students who are overwhelmed by the size of the university and who feel isolated due to the environment. We want to lead students to pursue a space of belonging by volunteering with ESP, with the goals of gaining new friends and a community on a smaller scale.

The Campaign Concept:

Storyline: “Everybody Needs a Buddy” is a month-long social media campaign featuring Facebook posts, Instagram posts, and short-form videos for TikTok. This campaign shows off the companionship that can be gained through volunteering with ESP. This concept is framed as an essential connection through ESP's Buddy Program. University of Georgia students who have not found their place at college yet can build a meaningful sense of community and friendships that support their well-being. With this campaign, we can reframe the idea of volunteering as something that will be beneficial not only to the person they are paired up with but also to the volunteer.

Over the 4 weeks, we will have posts exhibiting this community and the buddy system. Our first week will be spent capturing our target market's attention. This will be a week of posts showing how volunteering with ESP can be a solution to the overwhelming, lonely feeling of college. This week will be focused on mental health and showing that mental health matters to ESP and that we want to provide a solution. Week 2 will be specialized to show off the buddy system so our audience gets an idea of what it is and how it works. The buddy system is a unique way of volunteering, and we want to show off how new connections and friendships can be made. Week 3 will feature 2 testimonies from volunteers who have been involved in the buddy system and how it affected them. We will focus on heartfelt testimonies from college students who may have struggled to find community and have them explain how joining ESP helped them find their place. Week 4 will be one final push to join ESP and find your buddy. The past three weeks have been preparation to inform our target audience on the buddy system and how it could help them. This final week will feature posts encouraging people to sign up to volunteer and explaining how to do so. As well as the post each week, we will be monitoring community engagement. This includes checking and responding to DMs as well as looking at comments, likes, and shares. Not only will we be posting new content each week, but we will be monitoring our recent posts and engagement in order to pivot if needed. Additionally, the engagement from these social media posts will be collected to eventually share with the team at ESP.

Monday	Tuesday	Wednesday	Thursday	Friday
1 story post introducing the theme for the week	1 regular post on Facebook and Instagram	Examine community engagement	Second Story post of the week	Second regular post wrapping up the theme for the week

***Some of the mock social media posts use fake names, fake quotes, and hypothetical stories to show off the campaign. All of the media used came from ESP’s website or Adobe Stock library. Credit: Extra Special People Inc.**

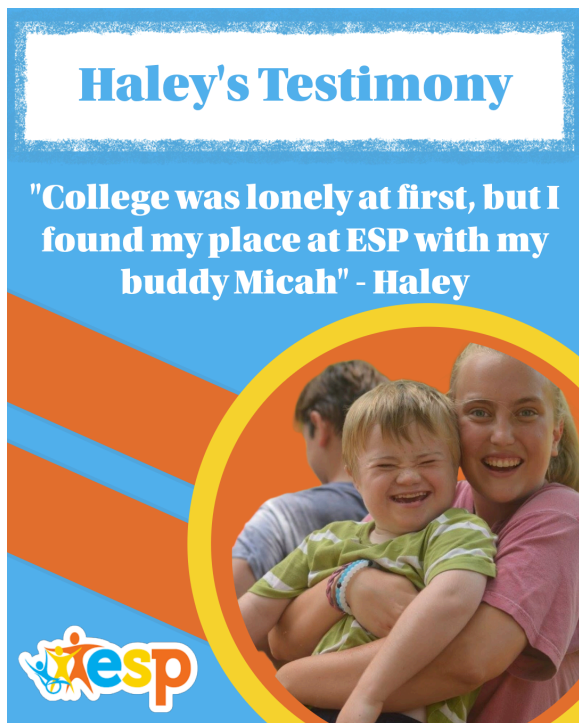
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Sample Post: I made a sample post for each week for the “Everyone Needs a Buddy” campaign. Each post shows off the main goal for the week. I put these posts together using ESP’s logo and colors to keep a consistent theme throughout.

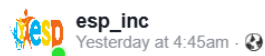
Week 1:



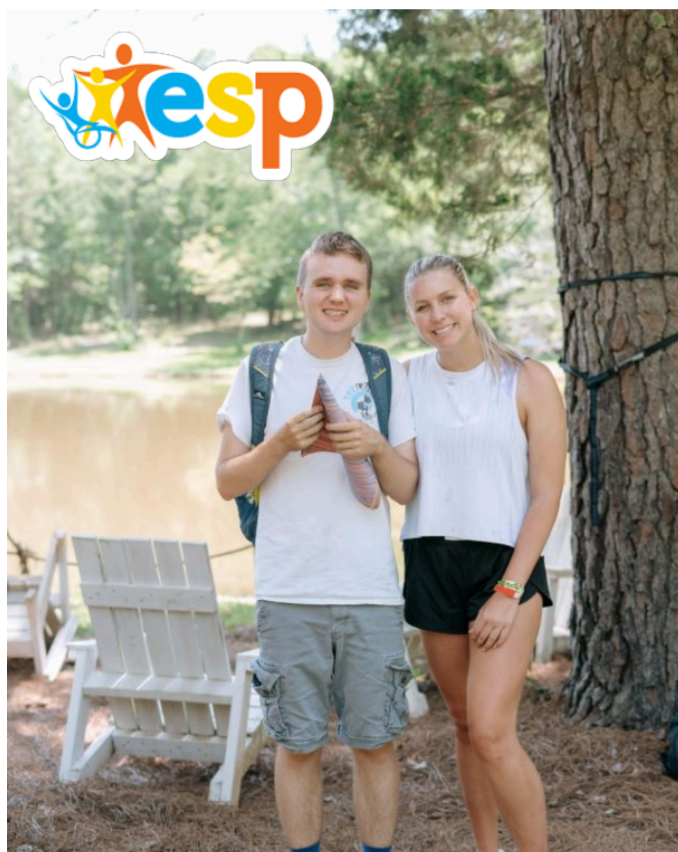
Week 3:



Week 2:



Esp's buddy system is built around companionship and community. Through our program, we hope to give people the community and friendship they need, not only for our participants but also for our volunteers. Visit our website to learn more about the Buddy System. #EveryoneNeedsABuddy



100k

21 Comments 10 Shares

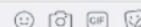
Like

Share

View more 16 Comments



Write a comment...



Week 4:



Sample TikTok idea:

For this “Everybody Needs a Buddy” TikTok post, we will focus on one volunteer and their buddy or buddies to go along with the theme of week 3. The video will start with the volunteer talking about how being a buddy has affected their life and made it better. They will talk about how going to college was hard, and it got lonely at times, but thanks to ESP, those times were easier. After those quick comments from the volunteer, we will show clips of them with their buddy or buddies with the song *Better Together* by Jack Johnson playing over the video. To keep people's attention, the comments from the volunteer will be short to fit into a 1-minute-long TikTok.

Sample caption for the TikTok:

“Haley gives her testimony on how volunteering with ESP changed her life. Haley and Micah really are “Better together”. #EverybodyNeedsABuddy”

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Thank you for the opportunity to develop a Social Media Strategy for your client, Extra Special People. I enjoyed working on this assignment to show off my abilities. I appreciate you taking the time to consider my place at See.Spark.Go.

Matthew Moore