

A STRATEGIC SOCIAL MEDIA PLAN FOR A NON-PROFIT ORGANIZATION: THE CASE OF MONCUS PARK AT THE HORSE FARM

Tamela D. Ferguson, Moody College of Business, University of Louisiana at Lafayette, P.O. Box 43570, Lafayette, LA 70504, tferguson@louisiana.edu

Ron G. Cheek, Moody College of Business, University of Louisiana at Lafayette, P.O. Box 43570, Lafayette, LA 70504, cheek@louisiana.edu

ABSTRACT

This work will trace the development and implementation of a strategic social media plan for a non-profit quasi-public entity known as Moncus Park, located on a 100-acre undeveloped publicly owned property previously known as the Horse Farm. Its location in the heart of a mid-sized southern city provides an extremely unique opportunity to create a world class public park venue. We explore social media landscapes in general, how to identify key stakeholders, particular planning aspects of non-profit organizations, and finally, recommend a social media approach focused on this organization, but also adaptable to other similar organizations.

Keywords: social media plan, non-profits