

**GRANT PROGRAM**  
**SOCIAL MEDIA PROGRAM**  
Sophia Stamatis – Social Media Coordinator

**Purpose:** To create awareness about Hellenic Foundation's new Grant Program to the Greek American & Orthodox Christian organizations in the community.

**1. Social Media Platforms:**

No additional cost needs to be incurred, since pages have been set up in-house:

**A. Facebook:**

- 1) New HF Grants Facebook page: <https://www.facebook.com/HFGrants/?ref=hl>
- 2) Existing HF Facebook page remains unchanged and has 454 "likes":  
<https://www.facebook.com/Hellenic-Foundation-121665127893188/?ref=hl>

**B. Linked In:**

New **Linked In** HF Grants page: [https://www.linkedin.com/company/hellenic-foundation?trk=nav\\_account\\_sub\\_nav\\_company\\_admin](https://www.linkedin.com/company/hellenic-foundation?trk=nav_account_sub_nav_company_admin)

**C. Twitter:**

**Twitter** will be utilized to announce the grant awards, and to provide updates regarding the organizations and programs funded through the Grant Program.

**2. Content**

Updates will be posted weekly on the **Facebook** and **Linked In** pages:

- A. Providing information (guidelines, process, important dates, etc.) about our new *Grants Program*.
- B. Responding to questions and inquiries regarding the Grant Program.

**3. Branding**

New **Facebook** and **Linked In** pages are exclusive for Grant Program

Using the same font as in our HF logo, a similar logo has been created for the Grants Program, see attachment.

**4. Growing the followers/likes:**

- A. Pages can be promoted by board members and staff by suggesting them to their (relevant) contacts
- B. Traffic is re-directed through HF Grants page (website) through **Facebook** pop-up and **Linked In** icon (top left of page): <http://www.hellenicfoundation.org/#!grant-opportunities/c1hqr>
- C. **WindyCity Greek** Marketing program - Maria Karamitsos:
  - 1) An on – line publication with 10,000 viewers. weekly ads for exposure and potentially re-direct their followers to our social media, as suggested by Maria Karamitsos, as follows:
  - 2) 6-month side bar ad on WindyCity Greek - exclusive \$360 - Right side bar, 250x250 px, color. Note, this month we have surpassed 10,000 visitors.
  - 3) Write an article for WindyCity Greek: No charge - Introduce and explain the program
  - 4) Re-purpose/re-send the article - \$100 - Tweak the article as needed and send to other publications/media contacts.
  - 5) WindyCity Greek program cost: \$920

**5. Tracking and Measurement**

- A. HF website, **Facebook** and **Linked In** provide tracking analytics for reports
- B. HF website possible additions:
  - a. A blog
  - b. Email sign-up
  - c. Calendar of events/dates
  - d. Other apps