

Social Media Strategies
Final Project



T318

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1.0 Executive Summary

A research and audit of Soap Cycling Singapore's social media platforms found that brand awareness, brand presence and active engagement rates are their main challenges when compared to other similar organisations such as Sundara Fund, Clean The World Asia, and Eco-Soap Bank. Upon further research through a survey conducted with 101 respondents, we found that they know that there are disadvantaged communities who need soap in Singapore but are unaware that soap can be recycled and are not very open to the idea of participating in workshops to learn more about recycling soap.

The proposed campaign, "Soap for Good", aims to use emotional appeal to provoke online activism, by sharing about communities who need soap and how it would greatly improve their lives. It is divided into three main phases, which addresses the social media objectives of gaining more followers and / or likes, increasing engagement rates and also converting followers to volunteers, donors and partners.

The campaign phases are as follows:

Phase 1 – Raise Awareness

Phase 2 – Engage Audience

Phase 3 – Getting Involved

Efforts focused on Instagram and Facebook are mainly to attract volunteers and donors, while efforts on LinkedIn are for partnerships with businesses and organisations. There will also be partnerships with influencers and businesses to get them to help promote Soap Cycling Singapore and their cause on social media to reach out to their follower base. In addition to our online touchpoints, offline touchpoints such as recruitment drives and the Lush Collaboration will also be included to engage our audience.

2.0 Research & Audit of the brand

2.1 Brand Voice & Image Direction

2.1.1 Brand Tone

Soap Cycling Singapore uses a formal and informative tone on its social media platforms. However, the tone is kept friendly by relating to the audience through personal content, such as sharing about their volunteers. Additionally, they are passionate about their cause and this is evident as their captions are generally detailed and very long.



Informative tone¹



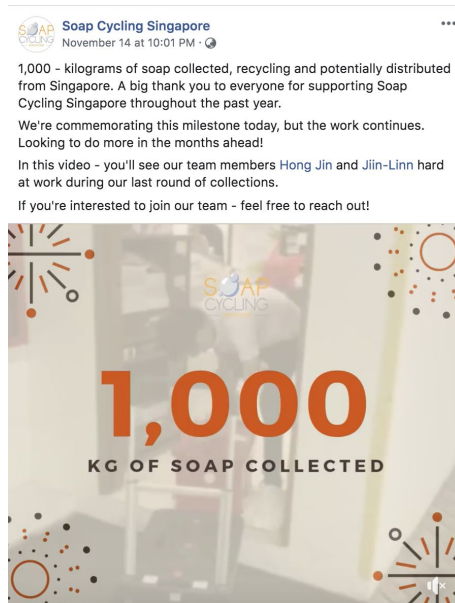
Friendly and personal tone²

¹ Photo: Facebook, Soap Cycling Singapore

² Photo: Instagram, @soapcyclingsingapore

2.1.2 Language Used

The language used in Soap Cycling Singapore's social media platforms is professional and often includes call-to-action terms such as "do drop us an email" to encourage people to join them in their cause. They also include emojis occasionally to liven up the caption and sound more friendly. Furthermore, pronouns such as "us", "you" and "we" are used to sound more personal.



Pronouns used³



Call-to-action terms and emojis used⁴

³ Photo: Facebook, Soap Cycling Singapore

⁴ Photo: Instagram, @soapcyclingsingapore

2.1.3 Image Direction

Colours

The colours on Soap Cycling Singapore's social media are generally saturated. They also use orange and yellow tones, similar to their logo throughout their posts. These tones are associated with positivity, enthusiasm, determination and encouragement which is in line with Soap Cycling Singapore's brand image of being able to give thousands of children a chance at a cleaner life while empowering youths. The colours are vibrant, maintaining a friendly disposition. However, the use of such tones on their social media is irregular and inconsistent as they post or repost pictures with different kinds of filters.



Soap Cycling Singapore Logo⁵



*Soap Cycling Singapore's
Instagram Feed⁶*

Visuals

Soap Cycling Singapore shares pictures of people, graphic designs and screenshots of articles related to their cause with the majority of posts featuring pictures of people. The feed lacks planning which is clear through the lack of consistency, affecting the aesthetics of the feed, giving it a messy feel. Additionally, some of the pictures posted are grainy and of low quality.

⁵ Photo: www.soapcycling.org/singapore, Soap Cycling in Singapore

⁶ Photo: Instagram, @soapcyclingsingapore



Inconsistent feed with pictures of people, graphic designs and screenshots of articles⁷

⁷ Photo: Instagram, @soapcyclingsingapore

2.2 Industry Landscape⁸

Sundara Fund is an organisation headquartered in New York which is founded by Erin Zaikis focused on community empowerment, female leadership and hygiene education. Sundara fund has saved 84,600kg of soap and impacted 380,101 lives (“Our Impact”).

Sundara Fund’s Social Media Presence	
Facebook (@sundarafund)	Followers: 4,946 Likes: 4,913
Instagram (@sundara_fund)	Followers: 1,680
YouTube (@Sundara)	Subscribers: Unable to view
Twitter (@SundaraFund)	Followers: 601
Website: www.sundarafund.org	

Clean the World Asia was started in 2014 by the parent company Clean the World Global. It is headquartered in Hong Kong and its main mission is to protect the environment as well as save lives through inculcating global hygiene by distributing recycled bars of soap to those in need. They have also eliminated waste from landfills and incineration plants. They have distributed over 2,773,540 bars of soap with the help of its 49 hospitality partners in Asia (“About Clean”).

Clean the World Asia’s Social Media Presence	
Facebook (@CleanTheWorldASIA)	Followers: 1,411 Likes: 1,359
Instagram (@clean_the_world_asia)	Followers: 1,572
YouTube (@Clean The World)	Subscribers: 355

⁸ Social Media Presence numbers are as of 29 Jan. 2020

Twitter(@CTW_Asia)	Followers: 33
Website: www.cleantheworldasia.org	

Eco-Soap Bank, an American non-profit organisation, was started in 2014 by social entrepreneur Samir Lakhani. Their mission is to save, sanitize, and supply recycled hotel soap to developing countries (“Our Mission”).

Eco-Soap Bank’s Social Media Presence	
Facebook (@ecosoapbank)	Followers: 3,028 Likes: 2,916
Instagram (@ecosoapbank)	Followers: 1,060
YouTube (@Eco-Soap Bank)	Subscribers: 72
Twitter(@EcoSoapBank)	Followers: 782
Linkedin (@Eco-Soap Bank)	Followers: 2,489
Website: www.ecosoapbank.org/	

2.3 Brand Presence⁹

Soap Cycling Singapore's Social Media Presence	
Facebook (@SoapCyclingSG)	Followers: 483 Likes: 458
Instagram (@soapcyclingsingapore)	Followers: 186
YouTube (@Soap Cycling)*	Subscribers: 45
Twitter (@Soap_Cycling)*	Followers: 112
LinkedIn (@Soap Cycling) *	Followers: 376

*International accounts

⁹ Social Media Presence numbers are as of 29 Jan. 2020

2.4 Engagement Rate¹⁰

Facebook

According to Phlanx, Soap Cycling Singapore has an engagement rate of 2.84% on Facebook, with an average of 13 likes and 0 comments per post.

f FACEBOOK ENGAGEMENT RATE



/soapcyclingsg

2.84%

Average Engagement

13 likes

0 comments

Instagram

According to Phlanx, Soap Cycling Singapore has an engagement rate of 8.11% on Instagram, with an average of 16 likes and 0 comments per post.



@soapcyclingsingapore

ENGAGEMENT RATE

8.11%

Average Interactions per post

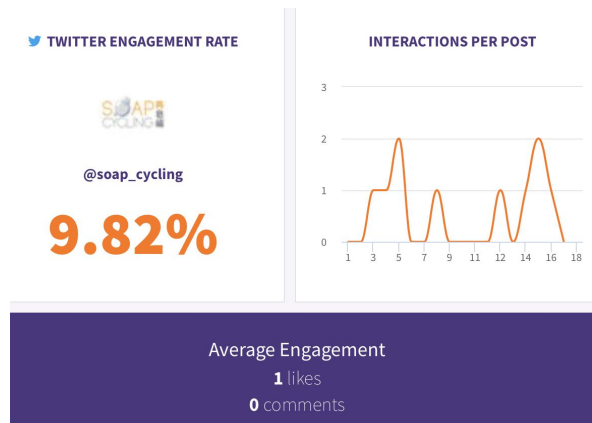
16 likes

0 comments

¹⁰ Engagement Rate numbers as of 29 Jan. 2020.

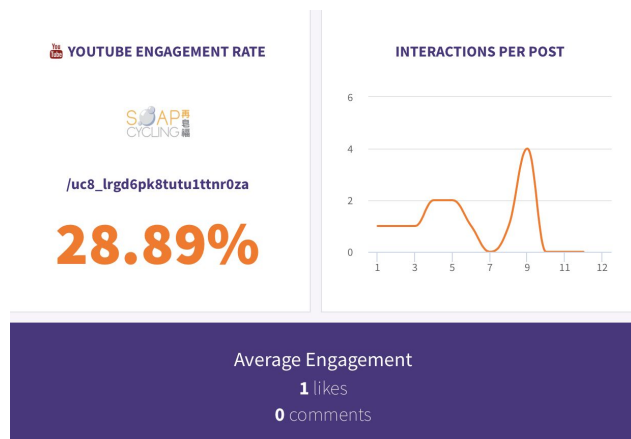
Twitter

According to Phlanx, Soap Cycling Singapore has an engagement rate of 9.82% on Twitter, with an average of 1 like and 0 comments per post.



YouTube

According to Phlanx, Soap Cycling Singapore has an engagement rate of 28.89% on YouTube, with an average of 1 like and 0 comments per post.



LinkedIn

In the last 6 months,

Total engagements: 107 reactions + 5 comments = 112

Number of posts: 13

Followers: 376

Average post engagement rate = $[112/376 \times 100]/13 = \mathbf{2.29\%}$ (2 d.p.)

2.5 Online Survey Results¹¹

Section 1: Demographics

The survey was conducted with 101 respondents with 57.4% of them being female. Most of them are aged 15-24 (71.3%), followed by 25-34 (13.9%), 45 and above (11.9%) and 35 to 44 (3%). Regarding their employment status, the majority are students (71.3%), followed by employed (18.8%), unemployed (5%), homemakers (3%) and retirees (2%).

Section 2: Soap Usage In Hotels

Respondents normally use the following hotel-provided toiletries; shampoo (62.4%), liquid soap (57.4%), conditioner (44.6%), bar soap (30.7%) while 27.7% do not use hotel-provided toiletries.

Section 3: Soap Recycling

More than half of the respondents (55.4%) are not aware that soap can be recycled.

15.8% of them are not open to the idea of using recycled soap that has been thoroughly cleaned, while 40.6% were unsure. When changed to the perspective of their friends and families, an increased 25.7% were not open to the idea while 51.5% were unsure.

Their main concerns are that recycled soap is unhygienic / dirty (54.5%), they don't know the source of the soap (52.5%) and they have sensitive skin (45.5%). However, 27.7% of them are open to the idea of using recycled soap.

Section 4: Disadvantaged Communities

51.5% of respondents are aware that there are disadvantaged communities that need soap in Singapore, while 48.5% are unaware.

Section 5: Soap Recycling Organisations

92.1% do not know of any organisation that recycles soap, while 7.9% has heard of organisations such as Soap Cycling Singapore and Clean The World.

¹¹ Screenshots of survey results can be found in appendix

Soap Cycling
soap cycling Singapore
Nil
Clean the world, and some hotels that recycle soap
Not orgs, but know that some hotels in SG recycle soap
Clean the world

Section 6: Soap Cycling Singapore

93.1% of respondents have not heard of Soap Cycling Singapore.

When asked if they would be open to participate in Soap Cycling Singapore's workshops to learn more about recycling soap, 55.4% said "Maybe", 29.7% said "Yes" while 14.9% said "No".

Respondents would be most encouraged to share about Soap Cycling Singapore to their family and friends mainly due to the following reasons; interesting facts (58.4%), feel strongly for the cause (55.4%), unique nature of the organisation (51.5%), invitations to workshops (37.6%).

Section 7: Media Usage

The most frequently used platform is Instagram (59.4%), followed by YouTube (18.8%) and Facebook (15.8%).

Respondents would follow an organisation on social media mainly due to the following reasons; to support the cause (68.3%), interesting feed (66.3%), to know how they can contribute (43.6%) and to receive updates and learn more about the organisation (41.6%).

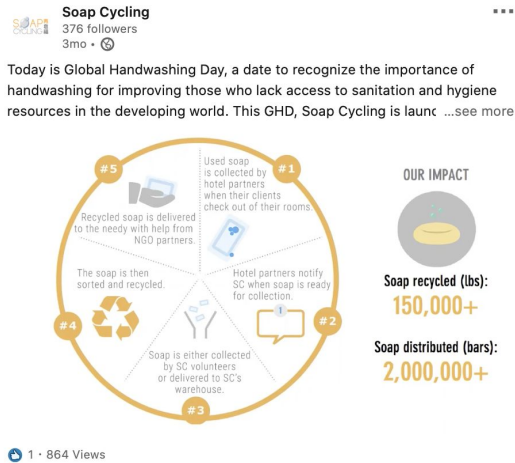
On average, most respondents spent 1-3 hours (47.5%) on social media daily, followed by 4-6 hours (32.7%), less than 1 hour (14.9%) and 6 or more hours (5%).

The main sort of content that appeals to the respondents are as follows: videos (78.2%), aesthetic photos / feed (61.4%), illustrations (51.5%) and infographics (44.6%).

The main motivation for them to participate in social media campaigns for social causes are as follows: feel strongly for the cause and wish to raise awareness about it (61.4%), peer influence (53.5%), incentives (52.5%) and to show their support for the cause (48.5%).

When asked if they feel inclined to share about social issues on their social media, 17.8% said “Yes” and “No” while 64.4% said “Depends on the credibility of the post”.

2.6 Current Content Buckets

Announcements	Featuring festivity greetings, events and more.  <i>Christmas Greetings</i>  <i>Global Handwashing Day</i>
Collaborations	Featuring collaborations with organisations through joint projects



afflescity

soapcyclingsingapore • Follow ...
Raffles City Singapore

soapcyclingsingapore #Repost @lushrafflescity
.....
Have you heard? For this week, we are collaborating with @soapcyclingsingapore to raise awareness about how a simple, little bar of soap can help to save and enhance the lives of people living in poverty-stricken developing countries through reducing environmental waste, promoting hygiene and youth empowerment. Do good, feel good. If you're interested in supporting this campaign, then keep a look out for an event that's happening real soon right here in our store. 🙌 #BeASoaperhero today! | 📍: Mark John Romatico Villanueva

10 likes
OCTOBER 12, 2019

Add a comment... Post

Collaboration with Lush Raffles City

Soap Cycling Singapore
December 25, 2019 at 12:31 PM · 🌐



Maharlika Bliss
December 24, 2019 at 10:05 AM · 🌐

"A joint project of Mbliss and Soap cycling"
Merry christmas and happy new year...
Thank you so much soaperheroes 🙌🙌 Soap Cycling 再皂福 Soap Cycling Philippines

👍 2

Mbliss and Soap Cycling Singapore's joint project

Soap Cycling Team

Featuring volunteers and their personal stories, as well as the profiles of the team.



Volunteer Profile



Introduction of Soap Cycling Singapore mission and team



Meet Jackie, Soap Cycling Singapore's (SCSG) Partnerships Manager. Prior to joining us, she was in the charity sector for 10 years and worked with two Singapore-based NGOs dedicated to improving the lives and rights of migrant workers. With the new role, Jackie hopes to raise awareness about Soap Cycling's work and forge meaningful partnerships with hotels, corporates, schools, and supporters of this new initiative in Singapore.

If you're interested in a corporate volunteer session (families & kids are most welcome!) with SCSG or a school talk to learn more about the intricacies of soap recycling and how it can impact communities, drop her a note at jackie.sg@soapcycling.org

(📷: Jeremy Chia)



70 17 Comments 9 Shares

Partnerships Manager Profile



Really proud of Jeremy. He was one of our finest interns here in Hong Kong and carried his good work back down to his home.

Very excited to see what this very impressive young man achieves in the future.



#NTUsg Accountancy graduate **Jeremy Chia** has family heritage in bookkeeping. His parents graduated from NTU's school of accounting almost 20 years ago ...see more



11 · 3 Comments

Intern Profile

Updates / Achievements

Features the projects Soap Cycling worked or is working on, as well as the trainings, briefings, workshops and achievements of the organisation.



Soap Distribution Project in Bangladesh



Training session

Soap Cycling
376 followers
4mo · 🌐

Yesterday afternoon our very own Charlotte Breyer gave an amazing pitch for our MEY 美 program as part of the [Operation Santa Claus](#) NGO Leadership Program.

Working diligently for 4 months with a cohort of Hong Kong's most innovative and impactful charities such as [The Nesbitt Centre](#), [KELY Support Group](#), [The Hong Kong Federation of Youth Groups](#) and many others, her pitch focused on how Soap Cycling's unique model can create a more age-friendly city for the elderly in the Kwai Chung area.

Amazing program and we look forward to continuing this great work.

[#charity](#) [#fundraising](#) [#csr](#) [#recycling](#) [#hongkong](#)



Soap Cycling Singapore Pitch

2.7 Key Successes

Instagram

Picture post: 35 likes

Repost from @experientiallearningasia

Soap distribution collaboration story

Video post: 63 views

Repost from @odesaindonesia

Soap scraping workshop



Facebook

Picture post: 70 likes / reactions, 17 comments, 9 shares

Profile of Soap Cycling Singapore's Partnerships Manager



Soap Cycling Singapore

July 14, 2019 · 🌐



Meet Jackie, Soap Cycling Singapore's (SCSG) Partnerships Manager.

Prior to joining us, she was in the charity sector for 10 years and worked with two Singapore-based NGOs dedicated to improving the lives and rights of migrant workers. With the new role, Jackie hopes to raise awareness about Soap Cycling's work and forge meaningful partnerships with hotels, corporates, schools, and supporters of this new initiative in Singapore.

If you're interested in a corporate volunteer session (families & kids are most welcome!) with SCSG or a school talk to learn more about the intricacies of soap recycling and how it can impact communities, drop her a note at jackie.sg@soapcycling.org

(📷: Jeremy Chia)



17 Comments 9 Shares

Video post: about 7400 views

3 minutes 27 seconds

Introduces Soap Cycling and its process as well as what they advocate



Soap Cycling Singapore



Recycling Plastic, Helping Local People

Happy New Year! ... [See More](#)



7.4K Views · about 11 months ago · 🌐

Happy New Year!

Soap Cycling HK continues its innovative new shampoo refill program with @YWAM Hong Kong - Tuen Mun 屯門青年使命團 last Friday in #TuenMun. Over 150 litres of recovered hotel liquid amenities have been distributed to the residents of Sam Shing Estate in the past three months, saving precious money, improving health during the deadly #fluseason, and removing thousands of #singleuseplastic bottles from ending up in our landfills and oceans.

Check out this video and blog post from last semester's HKU intern Wing. She talks about what she learned developing this program at Soap Cycling and how she saw first-hand the impact that was created by bringing generations together to improve our city.

www.soapcycling.org/.../reducing-plastic-waste-helping-local-...

YouTube

755 views, 1 like

1 minute and 43 seconds

Process of soap scraping, introduces Soap Cycling and their core team



Original SC intro video (2012)

755 views • 11 Aug 2016

1 0 SHARE SAVE ...



Soap Cycling
44 subscribers

SUBSCRIBE

Original Soap Cycling intro video from 2012 launch!

Category

[People & Blogs](#)

LinkedIn

Picture post: 11 reactions, 3 comments

Volunteer / Soap Cycling Singapore's team profile



Nanyang Technological University

218,177 followers

6mo • Edited •

[+ Follow](#)

#NTUsg Accountancy graduate **Jeremy Chia** has family heritage in bookkeeping. His parents graduated from NTU's school of accounting almost 20 years ago. During his years at NTU, Jeremy spent time guiding juniors under the **Nanyang Business School's** mentoring programme. "Better is it to give than to receive; mentorship was the centerpiece of my undergraduate career. I am privileged to have received generous advice from those who have gone before me, and am humbled to have had the opportunity to share my own experiences with my juniors," says the soft-spoken graduate.

He was a teaching assistant in his Infotech module at NTU and interned at **EY**, Fuji Xerox, among others. He currently serves as an advisor at the Singapore branch of social enterprise, **Soap Cycling**, while working as a Management Associate at **Keppel Corporation Limited**.

#NTUsgConvo19



11 • 3 Comments

Video post: 1 reaction, 864 views

Global Handwashing Day event announcement



Soap Cycling

376 followers

3mo • 🌐

[+ Follow](#) ...

Today is Global Handwashing Day, a date to recognize the importance of handwashing for improving those who lack access to sanitation and hygiene resources in the developing world. This GHD, Soap Cycling is laur ...see more



👤 1 · 864 Views

2.8 Research Problems

The survey results show that while people know that there are disadvantaged communities who need soap in Singapore, most people are unaware that soap can be recycled and are not very open to the idea of participating in workshops to learn more about recycling soap.

In addition, Soap Cycling Singapore's social media's main concerns include low brand awareness, brand presence and active engagement. Efforts should be taken to raise brand awareness, increase followers on social media platforms and encourage comments and shares on posts.

2.9 Problem Statement

Soap Cycling Singapore needs to increase their brand awareness, brand presence and active engagement rates in order to raise awareness of recycling soap and increase participation in workshops.

3.0 Target Audiences

Primary Target Audience

Demographics	
Age	15 to 25 years old
Gender	Male and Female
Race / Religion	All races and religion
Individual Income	\$400 to \$1000 (students), \$2500 and above (working adults)
Education	O Levels / N Levels / A Levels / Diploma / Degree

Psychographics	
Personality	Open-minded , bubbly, fun-loving • Loves to share about their lifestyles with their friends and family on social media • Opportunists who want to experience new experiences • They believe in having their own identity and stand up for the causes / issues they believe in
Values	Authenticity, adventure, compassion
Attitudes	They believe that they can change the world and make a huge impact in society
Interests	They are interested in environmental and social issues, going out with friends and are active on social media

Secondary Target Audience

Demographics	
Age	26 to 35 years old
Gender	Male and Female
Race / Religion	All races and religion
Individual Income	\$4000 and above
Education	Degree / Diploma / Masters

Psychographics	
Personality	Open-minded, independent, positive with a go-getter mindset • Strong, independent, forward-thinking and loyal to those around them • Bubbly in nature, loves to talk and express themselves through their style and wardrobe • Opportunists who want to experience the finer things in life
Values	Determination, responsibility, ambition
Attitudes	They believe that they can change the world and make a huge impact in society. They believe in workmanship, communication and respect.
Interests	They enjoy going out to events and are active on social media. They also love to travel to new places.

4.0 Social Media Objectives

Campaign Objectives:

1. To raise awareness on soap wastage and inform audiences of possible ways to save / reduce wastage
2. To engage audiences and get them to empathise for the cause
3. To encourage audiences to donate and volunteer for the cause
4. To encourage hotels or organisations to collaborate with Soap Cycling Singapore

Social Media Objectives

By the end of the campaign, we aim to achieve the following:

	Facebook	Instagram	LinkedIn (New SG version)
Followers	483 to 2,000	186 to 2,000	500
Engagement Rate	2.84% to 5%	8.11% to 10%	4%
Conversion Rate*	20% of followers to become volunteers	20% of followers to become volunteers	2% of followers to become business partners

5.0 The Big Idea / Creative approach

5.1 Creative approach & corresponding hashtag

The campaign theme focuses on showing people what life without soap is like, including third-world countries.

We will be using collaterals that evoke emotions and at the same time, utilise online activism to encourage them to be more sustainable and not waste soap. Additionally, our target audience will be encouraged to volunteer for the cause. It is increasingly popular to discuss social issues online and make a stand. Social media users tend to share content that they find interesting or posts that they resonate strongly with.

Based on the survey that we conducted, we found that people are unaware of Soap Cycling Singapore and that soap can be recycled. They are also mostly not open to the idea of using recycled soap that has been thoroughly cleaned as they think that it is unhygienic.

5.2 The Campaign

Campaign Name: Soap for Good

Slogan: Ensuring clean lives for all

Proposed hashtag: #soapforgood

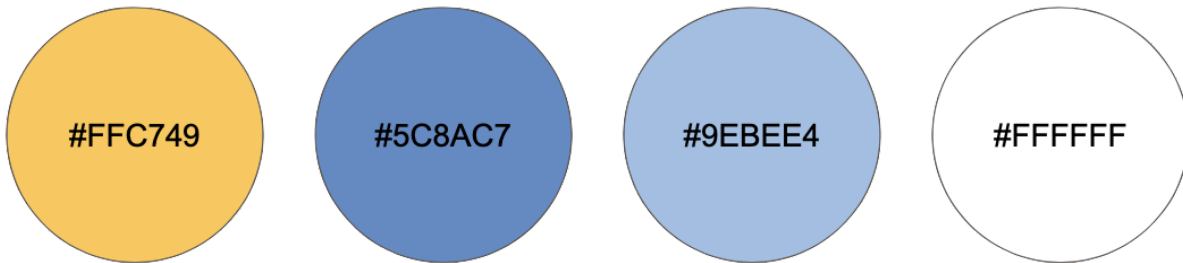
This campaign reflects Soap Cycling Singapore's cause of using upcycled soap to help disadvantaged communities in Singapore, as well as countries in Asia (using soap for good). Soap Cycling Singapore aims to get people to sympathise with those who do not have access to soap and in turn drive a call to action. We hope that the target audience will work towards reducing hotel bar soap wastage by upcycling it and providing people who cannot afford it access to clean soap for good (here to stay) and to volunteer for the cause.

The campaign will consist of 3 phases of activations:

1. Raising awareness
2. Engage audience
3. Getting involved

5.2.1 Colour Scheme

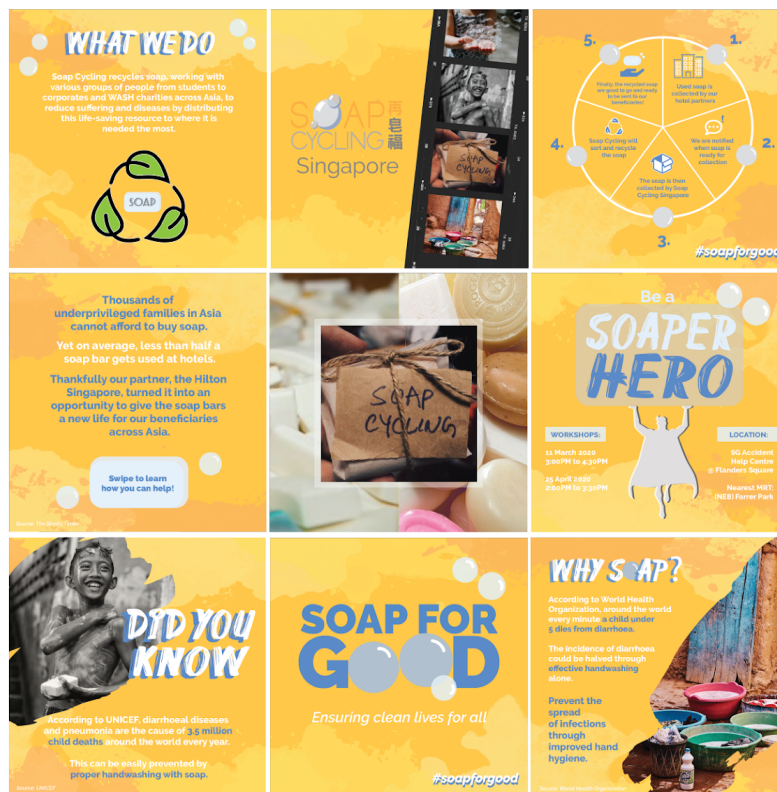
The proposed colour scheme to be used throughout the campaign will consist of #FFC749, #5C8AC7, #9EBEE4 and #FFFFFF. These colours are in-line with the colour scheme of Soap Cycling Singapore's existing logo.



5.2.2 Mock-Ups

Instagram

As currently Soap Cycling Singapore's Instagram feed is inconsistent in their overall colour scheme, we aim to build a more themed colour scheme through the campaign, Soap For Good. This makes the feed look more thematic, and allows our intended target audience to associate these colours of yellow and blue tones with Soap Cycling Singapore's brand image. Through the primary research done, it was found that 66.3% of respondents would follow a social media account if it has an interesting feed. 61.4% of them also said that aesthetic photos and feed are the main sort of content that appeals to them.



Instagram Stories

Through the primary research done, 58.4% of the survey respondents stated that wishes to see more fun and interesting facts on the various social media platforms. Thus, we will be doing thematic Instagram Stories, sharing fun, useful and informative facts about the various hand washing habits and proper hand hygiene. This will also help to educate our intended target audience on how to avoid the common diarrheal diseases that are caused by the lack of proper hand washing habits. In addition, this will also allow Soap Cycling Singapore's Instagram account to serve as an informative platform to our intended target audience through the Soap For Good campaign.



Facebook

Through this campaign, we will also be cross-posting on Soap Cycling Singapore's Facebook. This is to keep the consistent theme of our Soap For Good campaign, making sure that there is a wide exposure of the campaign throughout the various social media platforms.

The image is a screenshot of the Soap Cycling Singapore Facebook page. On the left is a sidebar with the page's profile picture (a circular logo with 'SOAP CYCLING SINGAPORE'), the name 'Soap Cycling Singapore', the handle '@SoapCyclingSG', and a menu with options: Home, Posts, Reviews, Videos, Photos, Events, About, Community, and a 'Create a Page' button. The main content area features a large cover photo of a diverse group of children holding up soap bars. Below this is a 'Create Post' section with a 'Write a post...' text box and buttons for 'Photo/Video', 'Tag Friends', 'Check in', and a three-dot menu. The first post is from 'Soap Cycling Singapore' (7 hrs · 🌐) with the text: 'Watch this space! There will be exciting new upcoming content on soap wastage, facts about handwashing and how you can help the less fortunate who cannot afford proper hand hygiene. Ensure clean lives for all with Soap Cycling Singapore for Soap For Good, so that the needy have access to soap that is here to stay.' Below the text is a large yellow graphic with the text 'SOAP FOR GOOD' in blue, 'Ensuring clean lives for all' in white, and the hashtag '#soapforgood' in blue. The post has 25 likes and a three-dot menu. To the right of the post is a 'No Rating Yet' section with a photo of three people holding soap bars, titled 'ABOUT SOAP CYCLING SINGAPORE'. Below this is a text block: 'Saving Lives, One Bar at a Time Soap Cycling Singapore launched in 2017 with help from university students. We are currently growing... See More'. At the bottom right is a 'Community' section with 'See All', 'Invite your friends to like this Page', '458 people like this', and '483 people follow this'.

SOAP CYCLING SINGAPORE

Soap Cycling Singapore
@SoapCyclingSG

Home
Posts
Reviews
Videos
Photos
Events
About
Community
Create a Page

Like Follow Share ...

Send Email Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

Posts

Soap Cycling Singapore
7 hrs · 🌐

Watch this space!

There will be exciting new upcoming content on soap wastage, facts about handwashing and how you can help the less fortunate who cannot afford proper hand hygiene.

Ensure clean lives for all with Soap Cycling Singapore for Soap For Good, so that the needy have access to soap that is here to stay.

SOAP FOR GOOD

Ensuring clean lives for all

#soapforgood

25

Like Comment Share ...

No Rating Yet

ABOUT SOAP CYCLING SINGAPORE

Saving Lives, One Bar at a Time

Soap Cycling Singapore launched in 2017 with help from university students. We are currently growing...

See More

Community See All

Invite your friends to like this Page

458 people like this

483 people follow this

LinkedIn

The campaign will also reach LinkedIn, keeping the campaign colours consistent throughout the various social media platforms, and so that the Soap For Good campaign can also help to raise awareness and build on Soap Cycling Singapore's network on a more professional platform with hotels and businesses.

The screenshot shows the LinkedIn profile of Soap Cycling Singapore. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The profile picture is a photo of a young boy, and the cover image features the 'SOAP CYCLING' logo with the Chinese characters '再皂福' (Zài Zǎo Fú). The profile name is 'Soap Cycling Singapore', with the tagline 'Non-profit Organization Management • Singapore, Singapore • 150 followers'. The bio states: 'Asia's largest soap recycling charity. Committed to reducing the footprint of the hospitality industry.' Below the bio are buttons for '+ Follow' and 'Visit website'. A link to 'See all 21 employees on LinkedIn' is also present.

The main content area shows a post from Soap Cycling Singapore, 5 hours ago. The post text reads: 'Instead of throwing away your leftover soap bars, you can donate your soaps to disadvantaged communities across Asia. Join us alongside 70 individual... see more'. Below the text is a large image with the headline 'You can save a child's life TODAY'. The image shows a young boy washing his face with soap. Text on the image states: 'According to UNICEF, diarrhoeal diseases and pneumonia are the cause of 3.5 million child deaths around the world every year due to a lack of access to clean soap and proper handwashing. Soap Cycling is a nonprofit organization that works with the hospitality industry to collect, process, and distribute lightly used soap bars and bottled amenities. #soapforgood'.

On the right side of the page, there are two promoted posts. The first is 'Online MBA in Education' with the text 'Advance your career with an Online MBA in 1 Year. Get more information!' and a 'Learn more' link. The second is 'Cure Your Neck Pain Today' with the text 'Singapore Spine Specialist, Advanced Treatments with and without surgery.' and a 'Learn more' link.

6.0 Strategy

6.1 Message strategy

The main message is to encourage people to volunteer in soap scraping workshops in order to ensure clean lives for all by giving them access to soap.

Key Message: Ensuring clean lives for all

6.2 Awareness touchpoints

ToFu Awareness	MoFu Consideration	BoFu Conversion
Life Without Soap Highlight the sustainability issue of soap wastage <u>Online:</u> - Facebook - Instagram - LinkedIn	What Soap Cycling Singapore does, with the help of donors and volunteers (B2C) Highlight beneficiaries <u>Online</u> - Instagram - Facebook	Inform audiences of mass workshops with call-to-action <i>Public Recruitment Drive</i> <u>Online</u> - Instagram - Facebook <i>School Recruitment Drives</i> <u>Offline</u> - Assembly or class crashes
Highlight sustainability • Document soap wastage • How can soap be recycled? • How everyone can play their part	What Soap Cycling Singapore does, with the help of donors / partners (B2B) Highlight beneficiaries <u>Online</u>	Inform partners on direct actions and how they can help play a part <i>Partner Recruitment Drive</i> <u>Online</u>

<u>Online</u> - Facebook - Instagram	- LinkedIn	<u>Offline</u> - Meetings with potential partners
---	--	---

6.3 Channel strategy and cross-channel integration

The various social media platforms, namely Facebook, Instagram, and LinkedIn will serve its various purposes while delivering a cohesive message. Facebook and Instagram will focus on B2C (Business to Consumer) while LinkedIn will focus on B2B (Business to Business). Content will be curated according to the target audience.

Instagram (B2C)

A more informal and casual approach will be taken for Instagram. Instagram is the most popular social media platform that has various functions, serving as more than just a photo-sharing application. These functions are used to engage audiences more effectively. The carousel function allows users to upload up to 10 images per post, making it more effective for the organisation's informative posts. IGTV gives users a platform on Instagram to upload various video content, with other functions such as hashtags and location tags to help to increase the visibility of all the posts. Instagram also has a popular stories function, allowing users to post temporary content for up to 24-hours.

Facebook (B2C)

A more formal and curated tone will be adopted for our Facebook posts because of its different range of users. It will mainly feature video coverage of our workshops, cross-posting from Instagram, and informative posts about the organisation. With functions on Facebook like the timeline, it allows people who visit the organisation page to see all of our content collectively as they scroll to learn more about Soap Cycling Singapore.

LinkedIn (B2B)

A more formal and professional but curated tone will be adopted for our LinkedIn posts as it is a more business oriented platform. It will be mainly used to reach out and connect with more hotels for soap collection, and build on Soap Cycling's professional network. Posts will be curated for the purpose of increasing our network with businesses and organisations, and to evoke emotions so as to drive our call to action, which is to increase donations and the network of volunteers. Establishing a profile on LinkedIn will also increase the credibility of the organisation.

CROSS CHANNEL STRATEGY - MOCK-UPS

Instagram



Facebook


Soap Cycling Singapore
7 hrs · 🌐

Improved hand hygiene by handwashing with soap can prevent plenty of diseases.

However, not everybody has access to soap. Those who cannot afford this resource can only suffer in silence.

With your help, we can help reduce soap wastage and provide the needy with access to clean soap.

Want to help? Reach out at info@soapcycling.org



You can save a child's life TODAY

According to UNICEF, diarrhoeal diseases and pneumonia are the cause of 3.5 million child deaths around the world every year due to a lack of access to clean soap and proper handwashing.

Soap Cycling is a nonprofit organization that works with the hospitality industry to collect, process, and distribute lightly used soap bars and bottled amenities.

[#soapforgood](#)

👍 Like
💬 Comment



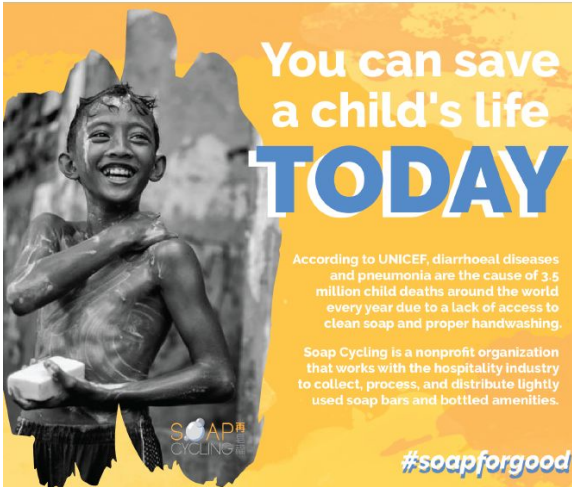
😊 📷 📺 🗨️

Linked In


Soap Cycling Singapore
150 followers
5h · 🌐
[+ Follow](#)
...

Instead of throwing away your leftover soap bars, you can donate your soaps to disadvantaged communities across Asia. Join us alongside 70 individual hotel partners by donating your soaps to support Soap Cycling Singapore's hygiene and sanitation mission.

Want to help? Reach out at info@soapcycling.org



You can save a child's life TODAY

According to UNICEF, diarrhoeal diseases and pneumonia are the cause of 3.5 million child deaths around the world every year due to a lack of access to clean soap and proper handwashing.

Soap Cycling is a nonprofit organization that works with the hospitality industry to collect, process, and distribute lightly used soap bars and bottled amenities.

[#soapforgood](#)

🌐 18 · 2 Comments · 959 Views

👍 Like
💬 Comment
➦ Share

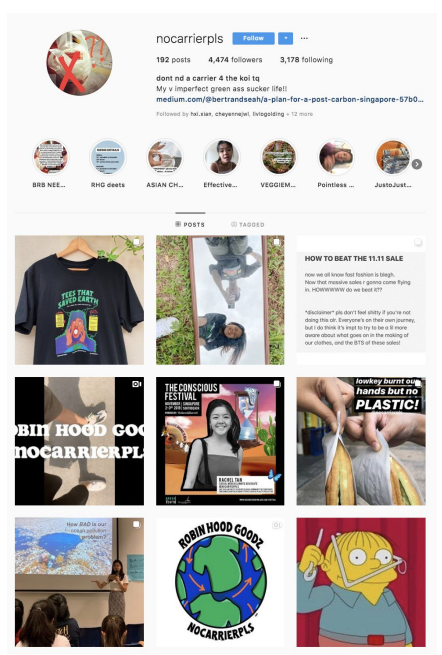
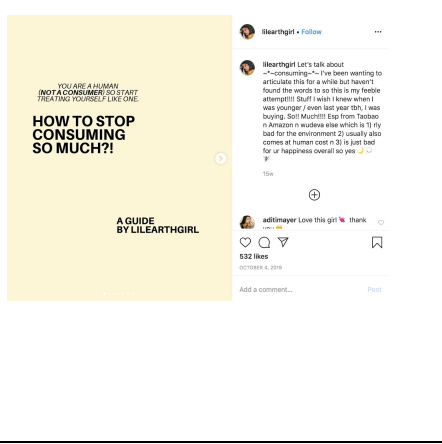
6.4 Influencer strategy

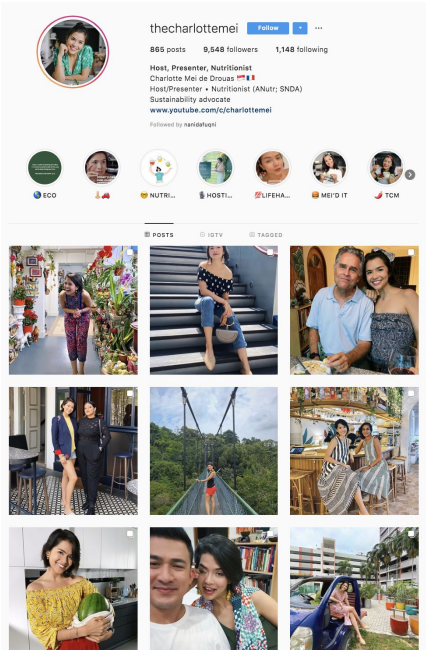
Influencers will be engaged to reach out to a wider audience and raise awareness of Soap Cycling Singapore amongst their followers. They would be required to post at least 3 times during our campaign, with a minimum of 1 Instagram post, and the rest will come as informative posts in the form of Instagram Stories. In order to reach out to our target audience effectively, we will be engaging with social media influences who have a history of advocating for sustainability as well as other social issues.

They also have a personable nature and are personalities who feel strongly about the causes they share on their accounts, which would direct their followers, who would presumably feel strongly about the same causes. By promoting Soap Cycling Singapore on these influencers' pages, it will increase traffic to the Instagram account.

55.4% would recommend soapcycling to family and friends if they feel strongly for the cause while 68.3% would follow an organisation if they support the cause.

INFLUENCER PROFILES		
Profile	Rationale	Example
Rachel Tan @nocarrierpls 4,474 followers	She started a no-carrier movement through her instagram account. She is actively sharing and educating her followers on sustainable living and sheds light on ways to incorporate sustainability into their everyday lives. Her content mainly consists of reposted content by her followers in which she is recognizing their efforts to live a waste-free life.	 The image shows an Instagram post from the account @nocarrierpls. The post features a photograph of a hand holding a dark-colored bar of soap. Overlaid on the image is a pink rectangular box containing the text: '1. TWO OF THEM FROM @sappochill OF WHICH I ABSOLUTELY LOVE. I've said it before it's not really it lasts so long. It's a charcoal bar soap and has a v mild scent but it's so YET I use it for my face and body!!'. Below the photo, the caption reads: 'nocarrierpls GIVEAWAY N FREE SHT: OKAY y'all know how much I LOVE my bar soaps but I think some of them last longer than a whole damn bottle. Go use my post on bar soaps for info. But I know everyone's like SHY!! bar soaps are so much better!! I want to see if you'll be giving away 3 BAR SOAPS n 2 washcloths (they help when ur bars are too small)'. The post has 1 like and 0 comments, and is dated February 6, 2019.

		 The image shows the Instagram profile of 'nocarrierpls'. The profile has 192 posts and 4,474 followers. The bio mentions a link to a Medium article about a post-carbon Singapore plan. The grid of posts includes a t-shirt with 'TIES THAT BIND GREEN', a person climbing a tree, a person holding a sign that says 'HOW TO BEAT THE 11.11 SALE', a person holding a sign that says 'ROBIN HOOD GOODE', a person holding a sign that says 'THE CONSCIOUS FESTIVAL', a person holding a sign that says 'PLASTIC!', a person holding a sign that says 'ROBIN HOOD GOODE', a person holding a sign that says 'NOCARRIERPLS', and a person holding a sign that says 'NOCARRIERPLS'.
Tammy Gan @lilearthgirl 2,356 followers	She is an eco-friendly influencer who shares tips and tricks more towards the fashion and beauty aspect of sustainable living. She also educates her followers on environmental issues on her platform, raising awareness for such topics.	 The image shows an Instagram post by @lilearthgirl. The post has a yellow background and features the text 'YOU ARE A HUMAN (NOT A CONSUMER) SO START TREATING YOURSELF LIKE ONE.' and 'HOW TO STOP CONSUMING SO MUCH?!'. Below the text is a link to 'A GUIDE BY LILEARTHGIRL'. The post has 932 likes and was posted on October 6, 2019. The caption reads: 'Let's talk about over-consuming. I've been wanting to articulate this for a while but haven't found the words to do this is my feeble attempt!!!!!! I wish I knew when I was younger / even last year 2018, I was buying. So much!!!! Esp from Tesco as Amazon is online which is 11.11 by bad for the environment 2) usually also comes at human cost > 3) is just bad for us happiness overall so yes :)'.

Charlotte Mei de Drouas @thecharlottemei 9,548 followers	She is a host, presenter and nutritionist. She is a sustainability advocate and pushes mainly for reducing plastic wastage and food wastage. She encourages her followers to lead a sustainable lifestyle through plastic-free practices.	 
Umeahara Keiji @umeandhara 27.3k followers	He is a local content creator who shares about happenings in Singapore. He jumps on the latest entertainment trends and shares about them with his followers. His social media content is focused on lifestyle and travel.	



umeandhara

[Follow](#)

[...](#)

978 posts

27.4k followers

687 following

Umeahara Keiji

Pokemon master/ YouTuber/ Arcade Ninja

"Hi I'm Keiji and I take up space on YouTube."

umeahara.keiji@gmail.com

latest video

youtu.be/NWeyLjrmjQ

Followed by [_stitchhy](#), [x_seanwong](#), [its_qiannnnn](#) + 12 more



DELIVE...

SEAGA...

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QUIZ

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POSTS

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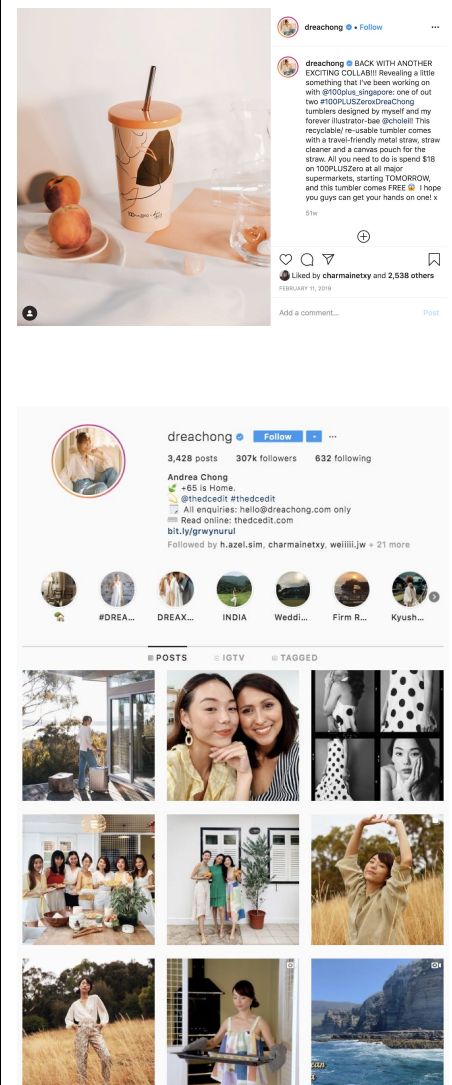


47

Andrea Chong
@dreachong

307k followers

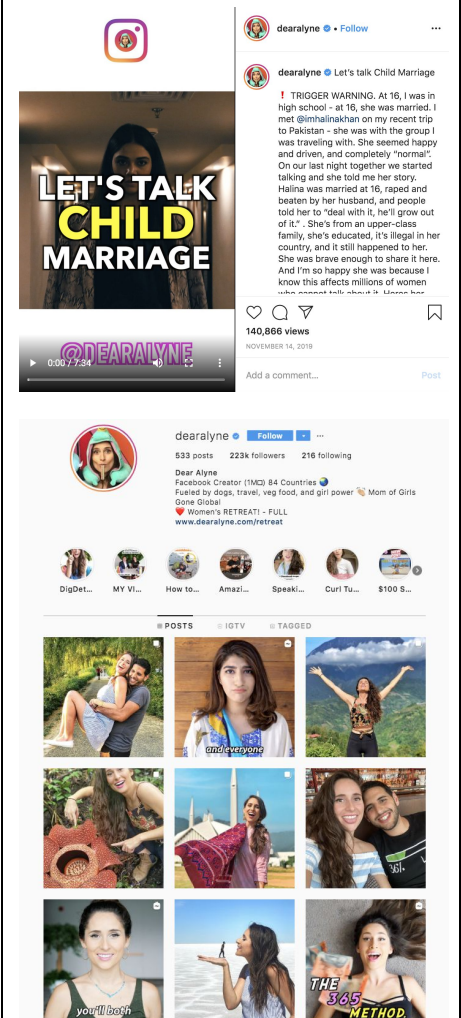
She is a fashion and lifestyle influencer. She collaborated with 100 PLUS in launching sustainable products such as reusable tumblers with metal straw and collapsible bottles.



Alyne Tamir
@dearlyne

222k followers

Nas Daily's girlfriend. Advocate of nature. Shares about social issues regularly on her social media, veganism and her travels.



6.5 Traffic driving and acquisition strategies

1. Social seeding and amplification:

With the engagement of influencers, also known as Key Opinion Leaders (KOLs), on their social media pages, traffic to our Instagram page will increase. Tagging the influencers and re-posting their posts about our organisation and what we do will also drive traffic towards Soap Cycling Singapore's social media platforms. Our posts will also be shared on Facebook interest groups and communities. In addition, there will be paid amplification of our organic social content on Instagram and Facebook respectively. The link to our various social media profiles will also be placed in each of our social media pages and bios, as well as in the posts by local media outlets. Lastly, our posts will all include the hashtag #soapforgood throughout the entire campaign.

2. Content syndication:

Additionally, collaborating with local media outlets such as The Smart Local with an estimated monthly traffic of 1,300,000 will also be included so as to share content, raising awareness on soap recycling and encourage their readers to participate as a volunteer.

3. Cross-channel sharing:

Social media posts will share the key message across the various social media platforms, Facebook, Instagram and LinkedIn, all while delivering it in a cohesive manner. Tonality and collaterals will also be curated respectively for each platform according to its intended target audience. LinkedIn will also be featuring some of our Facebook posts.

4. Collaboration with businesses:

We will be engaging with some of socially conscious businesses in Singapore that are in line with Soap Cycling Singapore's brand such as The Social Space, and Unpackt, both zero-waste grocery stores, to reach out to their consumers who may feel strongly for sustainability and would like to push for this cause. They will be approached to post about Soap Cycling Singapore on their social media accounts. This would widen the reach of Soap Cycling Singapore's social media among like minded audiences.

The Social Space	Unpackt	Eco.Le
• 'Bring your own container' concept stores so as to encourage consumers to be more socially conscious • Advocate waste free lifestyles • They have the relevant followers that we are targeting, those who aim to limit waste.		
• Also has a cafe where we are able to put up posters to promote our campaign.	N.A.	N.A.

6.6 Engagement strategy for each social media channel

6.6.1 Content strategy

Content Buckets				
General Posts	Success Stories	Education Posts	Workshops — Event Recaps	Announcement — Event Invites
Organisation Information 	Feature Beneficiary 	Background on soap wastage 	Workshops 	Organisational Updates 
	Volunteer Stories (Soaperhero Stories) 		Event recaps 	Seasonal event updates 

Content Strategy					
	General Posts	Success Stories	Educational Posts	Workshops & Event Recap	Announcement & Event Invite
Hero	N . A .	N . A .	Educational posts have emotional appeal which will impact the audience on a deeper level, promoting shareability to those who feel strongly for the cause.	N . A .	These posts have an exciting element to it that generates hype and interest for the event, encouraging people to join and participate in the event.
Hub	Posts will be put out consistently and regularly, driving retention and loyalty from Soap Cycling Singapore's social media followers.	Aims to inspire existing followers of Soap Cycling Singapore's social media and drive loyalty due to its episodic nature.	These posts are episodic in nature and drive loyalty from Soap Cycling Singapore's followers.	These posts aim to convert followers into volunteers or donors or to repost User Generated Content.	These posts aim to encourage people to come down for events and participate and share actively on their social media.
Help	Posts contain discoverable content which	N . A .	N . A .	Posts contain information regarding	Posts contain information regarding the

	attracts the target audience.			workshops or gives closure to events that we hold or have held and its impact and reach.	events that we will be organising.
Purpose	Inform	Inspire	Educate	Convert	Convert
	Informs audiences of the organisational goals, mission and information. Gives users an understanding of what the organisation does.	Inspires people of the beneficiaries that could benefit from the cause. It encourages people to take part, knowing that their efforts can make a difference.	Educates people on the issue at hand and what steps Soap Cycling Singapore can take towards tackling that problem. Through this, we also hope to alert the target audience to the issue of soap wastage. This will also spark relevant conversation about the issue as a whole.	Aims to convert users into volunteers, through the workshops and inform the audiences of what the organisation has been up to, complete with event roundups.	Aims to convert businesses to work with Soap Cycling Singapore and volunteers or donors to volunteer or donate to the organisation.

6.6.2 Posting strategy

There will be weekly posts throughout the three phases of activation. All posts will encompass the #soapforgood and #soapcyclingsg campaign hashtag. Below shows the posting frequency for each of the platforms.

Instagram	Facebook	Linkedin
- 2 to 3 main posts per week - Instagram stories with paid graphics - Instagram stories	- 2 to 3 main posts per week	- Updated on a bi-weekly basis but will be adjusted accordingly if there are special events or updates that need to be mentioned.

6.7 Paid strategy

Advertising Schedule Strategy – Pulsing

We use the pulsing schedule to ensure that we effectively use our budget to draw as much attention and engagement as we can throughout the campaign, as there will be activation periods such as our Lush Collaboration and Recruitment Drives, as well as slightly less active periods when we are raising awareness on social media.

Instagram Advertisements:

Total no. of campaigns: 4

Total no. of runs: 4

Dates: 3 March to 9 March 2020, 10 April to 16 April 2020, 8 May to 13 May 2020, 22 May to 27 May 2020

Target Audience: Both males and females, aged 15 to 25 years old

Interests: Environmental and social issues, going out with friends, social media

Type of Ads: There will be native advertisements run on Soap Cycling Singapore's Instagram feed, explore page and their stories, with the advertisements during the last 2 runs directing traffic to the Soap Cycling Singapore website to fill in a form to volunteer or donate.

Rationale: Instagram is more popularly used among our primary target audience of 15 to 25 year olds, thus running more advertisements on Instagram will enable Soap Cycling Singapore to target their primary audience. Native advertisements would also work better as users respond better to them ("Native Advertising").

Pricing and results: Based on Facebook Ads Manager, it would not cost more than \$1,680 in total for an estimated minimum reach of 59,000.

Facebook Advertisements:

Total no. of campaigns: 3

Total no. of runs: 3

Dates: 3 March to 7 March 2020, 8 April to 12 April 2020, 8 May to 10 May 2020

Target Audience: Both genders, Aged 15 to 35 years

Interests: Events, social media, travelling to new places

Type of Ads: There will be native advertisements run on Soap Cycling Singapore's Facebook feed, marketplace and search feed, with the advertisement during the last run directing traffic to Soap Cycling Singapore's website to fill in a form to volunteer or donate.

Rationale: Facebook would help Soap Cycling Singapore to reach out to both its primary and secondary target audience of 15 to 35 year olds. Running native advertisements would also work better as users respond better to them ("Native Advertising").

Pricing and results: Based on Facebook Ads Manager, it would not cost more than \$650 in total for an estimated minimum reach of 38,150.

7.0 Activations

Phase 1: Raise Awareness

What

This phase focuses on raising awareness of the organisation and the cause as a whole. This will grab the attention of our intended target audience with more factual information. This will appeal to their emotions, showing the state that the underprivileged people are in, creating the audience's need to share more about the cause and captivating them to want to learn more to raise awareness for the cause.

Who

This is targeted to our audience who might not be aware of the soap wastage issue in Singapore and the lack of soap hygiene in various parts of the world.

Why

Sharing hard-hitting facts and figures on soap-related diseases will educate our audience on topics that are not commonly talked about. This will grab the audience's attention with the use of emotional appeal. By appealing to their emotions, they will feel the need to share about it and have a desire to do something about it. It encourages them to want to learn more. This is necessary to evoke the emotional factor to eventually encourage people to take action in the next phases of the activations.

Where

Online Touchpoints: Facebook & Instagram

Offline Touchpoints: N.A.

When

March 2020

Social Media Posts

Collaterals	Instagram Copy	Facebook Copy	Linkedin Copy
	With #soapforgood, Soap Cycling Singapore ensures disadvantaged communities who do not have access to soap are given the chance to lead a clean life for good. If you want to know more, keep a lookout! We will be posting fun facts, info on upcoming workshops and more!	Watch this space! There will be exciting new upcoming content on soap wastage, facts about handwashing and how you can help the less fortunate who cannot afford proper hand hygiene. Ensure clean lives for all with Soap Cycling Singapore for Soap For Good, so that the needy have access to soap that is here to stay.	N.A.
	Soap is a simple but overlooked element of hand hygiene. Those who are not as lucky to have soap in their hand washing routine are suffering from diseases and	For those who do not have access to soap, it is a luxury to have proper hand hygiene. Incorporating soap into your hand washing routine makes for improved hygiene and	N.A.

	infections every day. Most of which can be easily curbed with proper handwashing using soap.	reduces the spread of infections and diseases.	
	Something as simple as proper hand hygiene can make a world of a difference. With Soap Cycling Singapore, we provide disadvantaged communities with access to clean soap for good. Together, we can ensure there is #soapforgood for the people who need it the most. Want to help? Reach out at info@soapcycling.org	N.A.	N.A.

	N.A.	Improved hand hygiene by handwashing with soap can prevent plenty of diseases. However, not everybody has access to soap. Those who cannot afford this resource can only suffer in silence. With your help, we can help reduce soap wastage and provide the needy with access to clean soap.	Soap can prevent plenty of diseases such as diarrhea and pneumonia. With your help, we can help reduce soap wastage and provide the needy with access to clean soap, warding off such infections through improved hand hygiene. Want to help? Reach out at info@soapcycling.org
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Phase 2: Engage Audiences

What

This phase focuses on engaging audiences with interesting content that is presented in an aesthetic feed with a variety of media types, such as gifs, videos and pictures. We will also be utilising the functions that are unique to the various social media platforms.

After phase 1, the target audience will know more about the cause. Phase 2 is the key pulling factor that will show the target audience what Soap Cycling Singapore does to contribute to the cause.

A social media challenge will be started to engage the audience and encourage them to share about Soap Cycling Singapore's cause through a trend.

Challenge Mechanics

Participants will throw a wet soap bar in the air and catch it while doing a popular swinging action also known as "The Woah".

The Woah is a popular dance move by itself and it is also incorporated in many trending dances on social media platforms. The challenging factor of this social media challenge is that it is difficult to catch the soap bar while doing the dance move. The hashtags #TheSWOAHChallenge and #soapforgood will be used to encourage sharing.

Who

We are focusing on the primary audience who are the main users of social media.

Why

They are the main users of social media and are also more likely to share content that they resonate with online. By showing how the soap is being recycled as well as featuring the relevant beneficiaries, we aim to show the process that goes behind soap distribution to those who need them.

The SWOHP Challenge aims to illustrate how difficult it is for our beneficiaries to get access to soap. The focus would be more on how we can change the lives of those who need it by

improving the hygiene standards with the distributed soaps. Having a social media challenge encourages shareability and since this challenge is not specific to any platform, it can be shared across various social media platforms.

Where

Online Touchpoints: Facebook & Instagram

Offline Touchpoints: N.A.

When

April 2020

Social Media Posts			
Collaterals	Instagram Copy	Facebook Copy	Linkedin Copy
	How does Soap Cycling Singapore help the disadvantaged communities? We work with students and companies all across Asia to give out soap to the needy. Soap Cycling Singapore also upcycle soap to encourage	Soap Cycling distributes soap to the needy and develops greater public awareness of upcycling soap for the betterment of the environment and reducing wastage. By collecting this soap, Soap Cycling Singapore is helping to eliminate thousands of pounds of chemical waste from our landfills each month	N.A.

	sustainability and go waste-free. By doing this, we are reducing thousands of pounds of chemical waste from our landfills and saving the soap for those who need it!	and saving this valuable but otherwise wasted resource.	
 WHAT WE DO Soap Cycling recycles soap, working with various groups of people from students to corporates and WASH charities across Asia, to reduce suffering and diseases by distributing this life-saving resource to where it is needed the most. The infographic also includes a circular process diagram with 5 steps: 1. Used soap is collected by our hotel partners. 2. We are notified when soap is ready for collection. 3. The soap is then collected by Soap Cycling Singapore. 4. Soap Cycling will sort and recycle the soap. 5. Finally, the recycled soap are given to go and ready to be sent to our 'benefit users'. #soapforgood	N.A.	N.A.	Soap Cycling Singapore helps the disadvantaged communities by working with students and companies all across Asia to give out soap to the needy. By doing this, we are reducing thousands of pounds of chemical waste from our landfills and saving the soap for those who need it.

			Join us as a partner and help the needy families have access to clean soap.
	Soap Cycling Singapore aims to save the children. We want to improve the lives of the underprivileged by giving them a choice for a cleaner life. Our mission is to ensure clean lives for all by giving them #soapforgood	Soap Cycling Singapore collects hotel-provided soap to recycle and distribute to the less fortunate who suffer from hygiene issues such as diseases and germs. Let's save this resource by reducing soap wastage and giving it to those who need it the most.	N.A.

Phase 3: Getting Involved

What

This phase focuses on call-to-action. We aim to share with the audience how they can take action to help SCS and the disadvantaged communities, as well as get followers involved in the works of the organisation. We are going to feature the actions their followers can take if they want to help support the cause. Soap Cycling Singapore will use LinkedIn to reach out to hotels and businesses to encourage them to help by being a partner.

There will be workshop invitations, posts to share about what the workshops are about and event recap posts to entice the audience to join in future events. Stories of existing volunteers will be posted to inspire the audience and encourage them to volunteer.

Our offline touchpoints will include recruitment drives in schools to encourage students, who are part of our primary target audience, to volunteer for Soap Cycling Singapore's workshops. There will be QR code provided for the students to sign up as a volunteer and links to Soap Cycling Singapore's social media to encourage them to be a follower. Stickers will also be given out to students to garner attention.

We will also be having a collaboration with Lush Singapore which will act as our public recruitment drive. In conjunction with them, we will be setting up a table outside the Wisma Lush store to generate hype about the event. This offline activation will go on for a week. The main hashtags that Lush and Soap Cycling Singapore will use are: #lushforgood #soapcyclingsingapore #soapforgood #lushsg #lushsingapore.

Event Mechanics

- Scrape a bar of soap to get 1 dollar off your Lush purchase (maximum \$2 off your purchase)
- Customers must follow Soap Cycling Singapore on Instagram OR like Soap Cycling Singapore's Facebook page to redeem the discount



Who

The followers will be the main target audience for this phase.

Primary Target Audience: Get involved and volunteer

Secondary Target Audience: Donate to Soap Cycling Singapore

Why

The call to action options are all in line with our objectives of encouraging sharing of Soap Cycling Singapore's content and increasing our volunteer base.

Where

Online Touchpoints: Facebook, Instagram & LinkedIn

Offline Touchpoints: Schools & collaboration with Lush Cosmetics Singapore

When

May 2020

After getting people to empathise for the cause, the third phase will focus primarily on driving the call-to-action, which is to encourage them to volunteer to help to scrape soap by providing information on soap scraping workshops for people to come down.

Social Media Posts			
Collaterals	Instagram Copy	Facebook Copy	Linkedin Copy
	Want to help? It's easier than you think! There are several ways you can help: 1. Volunteer with Soap Cycling Singapore to recycle and sort soap	While soap is a basic and affordable amenity here in Singapore, there are families in Asia that cannot afford even one bar of soap. Here is how you can help everyone have	N.A.

	bars for the needy. 2. Simply spread the word! Everybody has a voice, and we seek your help to push for a greener environment and for more of our beneficiaries to receive #soapforgood . Your actions matter. Join us in going waste-free and ensuring clean lives for all.	access to clean soap! 1. Volunteer with Soap Cycling Singapore to recycle and sort soap bars for the needy. 2. Simply spread the word! Everybody has a voice, and we seek your help to push for a greener environment and for more of our	
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		beneficiaries to receive #soapfor good. Join Soap Cycling Singapore's mission in ensuring clean lives for all today.	
 The poster features a yellow background with a stylized superhero figure in the center. Above the figure, the text 'Be a SOAPER HERO' is written in a playful font. Below the figure, there are two sections: 'WORKSHOPS:' listing dates and times (11 March 2020 3:00PM to 4:30PM and 25 April 2020 2:00PM to 3:30PM), and 'LOCATION:' listing the venue (SG Accident Help Centre @ Flanders Square) and the nearest MRT (NE8 Farrer Park).	Calling all Soaper Heroes! We are having workshops on 11 March and 25 April, so come along! Join in the fun, be a soaper hero and save the soaps for the needy! Sign up now!	Do you want to be a Soaper Hero? Soap Cycling Singapore is holding workshops at Flanders Square on 11 March and 25 April, so join us as a volunteer and upcycle soap for the needy today!	N.A.

	N.A.	N.A.	While soap is a basic and affordable amenity here in Singapore, there are families in Asia that cannot afford even one bar of soap. Join us as a #soapforgood partner at info@soapcycling.org
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Recruitment Drives	
Collaterals	Description
Brochure	• Informative brochure about Soap Cycling Singapore • Includes information about Soap Cycling Singapore, the process, and how they can volunteer for this cause.

 USING SOAP FOR GOOD! <i>Volunteer with us!</i> Be a SOAPERHERO Soap Cycling Singapore holds workshops that help to upcycle soap from otherwise wasted soap bars from various hotels. Head on over to our Instagram @soapcyclingsingapore to find out how you can be a Soaper Hero with us. CONTACT US +65 9123 2731 singapore@soapcycling.org SOAP CYCLING 再循环	
Pull-up Banner 	● Informative pull up banner about the Soap For Good campaign ● Includes information about Soap Cycling Singapore, the process, a QR code for them to sign up as a volunteer, and links to all our social media platforms.
Stickers	● Stickers will be given out to students to garner attention. ● It is a popular freebie for our target audience, who



are students.

8.0 Success Tracking

8.1 Metrics

Measurements for campaign objectives

Volunteers:

Number of volunteer sign ups for workshops can be used to determine the effectiveness of the campaign's Business to Consumers (B2C) objectives.

Partnerships:

Number of partnerships with hotels or other organisations can be used to determine the campaign's Business to Businesses (B2B) efforts.

Hashtag:

The number of posts with the hashtag #soapforgood can be used to determine the reach and gauge the number of user-generated content.

Measurement for social media objectives

Instagram

Objective

1. *2,000 followers*

To measure this, their followers should increase by 1,814 from 186 followers by the end of the campaign.

2. *10% engagement rate*

To measure this, their engagement rate should increase by 1.89% from 8.11% by the end of the campaign.

3. *Conversion rate of 20% of followers*

To measure this, the number of volunteers from the platform will be divided by the total number of followers, multiplied by 100%

Facebook

Objective

1. *2,000 followers*

To measure this, their followers should increase by 1,517 from 483 followers by the end of the campaign.

2. *5% engagement rate*

To measure this, their engagement rate should increase by 2.16% from 2.84% by the end of the campaign.

3. *Conversion rate of 20% of followers*

To measure this, the number of volunteers from the platform will be divided by the total number of followers, multiplied by 100%

LinkedIn (New account targeted to Singapore audience)

Objective

1. *500 followers*

To measure this, their followers should increase by 500 by the end of the campaign.

2. *4% engagement rate*

To measure this, their engagement rate should increase by 4% by the end of the campaign.

3. *Conversion rate of 2% of followers*

To measure this, the number of business collaborations received from the platform will be divided by the total number of followers, multiplied by 100%

8.2 Measurement tools recommended

Measurement for campaign objectives

Volunteers:

Total number of volunteers can be calculated through facebook pixels.

Partnerships:

Total number of partnerships can be calculated through the total number of organisations who have expressed interest in partnership with Soap Cycling Singapore.

Hashtags:

Hashtags used on all social media platforms can be collated and added up.

Measurement for social media objectives

Measurement of followers and engagement rate can be counted, compared and tracked manually or using tools such as Phlanx. The method or platform used to calculate the initial engagement rate should be used again, in order to ensure a fair comparison.

Conversion rates can be measured through facebook pixels, which track the number of conversions on the individual platforms. This number will then be divided by the platform's total number of followers to calculate the conversion rate.

9.0 Campaign Budget

- Online touchpoints

No.	Item	Cost	Total
Social Media Advertising			
1.	Native ads on Facebook (Posts)	\$50 per day	13 days of ad runs = \$650
2.	Native ads on Instagram (Posts & Stories)	\$60 ~ \$70 per day	26 days of ad runs = \$1680
3.	Designer	\$43 per package [15 posts and 5 stories] ("Social Media Design")	2 packages [30 posts and 10 stories] = \$86
Influencer Marketing			
1.	@umeandhara (27.3k followers)	\$250 per post	Free
2.	@dreachong (307k followers)	\$1000 per post	Free
3.	@dearlyne (222k followers)	\$1000 per post	Free
4.	@fauziazhar (6,606 followers)	\$75 per post	Free
5.	@nocarrierpls (4,471 followers)	\$75 per post	Free
6.	@lilearthgirl (2,291 followers)	\$75 per post	Free
7.	@thecharlottemei (9,432 followers)	\$75 per post	Free
Total Allocated			\$350

Content Syndication			
1.	The Smart Local	\$1,500 per article	1 article = \$1,500
Business Collaborations			
1.	The Social Space	N.A.	-
2.	Unpackt	N.A.	-
3.	Eco.Le	N.A.	-
4.	Lush Singapore	N.A.	-
TOTAL COST			\$4,266

- Offline touchpoints

No.	Item	Cost	Total
Recruitment Drive and Lush Collaboration			
1.	Collaterals - Pull Up Banner - Brochures - Stickers	Pull-up signage [incl. Designer] ("Pull Up") = \$119 1000 brochures [incl. designer] ("Brochure") = \$198 1000 stickers ("4C Standard Size") = \$71	\$388
2.	Transport	\$200	\$200

3.	Miscellaneous	-	\$100
TOTAL COST			\$688

- Total Budget

No.	Item	Total
1.	Online touchpoints	\$4,266
2.	Offline touchpoints	\$688
TOTAL COST		\$4,954

10.0 Implementation Timeline

Months (Phase)	March (Phase 1)				April (Phase 2)				May (Phase 3)			
Week	1	8	15	22	5	12	19	26	3	10	17	24
Instagram Ads												
Facebook Ads												
Influencer Marketing												
Content Syndication												
Business Collaboration Social Media Postings												
Lush Singapore Collaboration												
Recruitment Drives												

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3e4cd9fa83&pckg_id=1&pos=5&context_type=auto&funnel=5efd7a87-7ba4-4044-b7c7-08c7ae99d32e&seller_online=true. Accessed 12 Feb. 2020.

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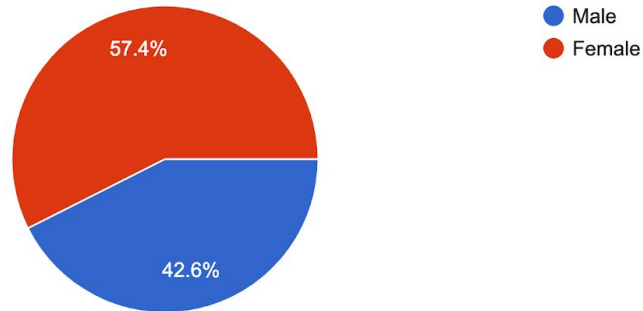
@umeandhara. *Instagram*, www.instagram.com/umeandhara. Accessed 12 Feb. 2020.

12.0 Appendix

Primary Survey Results

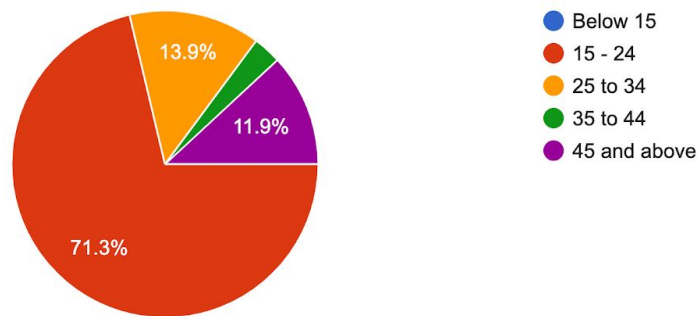
What is your gender?

101 responses



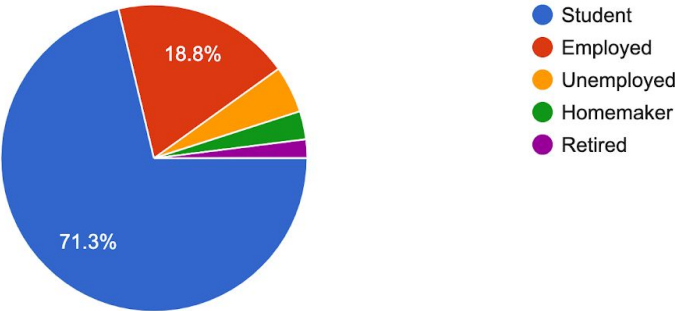
What is your age range?

101 responses



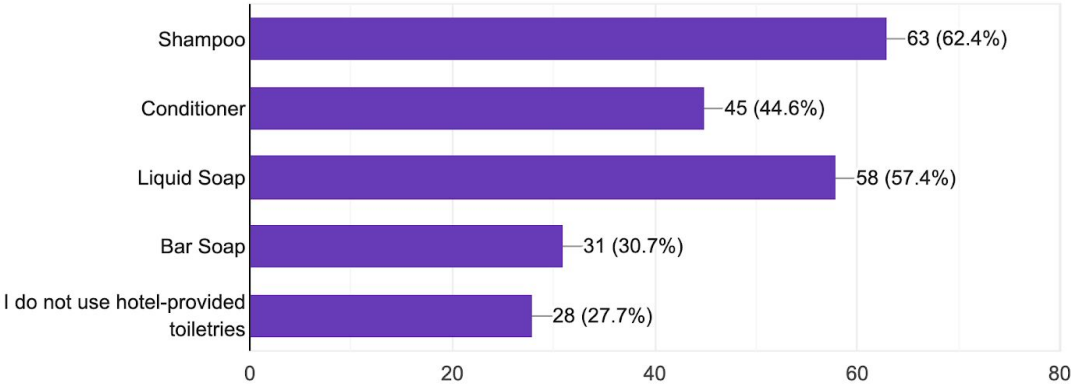
What is your current employment status?

101 responses



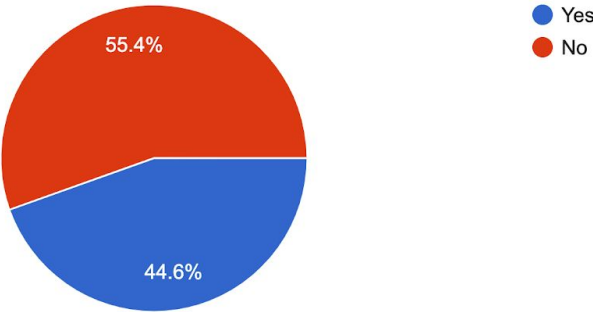
Which of these hotel-provided toiletries do you normally use

101 responses

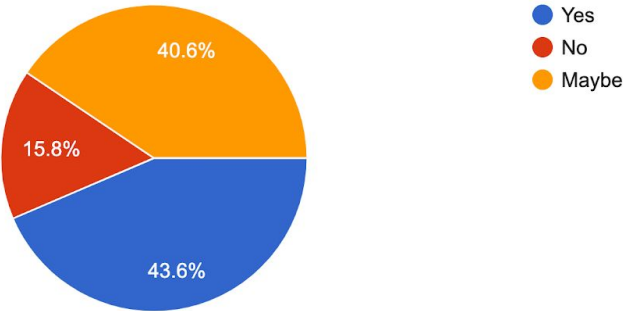


Did you know that soap can be recycled?

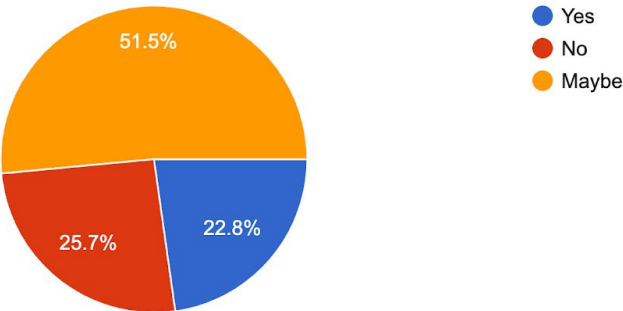
101 responses



Would you be open to the idea of using recycled soap that has been thoroughly cleaned?
101 responses

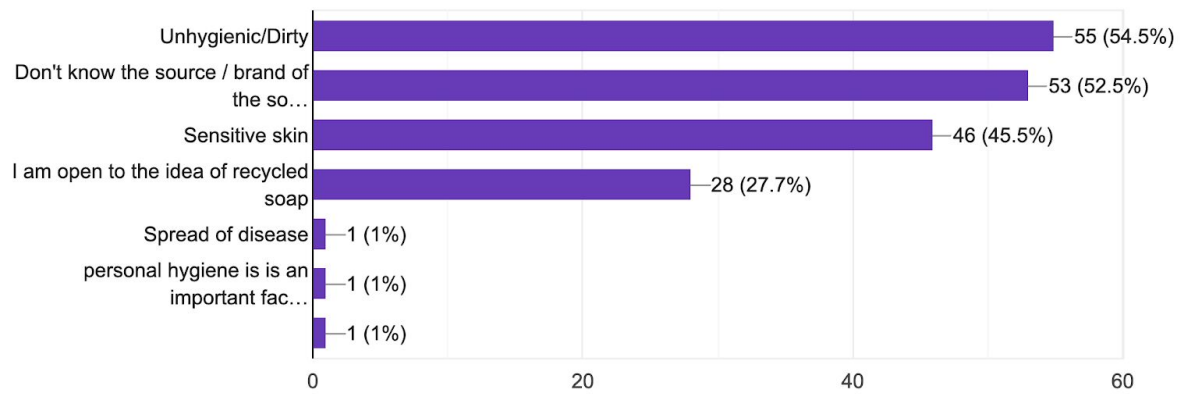


Do you think your friends and family would be open to the idea of using recycled soap?
101 responses

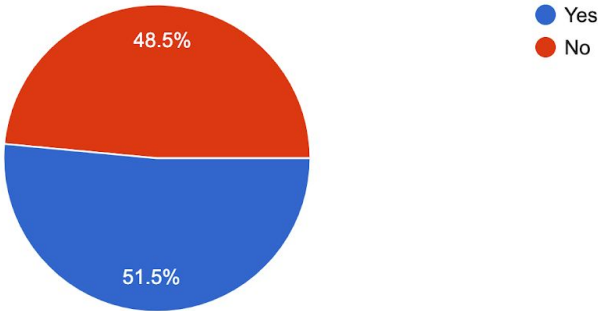


What are some of the reasons you will not be open to the idea of using recycled soap? (You may tick more than one)

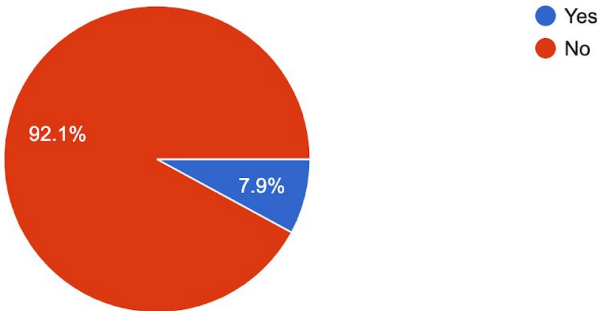
101 responses



Are you aware that there are disadvantaged communities that need soap in Singapore?
101 responses



Do you know of any organisations that recycle soap?
101 responses



If Yes, what organisations have you heard of?

9 responses

NA

Ritz Carlton Hotel donates its partially used soap to communities in need

some hotels in Singapore recycle soap

Soap Cycling

soap cycling Singapore

Nil

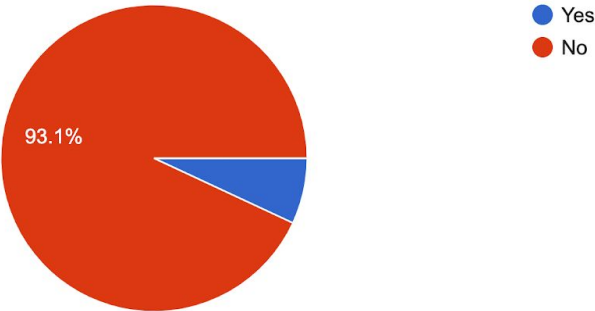
Clean the world, and some hotels that recycle soap

Not orgs, but know that some hotels in SG recycle soap

Clean the world

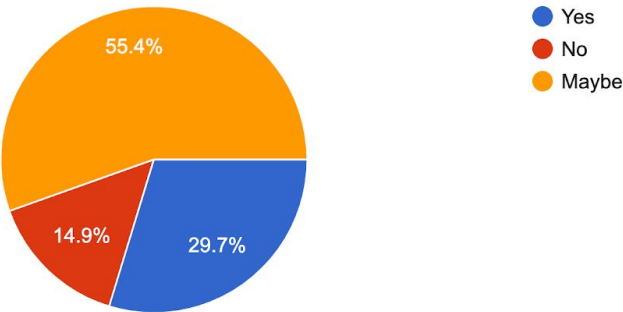
Prior to this, have you heard about Soap Cycling Singapore?

101 responses



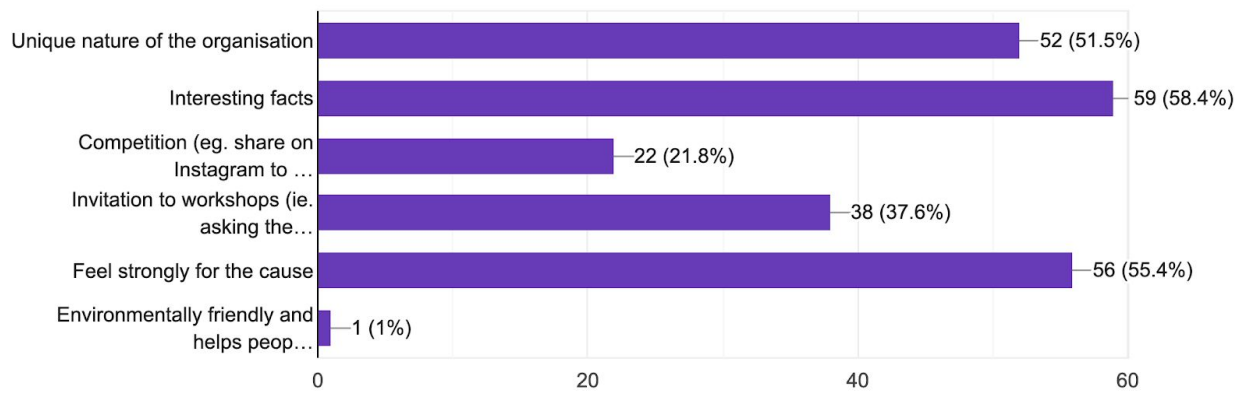
Would you be open to participating in Soap Cycling Workshops to learn more about recycling soap?

101 responses

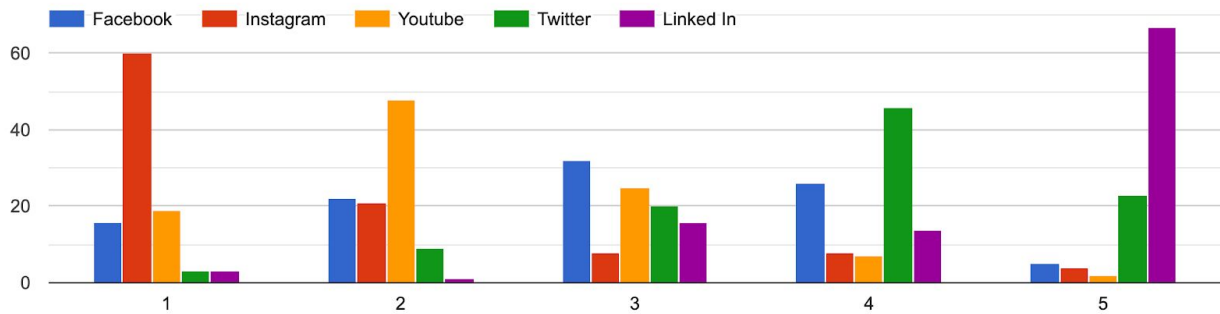


What will encourage you to share about Soap Cycling to your friends and family?

101 responses

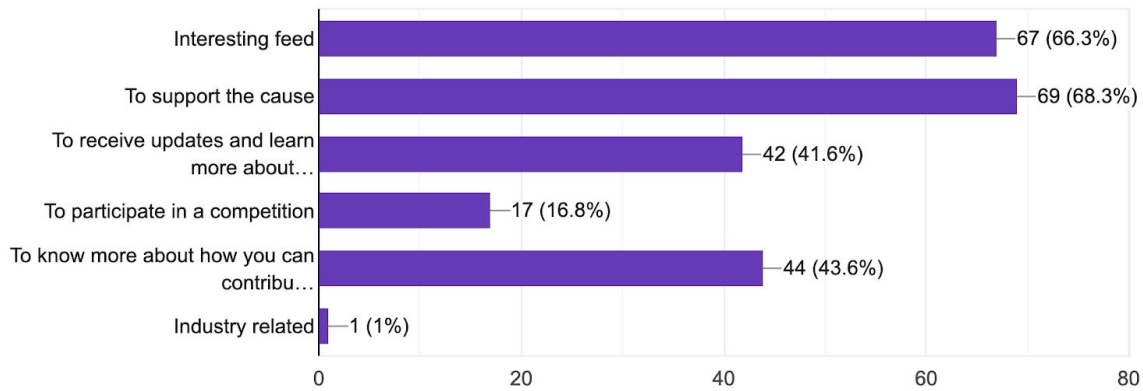


Rank your most frequently used social media platforms (1 being the most frequently used platform, and 5 being the least frequently used platform)



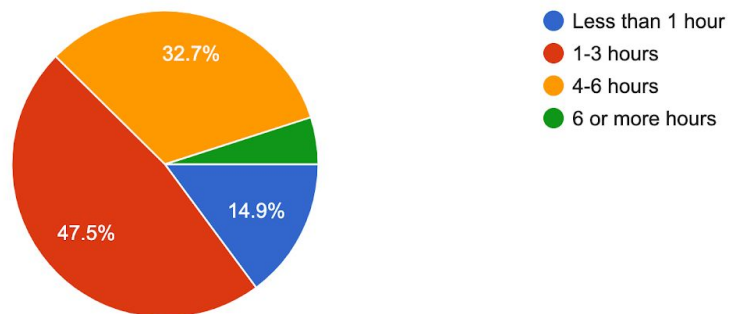
What are some reasons you will follow an organisation on social media?

101 responses



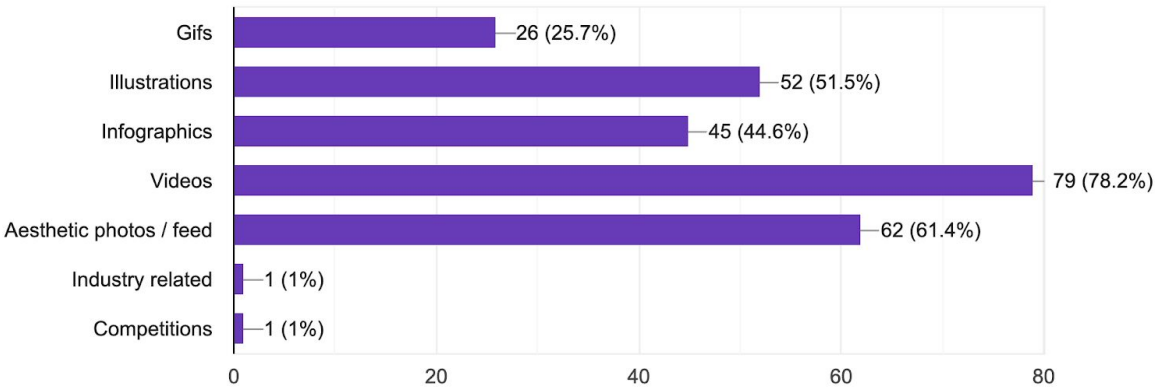
On average, how much time do you spend on social media daily?

101 responses



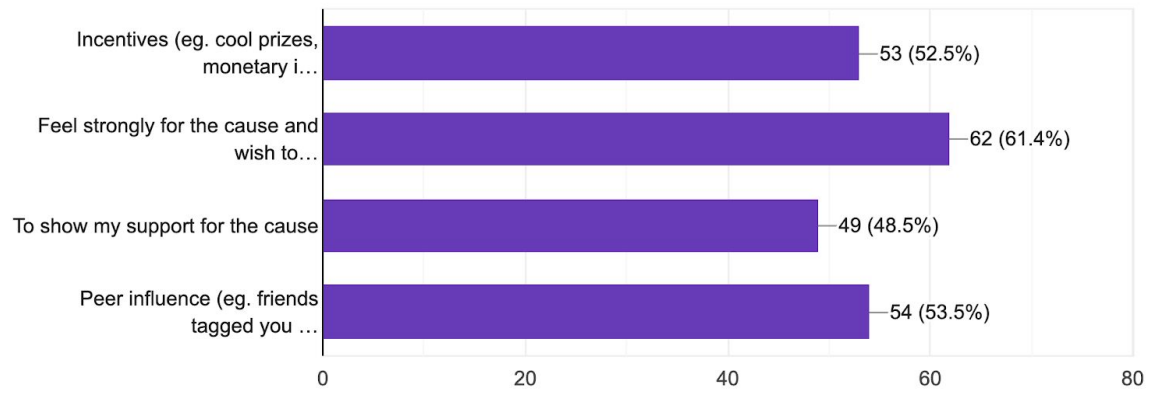
What sort of content appeals to you on social media?

101 responses



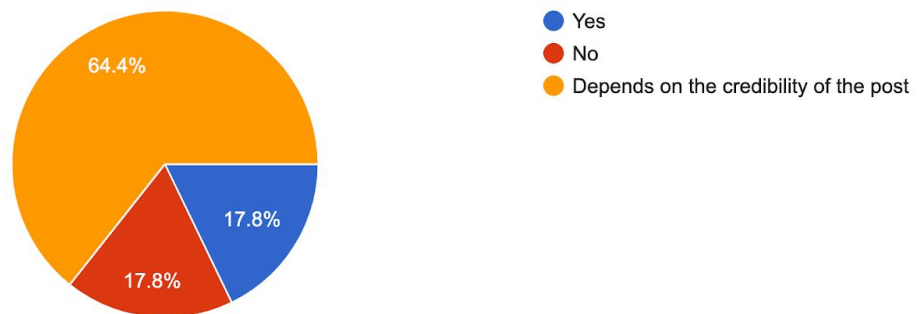
What would motivate you to participate in social media campaigns for social causes?

101 responses



Do you feel inclined to share about social issues on your social media?

101 responses



Social Media Content Calendar

Soap Cycling Singapore Social Media Content Calendar Mar 2020							KEY:			
							General Posts	f	i	in
							Success Stories	f	i	in
							Educational Posts	f	i	in
							Workshops Event Recaps	f	i	in
							Announcements Event Invites	f	i	in
Week of 1 March										
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
1	2	3 Introduction to Soap for Good f i in	4	5 Life without soap #1 f i in	6	7				
Week of 8 March										
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
8	9 Fun Fact #1 i	10	11 Is soap important? f i	12	13 Life without soap #2 f i	14				
Week of 15 March										
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
15	16	17 Fact about hand-washing habits f i	18	19 Life without soap #3 f i in	20	21				
Week of 22 March										
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
22	23 Fun Fact #2 i	24	25 What does soap do? f i	26	27 Life without soap #4 f i	28				
Week of 29 March										
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
29	30	31 Beneficiary post about migrant workers f i in								

Ad Plan

Campaign Framework

Platform	Placements	Stage of Marketing Funnel	Campaign Name	Campaign Objective	Campaign Start and End Dates	Total Campaign Duration (days)	Optimisation for Ad Delivery	Bid Strategy	Bid Cap (\$)	Daily Budget Suggestion	Total Budget	Minimum Estimated Daily Reach	Minimum Estimated Daily Conversions / Clicks	FB Pixel Required?	Conversion definition	Remarks
Facebook Ads Manager	FB News Feed + FB Marketplace + Audience Network	TOFU	Phase 1 Soap For Good - Facebook	Reach	3 Mar - 7 Mar 2020	5	Reach	Lowest Cost	\$1.50	\$50.00	\$250.00	32000	N.A.	No	N.A.	N.A.
Facebook Ads Manager	IG Feed + IG Explore + IG Stories + Audience Network	TOFU	Phase 1 Soap For Good - Instagram	Reach	3 Mar - 9 Mar 2020	7	Reach	Lowest Cost	\$1.50	\$60.00	\$420.00	49000	N.A.	No	N.A.	N.A.
Facebook Ads Manager	FB News Feed + FB Instant Articles	MOFU	Phase 2 Soap For Good - Facebook	Engagement	8 Apr - 12 Apr 2020	5	Post Engagement	Lowest Cost	\$1.50	\$50.00	\$250.00	5300	242	No	Post Engagement	N.A.
Facebook Ads Manager	IG Feed + IG Explore	MOFU	Phase 2 Soap For Good - Instagram	Engagement	10 Apr - 16 Apr 2020	7	Post Engagement	Lowest Cost	\$1.50	\$60.00	\$420.00	9600	377	No	Post Engagement	N.A.
Facebook Ads Manager	FB Feeds + FB Stories + FB Search + In-article + Audience Network	BOFU	Phase 3 Soap For Good - Facebook	Conversions	8 May - 10 May 2020	3	Conversions	Lowest Cost	\$18.00	\$50.00	\$150.00	849	10	Yes	Filling in Volunteer Form / Donating	N.A.
Facebook Ads Manager	IG Feed + IG Explore + IG Stories	BOFU	Phase 3 Soap For Good - Instagram	Conversions	8 May - 13 May 2020	6	Conversions	Lowest Cost	\$29.00	\$70.00	\$420.00	189	10	Yes	Filling in Volunteer Form / Donating	N.A.
Facebook Ads Manager	IG Feed + IG Explore + IG Stories	BOFU	Phase 3 Soap For Good - Instagram (last)	Conversions	22 May - 27 May 2020	6	Conversions	Lowest Cost	\$29.00	\$70.00	\$420.00	189	10	Yes	Filling in Volunteer Form / Donating	N.A.
											\$2,330.00	97127	649			

Execution Timeline

Campaign Name	Phase 1 Soap For Good - Facebook			
Total Duration / Dates	5 days / 3 Mar - 7 Mar 2020			
Timeline	Run #1: 3 Mar - 7 Mar 2020			
Saved Audience	Audience Name: Primary Audience Location: Singapore Age: 15 - 25 year olds Gender: All Detailed Targeting: N.A.	Audience Name: Secondary Audience Location: Singapore Age: 26 - 35 year olds Gender: All Detailed Targeting: N.A.		
Campaign Name	Phase 1 Soap For Good - Instagram			
Total Duration / Dates	7 days / 3 Mar - 9 Mar 2020			
Timeline	Run #1: 3 Mar - 9 Mar 2020			
Saved Audience	Audience Name: Primary Audience Location: Singapore Age: 15 - 25 year olds Gender: All Detailed Targeting: N.A.			
Campaign Name	Phase 2 Soap For Good - Facebook			
Total Duration / Dates	5 days / 8 Apr - 12 Apr 2020			
Timeline	Run #1: 8 Apr - 12 Apr 2020			

Saved Audience	Audience Name: Primary Audience Location: Singapore Age: 15 - 25 year olds Gender: All Detailed Targeting: N.A.	Audience Name: Secondary Audience Location: Singapore Age: 26 - 35 year olds Gender: All Detailed Targeting: N.A.		
Campaign Name	Phase 2 Soap For Good - Instagram			
Total Duration / Dates	7 days / 10 Apr - 16 Apr 2020			
Timeline	Run #1: 10 Apr - 16 Apr 2020			
Saved Audience	Audience Name: Primary Audience Location: Singapore Age: 15 - 25 year olds Gender: All Detailed Targeting: N.A.			
Campaign Name	Phase 3 Soap For Good - Facebook			
Total Duration / Dates	3 days / 8 May - 10 May 2020			
Timeline	Run #1: 8 May - 10 May 2020			
Saved Audience	Audience Name: Primary Audience Location: Singapore Age: 15 - 25 year olds Gender: All Detailed Targeting: N.A.	Audience Name: Secondary Audience Location: Singapore Age: 26 - 35 year olds Gender: All Detailed Targeting: N.A.		
Campaign Name	Phase 3 Soap For Good - Instagram			

Total Duration / Dates	6 days / 8 May - 13 May 2020			
Timeline	Run #1: 8 May - 13 May 2020			
Saved Audience	Audience Name: Primary Audience Location: Singapore Age: 15 - 25 year olds Gender: All Detailed Targeting: N.A.			
Campaign Name	Phase 3 Soap For Good - Instagram (Last)			
Total Duration / Dates	6 days / 22 May - 27 May 2020			
Timeline	Run #1: 22 May - 27 May 2020			
Saved Audience	Audience Name: Primary Audience Location: Singapore Age: 15 - 25 year olds Gender: All Detailed Targeting: N.A.			