



PR Plan

By BU PRLab PRoBono Team

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Table of Contents

01

Research

02

Social Media

03

Flyers

04

Newsletter

05

Branding

06

Moving Forward



01

Research



Situational Analysis:

BalletRox's mission is to make dance accessible to a diverse population of students, and through dance, to improve the lives and performance of those students. With these core values: **Non -profit, Affordability, Flexibility, Inclusivity, No barrier to entry**

BalletRox is working with PProBono, utilizing the organization's social media production experience and creating examples of physical, digital flyers, and Email newsletters to reach out to their target audience.



SWOT: Brand Identity

<i>Strengths</i>	<i>Weaknesses</i>
● Successful events ● Strong relationships with partners ● Social media presence ● Well designed, concise website	● Limited alumni relationships ● Low local media coverage ● Funding ● Focused towards limited age group
<i>Opportunities</i>	<i>Threats</i>
● Increase funding ● Expand audience to teens ● Earned media ● More community engagement	● Similar competing dance schools ● Budget restrictions ● Alternative activity options

SWOT: Social Media

<i>Strengths</i>	<i>Weaknesses</i>
● Consistent posting schedule ● Foundational video content ● Relevant links included in the bio	● Busy feed with repetitive content ● Lack of engagement ● Lack of marketing managing
<i>Opportunities</i>	<i>Threats</i>
● Implement an unpaid social media intern opportunity (eventually) ● Sneak peek IG posts ● Redirect promotional strategy for events	● Lack of interest and community outreach ● Limited reach to the target audience



Social Media

Social Media Audit

Instagram

- @theballetrox
- 238 Followers
- 131 Following
- 269 Posts

LinkedIn

- @BalletRox, Inc.
- 6 Followers
- No posts

Facebook

- @BalletRox
- 858 Followers
- 161 Following

Youtube

- @balletrox9084
- 4 Videos
- 9 subscribers



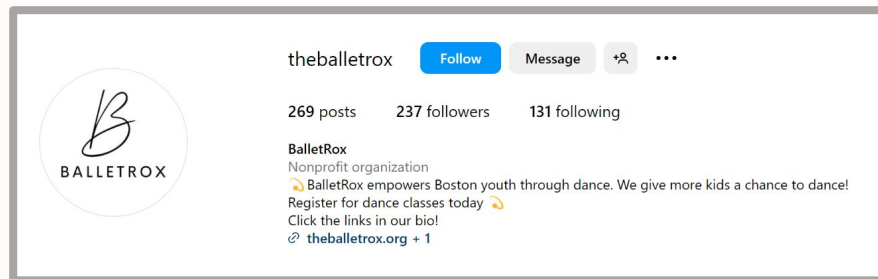
Social Media Audit: Instagram

Instagram: @theballetrox

- Average 5-10 likes
- A little crowded
 - Clean up repetitive posts
 - Post some of the former announcements on highlights

Suggested Campaign Ideas

- Sneak Peeks
- Dancer Spotlights
- Promote Links to other Social Media with Linktree
- Short clips / Hype videos / Reels
- Alumni Spotlights



New Implementation: TIKTOK

Video Ideas:

- What's in a Ballerina's Bag?
- Highlight dancers' favorite moves
- Alumni Interviews
- Dance Challenge
 - Follow the Move, etc.
- Day in the Life of teacher or student
- Positive affirmation videos with the students

General Suggestions:

- Use trending audios
- Collaborate with other organizations or influencers
- Feature on dancers
- Engaging hashtags



New Implementation: TIKTOK

Hashtags Suggestions



#BalletKids

#BalletClass

#DanceSchool

#YoungArtists

#CreativeMovement

#DanceEducation



#BalletRox

#BalletSchool

#Ballerina

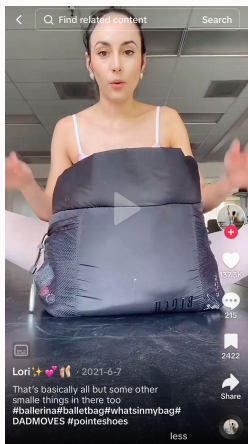
#Boston

#JamaicaPlain

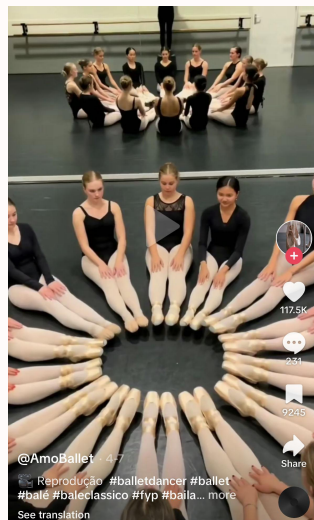
#TeenBallet

New Implementation: TIKTOK

Video Inspirations



What's in my Ballet Bag?



Aesthetic Dance Challenge



Day In The Life



Progress Videos

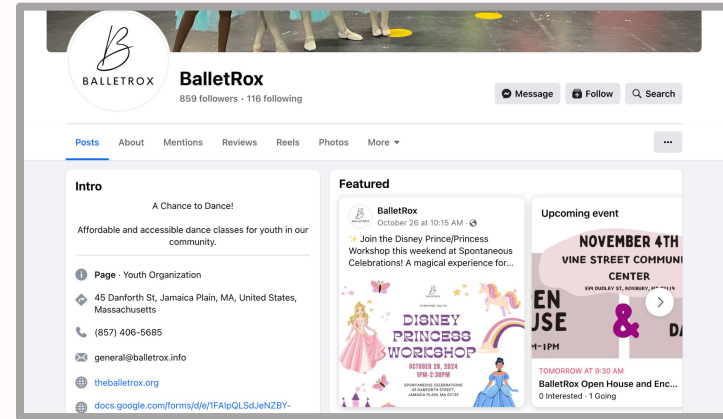
Social Media Audit: Facebook

Facebook: @BalletRox

- 1-3 likes per post
- Strictly graphics promoting events
 - Could add more dancing content in the reels section

Suggested Ideas:

- Update relevant links
 - Registration forms for the next upcoming year
- Diversify posts
 - Add more visual content
 - (i.e. asking dancers questions, day in the life)
- Join Facebook groups
 - Boston Youth Moves
 - Boston Dance
- Frequently use tagging feature to enable repost



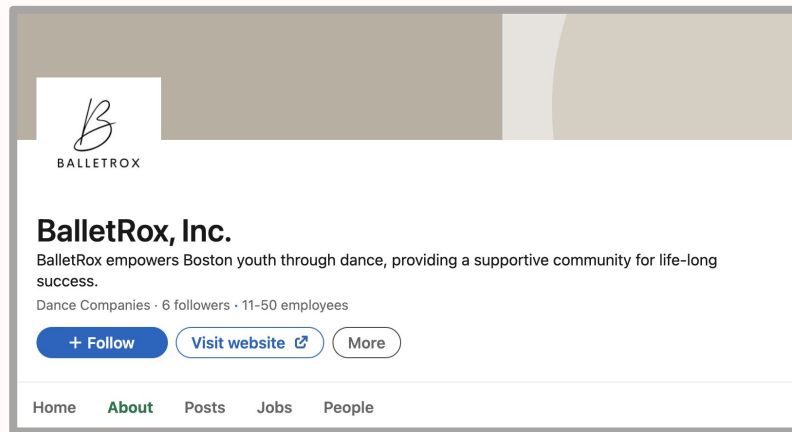
Social Media Audit: LinkedIn

LinkedIn: BalletRox, Inc.

- Inactive account
- No engagement

Suggestions:

- Build presence
 - Post more frequently
- Create alumni profile to boost engagement
- Advertise volunteer opportunities for teenagers
 - Corps de Ballet Young Professionals Group (YPG)
- Post about fundraising events and connect with partners on LinkedIn



Sample LinkedIn Bio

About:

Hello!

We are BalletRox and we are deeply committed to making a positive impact through the power of dance. BalletRox empowers Boston youth through dance, providing a supportive community for lifelong success. As a 501(c)(3) organization, BalletRox gives more kids a chance to dance.

BalletRox programs currently focus on education through in-school and after-school programs. The organization continues to grow, and is regarded as a treasured community resource, working closely with Boston Public Schools (BPS) and the greater Boston community in an effort to help integrate arts, specifically dance, into our schools and the lives of underserved youth.

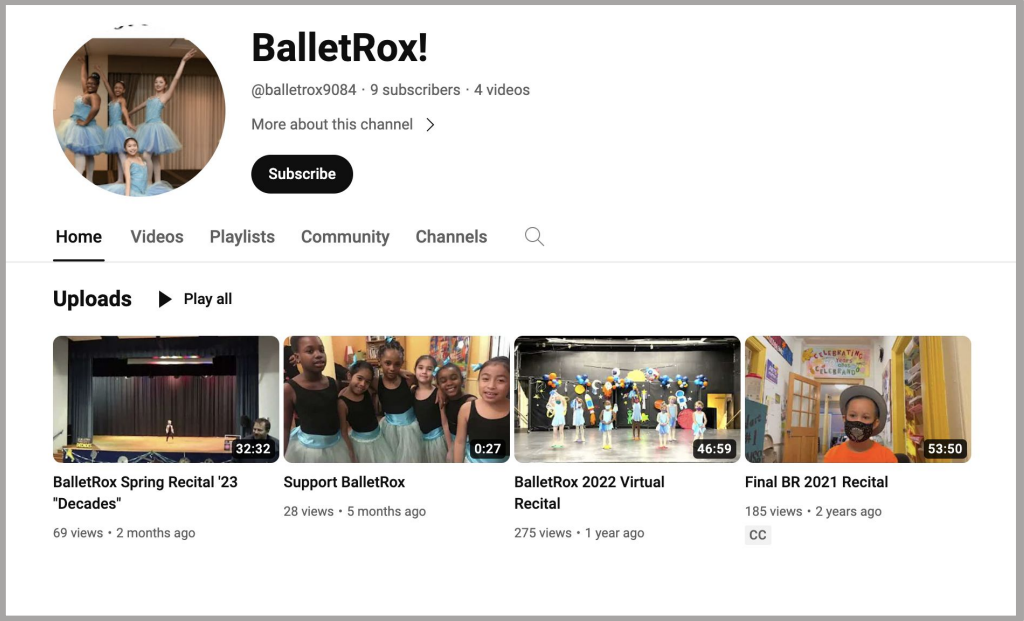
Social Media Audit: YouTube

YouTube: BalletRox!

- Four videos
- Video content of pasts recitals and classes

Suggestions:

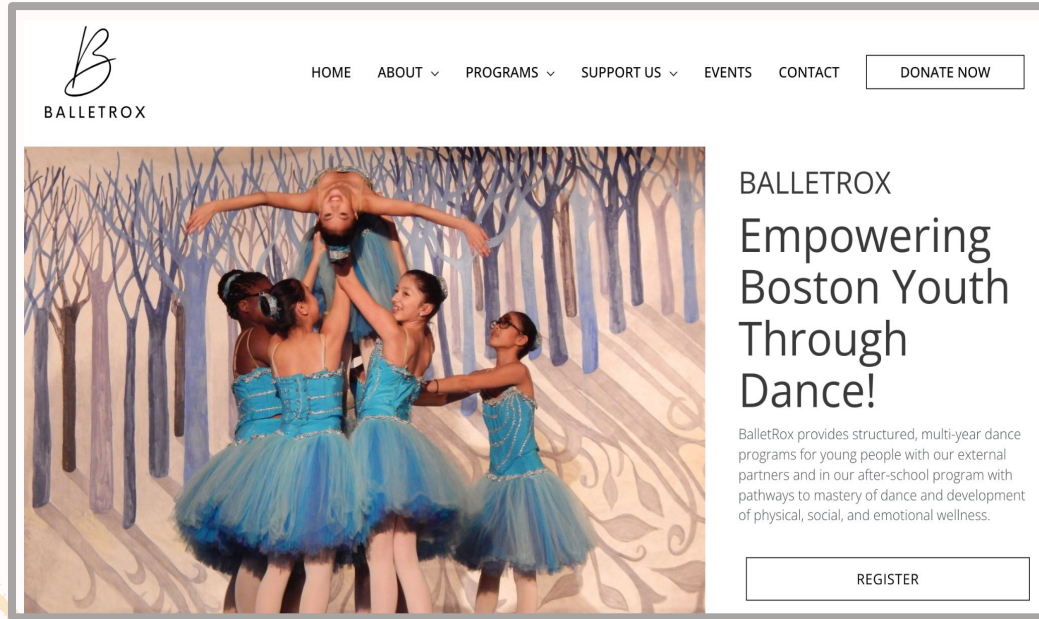
- More event videos
 - I.e. workshops or open houses
- Highlight routines rather than entire shows
- Encourage parents to watch performances on Youtube



The screenshot shows the YouTube channel page for BalletRox!. At the top, there is a circular profile picture of four young ballerinas in blue tutus. To the right of the picture, the channel name "BalletRox!" is displayed in bold, followed by the handle "@balletrox9084", "9 subscribers", and "4 videos". Below this is a link to "More about this channel" with a right-pointing arrow. A black "Subscribe" button is positioned below the channel information. A navigation bar contains links for "Home", "Videos", "Playlists", "Community", and "Channels", with a search icon to the right. The "Videos" link is underlined. Below the navigation bar, the "Uploads" tab is selected, with a "Play all" button to its right. Four video thumbnails are displayed in a row. Each thumbnail includes a video player image, a duration label in the bottom right corner, a title, and view/age information.

Video Title	Duration	Views	Age
BalletRox Spring Recital '23 "Decades"	32:32	69 views	2 months ago
Support BalletRox	0:27	28 views	5 months ago
BalletRox 2022 Virtual Recital	46:59	275 views	1 year ago
Final BR 2021 Recital	53:50	185 views	2 years ago

Website Audit



- Aesthetically pleasing
- Well organized with detailed information
- Several errors for user navigation
- Wordy paragraphs

Website Suggestions

- **Add highlights or one sentence summary** for each sections, e.g. “about us” section on the homepage and mission statements
- **Add detailed informations in events page**
 - Post upcoming events for the coming month
 - Upload photos and videos of kids at previous events under each page
- **Fix the navigation errors**
 - For “in-school partnership” section, fill in the content for the “learn more” button
 - For studio dance program section, add a link to each dance for an short introduction on the dance, teaching structures or schedules, or link to the “studio program” tab for further information

ABOUT US

BalletRox empowers Boston youth through dance, providing a supportive community for life-long success. As a 501(c)(3) organization, BalletRox gives more kids a chance to dance.

BalletRox programs currently focus on education through in-school and after-school programs. The organization continues to grow, and is regarded as a treasured community resource, working closely with Boston Public Schools (BPS) and the greater Boston community in an effort to help integrate arts, specifically dance, into our schools and the lives of underserved youth.

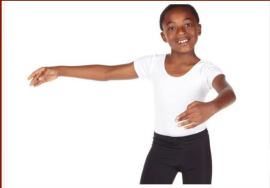
THIS PAGE DOESN'T SEEM TO EXIST.

It looks like the link pointing here was faulty. Maybe try searching?

Sample Website Navigation

STUDIO DANCE PROGRAM

BalletRox offers classes in ballet, and a variety of dance forms, including tap, jazz, modern, Afro-Fusion, Musical Theatre, hip-hop, and creative movement.



Ballet



Tap Dance



Jazz







Ballet



Ballet is one of the essential programs at Ballet Rox. It is a classical style of expressive dancing based on precise conventional steps with gestures and movements of grace and fluidity.

At Ballet Rox, we teach kids basic ballet skills based on their age and capabilities, including hand and foot positions, and basic movements such as Plié, Tendu, etc.

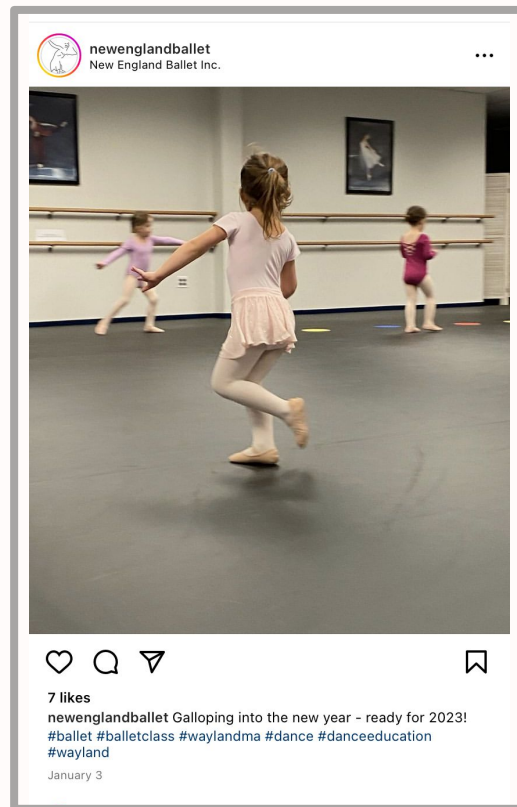
[LEARN MORE](#)

Competitors Social Media Audit:

New England Ballet

Instagram: @newenglandballet

- Followers: 96
- Average likes: 10
- Content focus:
 - Photos and videos for students in class
 - Daily life and preparations for performances
 - Events, announcements, class schedules & accomplishments



Competitors Social Media Audit:

New England Ballet

Facebook: @New England Ballet Inc.

- Followers: 175
- Average likes: 3-7
 - Smaller following but more engaging audience
- Content focus:
 - Flyers for upcoming events
 - Videos of the students during class
 - Upcoming new class schedules



New England Ballet Inc.

August 28 · Instagram · 🌐

This was only their fifth class! These dancers made such incredible progress over the summer in our Beginning Ballet class. We welcome beginners of all ages - join us this fall in Wayland.

[#ballet](#) [#danceeducation](#) [#waylandma](#) [#metrowestma](#) [#dance](#)
[#balletcanbefun](#)

Only their 5th class!



Flyers

03



Samples



For more information

BALLETROX

Empowering Boston Youth
Through Dance!



Free workshops — Provides Scholarships —
Inclusivity — Flexible Times — Affordability

LOCATION
45 DANFORTH STREET
JAMAICA PLAIN, MA 02130CONCERT



VOLUNTEERS NEEDED



JOIN US

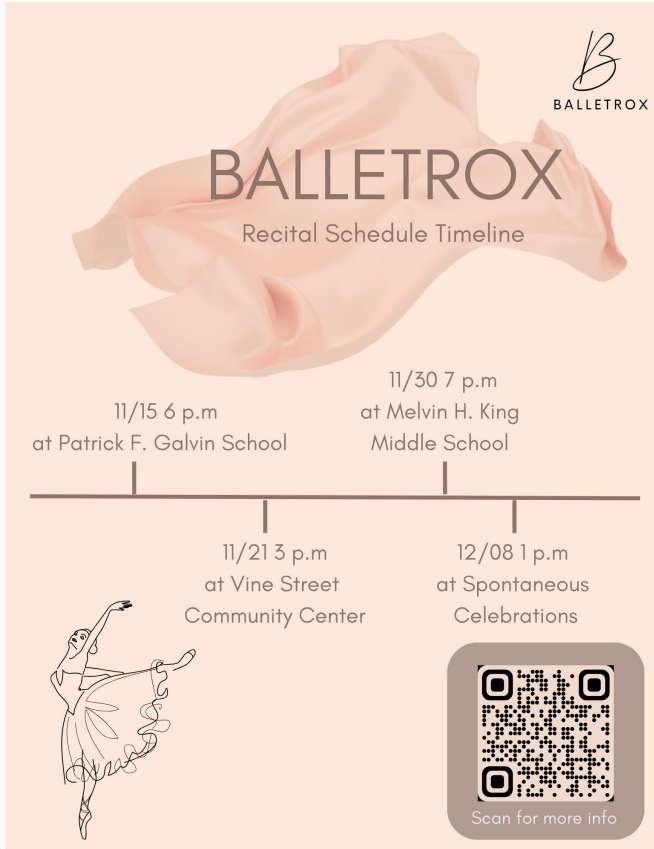
[@balletrox](https://www.instagram.com/balletrox)
Great for your resume and
helping the community

LOOKING FOR:
SOCIAL MEDIA MANAGER,
CONTENT CREATOR



Scan QR to register

Flyers + Business Card



Channels



Local School Newsletters

Facebook Groups

Email

Instagram Story

LinkedIn

Twitter



Public Libraries

Local Newspapers

Community Centers

Local Schools

Churches

Post Offices



04

Newsletter

BalletRox letter

Weekly Bulletin

- Info 1
- Info 2
- Info 3
- Info 4
- Info 5



Main Event (Current)

Lorem ipsum dolor sit amet, insecetur adipiscing elit. Proin sed tortor eu nisi vulputate feugiat. Sed nec scelerisque dolor. Donec euismod fringilla quam eget tempor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris eu lobortis tortor. Vestibulum aliquet pulvinar nunc nec consequat. Donec porta convallis semper. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sed tortor eu nisi vulputate feugiat. Sed nec scelerisque dolor.

Donec euismod fringilla quam eget tempor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris eu lobortis tortor. Vestibulum aliquet pulvinar nunc nec consequat. Donec porta convallis semper.



BalletRox letter



Upcoming Events

1. Event 1
 - Description of Event 1 (Date Time Location)
2. Event 2
 - Description of Event (Date Time Location)
3. Event 3
 - Description of Event (Date Time Location)



1 Spotlight

Here will be a quick highlight of a student achievement they did in class. what their favorite foods, hobbies, movies are. this is a good way to get to know the community.

3 Spotlight

Here will be a quick highlight of a student. The achievement they did in class. What their favorite foods, hobbies, and movies are. This is a good way to get to know the community.

Birthday Wishes

Capturing a student's birthday wishes as well as the birthday photo.

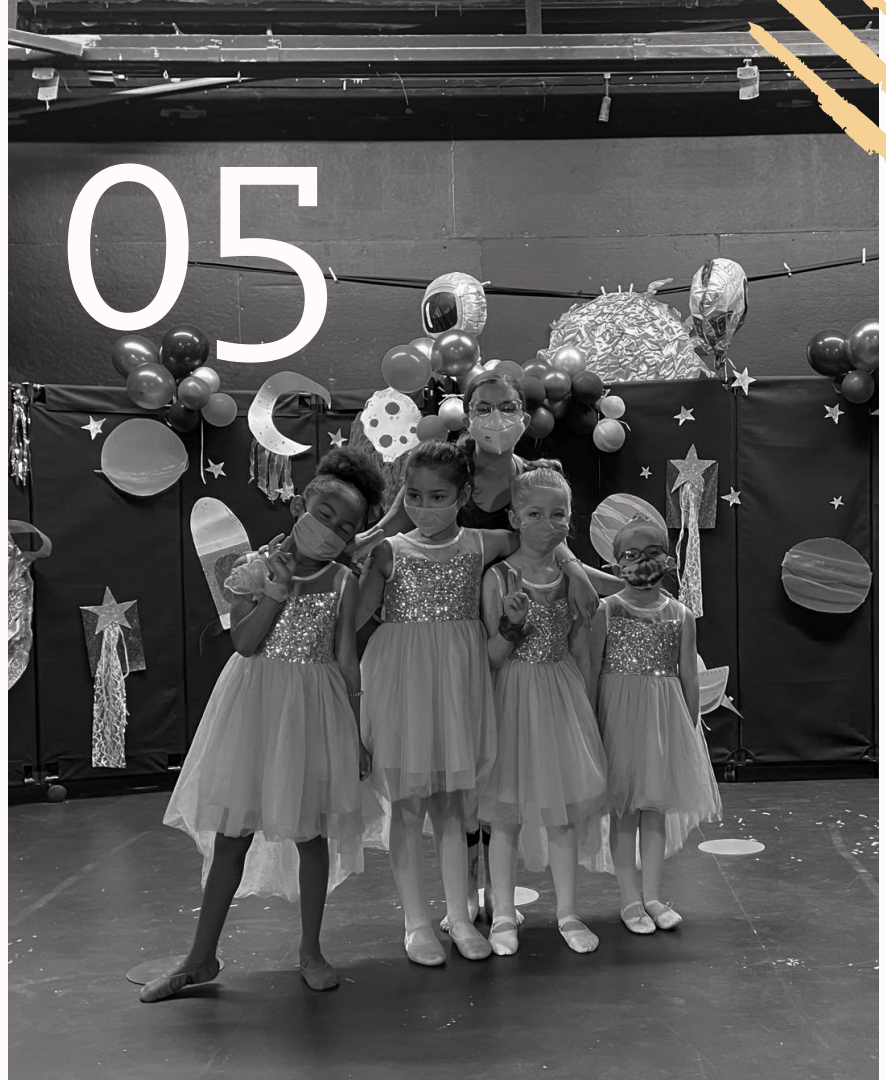
[illegible]

2 Spotlight

Here will be a quick highlight of a student. achievement they did in class. what their favorite foods, hobbies, movies are. this is a good way to get to know the community.

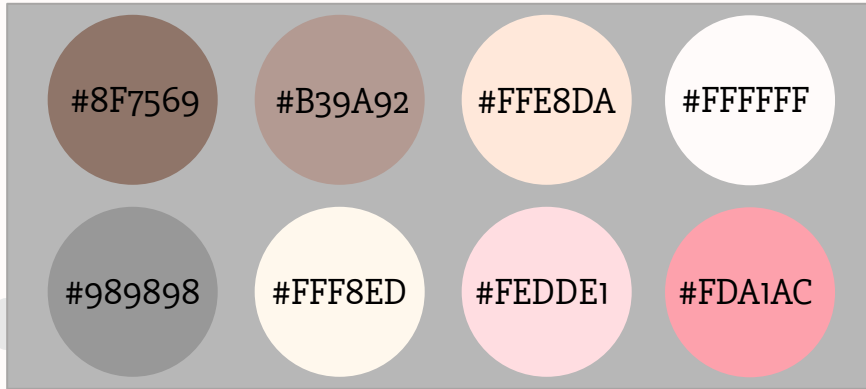
Mission Statement:

Branding



Brand Kit Suggestion

Color Palette



Highlight Mission Words

Non-profit

Affordability

Flexibility

Inclusivity

No barrier to entry



*Moving
Forward*



Refine Mission

- Condense mission statement
- Emphasize Core Values
 - Website



Volunteers

- Reach out to High Schoolers for volunteering opportunities
- Community Service
- [Volunteer Match](#)



Outreach

- Consolidating alum community
- Implement more events such as Mixers or Theme Nights



Branding

- Cohesiveness
- What sets you apart
- QR code to redirect to the website



Thank you!

Questions?