Physicians For Peace Social Media Campaign

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**Introduction:**

Our client, Physicians for Peace is a non-profit organization made for the sole purpose of training, supporting and empowering healthcare professionals working in some of the world’s poorest countries. They transform lives by training and supporting healthcare professionals in some of the world’s most underdeveloped populations.

For our project in Group 12 we have been tasked with helping Physicians for Peace improve their social media functions. Our goal is to develop a social media and fundraising strategy that will best suit the mission of Physicians for Peace. With their social media our goal is to develop a professional and consistent platform where users can stay up-to-date on the latest news from Physicians for Peace. Our fundraising strategy will accomplish the exposure Physicians for Peace needs. We hope to raise funding as well as build a following that will shape the organization into what it desires to be.

In the Google Hangout with Erin and Ellen, Physicians for Peace social media team, it was said that they wanted to target Millennials and women ages 45 and up. Before we get into how they could potentially improve in that area we wanted to highlight some things we think they can improve on within the three main social media platforms: Facebook, Instagram, and Twitter. It’s important to note that neither of these platforms are properly represented on the actual website for Physicians for Peace. The first improvement our group suggests is providing links to their various social media platforms.

The social media platforms that Physicians for Peace is currently active on are Facebook, Instagram and Twitter. We will also focus on creating a Pinterest strategy for the organization as well. Their Facebook and Instagram are lacking in the same ways. The images are not sharp and crisp and with that change the organization will come off much more professional.

The social media platforms for Physicians for Peace just need a makeover not a complete overhaul. Some of the goals stated in the Google Chat are easily obtainable with simple fixes to the content and imagery provided. In regards to their target markets millennials and women 45 and over, we believe that if they fully utilize the hashtag functions and images of activities that the target group enjoys. For example the women 45 and older they should show more of the work they do for children, then they should see improvement each platform and the number of followers.
Social Media Strategy:
Social media platforms are ever changing, sometimes weekly, so staying up to date with the changes made to the platforms is important. The next thing we think they could fix is the content they provide via Facebook, Instagram and Twitter. In order to attract more people to their social media pages and in turn attracted followers back to the site we believe that their posts need more consistency in content. Each post should contain information on what Physicians for Peace is doing, a link or picture that relates to the information provided, and then a hash tag such as #physiciansforpeace. The hashtag function should be used on every platform that allows it. Hashtags are a great way to connect the follower back to your mission statement. It will connect them to other social media outlets and will get them back to where you want them to go, your site. Providing hashtags is a simple, effective way that will give users the connect they want to see within an organization.

The Physicians for Peace Facebook page has 6,330 likes on their account. The page contains stories, updates and more from Physicians for Peace and is a great start for the organization. All of their social media is done in house and you can tell. They do not have a clear voice. The posts are inconsistent and even though they are good they could be better. First the quality of the images is lacking. Having a spotless image library is an easy fix that will make a world of difference. To deal with inconsistency we believe that figuring out their voice would be the next step. Their mission is “teach one heal many” and they could try and highlight on that more with each post. Once they find a cohesive voice, posting will become more consistent and will fix the problem. If they ever decide to have a social media team they would need to learn how to translate this voice to a team. An organization with a consistent voice will seem much stronger and will appeal to all users.
These two screenshots show the quality of image they are posting. They could easily adjust the brightness of the two photos as well as the clarity. They look like they were taken from a phone, but even on a phone you have editing capabilities.

The Instagram page is practically non-existent. They have a page but with no posts on it. This is not the way to begin your presence on social media. They have 111 followers which is lacking from the 6,000 they have on Facebook. They need to utilize this platform just as much as the others, if not more because Instagram is one of the fastest growing social media platforms. Instagram is a great way to promote your cause as well as get donations and support from other non-profits.

When they begin posting they need to ensure that the images are crisp and clear as well as providing a caption for each image. The caption function for Instagram is just as important as the picture itself. This includes the hashtag that will connect the user to other forms of social media. When the user can connect to a story they will connect to the mission. Physicians for Peace has many stories to tell and Instagram is a perfect way to get those stories out there. If properly used Instagram can help Physicians for Peace reach audiences on Facebook that they don’t have on Instagram. When you post a picture on Instagram it can be linked to the Facebook account and post on Facebook at the same time, with 111 followers via Instagram and over 6000 followers on Facebook, we believe this function will really help.

Here is a screenshot from a member of our group’s Instagram page. This unfortunately is the quality of image Physicians for Peace is using on their social media. This for us is not
acceptable. Instagram offers plenty of editing tools directly on their app. It would be an easy fix to lighten the image and make it look more professional.

Physicians for Peace also has a Twitter page. Like we mentioned before all of the social media for Physicians for peace is handled by a two person team. This will cause a lack of productivity if a strategy is not present. Erin and Ellen from Physicians for Peace use their person handles to reach out to others who could raise awareness for them. In order for the accounts to work there needs to be a consistent presence on each platform. We believe the Twitter is lacking most because of this.

Twitter has become a place everyone gets their news, businesses connect with other business and organizations can reach out directly to users. Twitter can be such a powerful social media platform that gets left behind. In order for Twitter to work the specified handle for Physicians for Peace has to be used and used often. Physicians for Peace cannot only post about their news but also connect with other non-profits. This is where the hashtag will also come into play. If Physicians for Peace can get other non-profits, journalist and news account to start posting about their organization, including their hashtag that is a huge turn around back to their mission and their site. Everything dealing with social media is strategic and by using this strategy they are gaining support, visibility and donations.

Their Twitter currently has over 3,500 follower and tweets fairly regularly but not as regularly for the strategy to work. We also noted that the avatar for the Twitter needs to be a clearer image to make it look more presentable. The biggest issue Physicians for Peace has is their images. It is a simple fix that will make a difference. Everyone can take pictures now and if a well-known non-profit cannot post professional images it will hurt their mission. Overall each platform has some work that needs to be done. We have a strategy that we believe will be the best course of action for the organization.
These screenshots show two of the most frequent posts from the Physicians for Peace Twitter account as well as some examples of the tweets from members of our group. The first is a great example of how they are responding to users and making personal connections. They could go a step further and connect with other non-profits. This will get them the following they need to help their social media take off. The second screenshot is completely irrelevant to the mission of Physicians for Peace. They should be posting images of their doctors helping patients or stories from those they are helping.

We decided to divide up the different platforms among our group. We felt as if that would be the most effective course of action. We divided the platforms based on how much demand it would require to show Physicians for Peace that this is the team needed to run great social media.

Facebook was assigned to Meg Mergenmeier and Caelynn Miller-Keyes. We've assigned two group members to this social media platform because it is one of the largest out there with a lot of room to cover. The goal on here is to go into detail with our viewers about the campaign through pictures, links, and posts such as status updates. Facebook is a great way to connect with an audience directly through messages and comments. Likes and shares will only go so far, but having a conversation about the cause is the most important part next to gaining donations. The point of this campaign is to get the user to the Physicians for Peace website. Facebook is the most widely used social media platform for this organization and therefore needs the most attention.

We discussed earlier how images were an easy fix as well as finding their voice. This will come with trial and error but with a team of more than one, we believe this will be the most effective
course of action. As well as like, shares are important as well as being featured on other non-profit pages. Support goes a long way and the more Physicians for Peace has the more successful it will become. Most organizations have a Facebook page and connecting with them will inturn connect us with more users. We hope that with this team we will be able to attract users with a cohesive and professional page.

Instagram will be run by Alyson Beacham. As we've made a note of on our last reflection the pictures on the current Instagram are extremely low quality and it appears that the page has not been updated recently with any new photos. Instagram is a great place to tell stories and to post the best images. A caption is worth a thousand words on Instagram. Without a caption the user has no sense of what the story is behind the image. Captions are key to a successful Instagram post. As of now there are no captions to the posts which is also a concern because there is no way for the audience to gather what exactly is going on and thus there is no reason for them to have any interest. There needs to be a story attached to these photos of children and the physicians or something for an audience to follow and create an emotional connection to. We also have a goal of posting at least two times a week.

Instagram needs the attention but it does not take a big team. One can easily post in their spare time and take time to find quality images and stories. This is a great platform for the Millennial generation. There is an obsession with crisp images as well as images with a story that has a call to action. People want to help out and providing a mission statement on a social media platform like this will target the right audience for this organization.

Twitter will be run by Allen Sandidge. Our strategy here is to create a hashtag for our viewers to follow such as #physiciansforpeace or #p4p. The goal for Twitter is to post multiple tweets a week. Like Instagram, Twitter is a social media platform that needs to be updated on a regular basis to hold interest. It is also useful in a similar way to Facebook as it is a good way to directly communicate with the viewers and respond directly to them.

Pinterest was given to Megan Craig. Similarly to Instagram, Pinterest is used mainly for visuals so whatever is posted needs to be aesthetically pleasing. This is a good place to post pictures and graphs of statistics such as how much money has been raised in x amount of time, where the money is going, how many physicians have been trained or how many children have been helped due to these donations etc etc. Essentially Pinterest is a really good way to post information and
numbers in a visually engaging way. What’s nice about Pinterest too, is that the viewer can click on the post and can be redirected to a site. For this particular instance the viewer can be redirected to a donation page, the main website page, Facebook, and many other options.

For Pinterest, Physicians for Peace could put together infographics, which are gaining in popularity. Infographics make looking at numbers interesting and fun. The team can get as creative as they want and have the freedom to tell a story in a unique way.

Infographics are professional but also fun. Utilizing these on Pinterest is a great way to show the growth of the organization as well as interesting facts about Physicians for Peace.
**Fundraising Strategy:**

Our main goal is connection. When the platforms connect the user will make the connection with the organization. This will lead to the user being directed back to the site where they can see volunteer and donation options. The main goal is to get them back to the site. Through hashtags, sharing and posting we hope that the user will connect with the mission of Physicians for Peace and want to be a part of it.

Our project team has decided to come up with a fundraiser for Physicians for Peace that will be incentive-based. We have found with other organizations, such as Charity: water and Do Something, that incentives draw more attention and interest from the public, especially when the target audience includes the younger generation.

Physicians for Peace has the slogan “Teach one. Heal many.” We would like to incorporate this into the incentive for donating because it is a very important aspect of the organization in its efforts to better healthcare systems around the world by teaching people about health care, resulting in benefits for many. For every person who donates, they will receive a custom silicone bracelet that will have “Teach One. Heal Many.” engraved on it. The bracelets will be the same teal/turquoise color that Physicians for Peace uses all over their website and in their title.

In terms of how we are going to carry out the fundraiser, we have come up with a “donation tree” idea in which the organization, Physicians for Peace, will be the head of the tree and whenever someone donates to their cause, they become a branch of the tree. The donor's social media platforms can be synced to the donation which will cause an automatic post once you’ve donated saying something along the lines of “John Smith has donated $15 to Physicians for Peace to aid healthcare services in developing countries. Will you be next?” and will be followed with a link to the website page you donate from. By posting to the profiles of the donors, all of their followers will see the post and become aware of the organization and their efforts, resulting in an increase in donations overall.

Also, we would like to incorporate different sectors through which you could donate to Physicians for Peace in this fundraiser depending on what category you best fit in, for example: students, corporate workers, groups such as clubs or Greek life, etc. There would be different links on the website that corresponded to these different groups and would give them each different means of donating. Students would have the option to spread the word through their social media with hashtags. Fraternities or sororities would have directions on how to sponsor different fundraising events where they give participants information about the cause and directions on how to donate. These different options depending on where you best fit in would
make it easier for more people to become involved with the organization and help out to the best of their ability, even if they are unable to donate much money depending on their personal situations.

We are working on a strategy that will allow donors to be interactive with one another and Physicians for Peace. The idea behind our strategy was based on the slogan “teach one, heal many” with the concept that donors will serve as the mouthpiece for the Physicians for Peace cause. When a donor donates, he/she will become part of the Physicians for Peace tree. Donors will be encouraged to follow and share content that the Physicians for Peace and through a link their friends, family, and associates can donate and become part of the original donors tree. We feel as though this time of registration will encourage people to continue to talk about the organization and encourage donations. The idea that you can share or even register to donate through your social media account is something that we think they should look into. If it’s possible, donors who register through their social media account will have an automatic message sent to their social media account and a post that reads “Teach one, heal many. (donors name) just donated to Physicians for Peace.” Of course we could always make it much more formal but again the idea is to encourage donations through social media and interaction.
Tracking, Evaluation and Measurement:
When thinking about a tracking program for Physicians for Peace there were some initial issues. There social media team is so small and it can be monitored in house and there is no real need for a software program. But the one program that we felt they could use was Hootsuite.

We felt as if Physicians for Peace would be better suited with consolidating their social media accounts to one particular program to allow them to properly track and maintain the traffic. Hootsuite is a program that will allow Physicians for Peace to manage their social media accounts properly.

Hootsuite puts all social media accounts onto one dashboard and streamlines your workflow. With this program they can add team members, assign post and easily collaborate for a more efficient management of Twitter, Facebook, Instagram and Pinterest. The program also allows for the measurement of performance with reports and analytics that should give them a good idea of what people are sharing and what they need to post about more. They can even schedule post and reply in real time allowing for a better consistency and control of content.

This will allow them to ensure that the posts are of good quality and will relieve the stress of when to post. This will give them the opportunity to gather all of the post they want for the week, edit and perfect them and them schedule when to post. It is simple and easy. Hootsuite will allow you to work within your team. You can manage the flow of posts and easily communicate throughout the program.

Hootsuite also allows them to use key-words to see how users are responding to the posts. This could help with SEO and if the creation of a blog was a thought. The program also offers analytics, which Physicians for Peace could use to track their social media and see where the most engagement is coming from. This could reaffirm their target audience or they could see that they need to shift their strategy. By using analytics you can see what the user is looking at, sharing, liking, retweeting and more. This will give them an advantage to ensure that their strategy always goes in the right direction.

We think their goals should be to have all of the post ready before the week begins. This will let them look at all of the posts side by side and ensure they are cohesive. This is perfect their ability to come up with campaigns of their own and really determine what the voice will be for Physicians for Peace.

Right now Physicians for Peace has such a small team this may just be something to play around with. When they gain the funding and team they could easily utilize a program like this and use it well.
**Team Social Media Campaign:**
As a group we decided to divide the social media among members but we will still be active on Instagram and Twitter. The Facebook, promoted by Caelynn and Meg found that Facebook was never the biggest issue in regards to social media.

Their Facebook account was good, but could be improved. We’ve noticed that their visuals have gotten slightly better since implementing the Facebook strategy. Visuals were the biggest problem with the Facebook but, unfortunately there is still not a lot of engagement from their followers. Over 6,000 people have "liked" their page, and we think a lot of their followers would be interested to know how their patients are doing after their treatment, or how physicians they taught in other countries are doing after they've left. Updates are important for followers, not only what they're doing now and in the future, but they need to show what they've already accomplished by keeping their followers informed properly.

Charity Water has numerous people commenting on their posts, a pastor from Nigeria even commented asking for their help. Physicians for Peace could have the same impact and response from people with the right social media tools.

To gain more of a response from their followers they need to make their Facebook more interactive. This could include starting a conversation by asking the public a general question. For example, "where would you like to see us travel to next?" or "do you know of a country that is hurting, that could use our physicians' help?"

Later on they could post on Facebook telling their followers which country received the most votes or most comments, and they could have a fundraiser that says, "help us get to ______." This would be a more interactive way to fundraise because they have already gotten the public involved with the previous post, so following up on that would continue the interaction.

Another idea is to have a giveaway. Giveaway's always bring in new people and get people's attention. They could require their followers to share the post, or share a picture that means the most to them, and whoever gets the most likes, wins. Having their followers share their pictures would hopefully draw in new people.
Those are just simple ways to potentially gain more followers. However, in order to keep the followers they do have interested. The previous ideas were all ways to draw more people in, but the more important part is keeping them their and active participants.

Five out of seven posts in the last three weeks are about burns, while this important to their cause, it is not the only thing they are about. They do much more than just treating burns, but they need to inform their followers of that. They need to do a better job of keeping them as updated as they can. They have so many people helping them, they should post numerous times a day to get each and every story out there.

Their Instagram needed a lot of work. They currently have 111 followers which has increased a bit since we began the strategy. Alyson was in charge of promoting Physicians for Peace through Instagram. We initially thought the issue was just the images, but with all of the social media platforms there is a lack of connection. Alyson focused on ensuring that every photo had a caption that would make a connection with the user.

We ensured that the hashtag was being used frequently with all posts. We also discovered another great hashtag to go along with the two we had already, #physiciansforpeace, #p4p and now #teachonehealmany. This is the mission statement for Physicians for Peace and it is a great way to keep the connection going. Instagram engagement is the hardest right now because the Physicians for Peace Instagram is not being utilized. Even the shortest post is better than none at all. This is a visual platform with many opportunities for the organization.
Like previously stated, Physicians for Peace can connect with other non-profit’s through this platform and make connections with additional users. The Instagram feature of sharing the photo onto other platforms is key in maintaining this connection. When all the platforms are connected through hashtags and shares the user will make the connection. Again our main goal is to get the user back to the site to take this initiative to volunteer or donate.

We also had other members take to Instagram to promote Physicians for Peace. The images that were provided to us were great quality and it was simple to go on the Physicians for Peace website and find facts and stories. This is something that a social media team can easily do and do well.

When we first started this project we noticed that the Physicians for Peace twitter handle was lacking some of the fundamental things necessary to be successful. When dealing with Twitter some of the simplest things can make huge differences. The logo clarity was one thing that we
pointed out amongst ourselves that needed improvement, but has since become more clear. The other thing that stood out to us was that the posts seemed to stand still when it came to retweets and the spreading of information. Since the aggressive campaign launched by our class the Physicians for Peace handle has become much clearer with the tweets and sharing of information.

Allen was in charge of promoting Physicians for Peace on Twitter. Since starting the campaign we felt as if the person who runs the handle has been rejuvenated and I think this energy is something that they should stick with from here on. They have started pulling more links and information from their website to share via twitter which we believe is a huge asset to their cause. They have also started posting more “action” pictures, photos of Physicians for Peace at work in various things that they do around the world. Whether it’s field work training doctors about burns or even a game of mini golf sporting a Physicians for Peace shirt, the handle has become so much better since the start of our campaign. We feel as though its important to keep the color and flavor of the twitter handle as it really does energize the “teach one heal many” initiative and you can see that throughout each post in the last month and half. #Teachonehealmany has now become one of the easiest sources for finding information on Physicians for Peace and their work.

When we first started this project the three things that we highlighted in pointing out what the post lacked from the handle, clarity or information about activities, color and imagery, and a trending hashtag have all become the norm for Physicians for Peace twitter handle now. We are excited for the handle and for the organization as twitter continues to be one of the main social media resources for information sharing.

Individually we all were active on Twitter during the duration of the campaign and extremely proactive at promoting Physicians for Peace. Actively having users participating in utilizing the hashtag will gain the following Physicians for Peace needs and a simple search of #teachonehealmany shows they are indeed growing.
Out of all the social media platform this was the one Physicians for Peace seemed to care about the most, there just seemed to be a greater presence on Twitter. During the campaign they reached out to Allen as well as the rest of the team. It was great to see them responding to users but we hope that will transfer over to their followers and more importantly to the other social media platforms.

Pinterest is a platform that Physicians for Peace has not explored yet, so Megan created an “account” with a blank slate. While pinterest seems to be on the backboard for a lot of non-profits, it is an increasingly fast-growing social media platform that can be used as a great tool for spreading the Physicians for Peace message: “teach one heal many”.

Know your audience. Most of Pinterest users are females aging from their 20s to their 50s. This is important to know and to make a plan before branding on this social network. Because most of the users are female this makes it easier to create an emotional bond based on your posts. For example, posts featuring a child prepping for a surgery will tug on the maternal instincts of the viewer. I borrowed an image and caption from the Physicians for Peace Facebook page to provide a visual example.

Pinterest hosts mainly visual content in a way that is similar to Instagram. How it differs from Instagram however, is that a link can be attached to an image allowing the user to open whatever relevant information the poster wanted to attach. Visual images are a
powerful way to tell a story and allow the viewer to make an emotional bond with the story and the brand. Physicians for Peace have access to hundreds of unique stories due to their volunteers and their patients. Physicians for Peace can upload pictures such as this one and attach a caption to it, explaining a small bit of the story. The user can then click on the image which will then reroute them to either the Physicians for Peace official website or perhaps a blog that hosts these stories. Other than stories, captions are very important to include in pictures, it gives the viewers the next step to getting involved with your group. It can direct them to your main website, news, an upcoming event, or information on how to donate.

Pins on Pinterest tend to have a longer life span on updates and news feeds compared to other social networking sites, so there is that advantage. Using pinterest is a great strategy when calling your donators to action. Telling stories of children and families in need will pull on the heartstrings of donors, encouraging them to donate. People tend to feel better about donating when they can actually see where there money is going, and these images and stories will emotionally connect with the donors on a personal level. The stories should range in topics from celebration after a successful surgery to a heartbreaking story of a young girl’s burns. Use this as a platform to show your volunteer’s and your organization’s personalities too. Image taken from the Physicians for Peace Facebook page.
Another useful feature that Pinterest has is the ability to repin, which is similar to Facebook’s sharing feature or Twitter’s retweet. This means that a viewer who has taken an interest in the post will repin it onto their account and therefore their followers will see it. This is important because it allows for viewer engagement, and viewers are more interested in what their online friends are posting and viewing versus an organization.

When making posts for Pinterest, make sure that if you’re not spreading stories then you are spreading useful information. This can be information about diseases in third world countries, symptoms of the disease, living with the disease etc. Info graphics do well in this form of information.

Pinterest makes it easy to fundraise, all you need to do is type the $ sign with the price in the description box. Pinterest adds a nice looking banner on top of the image and the item will be added to the gifts tab on the pinterest homepage. While this may not be practical for donations, it’s a great way to obtain fundraising by exchanging money for Physicians for Peace t-shirts, hats, or totes.
Multimedia Production:

For the multimedia section of our campaign, we have come up with an idea to do a series of posts on Instagram that focus on different stories that highlight the best parts about Physicians for Peace. The posts would include stories from doctors, patients, volunteers, and more. Once a week we would post and hopefully continue the campaign throughout the year. Each member of our group will trade off on posting the Instagram photos each week so that the rest of the group can research about the country they will be covering for their week. By incorporating personal stories, the followers would develop emotional attachments to the organization and gain a bigger appreciation for what they do.

We want to make a statement through this campaign. We want Physicians for Peace to be able to take this and use it throughout their various social media platforms. This all goes back to our main strategy of connecting each platform back to the site. This is an easy way to do this as well. They can easily post on Instagram once or twice a day. The stories are there for them to use. Whether they are on the site, personal encounters or just by speaking with people. To connect all this together we have the hashtag that links all of the site together. Also Instagram allows you to share the post on other platforms, such as Twitter and Facebook. This will get the users to make the connecting and get to the Physicians for Peace site.

Since Instagram needed a lot of work we chose to implement our campaign through Instagram. This is the easiest way for them to begin having a strong presence as well as make a connection with users. Personal stories will connect the user with the mission of Physicians for Peace and in turn with get them to the site, hopefully to inspire them to volunteer or donate. The goal is to get the user to want to be a part of the organization and its mission.
Final Thoughts:
Overall, we have come to the conclusion that Physicians for Peace could use some updating and more time and effort in their social media platforms. If they follow through with what we have provided for ideas on how to better these platforms, they will have nice presentation, interesting content, and the ability to grow more with more followers into the future. One of the hardest things to do is to maintain this same amount of effort way into the future.

The best thing for Physicians for Peace to do would be to hire a social media team that has the sole purpose to maintain and better their social media platforms. Within this team, they should have people who are experts on a certain social media and handle that one directly. It would be ideal to have at least two or three specialists per each social media platform, equalling around 12 people total (Instagram, Twitter, Facebook, Pinterest X3).

In addition, the work that Physicians for Peace does is so important because it not only aids people in need around the world, but also stays true to its motto of “Teach one. Heal many,” where they are taking time to teach more and more doctors and other medical specialists specifically for the work they do. This work should not be overlooked. If P.F.P. came together with more well-known organizations, such as Doctors Without Borders or the American Red Cross, they would not only gain more followers, but would also have a great chance at earning more donations that allow them to continue their incredible work.

Physicians for Peace’s campaign with Amazon this holiday season, where you can donate easily with your Amazon purchase, is another great tactic that they should continue on using into the future as well. By associating themselves with other big names, they gain more media exposure which results in more supporters.

Another great tactic would be to have these well-known organizations or companies give them shout outs on their own social media. By just simply posting a picture of some of the work Physicians for Peace has done and captioning it with something along the lines of “Follow @PhysiciansforPeace to help more people in need and donate on their website www.physiciansforpeace.org,” people would become interested and follow the organization themselves.
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