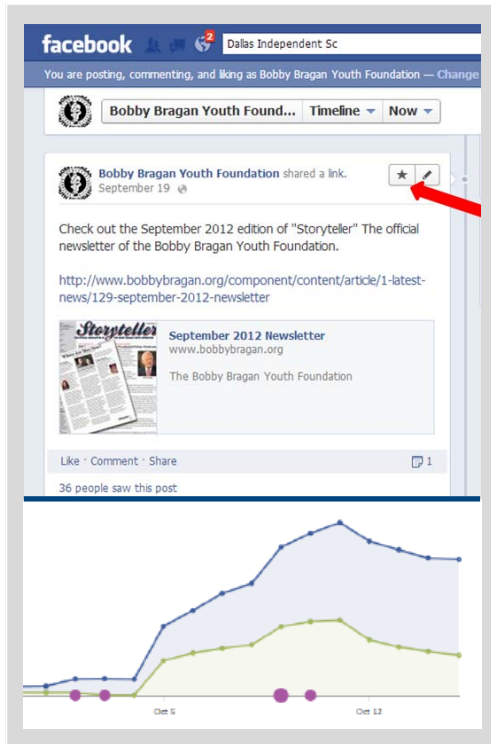

PROJECT PROFILE



SOCIAL MEDIA SUCCESS THROUGH STRATEGIC PLANNING AND EXECUTIVE COACHING '12 *Bobby Bragan Youth Foundation*

The Bobby Bragan Youth Foundation called on Project Partners to help expand the Foundation's social media presence among past and present scholarship winners, their families, and their many community supporters. Immediate results were impressive, including the increase of Facebook "Likes" by approximately 90% in the first ten days of implementation.

"I get it now! Not only do I understand more about social media in general but I can see all of the ways it can benefit the work of the Foundation. Thank you for creating a plan to help us achieve our goals that is easy to understand and execute. I can already see how much it has improved our social media presence."

Janet Cooper, Executive Director
Bobby Bragan Youth Foundation