

Case Study: Increasing Community Engagement and Digital Visibility at Tobosa Developmental Services

Role: Marketing Specialist
Timeline: July – September

Overview

At Tobosa Developmental Services, a community-based organization dedicated to supporting individuals with developmental disabilities in southeastern New Mexico, my role as Marketing Specialist focused on enhancing digital visibility, driving community engagement, and communicating the organization's mission in an accessible and authentic way.

Challenge

Tobosa sought to increase awareness of its programs, services, and community initiatives while strengthening engagement with families, partners, and residents. Social media platforms were underutilized, with limited storytelling that highlighted the achievements of the individuals served. The organization needed a strategy that could balance data-driven marketing with human-centered communication.

Strategy

To address these challenges, I developed and implemented a three-month digital refresh and engagement plan that focused on:

- 1. Content Alignment and Storytelling**
 - Created content highlighting individual achievements, community events, and partnerships.
 - Used clear, accessible language and inclusive visuals to ensure content was understandable for diverse audiences.
 - Developed a content calendar to maintain consistent posting across Facebook, Instagram, and LinkedIn.
- 2. Data-Driven Social Media Management**
 - Monitored performance metrics daily and adjusted posting times, formats, and messaging based on audience interaction.
 - Focused on posts that encouraged direct engagement such as comments, shares, and link clicks.
- 3. Community Engagement**
 - Organized local job fairs and community gatherings to promote recruitment and interaction with the individuals supported by Tobosa.

- Leveraged events to create shareable content that amplified the voices of community members.

Results

The initiative led to measurable growth in both digital engagement and community participation:

- **Social Media Performance**
 - 13,291 impressions, a 322 percent increase compared to the previous period.
 - 238 engagements, representing a 3,900 percent increase.
 - 37 link clicks, an 827 percent increase, demonstrating growing interest in Tobosa's programs.
 - Facebook website referrals increased 93 percent.
 - Social media followers grew 20 percent, indicating sustained audience growth.
- **Community Impact**
 - Successful execution of job fairs and community events increased local awareness and participation.
 - Strengthened connections with families and partners through inclusive and accessible messaging.
 - Highlighted achievements of individuals served by Tobosa, reinforcing the organization's mission and values in the community.

Key Takeaways

- Combining storytelling with data-driven marketing creates measurable results while maintaining a human connection.
- Accessibility in digital content is essential for inclusive engagement and broader reach.
- Hands-on community involvement complements digital strategies and strengthens trust and relationships.

By focusing on accessibility, storytelling, and community connection, the project not only boosted digital visibility but also reinforced Tobosa's reputation as a trusted and engaged community partner. The case demonstrates the power of aligning marketing strategy with organizational mission to create a lasting impact.