

# CASE STUDY

## YMCA of the SUNCOAST: WEB & SOCIAL MEDIA SERVICES

2011 Communicator Award Winner

### PROJECT DESCRIPTION

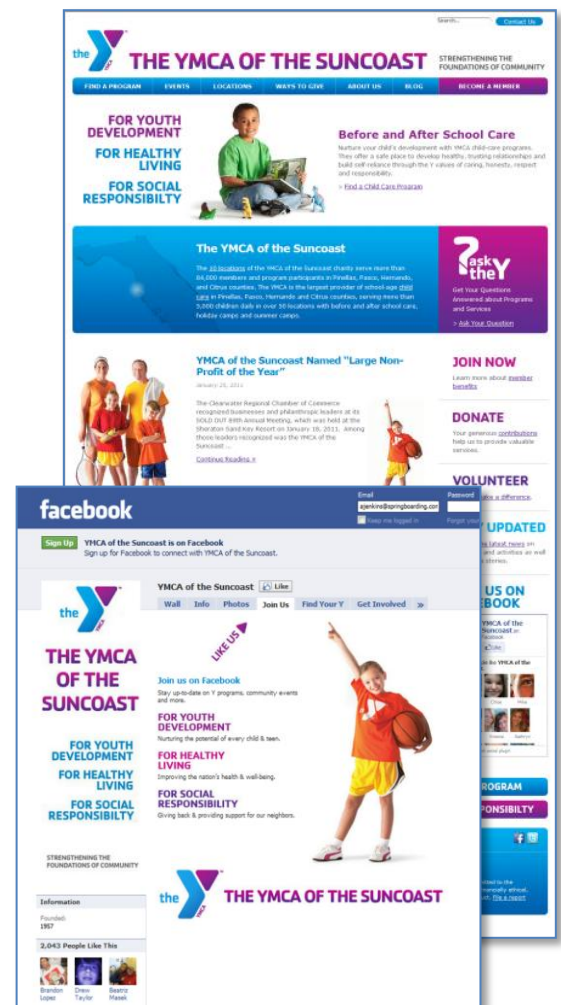
In 2010, YMCA of the USA introduced new branding that reflects its identity as a vibrant, diverse organization. YMCA associations across the United States were asked to integrate the new brand over the next five years. Shortly after the rollout, Florida's YMCA of the Suncoast distributed an RFP for online marketing support. After interviewing potential partners, it selected Springboard Marketing & Communications as its online marketing partner.

### SOLUTIONS

Springboard worked with YMCA of the Suncoast to redesign its existing website and to develop a searchable database of the association's programs. It also introduced social media strategies and set up pages on popular platforms to help the organization connect with the community. As part of this effort, Springboard provided social media training to representatives from twelve branch locations.

### RESULTS

The new YMCA of the Suncoast website was recognized by YMCA of the USA as an outstanding example of brand integration. The association was invited to present the website to other YMCAs at a national event in Chicago. In addition, YMCA of the Suncoast's Facebook page grew from 1,200 to over 2,000 fans within the first 30 days of the new launch.



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