

MOAA is quickly reaching new audiences with Thrive

smallact
Make a big impact in social media.

Case study



"It's been a huge help showing us things that work well with our audience — and things that don't work well."

- Chrisi West, Web Content Manager, Military Officers Association of America

The Military Officers Association of America, a nonpartisan and nonprofit organization, is the nation's largest association of military officers.

The problem: **Engaging younger crowds**

Because the average MOAA member is 72 years old, the organization needed to better engage younger crowds. MOAA knew they could reach those crowds on social media, but weren't sure how to best measure the effectiveness of that outreach.

The solution: **Thrive's tracking tools**

Using the many tracking tools available in Thrive, MOAA quickly learned what messages best resonated with their audiences on Twitter and Facebook. The organization could see — for the first time — the appetite for information and extent of their reach.

"Previously, we didn't really know how many people could see our messaging," said Chrisi West, MOAA's Web Content Manager. "This has been huge for justifying our social media use and saying this is a really great avenue for people who don't know about us yet."

Benefitting from Thrive's powerful number crunching, MOAA quickly learned what practices worked best for them. They saw that interest was highest for informational messages with unique content.

The result: **A growing fan base**

Armed with a better understanding of its target audience, MOAA is now emphasizing posts about scholarships and family support opportunities. This focused messaging is being so well received that MOAA's fan base is quickly growing.

That support will only increase with Thrive, which continues to give MOAA vital insights.

"It's been a huge help to see where we've been and where we're going," she said. "I've never seen anything like it."

About Small Act

Through its social media software, Thrive, and various consulting services, Small Act empowers nonprofits and associations to nurture key relationships. Founded in 2008 and based in McLean, Va., Small Act proudly helps AARP, National Geographic Entertainment and over 150 other clients make the most of their social media investment.

Get started today!

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