



# IMPACT REPORT

Social Media Marketing Workshop  
November 2019 – July 2019

[www.ccbsfoundation.org](http://www.ccbsfoundation.org)

# IMPACT SUMMARY



**Conducted 4  
Workshops Total**

1. Scottsdale Civic Center Library, Scottsdale, AZ (English) November 2018
2. Buckeye Coyote Branch Library, Buckeye, AZ (English) March 2019
3. Facebook Live Private Group, Online (English) June 2019
4. Facebook Live Private Group, Online (Spanish) June 2019



**94 Registered  
Participants**



**78% Completion Rate**



**32% Male  
Participants**



**68% Female  
Participants**



**COMPASS CBS  
FOUNDATION**

# INSTRUCTORS



**Edgar R. Olivo**  
Lead Trainer,  
Executive Director  
Compass CBS  
Foundation



**Janene Van Leeuwen**  
Program Director,  
Volunteer Trainer  
Buckeye Coyote Branch Library



**Tanya Simmons**  
Board Member,  
Volunteer Trainer  
Compass CBS  
Foundation



**Jose Rodriguez**  
Board Member,  
Volunteer Trainer  
Compass CBS  
Foundation

# OUR PARTNERS





# SCOTTSDALE WORKSHOP



**Scottsdale Civic Center Library**

November 27 – December 20, 2019



**19 Registered  
Participants**



**57% Completion Rate**



**32% Male  
Participants**



**68% Female  
Participants**

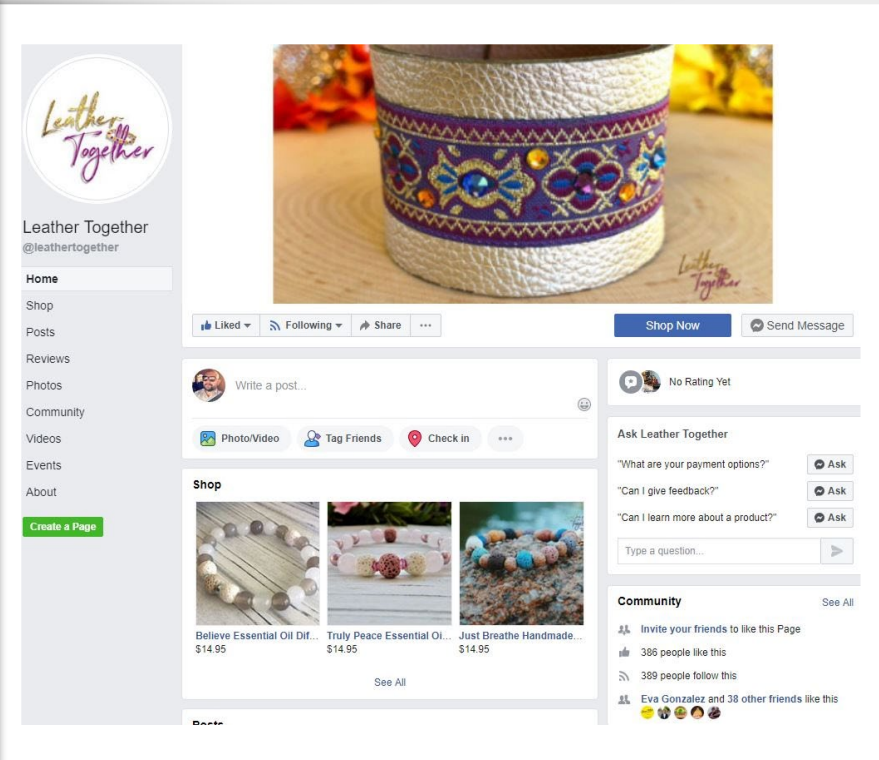


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# SUCCESS STORY - SCOTTSDALE



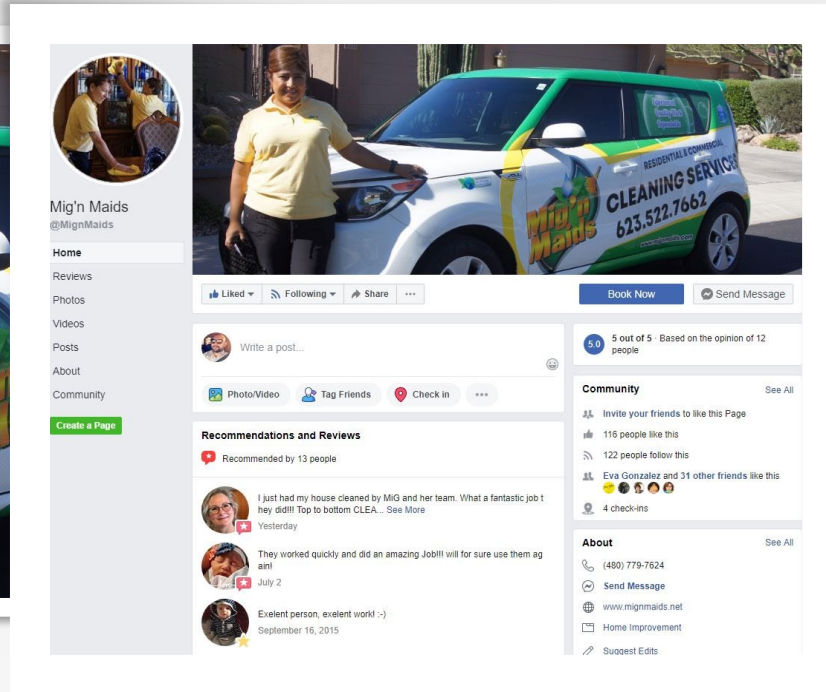
**Narda Gonzalez,  
Owner of Leather Together**



Narda joined the program because she recently launched her jewelry business and wanted to learn how to promote on Facebook.

*"The program helped me create a Facebook and Instagram page. I'm excited to share my creations to the world!" - Narda G.*

# SUCCESS STORY - SCOTTSDALE



Migdalia joined the program to grow her existing fan base and share her passion for cleaning tips. She was very interested in creating targeted promotions to attract new customers for her cleaning services.

**Migdalia Morales,  
Owner of Mig'N Maids**

*"I feel more comfortable creating ads. Before, I was very confused and now, I know how to find my ideal customer on Facebook." - Migdalia M.*



# BUCKEYE WORKSHOP



**Buckeye Coyote Branch Library**

March 6 – March 28, 2019



**34 Registered  
Participants**



**68% Completion Rate**



**35% Male  
Participants**



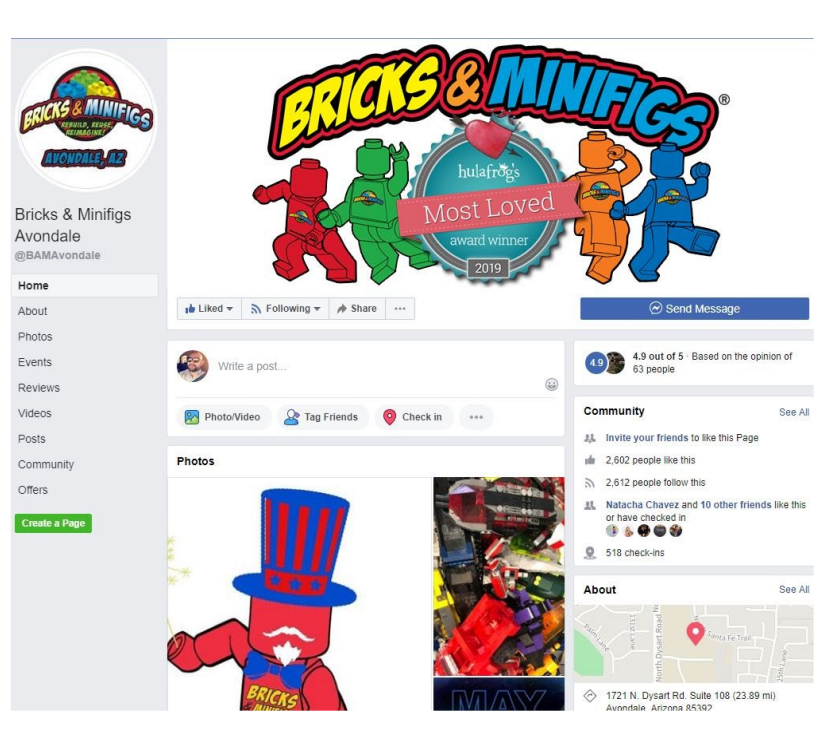
**65% Female  
Participants**



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# SUCCESS STORY - BUCKEYE



Jen owns a successful toy store and her fan page started to grow. She joined the program to learn how to create fun content that attracts more customers into her store.

**Jen Pyer,**  
**Owner of Bricks & Minifigs**

*"I am excited to use all of the tools I learned in the class to entertain and educate kids to be creative. I am also excited to connect with more parents to help grow my store." - Jen P.*

# SUCCESS STORY - BUCKEYE



**Lisa Riekana,  
Owner of Amazing  
Pet Service**

Lisa started a pet care service and she was not sure how to create ads on social media. She joined the program to learn how to promote to more pet owners in her neighborhood.

*"I was very confused about the different terminology used in Facebook to create ads. I can't wait to connect with more pet lovers in my community!" - Lisa R.*

# SUCCESS STORY - BUCKEYE



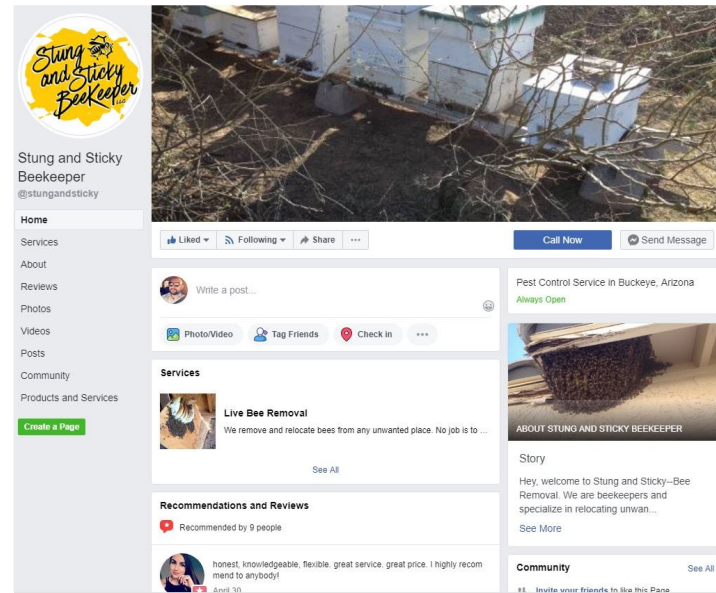
Deb and Fran are senior volunteers for the Friends of the Buckeye Library group. They regularly host events to raise money for the library. They joined the program to learn how to create events on Facebook.

**Deb Melfi & Fran Podlasinski,  
Volunteers at Friends of  
Buckeye Library**

*"Our goal was to invite as many community members as we can to our book drives and library events. We have increased attendance at our events since taking this program!" - Deb M.*



# SUCCESS STORY - BUCKEYE

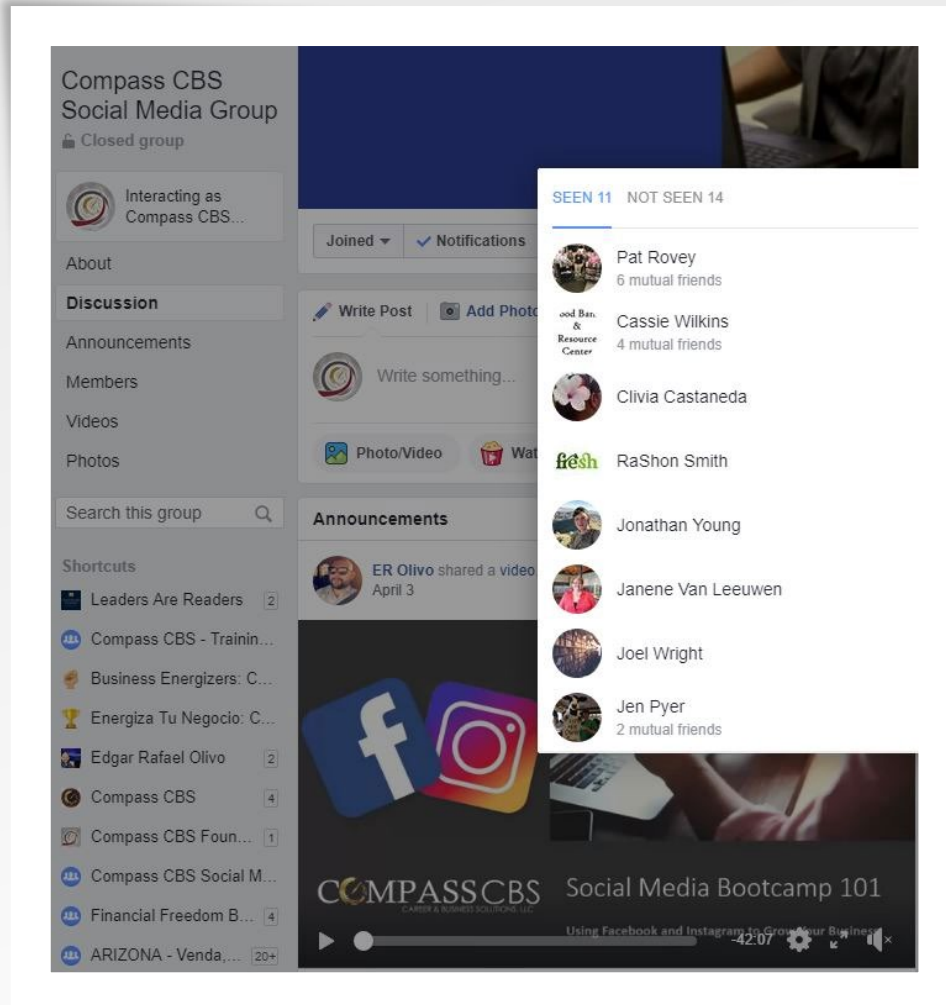


Jonathan and his younger brother started a beekeeping business in their backyard. They harvest honey and educate their community about bees. They joined the program to learn marketing strategies to grow their fan page.

**Jonathan Young,  
Owner of Sting &  
Sticky BeeKeeper**

*"I wasn't really sure how to sell my products and share with my community on Facebook just how important bees are to the environment. This program gave me great ideas to engage my followers." - Jonathan Y.*

# ONLINE WORKSHOP - ENGLISH



**Compass CBS Social Media Group**

June 28, 2019



**17 Registered  
Participants**



**65% Completion Rate**



**35% Male  
Participants**

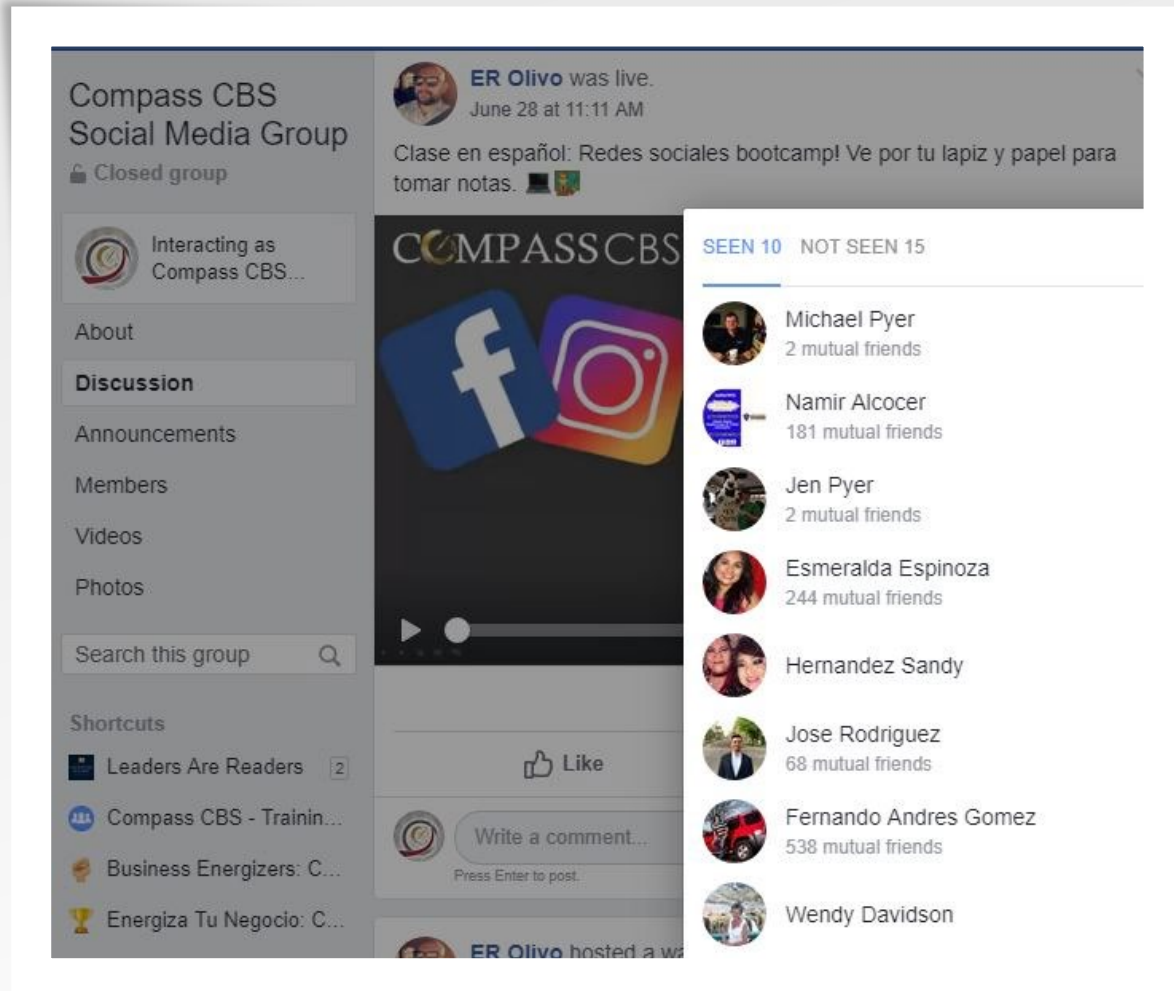


**65% Female  
Participants**



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# ONLINE WORKSHOP - SPANISH



**Compass CBS Social Media Group**

June 28, 2019



**24 Registered Participants**



**42% Completion Rate**



**25% Male Participants**



**75% Female Participants**



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# SUCCESS STORY - ONLINE



Mirna is the co-owner of an automotive electrical training school that caters to Spanish-speaking professionals. She recently expanded her business. She joined the Spanish program to learn how to brand her business as a leader in her industry.

**Mirna Cote,  
Owner of Escuela de  
Electricidad  
Automotriz**

*"I learned a lot about video ads and how to tell the stories of our graduates with LIVE videos. We are exploring the idea of having private classes online using Facebook." - Jonathan Y.*



# TESTIMONIAL

SOCIAL MEDIA WORKSHOP  
SCOTTSDALE, ARIZONA

VIDEO TESTIMONIAL – ELICIA NADEMIN



# TESTIMONIAL

SOCIAL MEDIA WORKSHOP  
SCOTTSDALE, ARIZONA

VIDEO TESTIMONIAL – CARLOS CORDOVA