STORIES THAT INSPIRE COMMUNITIES

The Social Media Approach of the Barça Foundation
The scope of the Barça Foundation

1.6M Beneficiaries
58 Countries
+50 Collaborations with other organizations
5.5M Followers worldwide on social media
Goal setting

01 Define a message and set a tone
02 Raise awareness & become an asset
03 Become an advocacy channel
Our voice: Beneficiaries
Our voice: Educators
Joyce can, thanks to the robot Pol project, virtually attend the @Ol stadium from her room at @vallhebron hospital, greet the players, and watch the warmup from the field. Also, Jybril can do it thanks to this shared initiative of @Olfondation @FCBarcelona @EAbidal22Found ❤️❤️
Apoyo total a @openarms_fund ante la incautación del barco por las autoridades italianas en un momento donde la crisis humanitaria de personas refugiadas sigue latente. Ánimo a @campsoscar y todo su equipo.
Some final remarks

Content is everything

Focus on beneficiaries

Timing

Don’t be afraid of advocacy and interaction

Quality will lead to quantity
THANK YOU

@jomarcet

/joanmarchetvila