

# SRCC's Success

SRCC IS A Mumbai-based children's hospital and rehabilitation center for physically handicapped children. They reached out to Sites of Success to supercharge their social media presence.

The Society for Rehabilitation of Crippled Children (SRCC) has long been a beacon of hope and support for children with physical challenges in India. With its deep-rooted history in healthcare and child welfare, SRCC has been impacting lives for decades. However, in today's digital age, a strong online presence is crucial for any organization's outreach and success. Recognizing this need, SRCC partnered with Sites of Success, a digital marketing and social media management firm, to amplify their social media reach and connect with a broader audience.

## The Challenge: Boosting Online Visibility

When SRCC first approached Sites of Success, their social media presence was modest but far from reaching its full potential. Their reels, though informative and engaging, were struggling to gain traction,

▼ SRCC's latest reel, which reached 7,500+ views in less than 48 hours.



IMAGES: SRCC CHILDREN'S HOSPITAL, SRCC.ORG.IN

gathering between 2 and 300 views at best. Additionally, while they had a loyal base of followers, their growth was stagnating, limiting the organization's ability to raise awareness about their initiatives, fundraising efforts, and success stories.

The goal was clear: Sites of Success needed to reinvigorate SRCC's social media strategy, boost engagement, and ultimately help the organization grow its follower count.

## The Strategy: Leveraging Social Media with a Tailored Approach

Understanding that every non-profit has a unique audience, Sites of Success conducted a comprehensive audit of SRCC's existing social media channels. They delved into the types of content that resonated best with SRCC's followers and identified key areas for improvement. Based on this, the strategy was designed around three main pillars:

**Content Optimization:** The team at Sites of Success revamped SRCC's content, focusing on creating compelling, emotionally charged visuals that highlighted the impact of the organization's work. This involved sharing more heartwarming success stories, spotlighting children and

their journeys, and emphasizing SRCC's role in their transformation.

**Maximizing Engagement:** Engagement is the heartbeat of any social media strategy. By introducing interactive elements like polls, Q&A sessions, and community-focused posts, Sites of Success fostered a more dynamic relationship between SRCC and its audience. They encouraged followers to share their own stories, experiences, and messages of support for the cause.

**Reel Optimization:** With the growing popularity of video content, especially reels, Sites of Success identified an opportunity for SRCC to shine. The team began producing short, impactful reels that showcased the organization's efforts in action—be it through medical camps, therapies, or success stories of children and their families. These reels were tailored to not just inform, but emotionally engage the viewer, leaving a lasting impression.

## The Results: A Remarkable Transformation

The results were nothing short of astounding. In a matter of months, Sites of Success helped SRCC grow their Ins-

▲ The exterior of the hospital, in Mumbai, India.



▲ The logo of the SRCC Children's hospital

tagram reels views from a modest range of 2 to 300 views to an impressive 5,000+ views per reel. These numbers reflect more than just casual viewers—they signify a meaningful connection with a growing, engaged audience.

## Follower Growth: A Testament to Impact

One of the most significant markers of success has been the dramatic rise in SRCC's follower count. With a more consistent and engaging content calendar, Sites of Success helped SRCC expand its community, bringing in new followers who are not only interested in the content but also passionate about supporting the organization's mission. The organization has seen a marked increase in donations and outreach from people who discovered them through these new online channels.

## Conclusion: A Partnership for Future Growth

The collaboration between SRCC and Sites of Success is a shining example of how a well-executed social media strategy can elevate a brand, even in the non-profit sector. By creating engaging, purposeful content and connecting with their audience