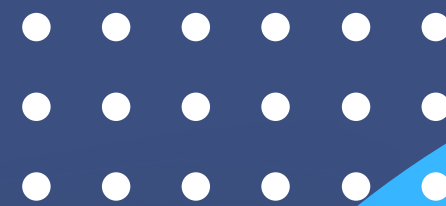


fieri

Bescherming. Behandeling. Toekomst.



STRATEGIC & CREATIVE BRIEF



GDP Strategy

Giovanni Masoni (5427290)

Diba Amirhosseini (5489202)

Patricia Lamker (5516080)

MASTER CONTENT & MEDIA STRATEGY
NHL STENDEN

GROUP NAME: MCMS GROUP A24/25

COACH: KONSTANTIN BREHM

3906 WORDS



Date: 24 January 2025



PROJECT CONTENTS

The content of the project has been divided into three different parts. The first part serves as an introduction to the project, and us as a team. The second part covers the strategic advice giving insights into the client, and the target audience which lead to our proposed content domain, objective and strategic advice. The third and last part of this project covers the creative concept and ends with some content ideas.



PROJECT CONTENTS

➡ Introduction

- 1.1 General Introduction
- 1.2. Welcome to our team - GDP Strategy

➡ Strategic Brief

- 1. Client Insights
 - 1.1. Strategic Place Brand-Management Model (SPBM)
 - 1.1.1. Brand infrastructure
 - 1.1.2 Brand identity
 - 1.1.3. Brand communication
 - 1.1.4. Gap analysis
 - 1.1.5. Brand Experience
 - 1.1.6. Brand Evaluation
 - 1.2. Marketing Environment
- 2. Customer Insight
 - 2.1. Research
 - 2.1.1. Quantitative Research
 - 2.1.2. Qualitative Research
 - 2.1.4. Dimensions
 - 2.3. Persona
 - 2.4. Customer Journey Map
- 3. Common Ground
 - 3.1. Sweet spot
 - 3.2. Content Domain
 - 3.3. Content Objective
 - 3.4. Strategic Advice
 - 3.5. Feasibility

➡ Creative Brief

- 1. Creative Concept
- 2 The Rationale of the Creative Concept
- 3. Possible Content Ideas
 - 3.1. General Tips



1.1.INTRODUCTION

Fier is a company that is specialized in the holistic care of patients that have experienced traumatic events related to a dependency relationship.

In the Netherlands, when a person is looking for professional help in the field of mental health, they must go through their general practitioner (GP), and from there they can get forwarded to a mental health care professional. The GP usually suggests different options where they can seek help. However, the GPs often go with local options, which not always include Fier, or choose a more familiar option. Unfortunately, Fier is often not the first on that list (M. Buurman, personal communication, October 10, 2024).

Fier wants to increase brand awareness with the clients before they reach out to their GP so that they are more likely to recommend Fier to their GP, and subsequently being referred to Fier for help.

For this reason they have hired us (GDP Strategy) to work out a content and media strategy.



1.2. WELCOME TO THE TEAM!

“From Content to Connection”



GIOVANNI MASONI



DIBA AMIRHOSSEINI



PATRICIA LAMKER

The GDP Strategy team is composed of Giovanni Masoni, Diba Amirhosseini, and Patricia Lamker. We are three post-graduate students in different aspects of communication with various backgrounds and experiences. Even coming from different countries and cultures, what we have in common is our passion for content marketing and mutual respect. Together we form a united and efficient team that can overcome any trials and obstacles.

Strategic Brief



1. CLIENT INSIGHTS

The following section is divided into two different sub-sections. The first sub-section analyses different aspects of our client Fier using the “Strategic Place Brand-Management Model” (SPBM) as described by the paper from Hanna and Rowley (2010). The second sub-section analyses the marketing environment using the Micro, Meso, and Macro model (IVTO, 2022).

1.1. STRATEGIC PLACE BRAND-MANAGEMENT MODEL (SPBM)

As you can see in Figure 1, the SPBM divides the brand into different compartments, for each of the following sections we only mention what we find interesting in regard to media and content strategy. A full analysis of the brand using this model would exceed the scope of this strategic brief.

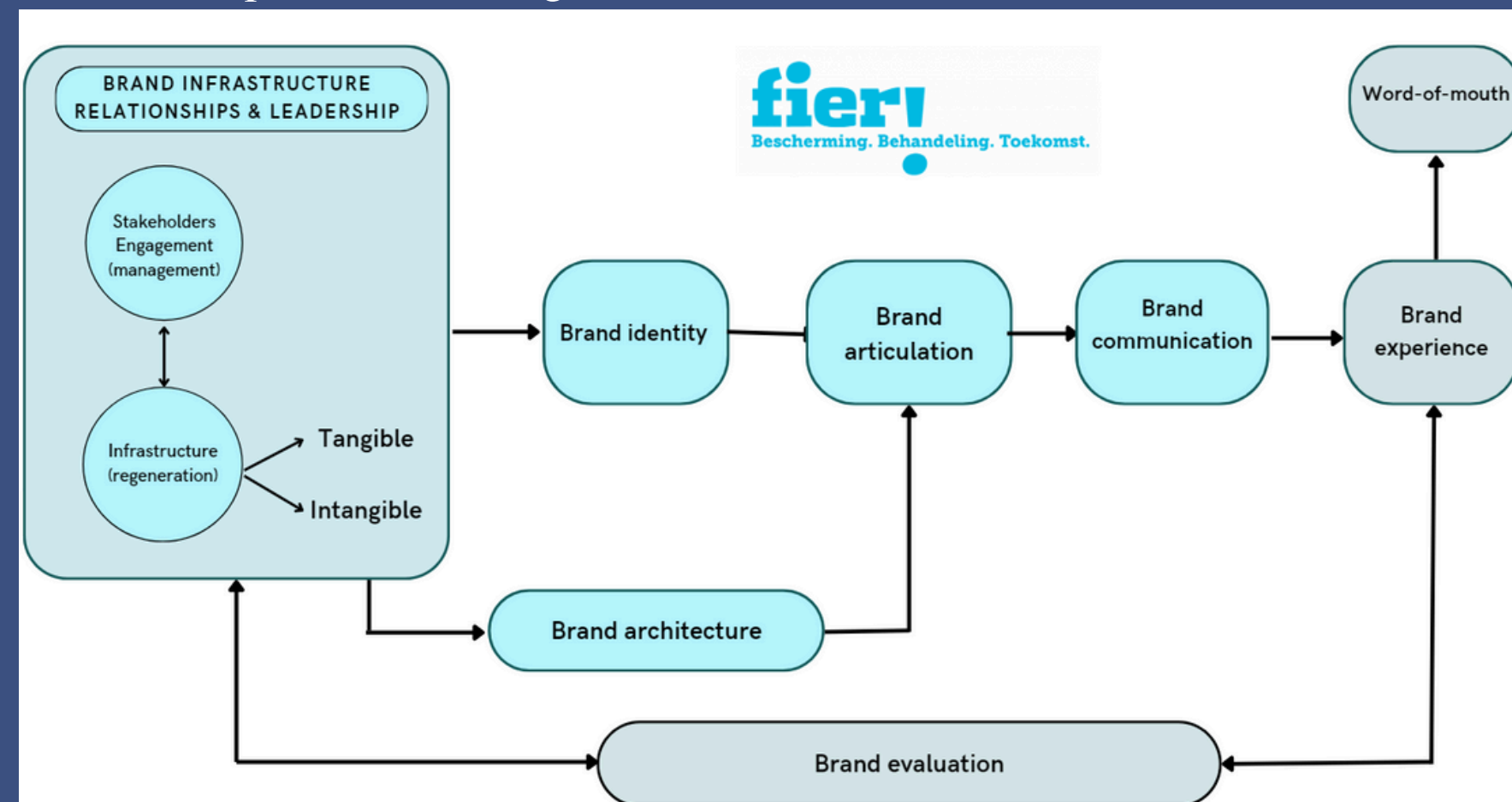


Figure 1: Strategic Place Brand-Management Model for the company Fier. This model is created using the model described by Hanna and Rowley (2010).

1.1.1. BRAND INFRASTRUCTURE



Key Stakeholders:

Below you can find the stakeholders that we identified as being the most important regarding a media and content strategy. These stakeholders could be used for future content collaborations.

Stakeholder	Internal/ External	Relation to Fier
L.A.P. Atelier/ “A House of Happiness”	Both, A house of happiness is external.	This is an atelier that was created by the “A House of Happiness” (Dutch curtain manufacturer) and “Fier”. It offers Fier’s clients the chance to develop workforce skills and self-confidence (Fier, n.d.-d).
Blooming Bakery	Internal	Young people who have experienced violence and abuse and are now living with Fier take part in Blooming Bakery. When combined with the support they receive at Fier, the client can move closer to entering the workforce and earning their diplomas of building experience in pastry field. This is a step they would not be able to take otherwise because they are not permitted to work or learn outside of Fier's grounds for safety concerns.
National Center for Extremism	Internal	(LSE), a section of Fier, focuses on the counselling and treatment of those impacted by radicalization or exposure to extremist environments.
Center Against Child Trafficking and Human Trafficking (CKM)	Internal	(CKM), a part of Fier, is dedicated to preventing human trafficking in the Netherlands. Through studies and research, public awareness and legal action, it fights against both sexual and criminal exploitation.

Key Services

The main services Fier provides can be divided into (1) outpatient care, (2) residential care and (3) social participation.

- For **outpatient care**, Fier offers psychological help to past and present victims of violence in dependency relationships. This help can either be in the form of therapy sessions at one of Fier’s locations, online or at the client’s home (if needed) (Fier, n.d.-a).
- **Residential care** refers mainly to the shelters that Fier provides. This is very handy in cases, when the victim is still stuck within traumatic situations such as living with the offender, and the trauma therefore just keeps building up. Fier offers these victims not only shelter but also help to work on the trauma and helps them find a way to ensure that there is a safer future in sight. The classroom provides Fier with the space to continue the schooling of children and teenagers, that would otherwise fall behind.
- Finally, Fier lays another focus on the **social participation**. If clients live at Fier they are taken out of their social environments. To ensure that they can re-enter society smoothly, Fier will help the client to work out their desired job and living, but also their passions and talents.

1.1.1. BRAND INFRASTRUCTURE

Key Resources

- Having a **Budget** is always a crucial point when evaluating what we can do for the content strategy and how we can use it to improve Fier notoriety. However, Marteen Jan Buurman (the representative of Fier) explained to us that we do not have an exact budget, and we should propose a plan where we explain how certain costs would be used to improve the company. If it is worth it, they will consider it.
- Fier consist partially out of a wide range of **professional doctors and nurses** who are specialized in the care of people who suffered from violence in dependency relationship.
- Fier offers a well-structured and intuitive **website** which can help people to have a first introduction about who they are, the activities offered and key information to evaluate Fier. Moreover, they created a **live chat** which can be used to ask for more information, get help and to have first contact with the staff. This chat is completely anonymous and the clients will chat with actual professionals.
- Fier is very active online, not only with their website but also on **social media**. They have an Instagram account where they post a lot of content about their activities, events and meaningful videos to encourage people to talk about their problems with professional doctors.



1.1.2. BRAND IDENTITY



Slogan

Bescherming. Behandeling. Toekomst.
English translation: Protection. Treatment. Future.



Company's Personality

During the interview with Marteen Jan Buurman, he described the current brand personality with the adjectives: honest, resourceful, rebellious, confident, pioneering, knowledgeable, and radical.

Marteen said that from his perspective he would like to see the adjectives: approachable, emotionally expressive, decisive, unpretentious, trusting, and analytical.



Company's Mission

Fier's mission is to prevent and help people with situations and traumas that arise from violence in dependency relationships (M. Buurman, personal communication, October 10, 2024).

The most unique attribute of Fier's services is their holistic approach. Fier's experts include even the client's family and friends in the process of therapy to ensure that the client's issues can be thoroughly dissolved. This is something that makes them unique in comparison to other mental healthcare providers in the field of trauma therapy. (M. Buurman, personal communication, October 10, 2024).



Company's Vision

Fier's vision is strongly connected with its mission. They want to help people to be able to recognize the problem and not get repeatedly stuck in the same kind of situation. They want to be innovative and the best in their field. To do so they need to increase brand awareness as main element of their future vision. They know what makes them unique, now they need the people to know it too. (M. Buurman, personal communication, October 10, 2024).

1.1.3. BRAND COMMUNICATION

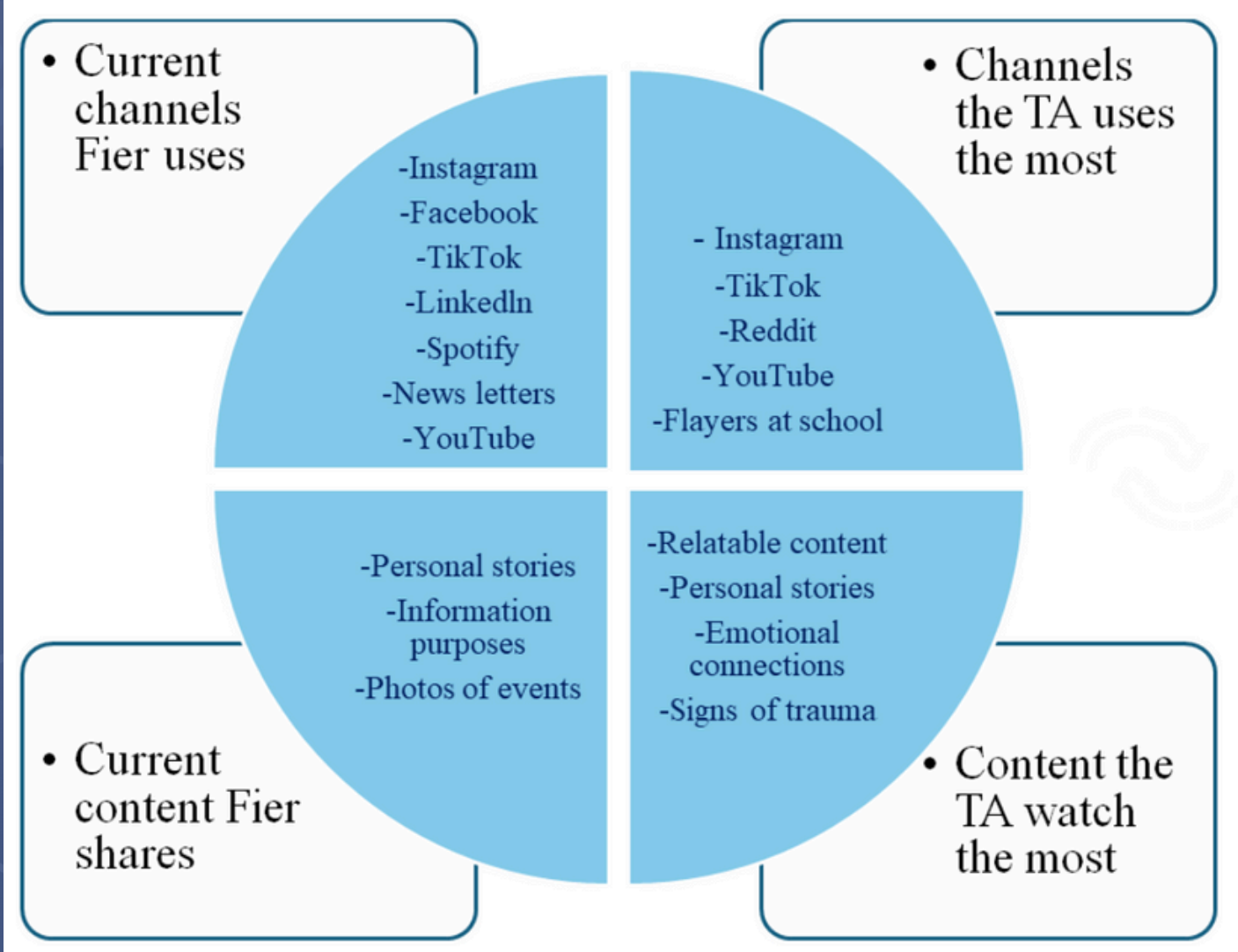
Current Content & Channel Analysis

	Instagram	Facebook	TikTok	Spotify	LinkedIn
Followers	2390	6187	1745	N/A	23000
Number of posts	640	N/A	32	14	N/A
Likes average	45	20	125	5 stars from 4 people	40
Type of content	<ul style="list-style-type: none">• Personal stories• Social interactions• Posts for information purposes• Photos from Fier events	<ul style="list-style-type: none">• Personal stories• Social interactions• Post for information purpose• Photos from Fier events	<ul style="list-style-type: none">• Personal stories• Funny videos inherent at their TA or about the employees	<ul style="list-style-type: none">• Podcasts about health care and personal stories	<ul style="list-style-type: none">• Personal stories• Post for information purpose• Photos from Fier events
Language	Dutch	Dutch	Dutch	Dutch	Dutch

During the interview with Marteen, he said that for them the target audience of TikTok, LinkedIn, and Facebook feels very straightforward, however, they are not sure what to do with Instagram, as they feel that it is used by such a broad range of people (M. Buurman, personal communication, October 10, 2024).

1.1.4. GAP ANALYSIS

Gap Analysis



The biggest gaps in Fier’s content are most likely deriving from the fact that the content is not tailored to the channel nor customer journey stage. Different channels require different types of content (Sinoka et al., 2019).

1.1.5. Brand Experience

To ensure the client remains positive throughout their residential care period while school is on break during the summer, Fier offers a summer school with lots of fun activities for everyone to keep them busy and involved.

1.1.6. Brand Evaluation

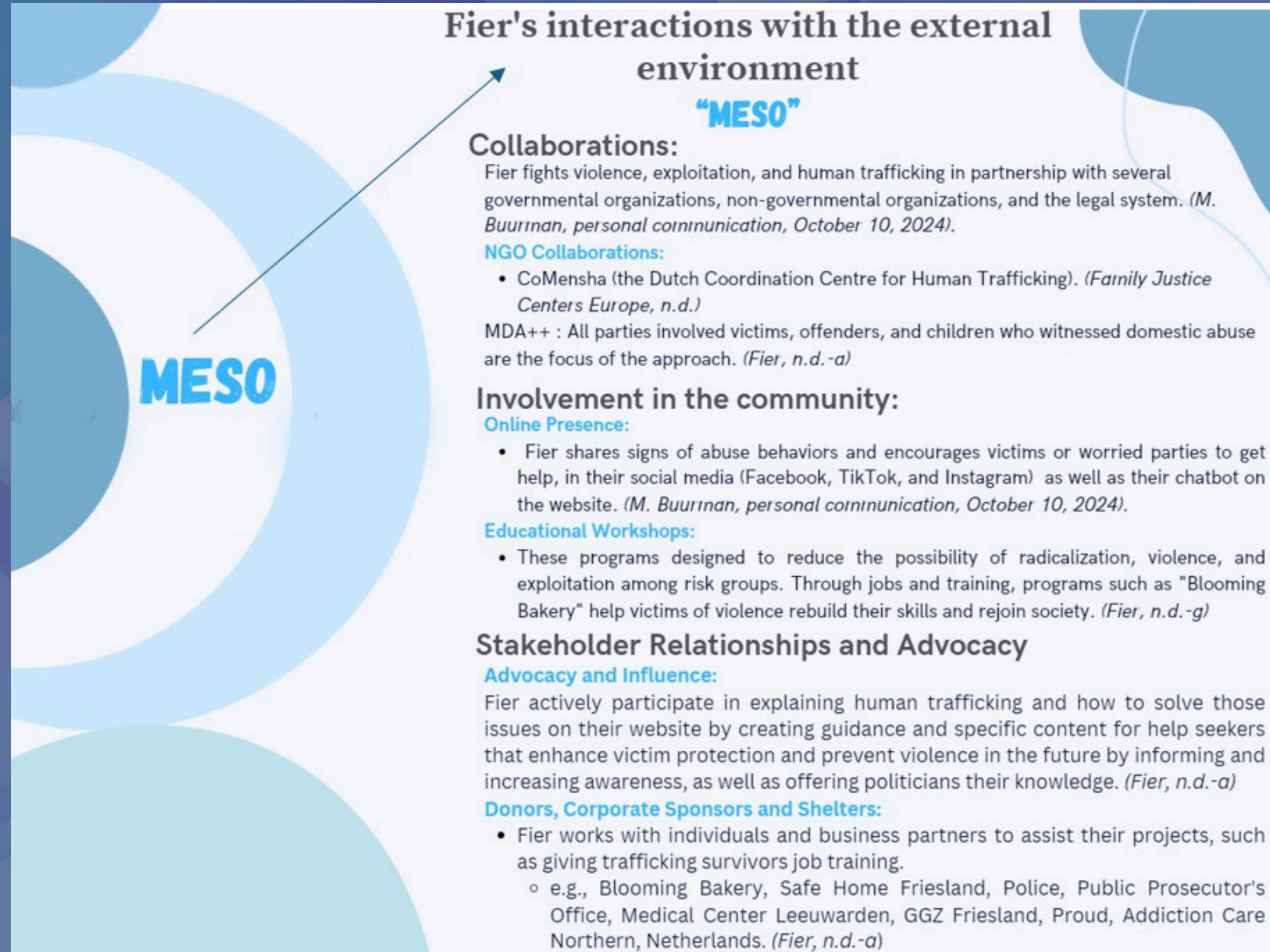
At the beginning of our research with Fier, one of the first things we noticed were the **reviews on Google** not yet knowing that Fier has an **internal way for feedback**. The internal way of giving feedback is more comfortable and easier for clients to use due to its anonymity, so they can be more open and sincere in writing constructive criticism. Around 90% of these internal reviews are positive reviews.

However, when we first read the reviews on Google, we noticed some one-star reviews from the last two and three years. This could be a problem, as it is something you would not want to see when you investigate a company. Most of the comments refer to the staff's behavior, preparation, and professionalism; an important factor when talking about health care.

“Those people pretend they want to offer you help, but behind your back, they all cause an annoying problem”. This quote summarizes the main message of the reviews on Google.

1.2. MARKETING ENVIRONMENT PESTEL

Microenvironment is the level focusing on the internal organization of Fier (IVTO, 2022) such as described in the SPBM in the section



1.2. MARKETING ENVIRONMENT PESTEL



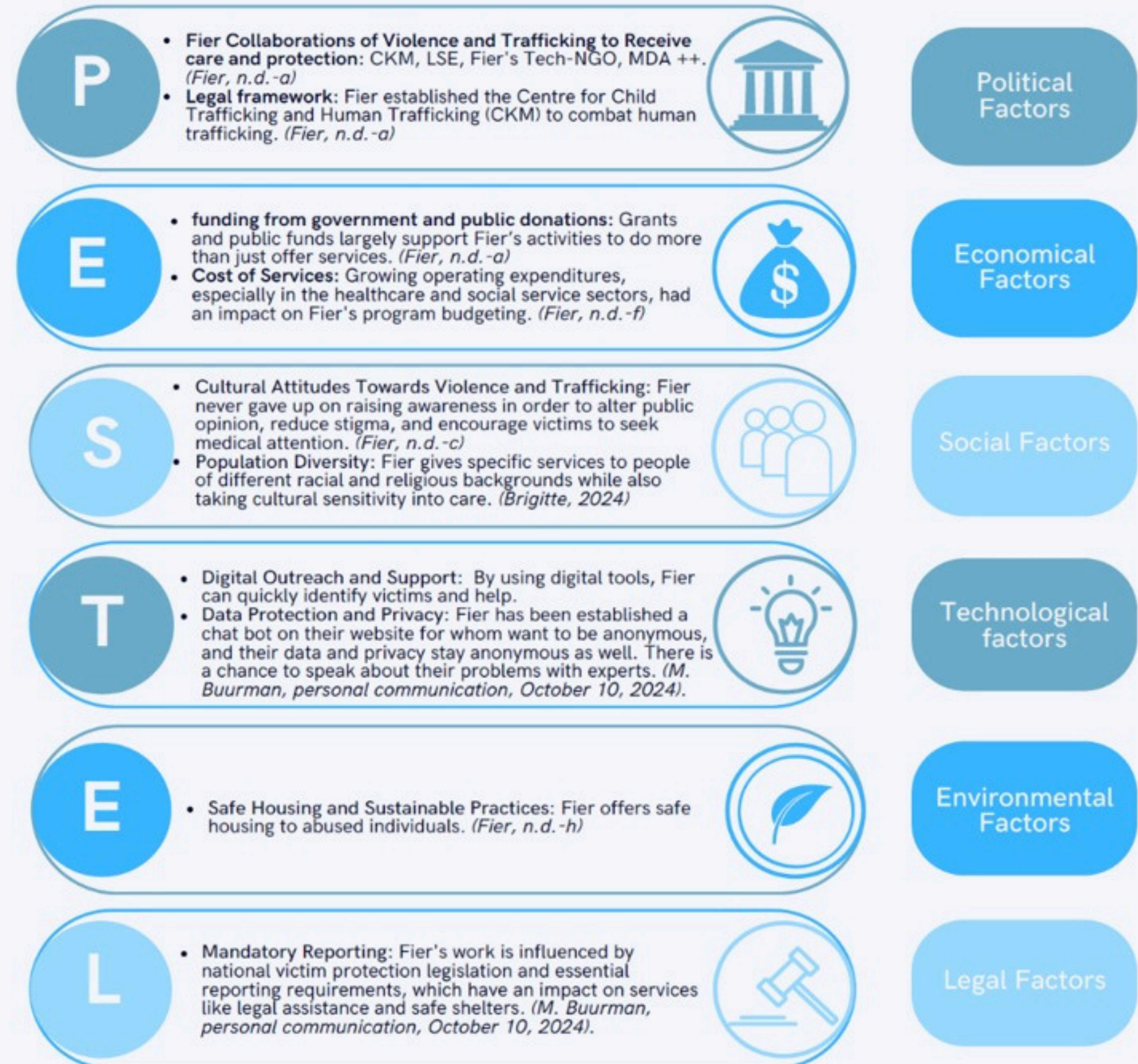
Macro

To describe the macro environment, we used the PESTEL model (*Paramadita et al., 2024*).

These factors could influence decisions in the future and identify opportunities and threats in the macro environment.

Analysis of the market influences

PESTEL



2. CUSTOMER INSIGHT:

This third section of the strategic brief is dedicated to all the steps we took to create the two most important parts of our content marketing strategy: the Buyer's Persona and the Customer Journey Map.

2.1. RESEARCH:



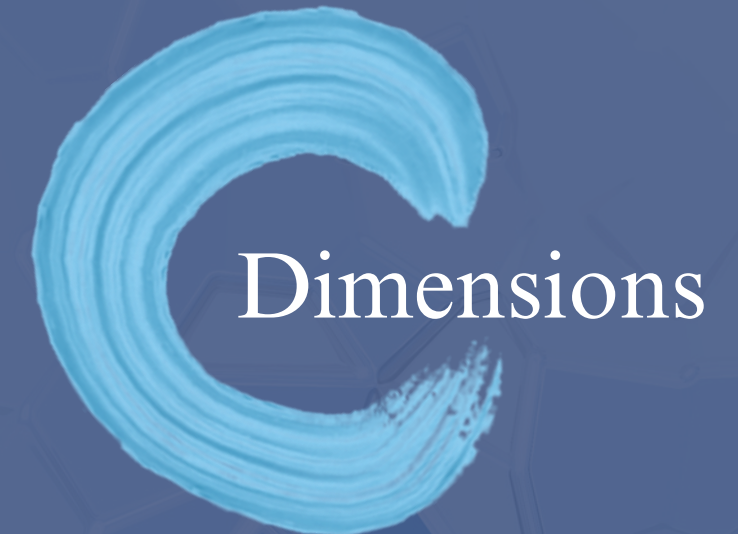
Quantitative

To collect data through the survey we started printing flyers (~250 flyers) with a QR code on them and distributed them around the NHL campus over 3 weeks (**convenience sampling**). Furthermore, we posted links to the survey twice on all our Instagram accounts and forwarded the link with a piece bit of explanation regarding the purpose through all our suitable WhatsApp contacts (persons between 18 and 30 that were registered within the Netherlands) or asked contacts to forward them to people fitting that description (**snowballing method**).



Qualitative

Only one interviewee out of five matched 100% of the persona derived from the quantitative analysis (female, 25, Dutch-speaking, freeze response). Despite everything, the rest of the interviewees matched perfectly our target audience (TA), except for their Nationality, but they are registered in the Netherlands. We structured specific questions throughout our interview guide to obtain the most suitable results, with a focus on our customer's journey.



Dimensions

For the creation of our quantitative and qualitative research, we started looking for specific dimensions that could help us understand our TA more deeply. Most of the dimensions are related to psychological factors, like emotional intelligence, personality, and the barriers that block them from seeking help from professionals. In our opinion, the most interesting and helpful was emotional intelligence, this is very difficult to evaluate but incredibly relevant when the main object of the research is traumatic events. Emotional intelligence is something that can be taught (Sadri, 2011) and that could help people at risk.

2.3. PERSONA:

This part of the strategic brief is about our persona which was derived from the survey, as described under quantitative research.

Demographics:
To filter our target audience (TA) to be between the age of 18-30, registered in the Netherlands, and people who are at risk of their body stress response (freezing and dissociating).

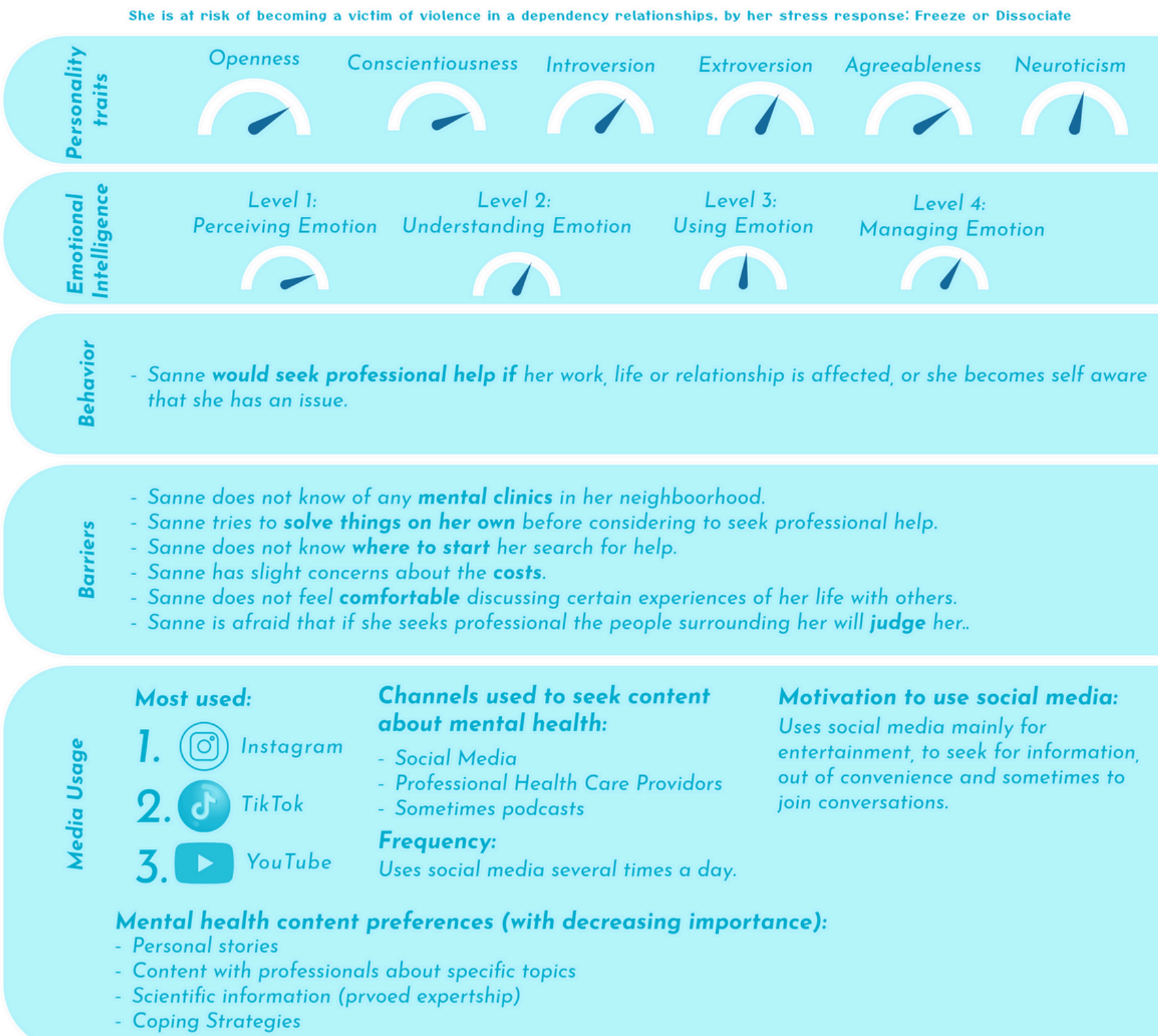
42.3% of the respondents were registered in the Netherlands, but don't speak in Dutch. Furthermore, 84,6% had not heard of "Fier" before the survey.

Personality traits:
Attitudes/ Stigma: 25% of the respondents believe that people with strong character do not need professional help. Our research showed that over 70% of the respondents would consider seeking professional help in the future without being influenced by people's opinions and 21,1% of the respondents do not have faith in mental health clinics.

It is noticeable that 75% of the target audience believes that going to mental healthcare is inconvenient and takes too much time.

Social media: Approximately 87% of the respondents do not use traditional media to seek content about mental health and around 60% of the respondents use social media to seek content about mental health.

Furthermore, nearly 64% like to follow content about mental health on social media. However, approximately 90% of the respondents would not use blogs to seek content about mental health and 67% of the respondents would not use podcasts to seek content about mental health.



References: For creating the image and name of a typical Dutch girl around 24, ChatGPT (OpenAI, 2023) was use



2.4. CUSTOMER JOURNEY MAP

A customer journey map (CJM) is an essential tool for marketing and business development. It helps identify different steps in the customer journey and their needs, actions, emotions, channel preferences, and content preferences.

The customer journey's significance stems from its capacity to improve the customer experience. Customer happiness, loyalty, and recommendations are all influenced by a positive experience.

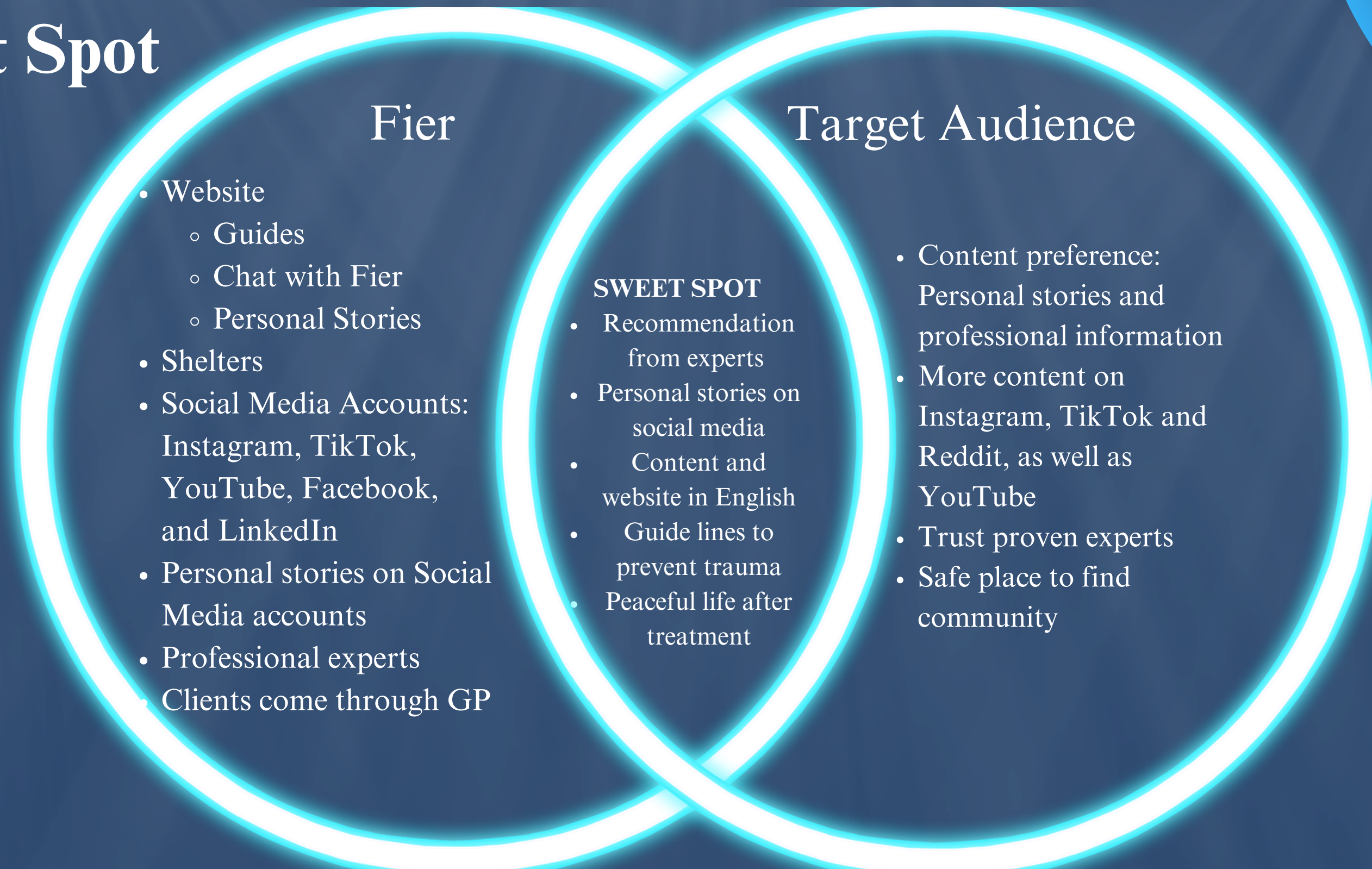
Optimizing brand performance and addressing weaknesses can be achieved by identifying customer-brand touchpoints and evaluating consumer satisfaction at each on

Category	Awareness	Consideration	Seeking professional help	Rehabilitation path	Sharing experience
Client actions	After several stressful situations, the client becomes aware that they need help. Especially when their life, work, study or relationship is affected, or they experience the feeling of losing control.	The client will seek information about their issue and what to do about it.	The client weighs and chooses the most suitable option considering their research and the GP's suggestions. They will then suggest Fier to their general practitioner.	Thanks to the help offered by Fier, the client can move on from their trauma and start a new life.	At the end of the client's journey, might share their experience with others.
Client needs	Firstly, the clients wants to become aware of their issue. Then, they need to hear options on how to deal with them and get inspired by others. The content needs to feel relatable and of high quality. They need mental health to be discussed enough to become normalized in people's minds.	During the client's research, the client wants to understand which solution can help the most with their specific needs. Fier needs to prove that they are valid experts to be able to trust their content. The content needs to be of high quality.	When the client realizes the main problem, they will look for an option specialized in their needs. They need good visuals of the website and diversity in content. Additionally, they need someone that makes them feel like they can relate to their culture, and they need to see that Fier can help the client if they do not speak Dutch.	Fier's professional counselors and psychologists help the client with their specific needs with one or more of their offered services.	The client needs a platform to share their review that is outside of their own social media circle.
Emotions	The client is feeling lost, sad, and traumatized, as well as frozen and dissociated.	The client is feeling curious, brave, and afraid.	The client is feeling confident, empowered , and hopeful.	The client is feeling supported, comforted, and accepted.	The client is feeling happy, satisfied, and fulfilled.
Channel preferences	<ul style="list-style-type: none">- Social Media (Instagram, TikTok, YouTube and Reddit)- Flyers at schools	<ul style="list-style-type: none">- Google (website content and anonymous chatbot)- Social Media (TikTok, Instagram & Reddit)- Flyers (distributed at GPs, libraries, schools and other locations to seek for information)	<ul style="list-style-type: none">- Google (reviews, website content and anonymous chatbot)- Social media recommendations (TikTok, Instagram, and Reddit)- Friend's recommendations- Flyers (distributed at GPs, libraries, schools and other locations to seek for information)	<ul style="list-style-type: none">- Social Media (Instagram, TikTok, and Reddit)- Google	<ul style="list-style-type: none">- Google reviews- Fier website- Reddit- Word of mouth
Content preferences	<ul style="list-style-type: none">- Personal Stories- Emotional connections- Joining conversations- Signs of violence in dependency relationships- Different types of violence in dependency relationships- YouTube: documentary style	<ul style="list-style-type: none">- Content from mental health professionals about specific topics- Scientific information (articles)- Guides (on dealing with different situations and how to find help)- Finding a community/ chat with people with similar issues- Content that can help overcome their barriers	<ul style="list-style-type: none">- Flyers with information and options- Strong visuals on the website- Proven expertise in the client's issue- Prove of experience with the client's culture- Clear options for help either as video or text- Personality and therapy style of Fier	The client can keep engaging with the content about personal stories, look up scientific information about their trauma to learn as much as possible about it and find community with people who have experienced similar stories.	Not applicable in this scenario, as it is the clients turn to utilize the channels and create their own content if wanted, using the channels mentioned above.

3. COMMON GROUND

The following section, called common ground, evaluates key insights of our client and their target audience (TA). It is followed by the content domain, content objective, strategic advice, feasibility, and content examples.

3.1. Sweet Spot



3.2. Content Domain: “Violence in Dependency Relationships”

Firstly, we chose “Violence in Dependency Relationships” due to it being the main and overall expertise of Fier. Secondly, it provides a good overall topic that all content is about that Fier can deliver, and that the target audience cares about. By covering topics that are related to violence in dependency relationships, the target audience can be empowered to overcome these situations and our content objective can be achieved.

3.3. Content Objective:

“ Empowering young people
to find their way through difficult situations
related to dependency relationships. ”



3.4. Strategic Advice



1

Tailor the content to the specific channel.

- TikTok: Reels that often do not exceed 2 minutes in length.
- Instagram: Posts to silently swipe through, as well as reels. These reels could be the same as on TikTok.
- YouTube: Longer, more extensive videos that go more in-depth.
- If you have a story to tell that is longer than 2 minutes, then think about utilizing YouTube and then creating snippets to use as reels.
- Consider offline media such as flyers to distribute at school.

2

Match the channel and content to the different stages of the customer journey.

- Form emotional connections, create awareness, and build a community using Instagram, TikTok, Reddit and YouTube.
- Utilize your experts to give professional advice on TikTok, Instagram, and Reddit.

3

Create English content with Dutch subtitles to reach everyone in the target audience, no matter their mother tongues.

- Around 42% of the survey respondents were not Dutch Speakers. That information was not included in the persona, as it was not the majority, but should not get lost regardless

4

Ensure that the content looks professional, in visual as well as credibility.

- To increase the visibility and most importantly the credibility of the content the target audience needs to see clearly that Fier is indeed an expert in their field. Ensure that you establish that in your online presence.
- Creating content of high value the audience will be more likely to pay attention to it.

3.5. Feasibility

To reflect on our strategic advice for Fier, it's crucial to explain why, in our opinion, those changes are feasible and worth the time spent.

- Social media content is a tool that Fier already owns, that results in costs for the salary of Fier's employees implementing the strategy.
 - Furthermore, the entire target audience is present on social media, although a bit spread over channels.
 - To ensure the efficient use of Fier's time we recommend focusing on TikTok (short and quick videos) and Instagram (reels), as well as Reddit, and YouTube for more elaborate content.
 - Properly utilizing social media is cost-efficient, which will be in line with the financial way Fier operates.
 - Most of the target audience desired content is achievable to create, even by people who are not video editors or content creators. However, the quality of the content needs to appear professional.
- Considering what our interviewees told us about their content preferences, it's important to show the followers why Fier is the best in its field. If the fact that Fier's experts are the best in their field is true, it will be easy for them to demonstrate it and convince the followers to consider them rather than the competitors.



Creative Brief

1.The Creative Concept

“**BE AWARE
&
TAKE CARE**”

Concept: “Be aware & take care”

Objective: “Empowering young people to find their way through difficult situations related to dependency relationships”.

Content domain: “Violence in Dependency Relationships”

Connection: The idea behind “Be aware & take care” aims to prevent the target audience from getting stuck in violent relationships by becoming aware of toxic and dangerous behaviors and signs. This includes specific guidelines and advice from Fier’s experts as well as real experiences from people who have experienced violence in a dependency relationships to create a community by forming emotional connections but also by helping the target audience become aware of possible situations to empower them to overcome them.

Explanation: Sharing real personal stories can have a significant impact on the target audience (TA) by increasing their awareness of risky situations they may be facing. These stories allow them to see themselves in the real-life experiences of others who have endured traumatic situations, creating a feeling of hope and belonging. With expert explanations from Fier, the target audience can learn to trust in help providers and take steps to care for themselves.



2.THE RATIONALE

BE AWARE
&
TAKE CARE

Why would this creative concept work for Fier?

When revisiting the page where we elaborated on Fier's problem, and then comparing them with the Customer Journey Map, it becomes clear that to get the possible patients to recommend Fier to their GP, they all need to become aware of having a problem to begin with. To create awareness they first need to be exposed to content to which they can relate or can form a personal connection, that gives them hope and empowers them to reach out for help.

By having the creative concept "Be Aware & Take Care" as proposed on the previous page, you put the focus first on the importance of becoming aware of the issues, that can empower them to take care of themselves.

Content Elements:

TONE



The tone of each content piece should spread the feeling of hope or belonging. The language should be clear and straightforward to ensure everyone will get the message.

STYLE



- Storytelling concept
- An empowering hero
- Emotional scenes
- Professional Advice
- English content that is suitable for everyone

VISUALS



We already proposed a word art for the creative concept (see previous page), using red to raise awareness of the text. Also visualizing that becoming aware is step one, and then using the color of Fier for the second part, to show that Fier could be the one to help them to take care and to create a familiarity with the brand colors.

MESSAGING



The first step of our creative concept is to become aware. Once aware they should feel inspired and empowered to seek out help if needed.

Anticipated Effect

If the content is created following strategic advice as well as the creative concept, the target audience should be empowered by becoming aware of potential issues, preferably before they come to pass. Furthermore, the target audience should feel hopeful and encouraged to reach out for help after they become aware of their issue and form emotional connections through personal stories.

GUIDELINES FOR CONTENT CREATION

What to do:

- The content should include a clear message to the TA.
- The content should build empathy, by storytelling and getting closer to TA.
- The content should show how people get the control of their life, empowering and encouraging them.
- The content needs to be consistent in their use of experts to build trust.
- The content can include some services that Fier has but in general, it should never affect the message.
- The content should promote prevention and give some tips for TA.
- The content can have inspiring action to encourage people to voluntarily seek out help.



What not to do:

- The content should not be overly energetic.
- The content should never romanticize violence.
- When talking or showing violence, extreme triggers should be avoided.
- The content should never make the victims feel ashamed or guilty.
- Never share personal stories with the victim's faces and voices.
- The content should not attack culture, background, or sexuality
- The content should not include only problems or traumatic events without giving solutions or hope.



3. CONTENT IDEAS

- During our research, we came up with different types of content that could be suitable for Fier's content strategy:
- The first is videos from experts, where they talk about signs to recognize, as well as give advice and guidelines to prevent or get out of these potentially dangerous situations.
- Secondly, more personal stories must be shared with the followers, possibly through short videos on Instagram and more elaborate videos on YouTube.
- To be more specific, you could create a podcast-like video to post on YouTube where a professional could interview a person about their story. Snippets of these interviews could be shared as reels.
- Third, covers the creation of a community online, which can be made through different channels like Reddit and Instagram.
- A comment community could be created by actively engaging under videos that fall under the content domain (such as personal stories shared by others online) and explaining in the comments why for example these stories count under violence.
- Furthermore, Fier could go live on Instagram once a month to actively engage with their community. People could send in their stories online and the experts in the live could give active advice. Similar to a live chat, but then unfortunately not anonymous.
- Lastly, we had an idea for a video. Imagine a woman on a bus, driving to work, talking to her colleagues over coffee, laughing, engaging in a meeting, back on the bus on her way home. At home, she takes off her blazer, and underneath are bruises. This is followed by facts such as “XXX women experience domestic violence worldwide. XXX within the Netherlands. Be Aware & Take Care”.

3.1. GENERAL TIPS

- Through the research, we learned that Instagram, TikTok, and YouTube are the most used media by our TA. For this reason, we want to propose different ideas that can be suitable for specific media:
- YouTube: For this platform, Fier should create mainly videos about personal stories and advice from experts that need more time to be told. The main reason is that YouTube is perfect for this kind of content, like video podcasts, which require time. The set can be built without spending a lot of money, the important thing is that it is quiet and comfortable and that when sharing personal stories, privacy is ensured offline as well as online.
- TikTok: The content published on this platform has to be totally different from the previous one. Rather than publishing long videos, we should upload the most interesting parts of YouTube videos, to not only advertise them but to make them more digestible on this platform.
- Instagram: Like TikTok, on this platform Fier can upload short videos inherent in YouTube content about personal stories, and give some tips from experts with anonymous voices (an option would be voluntary voices) on a black screen. However, you could also create posts that for example show a specific sign of abuse, and then the target audience can swipe to see the advice explanation that was formulated by experts. However, make sure to write with an English proficiency that does sound professional, but is easy to understand, and to create a Dutch subtitle for the content.

5. BIBLIOGRAPHY

- Fier. (2021). *Het jaar 2021* [PDF]. Fier. Retrieved September 27, 2024, from <https://www.fier.nl/wp-content/uploads/2023/01/Visieoptoezicht.pdf>
- Fier. (n.d.-a). *Ambulante hulp*. Retrieved September 27, 2024, from <https://www.fier.nl/hulpaanbod/ambulante-hulp/>
- Fier. (n.d.-b). *Ik maak me zorgen*. Retrieved September 27, 2024, from <https://www.fier.nl/ik-maak-me-zorgen/>
- Fier. (n.d.-c). *Informatie voor cliënten*. Retrieved September 27, 2024, from <https://www.fier.nl/informatie-voor-clienten/>
- Fier. (n.d.-d). *Participatie*. Retrieved September 27, 2024, from <https://www.fier.nl/hulpaanbod/participatie/>
- Fier. (n.d.-e). *Residentiële hulp (verblijf)*. Retrieved September 27, 2024, from <https://www.fier.nl/hulpaanbod/residentiele-hulp/>
- Hanna, S., & Rowley, J. (2010). *Towards a strategic place brand-management model*. Journal of Marketing Management, 27(5–6), 458–476. <https://doi.org/10.1080/02672571003683797>
- IVTO. (2022, July 2). *Macro, Meso, Micro environment explained – Foresightcards*. Building the Future Together. Retrieved November 27, 2024, from <https://ivto.org/macro-meso-micro-environment-explained-foresightcards/>
- Kang, W., Steffens, F., Pineda, S., Widuch, K., & Malvaso, A. (2023). *Personality traits and dimensions of mental health*. Scientific Reports, 13(1). <https://doi.org/10.1038/s41598-023-33996-1>
- Sadri, G. (2011). Emotional intelligence: Can it be taught. Inquiry, 15(3), 197-215.
- (M. Buurman, personal communication, October 10, 2024).
- Paramadita, S., Purnomo, L., & Rumangkit, S. (2024). Macro-Environmental analysis throughout COVID-19 Pandemic using PESTEL Framework: A study in Indonesian Multi-Industry. eCo-Buss, 7(1), 271–282. <https://doi.org/10.32877/eb.v7i1.1446>