

RUBY
NELSON-WILL



PORTFOLIO

CONTENT CREATION AND EDITING

SOCIAL MEDIA

Create content and design for Facebook, Instagram, Twitter.

WEBSITE, MAILOUTS, REPORTS

Create content for web, email marketing via MailChimp (10,000 recipients), and reports.


NEWSLETTERS AND UPDATES

Create new and interesting content and designs for newsletters and sponsor updates.

SOCIAL MEDIA INSIGHTS

Here are some Facebook insights from my time as a content creator at Blue Dragon Children's Foundation.

Followers grew by close to 30% (up to 21,000 followers) over a 1 year period.



Get more likes, comments and shares
This post is performing better than 65% of other posts on your Page.
Boost it to get more great results.

2,796	307	Boost Post
People reached	Engagements	


121 6 comments 10 shares

Like Comment Share



3,255 577

People reached Engagements



7,978 1,198

People reached Engagements

Boost Post

289 27 comments 39 shares



3,560 473

People reached Engagements

Boost Post

96 2 comments 18 shares

Like Comment Share

FACEBOOK ENGAGEMENT

<input type="checkbox"/>	"When we started Blue Dragon Michael and I were really young. I was just 23...."	3.3K	439	26 Mar 2019 at 04:52 Ruby Nelson-Will
<input type="checkbox"/>	Each week when the kids are practicing their skateboarding skills they're also...	2K	120	25 Mar 2019 at 04:33 Ruby Nelson-Will
<input type="checkbox"/>	"When Trinh, a Blue Dragon social worker, found out that 15-year-old "Yen"..."	2.2K	109	24 Mar 2019 at 07:15 Ruby Nelson-Will
<input type="checkbox"/>	Meet "Hoang". He loves helping the Blue Dragon staff out in the kitchen and...	4.8K	480	23 Mar 2019 at 08:13 Ruby Nelson-Will
<input type="checkbox"/>	Every night on the street Blue Dragon crisis care workers meet new and...	3.5K	346	22 Mar 2019 at 04:32 Ruby Nelson-Will
<input type="checkbox"/>	At Blue Dragon we tackle the problem of poverty from every angle rather than...	2K	87	20 Mar 2019 at 10:37 Ruby Nelson-Will
<input type="checkbox"/>	14 survivors of human trafficking spent an afternoon together visiting a local pago...	4K	371	19 Mar 2019 at 04:35 Ruby Nelson-Will

Your 5 Most Recent Posts [Create Post](#)

■ Reach: Organic/Paid
 ■ Post clicks
 ■ Reactions, comments & shares ⓘ

Published	Post	Type	Targeting	Reach ⓘ	Engagement	Promote
27/06/2019 05:19	We're 83% of the way, but we still need your help to raise \$41,000 to			1K ■	22 50 ■ ■	Boost Post
26/06/2019 05:26	In remote and mountainous areas of Vietnam having access to electricity			2.2K ■	68 115 ■ ■	Boost Post
25/06/2019 05:42	"When I was younger it was difficult for me to think about my future as we			2.8K ■	132 175 ■ ■	Boost Post
24/06/2019 05:28	Blue Dragon kids hip-hopping their way into Monday.			1.8K ■	35 89 ■ ■	Boost Post
23/06/2019 07:23	"I think people want to do good things, but sometimes don't know			2.4K ■	75 93 ■ ■	Boost Post

[See All Posts](#)

<input type="checkbox"/>	Children who have been living on the streets or trapped in slavery have miss...	3.1K	204	14 Aug 2019 at 05:40
<input type="checkbox"/>	Thanks to NBA star Moe Ager from Moe Ager Hoop School for teaching the Blue...	3.3K	309	13 Aug 2019 at 05:22
<input type="checkbox"/>	Blue Dragon believes that education is the key to breaking the poverty cycle. B...	2.7K	113	12 Aug 2019 at 05:26
<input type="checkbox"/>	After taking part in a leadership training last month, five youth organised a serie...	3.2K	163	11 Aug 2019 at 07:47
<input type="checkbox"/>	As soon as Xuan and her mother saw each other they burst into tears. At the...	3.6K	265	10 Aug 2019 at 07:33
<input type="checkbox"/>	"When I was 15 Blue Dragon supported me to improve my IT skills and learn...	4.1K	315	9 Aug 2019 at 06:15
<input type="checkbox"/>	Thanks to Asian Women & Friends in Hanoi for choosing Blue Dragon as thei...	4.5K	347	8 Aug 2019 at 05:57
<input type="checkbox"/>	In 2018, Blue Dragon was involved in the rescue of 30% of all Vietnamese...	2.8K	179	7 Aug 2019 at 05:44
<input type="checkbox"/>	Throughout the summer holidays, children at Blue Dragon have been...	3.5K	295	6 Aug 2019 at 10:46

INSTAGRAM CONTENT

I increased the company's Instagram followers by 300% (up to 1,600 followers) over a 1 year period.



bluedragonchildren We're 83% of the way, but we still need your help to raise \$41,000 to free hundreds of children from a life on the streets and from forced marriages and brothels. You can transform a child's life - link in bio. #EndHumanTrafficking #StopHumanTrafficking #Hanoi #StopModernSlavery #StreetChildren #StreetKids #BlueDragonVietnam #BlueDragonChildrensFoundation

66 likes



cef_vietnam Lovely photo and wonderful true words
26w Reply

nga.trann Thank you for assistance & support to the unfortunate children in Vietnam. Your work are amazing. Keep it up. May God always bless you 🙏🙏🙏🙏🙏🙏
26w Reply

gophilanthropic Beautiful!! Simply had to repost 🍷❤
26w Reply

Liked by ziggymello and 100 others



bluedragonchildren • Following

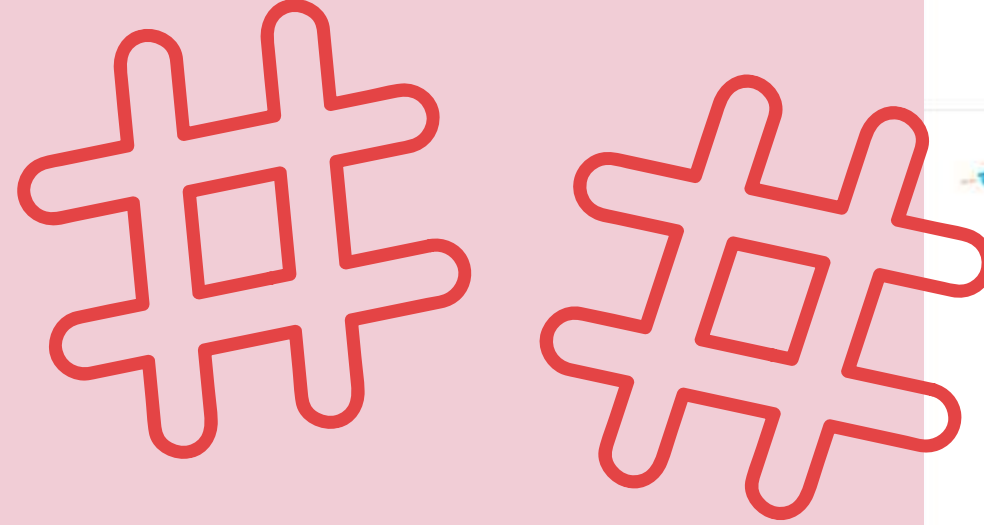
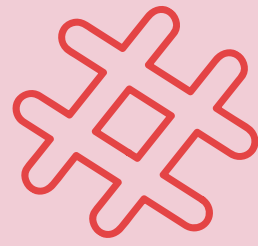
bluedragonchildren "I grew up alongside Blue Dragon really. I met Michael, the founder, back in 2004 when I was 14 years old. With a lot of Blue Dragon support, I was able to go back to school. And now I'm living in New Zealand! I originally came here to continue my studies, and then I got a job working for a local airline. There are a lot of great opportunities for me here. But of course I miss Vietnam, so I'm sure I'll come back often!"

Liked by animabyloreto and 143 others

APRIL 30



TWITTER CONTENT



Blue Dragon @BlueDragonVN · Aug 6

In 2018, Blue Dragon was involved in the rescue of 30% of all Vietnamese trafficking victims rescued; and 9% of all prosecutions of human traffickers. [#EndHumanTrafficking](#)



1 8

Blue Dragon @BlueDragonVN · Aug 3

Girls & women from [#Vietnam](#) are being trafficked into China and sold as brides to fill the gender gap. [#HumanTrafficking](#) [#Slavery](#)



Raped, beaten and sold in China: Vietnam's kidnapped young brides

More young girls from Vietnam are ending up in forced marriages in China, where the gender imbalance has created a demand for foreign brides, as ... [channelnewsasia.com](#)

5 6


Blue Dragon @BlueDragonVN · Jul 22

Within the last week Blue Dragon has rescued 6 victims of [#HumanTrafficking](#), reunited 2 survivors with their families, and represented 1 baby in court, finding 4 traffickers guilty. Thanks for making this possible!

3 14

Blue Dragon @BlueDragonVN · Jul 22

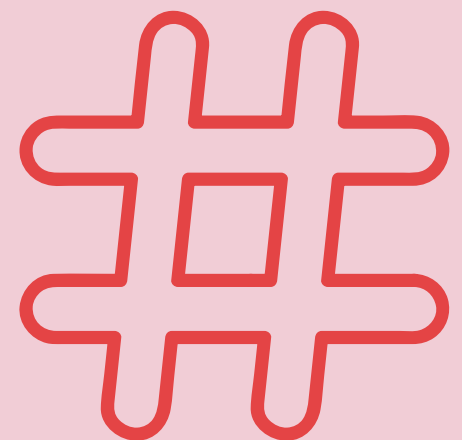
Last week, Blue Dragon rescued a woman after 24 years a slave. Here's more insight into this incredible story.



There is always hope - Life is a long story

In any given week, Blue Dragon receives calls for help from girls and women who may have been trafficked just a few days ago, or maybe have enslav... [lifeisalongstory.com](#)

1 5





What YOU made possible in 2018



77 CHILDREN AND WOMEN VICTIMS OF TRAFFICKING WERE RESCUED. THAT'S OVER **800** PEOPLE WE'VE RESCUED FROM TRAFFICKING SINCE 2005



BLUE DRAGON HELPED TO CHANGE THE VIETNAMESE LAW. NOW FOR THE FIRST TIME IN VIETNAM'S HISTORY, PEOPLE CAN BE CHARGED WITH SEXUALLY ABUSING BOYS



THE FIGHT AGAINST HUMAN TRAFFICKING WAS EXPANDED INTO NORTHERN HA GIANG PROVINCE

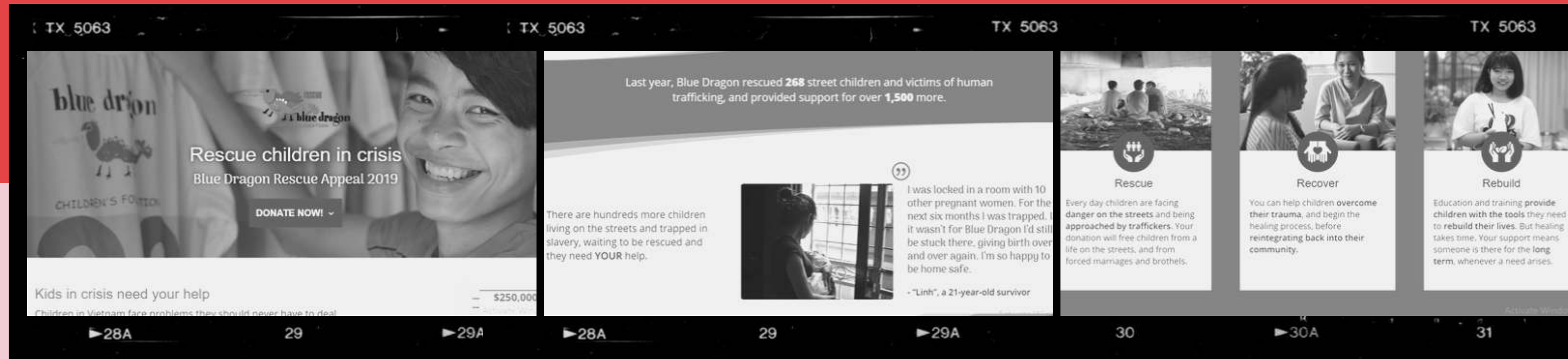


BLUE DRAGON'S OUTREACH TEAM MET **118** CHILDREN AND YOUNG TEENS SLEEPING ROUGH ON THE STREETS, **21%** MORE THAN IN 2017

INFOGRAPHICS FOR SOCIAL MEDIA

Using Canva I am able to create simple infographics and designed content for social media.

WEBSITE COPY



ANNUAL RESCUE APPEAL

Website direction, content creation and visual process for the Annual Rescue Appeal. I also worked on content for the general website, and other campaigns run throughout the year.

THANKS FOR SUPPORTING THE EDUCATION OF 40 STUDENTS!



Blue Dragon's Children's Foundation is thrilled to update the UNIS community about the impact of your support during the 2018 - 2019 school year.

Thanks to you, 40 students were able to stay in school and reach their full potential. Every young person had access to the Blue Dragon Learning Centre in Hanoi where they gained the knowledge and skills to return to school and be successful in their studies. At the end of the year, all of the Grade 12 students who you sponsored celebrated their graduation. Some of the students will now start university, whilst others will begin vocational training or start working. The gift of education gave these students the tools to build themselves a brighter future.

Your recent gift of \$20,000 will mean that in the 2019 - 2020 academic year, even more kids can stay in school and achieve their dreams. THANK YOU for changing the lives of so many children.

UNIS, your support is truly invaluable. To show their appreciation, some of the students wanted to share with you what they love about school, their excitement for the new academic year, and their hopes and dreams are for the future.



IT'S BACK TO SCHOOL TIME

To get ready for the new school year, 50 students gathered together to receive their new textbooks, stationery, and school bags. The day was a great opportunity for the students to catch up with each other after a summer apart, and to make new friends.

Students who had recently graduated came back to share stories and advice, and gave support and inspiration to younger students who were ready to start the new year.



HERE'S THE IMPACT OF YOUR SUPPORT:

HELLO FROM VAN ANH



“ Last school year, I had lots of fun. I am proud to go to my high school. At school I can extend my knowledge, and also learn about the ethics and values of life. I also love seeing my friends and teachers every day.

This year I joined in lots of extracurricular activities at school. They helped me to become more confident in my studies and also in daily life. In the future I want to improve my academic results so I'll make a detailed study plan and find a learning method that works for me. I'd also like to improve my critical thinking skills.

”



HELLO FROM TUYEN

“



REPORTS

CONTENT AND LAYOUT

NEWSLETTERS

CONTENT
CREATION.

SENT TO 10,000
SUBSCRIBERS EVERY
SECOND MONTH.

TX 5063

TX 5063



1. 108 students supported by Blue Dragon sponsors have just graduated from high school. One graduate, 17 year-old "Linh", has decided to pursue her dream of becoming a chef.



2. Since we started, Blue Dragon has represented 79 young people in court. Right now we are working with the Vietnamese government on a law reform project to ensure that all victims of crime have access to legal representation.



3. Two years ago "Duong" was trapped in a forced marriage. This month, she sat the university entrance exam. Coming from an

Help us get to know you!

To make sure we're hitting the mark and sharing the with you, we've prepared a short survey. Please take 5 thoughts with us.

What's been happening?

In rural communities at high risk of child labour trafficking, Blue Dragon has been teaching families about the deceitful practices of traffickers and the importance of staying in school. Parents and teachers are happy to learn how to keep their children safe!

FEEDBACK FROM SUBSCRIBERS AND FOLLOWERS

NEWSLETTER SUBSCRIBER

"I love receiving these [newsletters] and think the social media has improved so much. I really can hear the storytelling here, and I'm informed from afar."

SOCIAL MEDIA FOLLOWER

"The work your communication team is doing is also very impressive. The way they tell stories on your webpage/social media is very good. Unique, I would say. Compared to other organisations."

Get in touch!



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INSTAGRAM

[@rubytuesday19](https://www.instagram.com/rubytuesday19)