

## Venice Solutions Success Story: German American Business Association ([GABA](#))

### Global Non-Profit Social Media ([Facebook](#) and [LinkedIn](#)) Content Creation

**(1) Client:** German-American Business Association (GABA). GABA is a 501(c)6 nonprofit organization registered in California with the mission to connect German-American business professionals to build long-lasting connections and facilitate transatlantic business.

**(2) Situation:** GABA has established Facebook and LinkedIn accounts with a combined audience of +10,000 Followers, but postings were inconsistent, irregular and had low overall engagement and traffic.

**(3) Project:** Maintain and manage GABA's Facebook and LinkedIn social media channels with regular and engaging postings to promote events and membership subscriptions and sustain a more active and professional online presence for the organization.

**(4) Tasks:** Post ~4 times per week on LinkedIn and Facebook channels and make ~2 Engagements (share, comment, or like) per week.

**(5) Implementation:** Since March 2020 Venice Solutions has developed weekly posts and engagements for the GABA social media channels. Within two months, GABA's posts reached 384% more people to a total of 2,447 people reached, post engagements increased to 773, and GABA had 9 new page likes on Facebook in just one week. GABA and Venice Solutions look forward to a strong and long-lasting partnership with open communication.

Post Reach

2,447

+384%

Post  
Engagements

773

On Facebook

New Page  
Likes

9

In One Week