

# Case Study: Communications Support

Date of Services: Nov 2023 - Oct 2024

# FSMA

## At a glance

FLUSH supported FSMA in its wind-down communications campaign through drafting and managing social media communications and graphics and developing website language for announcements.

## Client Testimonial

*"We were able to seamlessly collaborate and pivot with FLUSH to produce a thoughtful Wind Down campaign. We were incredibly grateful to the entire team for their support in a difficult time."*

Jennifer Williams  
Executive Director  
FSM Alliance

## ABOUT THE CLIENT

The FSMA was a member-based network created to support organizations and individuals working in fecal sludge management (FSM). They were a collaborative, responsive, and collective platform that advocated for the adoption and implementation of FSM to support inclusive sanitation planning as a public service.

## CHALLENGE

In 2024, due to being unable to find a sustainable funding model for its services, the FSMA had to plan out how to close its doors. The team wanted to ensure it communicated its lasting impact and journey to its community, but felt overwhelmed. There were a lot of moving pieces that it had to communicate to its partners, members, and the WASH community in general.

## SOLUTION

FLUSH supported FSMA with its wind-down communications campaign, planning and strategizing its social media, email, and website communications to start in April 2024 and end in October. We designed posts that would reflect on its impact, share where its resources would be transferred, and celebrate its past work with colleagues.

Since FLUSH started managing its social media platforms, FSMA's LinkedIn account increased its followers by 10% and increased its page impressions by 356% (compared to 2023). Similarly, its other accounts with X, Facebook, and Instagram increased engagement by at least 200%. This engagement meant more of its community received information about its closure and could share with other colleagues.

## FLUSH'S CASE TEAM

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# FLUSH



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