



SUCCESS STORY

# Armed with the right tool to defend the right to a safe home



Shelter's core mission is simple - home is a human right and they, as an organisation, exist to defend people's right to a safe home.

May 2021 saw the launch of Shelter's new brand identity that aims to return urgency and fight to the charity's messaging, emphasised by the tagline, Fight for Home. For any organisation, rebranding is no easy feat, but in an era where the reaction from social media upon launch can be make or break, it was vital for the team at Shelter to be able to effectively monitor the noise and chatter on social media and efficiently respond to comments and questions people had surrounding the new look. This was Orlo's time to shine!

The Shelter team were prepped and armed with all they needed ahead of the launch using Orlo features such as Triggers, Snippets, Dashboards and the Content Library to make the transition from old to new as smooth as possible. The Orlo Platform allowed the team to tier inbound messages according to topic and urgency, assigning questions to the team best placed to respond. Having all of their new brand imagery uploaded into Orlo's Content Library ahead of the launch, really helped ensure that all arms of the charity - from local shops to fundraising teams - were on brand and had everything they needed at their fingertips.

And the beauty of having all inbound and outbound social media messages in one place? The ability to take a deep dive into the launch's performance and reflect on how it was received, the levels of engagement that were generated and, ultimately, celebrate the hard work which everyone involved in the rebrand had put in.



**82**

% increase in inbound messages\*



**47**

% increase in people talking to Shelter\*



**13**

% reduction in response times\*

\*during the brand relaunch



*The launch of Shelter's new brand identity was an opportunity to shine a light on the housing emergency, and show the country how it has escalated to staggering levels. We knew launch week would bring us a lot of attention, and we wanted to make sure that whether people had been following us for ages or were new to our channels, they'd have the best experience possible. Orlo helped us ensure that teams all over the charity work could work together to make a big impact.*

Becky Brynolf - Social Media Lead



orlo.tech



@HelloOrlo



+44 121 368 1420



/HelloOrlo



@HelloOrlo



hello@orlo.tech