

West CAP Report

Logan, Beth, and Bryce

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Dr. Greg Schneider-Bateman

PCEM Capstone

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Introduction

West CAP is a community action agency that works to solve or alleviate social issues that arise in the communities they serve. They accomplish this goal by establishing programs, facilitating the construction of facilities, partnering with other agencies, and sometimes directly providing resources to people. West CAP is an important institution because they help create necessary change in communities by providing important services for people with low incomes, thus directly and positively affecting the economy in those areas.

Audience

West CAP has three main audiences. For this project, we'll be focusing on the community at large.

Low-income community members: West CAP's primary audience is the low-income community members they serve with various programs and services. Reaching this audience is particularly important because they are the ones who benefit most from the West CAP's existence. If they aren't aware of West CAP, they cannot get the help they need.

Community at large: They are a broad audience of community members in serving Barron, Chippewa, Dunn, Pepin, Pierce, Polk, and St. Croix counties. They're important because they are possible donors, voters, and volunteers at West CAP. In order to figure out how to engage them, we will need to look at demographic studies of donors and volunteers at West CAP.

Community business: Businesses and organizations within the community are pivotal to executing the programs effectively. West CAP doesn't have all of the resources needed for the wide variety of projects they offer. They need to partner with local businesses like real estate developers, banks, car dealerships, and rehabilitation services for the housing development, financial assistance, vehicle assistance, and education/abuse rehab programs.

Public Communication Challenge

West CAP's biggest communication issues right now are brand identity, inexperience with social media marketing, and constrained resources. As they detailed in their class visit, the public tends to associate them with just one or two of the services they provide such as affordable housing. This makes it seem like their brand is much narrower than it is and reduces the appeal of West CAP's programs. One of the potential reasons they are running into this issue is because of a lack of experience or consistency on social media. They are also lacking a brand identity. Their current presence on Facebook is inconsistent and does not seem to be tailored to their primary audiences. We also need to highlight the benefits of West CAP to the local communities. Instead of framing their services as handouts (a common misconception among their audience), West CAP should be transparent and show how the tax money is returned directly to the communities long term.

Research Results

Scholarly Research

Studies on nonprofit organizations highlight the challenges of social media. In a study of 145 nonprofit advocacy organizations on Twitter, Saxton and Guo determined that public attention is the most important part of a successful social media presence. Nonprofits need their voice to be heard if they ever want to engage the public. The study supports a hypothesis that “attention is positively associated with the size of an organization’s network (i.e., number of followers), its volume of speech (i.e., number of tweets sent), and how many “conversations” it joins (i.e., number of hashtags employed).” The study recommends growing a nonprofit’s follower base, but also points out that the number of followers wasn’t the most important variable to determine attention because certain followers can be more influential than others.

Frequency is an important variable in this study. Accounts that tweet more often have a higher level of attention. To expand on that, when those tweets include a hashtag, they could insert themselves into conversations to reach a larger audience and garner more attention. When tweets included a photo, the tweets would often draw more likes, but it had little effect on comments or retweets. The study highlights how to gather attention, but points out that attention is simply a resource, not an end goal.

An article by Eleftheria Parpis highlights how the Bob Woodruff foundation spread their presence through multiple platforms and raised money. “We still needed to use regular media, Facebook, YouTube, the Website and email. We needed to round it out,” Lee Woodruff said in the article.

According to a roughly translated analysis of the common mistakes on social media, nonprofits should adhere to interesting and consistent posts. Each platform will have different needs to consider and posting during specified times (fig 1.) is highly encouraged. It should be noted that spreading content too thin across too many platforms is detrimental. It also mentions the benefits of testimonials.



An analysis of Facebook media finds that the most effective posts use “organizational message strategies that are based on two-way symmetry, such as fostering dialogue, giving recognition to donors for support, and using direct messages to publics with or without tags.” This is more preferable to “public information or two-way asymmetry communication.” This is consistent with our findings detailed below.

West CAP Social Media Audit

West Cap currently only has a Facebook page they post on pretty irregularly. Sometimes they post several times a day and sometimes they go several weeks without posting. There are 649 people who like the page and 716 people following it. Their posts can be separated into three different types: informational, actionable, and appreciations.

Their informational posts tend to be announcements about closings or ways that West CAP is helping people. These tend to not do very well, for example, a post about West CAP being closed for the holiday has zero likes, shares, or comments. Links to articles written about West CAP also get little to no engagement, but that could be because they are shared with no additional info, just a link.

For actionable posts, it seems that they primarily post a mix of memes meant to prompt people to do something, such as a post that says:

“I'm betting someone needs this reminder 😊 Remember, the key to having good furnace efficiency is a clean furnace.” Underneath the post is a meme of Will Farrell yelling “Hey, it's time to change your filter.”

This post received five likes, two shares, and two comments. Several posts about West CAP needing volunteers for their literacy program, which included interesting graphics, got no engagement.

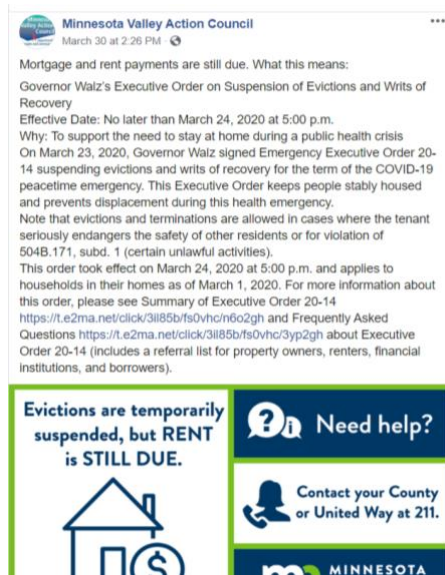
Appreciations do the best on their Facebook for sure. One notable post included a thank you to a man who donated a whole processed pig to the West CAP food pantry. This post has 41 likes, five comments, and three shares. This seems to be their most engaged post by far. Another post thanking volunteers at West CAP's food pantry party got 17 likes, 1 comment, and 1 share.

Other Organizations

In order to evaluate the content of posts that are the most successful, we looked at several other CAP Facebooks, including Mankato Valley Action Council, NEWCAP, Tri-CAP, and Menominee Senior Center. We also evaluated Red Cross' Facebook to see what type of engagement larger nonprofits received on specific types of posts. With this information, we'll be able to determine what types of posts would be the most successful on West CAP's Facebook page.

The Mankato Valley Action Council and the Red Cross both find great success by highlighting their members and volunteers on Facebook. By using likes as a metric for attention, we found that “wordy” posts were often less successful than posts with short and authentic copy. Successful posts include personal images.

“Wordy” unsuccessful post (3 likes)



Concise successful post (31 likes)



Posts that praise volunteer work, even just opportunities with no named individuals, frequently receive over 300 likes. They start with an exclamation or excited statement and are followed by a question and a call for volunteers. The posts frequently utilize hashtags as well.

“Happy Leap Day! How do you plan to spend your extra day? Scheduling a blood donation appointment is a quick way to make a lasting impact in a cancer patient's life: <https://rdcrss.org/2TpYGs4> #GiveBloodToGiveTime”

Posts highlighting historic individuals were also successful. One post about the Red Cross founder, Clara Barton, used dignifying language to honor her. They also utilized a hashtag.

Almost 140 years ago, Clara Barton founded the American Red Cross, joining forces with a global movement to help those injured on the battlefield. This [#RedCrossMonth](#), we're celebrating her legacy and the dedicated volunteers who help fulfill her vision today.

A Facebook post highlighting how the Red Cross helped a veteran received over 800 likes. They were very specific about his surgery and then praised him for his own involvement.

When U.S. Army veteran David Coyle underwent double bypass surgery in 2018, he needed three units of blood. Since recovering, David has been dedicated to passing on the kindness. At 94 years old, he has given more than 40 gallons of blood!

A highlight of a very unique experience gained a lot of attention. Earning over 1,700 likes, they highlighted an individual who volunteered abroad and added another call to volunteer. They were showing a success story.

Lady Elli's experience volunteering with the Red Cross in the U.S. and the Philippines offers her a unique perspective. She hopes to one day work at the International Committee of the Red Cross in Geneva. We're excited to see what the future holds for her! Tap here to become a volunteer like Lady: <https://rdcrss.org/32gVL8X>

For other CAPs, posts that were merely informative didn't get very many, if any at all, engagement. One post from NEWCAP provided a link telling their followers what to say when they call 911. This received no likes or engagement. However, a post from NEWCAP providing details about a Food Pantry and thanking those that helped got around 15 likes, making it NEWCAP's most popular recent post.

Tri-CAP provided brief posts about services they offer and stories about those services. A post about a family using their DRIVE program with a picture of them gained around 32 likes and 9 shares. Another detailed the story of a man that donated his car providing a picture and thanking him. This post received 20 likes and 2 shares. These were Tri-CAP's most popular recent posts, and they follow the formula discussed earlier in our other research.



The Menominee Senior Center got the most engagement when they briefly described an event that occurred and included pictures of said event. A New Year celebration post gathered around 19 likes, making it their most liked recent post. This stays consistent with the theme of showing people what a CAP does and providing pictures.



Below are more images of other successful nonprofit Facebook posts for reference



Messaging Strategy

Primary Message

West CAP's primary message conveys the organization's desire to fight against poverty by providing different services to low-income families, creating more of a sustainable society.

This primary message is based off of West CAP's mission statement on their website. If West CAP successfully conveys this message in their social media, they would likely be able to gain more volunteers as well as have more people know about the different types of services that they offer. This is because, with conveying the message that their services create a more sustainable society, possible volunteers would be more likely to help, seeing as it would benefit them and their community. If the types of services that are given are properly talked about and conveyed on their social media, then those that need them would be much more likely to use them.

Oftentimes, people don't use these types of services because they don't know that they exist or how to access them. Through our research, we saw that when social media posts that talked about the services that were offered and simultaneously thanked the people that helped volunteer through these services got the most engagement, thus spreading the information about the services that are provided as well as conveying that those who help will be rewarded. This shows that the primary message is incredibly important to convey, as it creates engagement online.

Secondary Messages:

- West CAP is a collaborative agency and works with other agencies to improve communities.
- West CAP is nimble and can assist with things they aren't currently involved in.
- West CAP has a variety of existing programs, including affordable housing, food pantries, energy assistance, etc.
- West CAP serves Baron, Chippewa, Dunn, Pepin, Pierce, Polk, and St. Croix counties
- They accomplish this goal by establishing programs, facilitating the construction of facilities, partnering with other agencies, and sometimes directly providing resources to people.
- West CAP is an important institution because they help create necessary change in communities by providing important services for people with low incomes, thus directly and positively affecting the economy in those areas.

Personas

The personas below are fictional people representative of West CAP's social media audience. Information such as socio-economic status, political alignments, and levels of social media literacy are included to help inform how these personas might interpret West CAP, which influences the way we should frame West CAP on social media. It is easier to create messaging if you have a specific person in mind.

Persona 1



Name: Chris Phillips

Age: 52

Occupation: Recently Laid-Off Mechanic

Socio-Economic Status: Less than 30k a year

Current Knowledge of West Cap: Has heard of West CAP and their food pantry in Boyceville but is unaware of West CAP's other services.

Political Context: He's not very politically active or knowledgeable, but he leans more conservative on most financial issues. Outside of that, he doesn't have much political context.

Social Media: He has a Facebook account that he uses to keep up with family and what's happening in his community. While he's confident and knowledgeable with using Facebook because of his years on the site, he doesn't have that confidence regarding other social media sites or websites in general. He is not active on any other social media platforms.

Other: This persona was made to consider possibly people that may be looking for different services from West CAP. This is a wide category of people, but a person like Chris would likely be someone searching for other services by West CAP.

Persona 2



Name: Janet Smith

Age: 63

Occupation: High School Teacher

Socio-Economic Status: \$45k a year

Current Knowledge of West CAP: She was helped by West CAP in the 90's when she was struggling financially and unable to find a job. Because of that she knows quite a bit about the services that they offer and wants to help give back to the organization.

Political Context: Janet is pretty politically involved and knowledgeable because of her past with West CAP. She advocates for providing assistance for those struggling financially.

Social Media: She has Facebook because she wanted to stay updated on the lives of her children and other family members. Janet isn't entirely comfortable with technology and social media since she didn't grow up with it, but she's gradually learning how to use Facebook. She will log in for about thirty minutes a day. She doesn't know how to use other social media sites at all.

Other Information: This persona is based off of a volunteer detailed on the Red Cross Facebook page. This shows that there are volunteers that have been helped by nonprofits that they help in the past. This is likely an important demographic

Persona 3



Name: Lily Kravitz

Age: 29

Occupation: Chemical Engineer

Socio-Economic Status: \$75k a year

Current Knowledge of West CAP: She hardly knows what West CAP is and what it does. She has maybe heard it mentioned in passing a couple of times, but, overall, she is unaware of the organization.

Political Context: Lily doesn't know much about politics in general. She tends to lean more conservative regarding financial issues, but, outside of that, she never started to learn or understand what politics meant in general.

Social Media: Being a millennial, Lily has several different social media accounts. She uses Facebook, Twitter, and Instagram pretty regularly. She's pretty comfortable and confident with technology and social media usage, and she is quite engaged on the internet in general. She spends several hours of her evening on social media almost every day.

Other Information: This persona was created to parallel people that may not know about West CAP but might have the resources and time to help the organization. She would be used to consider how we reach this specific group of people.

Proposal and Justification

Objective of this Social Media Strategy

A good social media strategy must align with the objectives of its organization. West CAP's objective, and therefore our objective, is to increase general awareness of West CAP and the humanitarian work they accomplish in west central Wisconsin. This includes awareness among their primary audience, lower-income community members, as well as the community at large. We also aim to humanize West CAP. Instead of just being the people who provide specific resources, people should feel like West CAP is a part of the community and has a genuine interest in it.

We are not aiming to create a ton of extra work for West CAP staff, because they simply don't have the resources to put in a ton of work. We want to help West CAP make the most of their social media presence in the simplest ways possible. This includes fine-tuning existing social media channels instead of creating brand new ones. Additionally, we want to help West CAP tie their social media to many of the things they already do so they can maximize their output on social media without creating extra work.

Plan Outline

In order to achieve these objectives, we would recommend prioritizing Facebook for West CAP while not creating any new social media accounts. If West CAP is later interested in expanding to other social media platforms, we would suggest referring to our Scholarly Research section where the usage of Twitter is discussed. We would also recommend that West CAP posts on their Facebook page at least once a day. If this is not a possibility, then a minimum of three times a week is recommended. They can take advantage of the audience they already have on Facebook. They will not need to dedicate any time trying to reach an entirely new audience on a different platform. They may encounter a problem reaching a younger demographic, starting at people around the ages of 18-20, because many do not have Facebook accounts.

There are several different types of posts that generate the most social engagement on Facebook and draw in potential volunteers or clients. The first type of post is a community engagement post. The content of these posts should highlight an event held by West CAP, a service that they offer, or a mix of the two. In the posts, the written copy should be concise. Start the post by thanking any volunteers involved with the event/service. If they consent, include their name. Afterward, explain what the event or service was or how it helps the community. Include at least one photograph, preferably of the event, the volunteers, or the people using the service. These posts create a lot of engagement and familiarize people with West CAP, and people are more likely to volunteer when they receive praise. The disadvantage is that there may not be enough content to create a lot of these posts.

The next type of post is a historical post. They would include a historical photo, possibly from West CAP or Menomonie's archives (a potential collaboration with the historical society), and then a brief description of something West CAP did in the past. The advantage of these types of posts is that they create a lot of engagement and context surrounding the company. Although we've seen these posts find success on the Red Cross Facebook page, we have not seen if it is successful with other CAPs. The final type of post that West CAP should create on Facebook would be an informational post. Simple and straightforward, it's a post conveying simple information, such as public safety, details of services, or community statistics. These posts should always include a picture. These posts may not generate much engagement, but they help to establish credibility while informing the public about important information.

Justification

This approach will allow West CAP to prioritize the audience they already have while growing to reach a wider one. Facebook is the largest social media network, and it is imperative to focus the content to work within the scope of West CAP's resources. If they spread the resources too thin, they will lose engagement simply because the content can't be optimized. They already have an active Facebook account so they have a base to launch an effective campaign. Although they may benefit from utilizing other popular platforms like Instagram and Twitter, the platforms should not be considered a priority until they have the required time and resources. However, it should be noted that other profiles that represent programs they are responsible for, like the Farmer's Market on Instagram, should display their affiliation clearly to promote engagement. Many other nonprofits and CAP organizations have found successful engagement by prioritizing their Facebook presence.

The posts should be clear in their message and fall into the categories defined above. According to our audit of West CAP's page and other nonprofits, engagement and historical posts do very well to humanize the organization, promote the positive effects the organization has on the community, and celebrate the individuals who offer their time to help. It's important to establish their credibility as a community-oriented nonprofit instead of a company or governmental agency. The informational posts will explicitly display the positive changes they've made happen.

Posting regularly is important. West CAP is more likely to see positive growth in engagement when users become more familiar with their content. However, it should be noted that posting more than twice a day can also deter engagement. A minimum of three posts a week is recommended to keep engagement high without straining West CAP's available content, media managers, and audience.

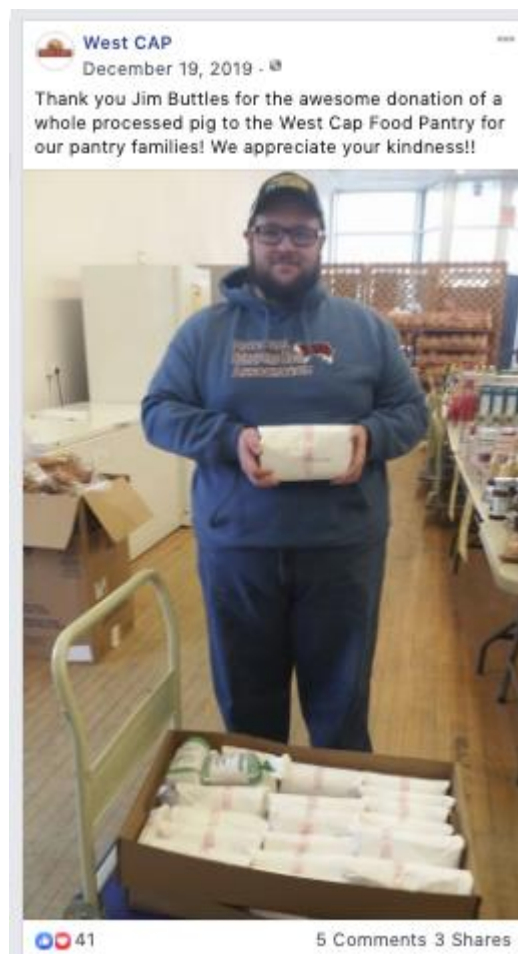
Social Media Plan

Content Examples

Community engagement posts. The content of these posts should highlight an event held by West CAP, a service that they offer, a volunteer/donation or any combination of the three. These posts tend to get the most engagement.

Community Engagement Post Example 1

This was a well-received post made by West CAP in December.



Community Engagement Post Example 2



 **West CAP** Yesterday at 2:55pm 

Jeff Smith spends his weekends selling delicious baked goods at the Menomonie Farmers Market. Join us for a fun and fresh weekend! #ShopLocalFirst





 John Doe and 30 Others 3 Comments

Community Engagement Post Example 3

 **West CAP** Yesterday at 2:55pm 

Thank you Chris Jones for your help with the Jumpstart program at West CAP! We appreciate your help with driving those that need it.



 John Doe and 30 Others 3 Comments

Community Engagement Post Example 4

 **West CAP** Yesterday at 2:55pm  ⋮

Jessica had some canned goods sitting around that she brought to West CAP's food drive this afternoon. Thank you, Jessica! If you have any canned or boxed goods, feel free to drop them off at our food drive at _____ [address or building name]. #FoodDrive



 John Doe and 30 Others 3 Comments

Community Engagement Post Example 5

 **West CAP** Yesterday at 2:55pm  ⋮

Justin has been volunteering his time to help West CAP for four years now. Thank you Justin for all of your hard work!



 John Doe and 30 Others 3 Comments

Historical posts. They would include a historical photo, possibly from West CAP or Menomonie’s archives (a potential collaboration with the historical society), and then a brief description of something West CAP did in the past.

West CAP hasn’t created these types of posts yet, so little is known about the level of success within CAP social media pages, but it was effective in other nonprofit Facebook pages such as Red Cross, getting up to at least 350 likes. Based on our research, successful posts, “are based on two-way symmetry, such as fostering dialogue, giving recognition to donors for support, and using direct messages to publics with or without tags.”

The message in these historical posts would show that West CAP has been a part of the community for a long time, thus building trust with community members. This builds trust because it will help show what West CAP is and how it impacts the community. In these historical posts, if old services offered by West CAP are brought up, they are still recognizing donors for support, no matter how long ago it was. Possible donors and volunteers will see that they will continue to be rewarded by their work, even long in the future. These types of posts help foster two-way symmetry in several different ways.

Historical Post Example 1

West CAP
Yesterday at 2:55pm

This is an article written in Stoutonia in 1978. While installing drywall is no longer our biggest project, we have remained true to our mission ever since our founding in 1965. We are immensely proud to have served the seven counties currently under our program, and we are excited to continue making a positive impact in these communities.

West Cap - "helping people help themselves"

By Ruth Peterson
Jack Laskowski said he was an alcoholic, arrested in 1948, unemployed and broke. He is now employed full time at the Chippewa County Council on Alcoholism and other drug abuse.

According to Hester Reilly, a homicide team investigator, he wouldn't catch a bad because of a doctor coordination problem. Now he can throw a wrench.

What do these people have in common? They're involved with West Cap (West Central Wisconsin Community Action Program). West Cap is an organization which helps the homeless people become self-sufficient through vocational programs.

Funds from donors provide some resources provided by state pay for these programs. Last year Chippewa County received for drug by treatment centers. It made \$1,300. West Cap helped this amount to be used and from there became involved with the program. It was an appropriation by State a part of Public Information

Officers for West Cap this former has become a factor which led to his present position.

The Outreach Program is one of seven West Cap programs which provide the foundation for the other programs. Outreach workers provide for low-income people who need assistance. The worker interviews individuals family needs based on an income guidelines.

According to Dr. Debe, low-income people speak up and say what they feel if they are not understood.

"I found it rewarding to find other parents who had the same things happen with their own children. It makes it easier to handle children knowing they are doing the same thing other children do," said Reilly.

But not everyone is in the same position. Education Program which serves all children last year.

According to Dr. Debe, having a child in school, through the Wisconsin Program free is better with no planning, no waiting, no waiting, no waiting, no waiting and daily meals.

The West Cap Housing Energy Program provides home repairs, basic money education and financial counseling. Low-income individuals are listed and trained for construction events.

Twenty percent of West Cap funds go toward assisting women, their largest and most effective project.

"We will work closer to low-income people."

increase people to cut down their fuel bill," said Dr. Debe.

West Cap's Family Planning Program has served 140 people, all parents of whom were low-income individuals. The Family Planning Program grew out of concern for low-income families and the high number of young girls receiving abortions. The use of birth control devices is partially paid by West Cap, as someone who determines how much is paid. Funds and donors are free because they are not provided.

"The concept of welfare is to give money to low-income people to keep them going on a day-to-day basis," said Dr. Debe. "They are dependent on a check."


But, Dr. Debe said, individuals who received help from West Cap develop an independence through their work programs. The West Cap concept is helping people help themselves.

The West Cap office is located at
P.O. Box 1000
Menomonie, Wis. 54751

WESTCAP —
San Johnson Family Planning and Health Services (Financial Center) are busy in the Field Office for Westcap. (Dick Chippewa photo)

John Doe and 30 Others 3 Comments

Historical Post Example 2



West CAP

Yesterday at 2:55pm · 🌐

...

This is an article written in the Dunn County News back in 2005. This year, we are celebrating our 55th anniversary. That's 55 years of taking steps to end poverty in Western Wisconsin. There's so much to be proud of in those 55 years and we hope to continue serving these communities as long as we can.

West CAP celebrates 40 years of fighting poverty


By BARBARA LYON
News Editor

One of the first of its kind in the nation, the West Central Wisconsin Community Action Agency, Inc. (West CAP) has spent the past 40 years working with single-minded purpose toward eliminating poverty in the region.

And while poverty hasn't disappeared, its effects have certainly been mitigated for many, thanks to the dozens of programs offered by West CAP.

At a 40th anniversary banquet held Wednesday at UW-Stout's Terrace Café, executive director Peter Kilde welcomed Lt. Governor Barbara Lawton, the event's keynote speaker, as well as senior grant writer/planner (and former West CAP

SEE WEST CAP, PAGE A17



Lt. Governor Barbara Lawton spoke at West CAP's 40th anniversary ban-

Informational posts. This is a post conveying simple information, such as public safety, details of services, or community statistics.

Informational Post Example 1

West CAP
Yesterday at 2:55pm · 🌐

Due to COVID-19 and the current Stay at Home order, West CAP's offices will be closed to the public for the foreseeable future. We are still working hard to provide you services and relief during these tough times. You can contact us directly by calling 715-265-4271 and pressing 0 for reception. Services for specific counties can be viewed on westcap.org under the Resources tab. #SaferAtHome

♥️ We Are Still Here For You ♥️

👍 John Doe and 5 Others 3 Comments

Informational Post Example 2

West CAP
Yesterday at 2:55pm · 🌐

Wisconsin has extended the stay-at-home order until May 26. Stay home and stay safe! #SaferAtHome

SAFER AT HOME
Stop the Spread of Coronavirus
(COVID-19)

👍 John Doe and 5 Others 3 Comments

Informational Post Example 3

 **West CAP** ⋮
Yesterday at 2:55pm 

Because of the COVID-19 pandemic, West CAP won't be offering weatherization services. We will also be reducing our hours. More updates are to come! Stay safe! #SaferAtHome



 John Doe and 5 Others  3 Comments

Why Will This Plan Work?

This type of content will create the most engagement and raise awareness for West CAP. If content is being shared, then more people will learn about the organization. This includes awareness among their primary audience, lower-income community members, as well as the community at large.

Oftentimes, people don't use the services from organizations such as West CAP because they don't know they exist or how to access them. Through our research, we discovered that social media posts describing the services offered and thanking people that volunteer received the most engagement, thus spreading the information about the services they provide. This type of content may also increase the number of volunteers at West CAP. If people are thanked and their work is celebrated, people will see that volunteering is appreciated and rewarded.

Another objective is to humanize West CAP. With these types of posts, West CAP won't just be the people who provide specific resources, people should feel like the organization is a part of the community and has a genuine interest in it.

Tips for the Best Content

Be brief: People are more likely to read posts if they are concise. Based on our research, brief posts tend to receive the most engagement. A brief post would be one paragraph, around one to four sentences.

Personalize: Posts that appear to be made by a community member rather than a company or organization will humanize West CAP. This can make West CAP seem more relatable and trustworthy.

Some ways to personalize posts:

- **Include pictures:** Make sure to always include pictures with posts, preferably of or with people in them. This will show that there are real people behind West CAP that are there to offer services.
- **Give names:** If possible, give names of volunteers when telling their stories. This will show that real people are getting involved with West CAP and that it's a possibility to also volunteer or seek out needed services.

Thank people: This typically applies to community engagement posts detailing the work of volunteers. If they are thanked in the post, this will not only humanize West CAP, but it may also show that, if a person volunteers, that it would be deeply appreciated and awarded. This may also increase the number of people that will volunteer for West CAP.

Use hashtags: Hashtags (#) help insert your content directly into the conversation. Be sure to tag hashtags the community is also using. Community members may be searching specific hashtags to find information important to them. For example, a post on the West CAP Facebook page from Dec. 3, 2019 missed an opportunity to add the tag “#givingtuesday” in the body of the post. These should be placed within the paragraphs where the words might appear, or at the end of the post.

Criteria for Evaluating Success

The most successful posts on West CAP's Facebook page before a new social media plan have received around 20 to 45 likes. These are typically for community engagement posts. At least 20 likes should signify a successful post in this category. Shares and comments are the best measure of a successful post because they show that the users are interested in the content enough to add effort to their interaction. Multiple shares and any number of comments would signify an incredibly successful post.

Historical posts would also measure success by the same analytics. As these types of posts have not been created on West CAP's Facebook page, it's difficult to say an exact number. More information on successful posts in this category will be gained as this content is shared with the public.

While informational posts don't tend to receive a lot of likes, the most successful ones have received around five to ten shares on West CAP's page. This shows that the information is accessible and important because it is shared around the community.

Conclusion

The plan outlined above will successfully address the current social media challenges we identified for West CAP. By highlighting the wide variety of services instead of posting intermittently about a select few, the public is more likely to associate West CAP with more services than the affordable housing. They will improve their public image if the robust nature of their social programs is better communicated online.

Frequently posting tailored content will drive the message further into the community and expand their reach on social media. This tailored content will also give West CAP an identity and a voice. They can be a part of the community conversations while being transparent about how their money is returned to benefit the communities they serve. The long-term display of community support will reframe their services as “handouts,” a common misconception, and the public will see West CAP as a supportive organization that supports local economies while helping those in need.

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