

Allied Churches of Alamance County

Social Media Audit and Plan

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Social Media Audit

Allied Churches of Alamance County utilizes three social channels: Facebook, YouTube and LinkedIn. The YouTube channel mostly houses the videos that the organization uses on its website and/or Facebook page, and it is not geared towards attracting subscribers on YouTube itself. The LinkedIn page has 63 followers, and mainly serves as an ACAC job board. The Facebook page has more than 1,200 “Likes” and is the most active and engaged of ACAC’s social media channels. The following table summarizes the results of the social media audit:

Social Channel	Profile Name	URL	Owner	Followers (#)	Last Activity	Post Frequency
Facebook	Allied Churches of Alamance County, Inc.	https://www.facebook.com/Allied-Churches-of-Alamance-County-Inc-110329322365787/?ref=ts	ACAC/Facebook	1,251	3/2/2016	Close to daily
YouTube	ACAC	https://www.youtube.com/channel/UCDHiM8e1yJpv1AwTYVKURw	ACAC/YouTube	6	5 Months Ago	Every few months
LinkedIn	Allied Churches of Alamance County	https://www.linkedin.com/company/allied-churches-of-alamance-county/?trk=company_logo	ACAC/LinkedIn	65	4/30/2016	Every couple months (for hiring, mostly)

Based on Facebook Insights, specifically the “people” tab, the current audience for Allied Churches on social media is mostly comprised of young adult to middle-aged women in Alamance County and the Greater Triad. For example, 80% of the users who like ACAC on Facebook are women, and 54% of those women are between the ages of 25 and 54.

Assessment Plan

To create ACAC's assessment plan, we analyzed Key Performance Indicators (KPIs), which are metrics used to determine the success of a social-media page. These KPIs can be used to describe individual posts—like how many unique views a post received or how many users were engaged by the post—or broader aspects of the social media page, such as the number of followers and what their interests are. In other words, KPIs are to social pages as statistics are to a baseball player. Specifically, we analyzed:

- Engagement Rate by Impression
- Post Consumptions

Engagement Rate by Impression

Engagement Rate by Impression is a common KPI for Facebook pages that describes how many users interacted with a post based on how many times the post was displayed. Basically, just divide the number of engagements (comments, shares, reactions, clicks, etc.) by the number of impressions (the number of times the post was shown). The result is a percentage, where 4% or higher is considered a high engagement rate, and anything below 1.3% is considered low.

$$\text{Engagement Rate} = \frac{\text{Engagements (comments, shares, reactions, clicks)}}{\text{impressions (times a post was displayed)}}$$

This KPI is valuable because the Facebook algorithm values posts that are shared and displayed multiple times, leading to better brand visibility.

With this KPI, we analyzed the engagement rate based on the **type of post** (picture, text, etc.) and **when it was posted** for 85 different posts between 12/1/15 and 3/9/16.

Post type:

Percentage of total posts:

- Pictures = 68%
- Links = 24%
- Status = 7%

Percentage of posts with a High engagement rate (>0.4):

- **Pictures = 80%**
- Links = 16%
- Status = 4%

Based on the engagement rate by impression and post type, pictures were the most successful, specifically the ones that were directly related to homelessness and didn't include links. We also analyzed posts with a low engagement rate. The pictures with a low engagement rate were those that included links in the description.

Percentage of posts with a Low engagement rate (< 0.01):

- Pictures = 66%
- Links = 24%
- Status = 10%

Time/Date posted:

Of the 20 posts with a high engagement rate by impression, more than 50% were posted in December, specifically the first two weeks of December. We think this correlates with Christmas Holiday when people are more willing to give gifts and help the less fortunate. Basically, people remember what Jesus said throughout the entire New Testament (helping the poor, being selfless, etc.) for a month and conveniently forget about it the rest of the year.

With the exception of a few outliers, most of the posts with a high engagement rate were posted in the morning (7:00-9:00 a.m.) or in the evening (6:00-8:00 p.m.).

Based on the data from the KPI's, we suggest that ACAC posts more pictures (specifically stand-alone pictures without links), and post less stand-alone links in general. We also recommend that ACAC posts during the morning and evening, and ramp up posting during Holiday months.

Post Consumptions

Post consumptions are another KPI that considers the number of clicks a post gets; the more clicks, the more visibility the brand will have on Facebook. In addition, clicks are a better sign that viewers are actually interacting with a link, as opposed to simply clicking 'like.'

Of the 10 posts with the highest post consumption rate:

- 6 were photos
- 3 were links.
- 1 was a status update.

Content Strategy

Social profile optimization

A note for all social channels: take a look and see what your profiles look like on a mobile phone. Lots of times, the formats change, so cover photos and profile photos may not display all information because of the layout differences. We highly recommend not using cover photos with text in them, because they will likely not be readable on mobile. If this is a necessity, we advise you to limit the amount of text.

Facebook

The first thing to consider when optimizing social channels is to determine the purpose of maintaining a profile on that channel. In general, people use social media to connect with others and keep up to date with the news. Because of these uses, the purpose of maintaining social profiles (Facebook in this case) is to drive traffic to the ACAC website. The website is the most valuable asset you have because there is a great deal of information on the website that helps people learn about the mission and goals of ACAC; the website is what houses all information. This means that Facebook should serve as a medium to get both recurring and new visitors to click-through to your site.

The information that is provided on ACAC's "About" page will often serve as a first impression for new visitors. This means that the information you provide here must be concise but also leave the visitor with enough to understand what the organization does. This being said, all information on the profile must be organized, including pictures and videos. Organize your photos into more general album titles such as "events", "holidays", "patron profiles", so as to make this content easily

findable and organized. In essence, avoid “untitled” as an album title or others that are too specific where not many photos would be housed there.

The content that is posted on the Facebook page (status updates, photos, videos, etc.) is what is going to compel new and returning users to stay up to date with your organization. A few things to keep in mind when posting to Facebook:

- There should be a link to your website in almost every post (i.e. “for more information, visit us at <http://www.alliedchurches.org/>”)
- Every post should have a picture or graphic in it; many people will not read things that do not have an attached visual. Pictures and videos also ensure more people will see the post due to Facebook’s internal posting algorithms. Make sure the picture is related to the information you are posting about, or somehow acts as a supplement to the posting information. For example, the picture would be of a patron if you were posting a patron profile, or you would include a holiday graphic if you were posting about an end of the year promotion.
- Users are more likely to engage with posts that show the people and purpose of ACAC, versus a list of needs/overtly trying to get people to donate
 - People will engage more (and are more likely to donate) if your posts are personal and compelling, versus outwardly asking for monetary donations or supplies

In terms of the actual content that should be presented on Facebook, we recommend that you post every Monday (7:30am), Wednesday (7:30 am), Friday (7:30 am), and Saturday (9:30 am). We recommend you post during these times to set an evenly laid out schedule, during times when your audience is most likely to see your posts. Monday and Wednesday should be photos from the ACAC staff, patrons, or volunteers, with a text description about current events. Friday should be a post linking to the weekly blog post (see blog and newsletter for more information). We would like to use Saturday posts as an opportunity to develop the authoritative voice of ACAC on issues surrounding homelessness and advocacy by linking to an external 3rd party article regarding philanthropy, news, or fun. Please reference the attached 6 month plan for more details.

LinkedIn

We are considering LinkedIn as a supportive social channel to Facebook and the website. LinkedIn is great for posting jobs, and the channel should continue to be used as such. However, LinkedIn is another channel that can be used to have an authoritative voice on homelessness and hunger because the channel is often used for professionals to get involved with causes that they care about. To provide this voice, we recommend that you share your blog posts (similar to how the blog is shared on Facebook) and 3rd party articles on your LinkedIn profile, to reach the professional audience. For example, if you read an international/national/local article that is relevant to the issues of homelessness and/or hunger in Alamance county, we recommend you push this article on LinkedIn so your audience can view the ACAC as an authoritative voice but also be gaining more information on causes they care about.

YouTube

Like LinkedIn, YouTube is a supplemental channel to the Facebook profile and website – the channel is simply used for housing video content. But there are a few things to keep in mind with YouTube. There needs to be profile information/description present, so people know they are on the right channel if they are trying to view your content. Also, video descriptions are helpful when people are going through videos, so they can get a brief summary of what is included in the video so they can reference back to it in the future.

Blog

To keep your audience up to date on current events, while also providing an incentive for people to visit the website, we recommend a weekly blog to be maintained. This blog can be housed on your website, and we recommend you use WordPress as a platform to contain this blog because of its modern look and ease of use. You can add a new page to your website, and install WordPress to that specific URL. By keeping a blog, it can serve as content on your social media channels, but because the blog will be located on the website, it will drive more traffic to the website from the social channels. During our meeting, we saw that Kim has a really passionate and interesting voice with regards to hunger and homelessness, which is why we recommend that she write a three to five paragraph blog post every week. This blog post could be about happenings that week, general thoughts, how your mission/events/goals relate to current events, what you see in the future of the ACAC, and other topics of the like. We hope that the blog post will give the ACAC a more personal voice and serve as an organization “personality.” We understand that ACAC wants to be the authority on hunger and homelessness, and we feel like the passion and voice will shine through in these blog posts, thus driving donations and more frequent visits. As always, a photo or graphic should be present in the blog post.

Critical Response Plan

In reviewing your social channels, we saw very little negative comments or feedback. On the Facebook profile, there have been a few posts on your page criticizing the work the ACAC does. There are strategies in dealing with people like this, and these comments/posts should not go without a response from the ACAC. First, you want to address the person by name and go about writing your response in a compassionate and friendly demeanor. You want to address their concern specifically, referencing back to the overall goals, missions, and even the annual report to back up relevant statements you need to make.

All negative comments should be responded to because of a few reasons:

1. New visitors being compelled by negative comments on your page should be avoided, hence why you'd want to step in and make your voice heard. These comments could also cause a visitor to not get involved with the ACAC.

2. You want to have a positive, helpful brand voice: by not responding to these comments you are not portraying the “helpful” aspect of your organization. However, if an individual is continually wreaking havoc, an objective reader will understand they are not a reliable source in identifying with your organization, so it is best to stop responding to them.

For example:

- In February 2013, Alan wrote (original post): *“If you associate with the shelter and their staff you should check on who you are dealing with they are crooks and liars they abuse the money and other things the public donate...”*
- Your response: “Hi Alan. We really appreciate your feedback. We strive to provide the best experience possible for our patrons and volunteers based on the resources we have. We’d like to offer you more information about where our monetary donations are coming from, and in what respect they are used in the ACAC. Please see our annual report here [insert link/attachment/statistic to the pertinent information]. Again we appreciate your feedback and we hope we can work with you soon.”

Guidelines for Posting to Social Media

Monday and Wednesday

For Photos from the ACAC-Staff, residents, or volunteers

Post Copy: “[One to two sentence description of what is in photo.] For more information about the great work being done at ACAC, and how to volunteer, visit <http://www.alliedchurches.org/>.”

Friday

For Weekly Blog Post from Kim

Post Copy: “On the blog this week, Allied Churches Director, Kim Crawford, talks about [no more than two sentences]. For more information about the great work being done at ACAC, and how to volunteer, visit <http://www.alliedchurches.org/>.”

Saturday

For articles from 3rd party source-Philanthropy

Post copy: “[short opinion on, or quote from, the article being shared.] We would love to hear what you think! Join the conversation on [topic] in the comments below, and visit <http://www.alliedchurches.org/> for more information about the great work being done at ACAC.”

For articles from 3rd party source-News

Post copy: “[short opinion on, or quote from, the article being shared.] We would love to hear what you think! Join the conversation on [topic] in the comments below, and visit <http://www.alliedchurches.org/> for more information about the great work being done at ACAC.”

For articles from 3rd party source-Fun

Post copy: "[short opinion on why this article was chosen. What is fun about it?] We would love to hear what you think! Join the conversation on [topic] in the comments below, and visit <http://www.alliedchurches.org/> for more information about the great work being done at ACAC."

Best Practices when Posting to Social Media

Photos

Users want to see the daily life of ACAC, as well as the people that make it such a unique pillar of the community. Photos of staff, patrons, and volunteers will be the most effective in engaging users with the content. Any out of the ordinary events (i.e. receiving a grant) should also be photographed and shared. Avoid long descriptions in the photo captions, or text heavy graphic post (i.e. needs lists, donor counts, etc.).

Blog Posts

Find a photo from the week to serve as a cover photo for each blog post to incentivize users to click through to the blog on ACAC's website. The post copy should be a short summary of Kim's topic that week. *See social profile optimization document for blog writing guidelines.*

Articles

The shared articles will help to reinforce ACAC's authoritative voice on issues surrounding homelessness, so focus on nationally recognized sources that can serve as the start of a conversation with the general public. While it is important to share an opinion on the content being shared, avoid taking any political, religious, racial, or gendered stance that are outside of the core values of ACAC. Be prepared that some users may feel compelled to make negative comments for no apparent reason. *See the critical response plan for more information on how to deal with negative comments.*

Below is a list of recommended sources for shared articles:

Philanthropy http://www.hhs.gov/ http://www.power2u.org/ http://nationalhomeless.org/ http://www.endhomelessness.org/ https://philanthropy.com/	News The New York Times The Washington Post The Atlantic USA Today	Fun Huff Post-Good News Buzzfeed
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