

Social Media Inventory of Community Organizations

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NAME OF ORGANIZATION: Bexley Community Foundation

URL:

Complete the following table for each social media platform linked to the organization's website:

Name of social media platform: Facebook	
Number of followers/likes?	784 Followers / 710 Likes
What content is provided? (Reports, articles, blog posts, audio, photographs, etc.)	Photos and links to blog posts or event sign-up
How often is it updated? (How actively is it used?)	At least once a month, but many times it's more.
What is the level of response requested? (Is interaction encouraged? Are questions posed? Etc.)	Interaction is not encouraged, it operates as a community board
What is the level of response received? (average number of comments per post)	Last comment was July 2023. Most posts get 1-10 reactions. With the highest being 17.
Who is responsible for updating this platform? (One person; multiple people? Is a specific name provided? Etc.)	No evidence to suggest who
What other sources, sites, organizations, etc. are referenced on or linked to this platform?	The City of Bexley Ohio, The Mayor of Bexley, and other local media.
OTHER COMMENTS	

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Name of social media platform: Instagram	
Number of followers/likes?	707 Followers
What content is provided? (Reports, articles, blog posts, audio, photographs, etc.)	Audio and Photographs. Documenting events, programs, and weather.
How often is it updated? (How actively is it used?)	At least once a month, but many times it's more.
What is the level of response requested? (Is interaction encouraged? Are questions posed? Etc.)	At times interaction is encouraged with questions, though engagement is still low or non-existent.
What is the level of response received? (average number of comments per post)	There are a few posts with comments, but the likes are typically higher than Facebook going up to 68, and normally they stay between 11 and 17.
Who is responsible for updating this platform? (One person; multiple people? Is a specific name provided? Etc.)	Not stated.
What other sources, sites, organizations, etc. are referenced on or linked to this platform?	Bexley Recreation Center, Capital University, and the City of Bexley.
OTHER COMMENTS	

#1 - Bexley Community Foundation. A non-profit for Bexley, Ohio that invest in initiatives to enhance quality of life.

Bexley, Ohio

Majority of people are of European descent, the average household income is \$138,929, and 76.9% have a bachelor's degree (Census.gov).

I found that the Bexley Foundation is more so worried about fun and adventure, making Bexley a great place to live. This makes sense as the income and a university as the focal point of Bexley. With most of their population's needs being taken care of Bexley Community Foundation's focuses heavily community engagement. Their social media is used for information dissemination and curation of events.

Social Media Inventory of Community Organizations

NAME OF ORGANIZATION: I Know I Can

URL:

Complete the following table for each social media platform linked to the organization's website:

Name of social media platform: Instagram	
Number of followers/likes?	1661 followers
What content is provided? (Reports, articles, blog posts, audio, photographs, etc.)	Audio, videos, photographs, staff/student highlights, informative posts, and general documentation of events or programs.
How often is it updated? (How actively is it used?)	Almost daily
What is the level of response requested? (Is interaction encouraged? Are questions posed? Etc.)	Not any in the posts. Most posts are informational and aren't seeking to get engagement.
What is the level of response received? (average number of comments per post)	Rarely any comments, if there are some it's people commenting on the event or saying thank you. Typically post get 30 or more likes.
Who is responsible for updating this platform? (One person; multiple people? Is a specific name provided? Etc.)	Two people with communication in their role, and various other people including students.
What other sources, sites, organizations, etc. are referenced on or linked to this platform?	News/news articles about funding for students, Links to FAFSA and FAFSA workshops, and other non-profit organizations or program partners.

OTHER COMMENTS	
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Name of social media platform: Tik Tok	
Number of followers/likes?	11 Followers / 48 Likes
What content is provided? (Reports, articles, blog posts, audio, photographs, etc.)	3 Videos about FAFSA
How often is it updated? (How actively is it used?)	Rarely, seems to be new but there were two from December and one from January
What is the level of response requested? (Is interaction encouraged? Are questions posed? Etc.)	Not really any, just informational videos more on the entertainment side.
What is the level of response received? (average number of comments per post)	0 comments. Video likes are 27, 18 & 3
Who is responsible for updating this platform? (One person; multiple people? Is a specific name provided? Etc.)	It looks to be multiple people. Who use students in videos as well.
What other sources, sites, organizations, etc. are referenced on or linked to this platform?	FAFSA
OTHER COMMENTS	

Name of social media platform: Facebook	
Number of followers/likes?	2.1K Followers / 2K Likes
What content is provided? (Reports, articles, blog posts, audio, photographs, etc.)	Articles, photos, staff highlights, videos form past IKIC members, and links for college funding.
How often is it updated? (How actively is it used?)	At least 5 times a week (basically daily)
What is the level of response requested? (Is interaction encouraged? Are questions posed? Etc.)	Not much is requested, but it is a lot of informational content, so that is the goal.
What is the level of response received? (average number of comments per post)	There is typically no response as far as comments but there a lot of shares for the programs and deadlines they put out.
Who is responsible for updating this platform? (One person; multiple people? Is a specific name provided? Etc.)	Two people with communication in their role
What other sources, sites, organizations, etc. are referenced on or linked to this platform?	StudentAid.Gov, Columbus City Schools, Columbus Promise Program, Universities/Colleges, and AmeriCorps.
OTHER COMMENTS	

Name of social media platform: Twitter/X	
Number of followers/likes?	1017 Followers
What content is provided? (Reports, articles, blog posts, audio, photographs, etc.)	Links to scholarships and partner programs, deadline posts, photos, and audio, and documenting of events
How often is it updated? (How actively is it used?)	At least once a month
What is the level of response requested? (Is interaction encouraged? Are questions posed? Etc.)	Interaction isn't requested.
What is the level of response received? (average number of comments per post)	Not much response. It is usually a thank you from mentioned partners.
Who is responsible for updating this platform? (One person; multiple people? Is a specific name provided? Etc.)	Two people with communication in their role
What other sources, sites, organizations, etc. are referenced on or linked to this platform?	StudentAid.Gov, Columbus City Schools, Universities/Colleges, and AmeriCorps.
OTHER COMMENTS	

#2 - I Know I Can. A non-profit organization that helps students of Columbus and surrounding areas

Columbus, Ohio. Median income is 61,727, 38.5% have a Bachelor's degree, and 15% of population is foreign born.

I Know I Can social media presence makes a lot of sense as students are who they interact with most and are the first node in their college-going process. So, seeing the income disparity in Columbus (as opposed to Bexley) really highlights the focus and needs of the community. Columbus as a whole would likely deal with more families with first generation college students, so having an organization in multiple schools can offer comfortability, especially for a confusing process. This one is more about educational access while Bexley Community Foundation is more about higher level of needs (like on Maslow's Hierarchy). So the technology usage is done in a way that incorporates Community Informatic principles to provide equity using ICTs.

