

# CASE STUDY: Pivot Point and Literacy MN

Website + Social Strategy and Social Listening Research

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PROJECT

Case Study

DATE

2/26/2024

CLIENT

Pivot Point

PRESENTED BY

**BACKPACK**

# Where We Started

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## Client's Overall Goal

Improve its attractiveness to corporate sponsors by analyzing and understanding the messaging strategies of its primary competitor across digital and media platforms.



## How To Get There:

- Gather data on competitor's digital and media presence.
- Evaluate competitor's website and social media with SWOT.
- Examine external media mentions for insights and competitor's social media conversations.



# Website Audit

# Strengths

- **Textual Strengths**

- Navigation bar easily highlights each service
- Well labeled sections (see Fig. 1)
- Statistics and numbers assert credibility and past successes (see Fig. 2)

- **Visual Strengths**

- Similar colors throughout the website, links and calls to action are easily located and readable
- Homepage uses a good balance of pictures to get overall goal across
- Images show a diverse group of people (see Fig. 3)

Fig. 1

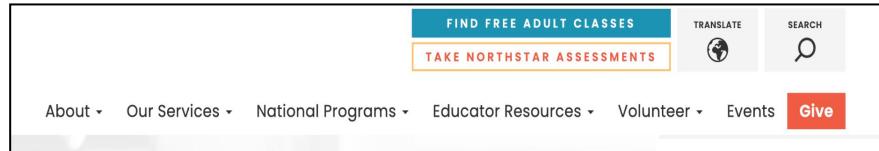
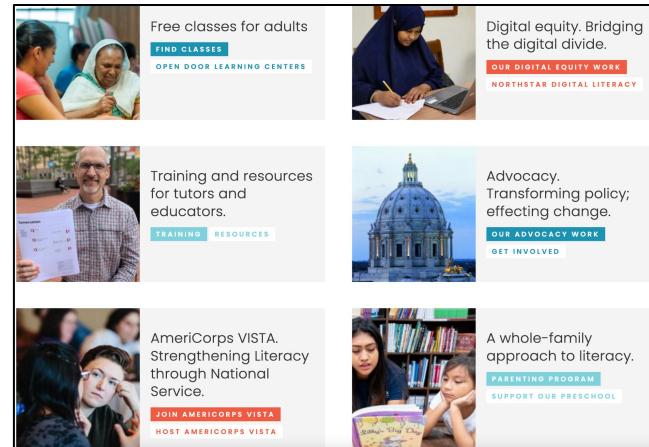


Fig. 2



Fig. 3



# Weaknesses

- **Visuals are Oversized** (see Fig. 1)
  - Instead of hyperlinking to a donation site, consider placing a visual cue & call to action

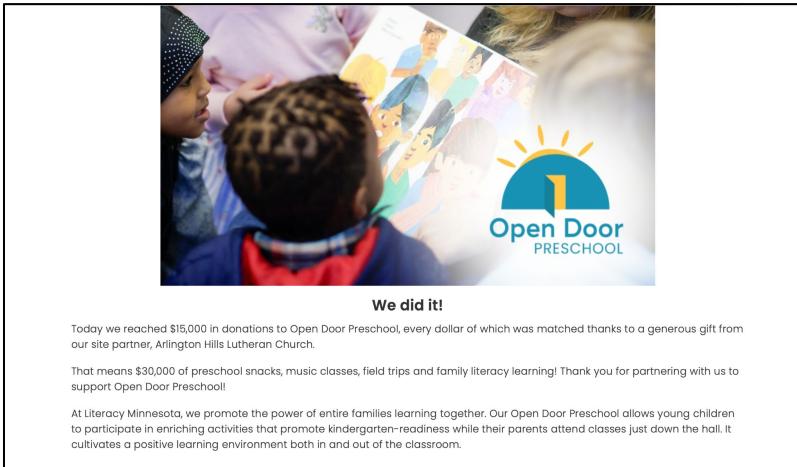


Fig. 1

- **Repeated Imagery** (see Fig. 2)

The Open Door Learning Center Volunteer Hub

Open Door Arlington Hills  
1115 Greenbrier St  
St. Paul, MN55104  
United States  
651-793-4423 lfrancis@literacymn.org

[VOLUNTEER LOGIN](#)  
[SUBMIT REPORT](#)

Open Door Midway  
553 Fairview Ave N.  
St. Paul, MN55104  
United States  
612-289-8649 lmthao@literacymn.org

[VOLUNTEER LOGIN](#)  
[SUBMIT REPORT](#)

Open Door Minneapolis  
627 W Broadway Ave  
Minneapolis, MN55411  
United States  
612-377-5399 llbrown@literacymn.org

[VOLUNTEER LOGIN](#)  
[SUBMIT REPORT](#)

Open Door Northeast  
1509 NE 27th Ave  
Minneapolis, MN55418  
United States  
612-789-9024 lcpreston@literacymn.org

[VOLUNTEER LOGIN](#)  
[SUBMIT REPORT](#)

Fig. 2

# Weaknesses

- **Repeated Information**

- “Why Literacy” site is the same information as “Fact Sheet” in about section (see Fig. 3)
- Consider pulling one

WHY LITERACY?

Functional literacy is critical for navigating the workforce, advocating for oneself and fulfilling basic needs. When people of all backgrounds, ages and abilities have access to quality literacy education, we begin to build a more just and equitable society. [Literacy facts](#).



Fig. 3

- **Image has call to action, but no link/cue**  
(see Fig. 4)

- Allow for a link to sign up for tutors if that is what is being called

GET GREAT  
TUTOR TIPS

Sign up for Tutor Tips, our weekly ideas for tutors.



Fig. 4

# Threats

- **Newsletters Sign Up Access**
  - Hidden and not easily accessible on the website
  - Only found by entering your email address and clicking a "GO" button (See Fig. 1 and 2)
    - Unclear as to what users are adding their email for
- **Unutilized drop down sections** (see Fig. 2)
  - Unhelpful or no information at all on advocacy page
  - Information should be added or the sections removed.

The screenshot shows a vertical list of advocacy-related links:

- Past Advocacy Alerts
- Tips for Communicating With Elected Officials
- Log Your Advocacy Activity

Each link is preceded by a small blue icon with a white cross symbol.

Fig. 3

The screenshot shows a "STAY CONNECTED" section with a "GO" button highlighted by a red arrow. Below it is a footer with links to various pages: HOME, CONTACT US, PRIVACY POLICY, and MY LEARNING.

Fig. 1

The screenshot shows a sign-up form for Literacy Minnesota Newsletters. It includes fields for Email Address, First Name, Last Name, and a list of Interest Groups with checkboxes. A "Subscribe" button is at the bottom.

**Literacy Minnesota Newsletters**

**Literacy Minnesota**

Sign up for newsletters from Literacy Minnesota. Let us know what newsletter(s) you'd like to receive, and we'll send it your way soon!

Email Address

First Name

Last Name

Interest Groups

- In the Loop -- our monthly supporters newsletter
- Literacy Advocacy Alerts
- Volunteer Connections -- news for Open Door Learning Center volunteers
- ABE Tutor Newsletter -- tips and news for all adult basic education volunteers
- Children's Tutor Newsletter
- VISTA Alumni -- updates for former VISTA members
- Tutor Tips
- Northstar Digital Literacy Assessments
- Educator Resources Alerts -- periodic updates from the Educator Resource Library
- VMC Promotion
- One Network Newsletter
- News and Notes for Supporters -- our monthly agency e-newsletter

Subscribe

Fig. 2

# Opportunities

- **Add Visual Significance**

- Add a graph or image to quantify impact and make the statistics more understandable
- Compare to last year's numbers or the national average (see Fig 1.)

- **Past/Current Partnerships**

- Allows for promoting businesses but also enticing potential future donors
- Seeing a business that is familiar can legitimize the company and website.

- **Contact Us Section (Immediate Action)**

- Allows for consumers to have a more convenient way to contact the business (See Fig. 2 and 3)

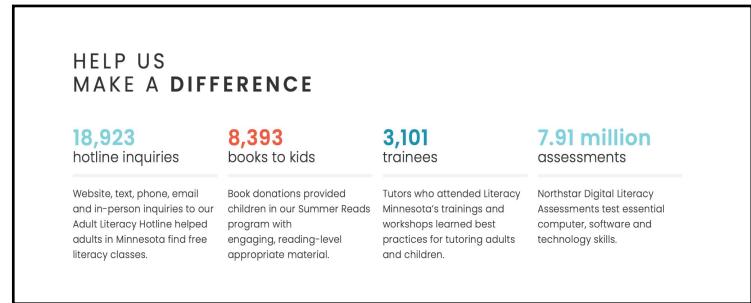


Fig. 1

Get in Touch

Explore our [Help Docs](#) or contact our team.

Email address\*

What can we help with?\*

Send

Fig. 2

I WISH TO LEARN MORE

Name: [Redacted]

Email: [Redacted]

Phone: [Redacted]

I'm interested in learning more about (choose all that apply):

Applying For Grants  
 Corporate Partnership  
 Virtual Academy  
 Volunteering  
 Donating To SCF  
 NAP Credits  
 Other

Additional Details/Message:

I'm not a robot

INCPOLIA Privacy - Terms

Send Message

Fig. 3

# Key Findings

- Overall, website is smooth and flows well together
- There are repetitions of links, images, and information
- Certain pages and information can stand out a bit more to appeal to target audiences (see Fig. 1 and 2)
- Additional elements should be provided (e.g. contact form, visual graphics with statistics)



Fig. 1



Fig. 2

# **Social Media Audit**

# Facebook

- **How well does this fit the organization's intended voice?**
  - Authenticity
  - Educational
  - Inspirational
- **Recommendations**
  - Continue to share impactful success stories
  - Create a Call-to-Action post for corporate sponsors
  - Add to the feature section in order to quickly highlight the sponsorship opportunities (see Fig. 1)

**Current Metrics:**

Followers: 2,900

Following: 197

Sample Reaction Rates: 29, 17, 14

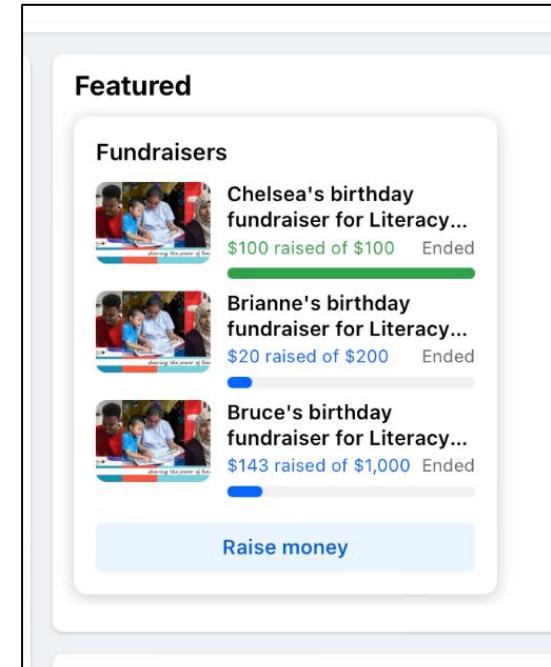


Fig. 1

# Instagram

## Current Metrics:

Followers: 1,550

Following: 199

Posts: 288

- **Strengths**

- Use of real people (see Fig. 1 & 2)
- Consistent messaging
- Positive brand personality

- **Opportunities**

- Diversifying content
  - Stories, highlights, guides
- Collaborative posting
- Engagement focused strategy

- **Weaknesses**

- Posting cadence
- First impression
  - profile picture & bio

- **Threats**

- Short attention span
- Repetitive visuals

# Strong Posts

- Use of real people
- Mixed media



Fig.1

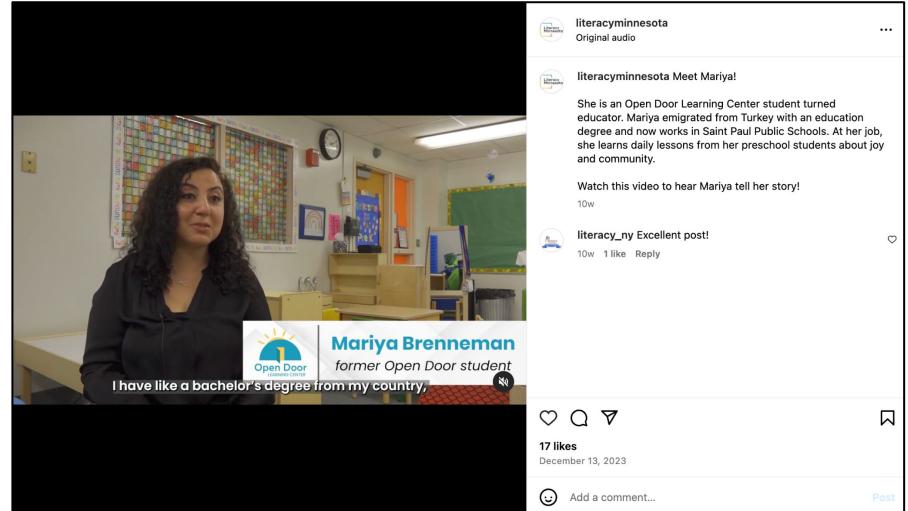


Fig.2

# Youtube

- **Strengths**
  - Helpful labels & categories
  - Diverse inclusive visuals
  - Informative and inspiring content
- **Weaknesses**
  - Short, quick videos
  - Outdated/old content

## Current Metrics – Main Channel:

Following: 146

Videos: 86

Engagement: 16,671

## Current Metrics – Volunteer Channel

Following: 870

Videos: 135

Engagement: 181,897

# Youtube

- **Opportunities**

- Content on both channels can be moved to its proper category
- Updating the whole site with more recent videos and replacing older content (Fig. 1)
- Short videos can be made into YouTube shorts to better drive traffic

- **Threats**

- Adapting to new trends and technologies is essential to staying relevant in educational content preferences.



Literacy is ...

Literacy Minnesota

1.1K views • 5 years ago

Fig.1

# **External & Social Listening**

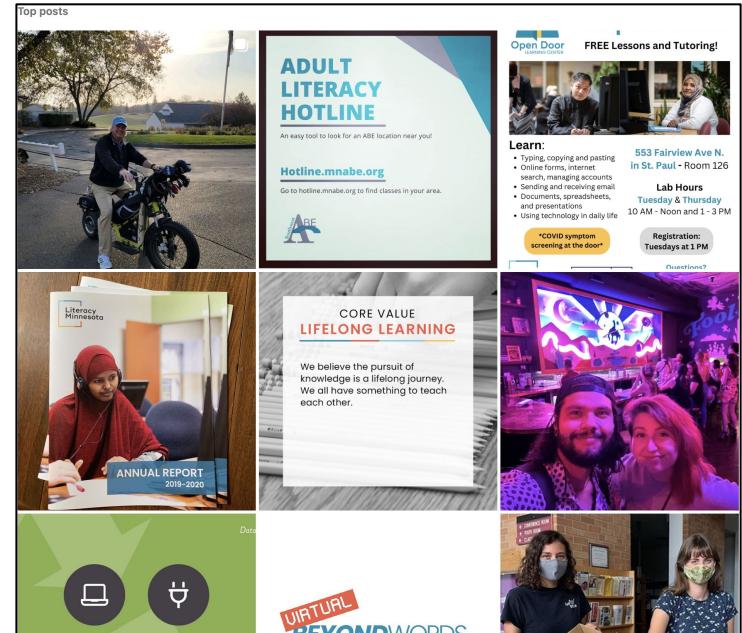
# Instagram Hashtag Audit

## #LiteracyMinnesota - 18 Posts

- 50% feature partnerships with local brands
- 17% stem from partnerships with like-minded brands committed to advancing literacy
- 33% are organic contributions from @LiteracyMinnesota

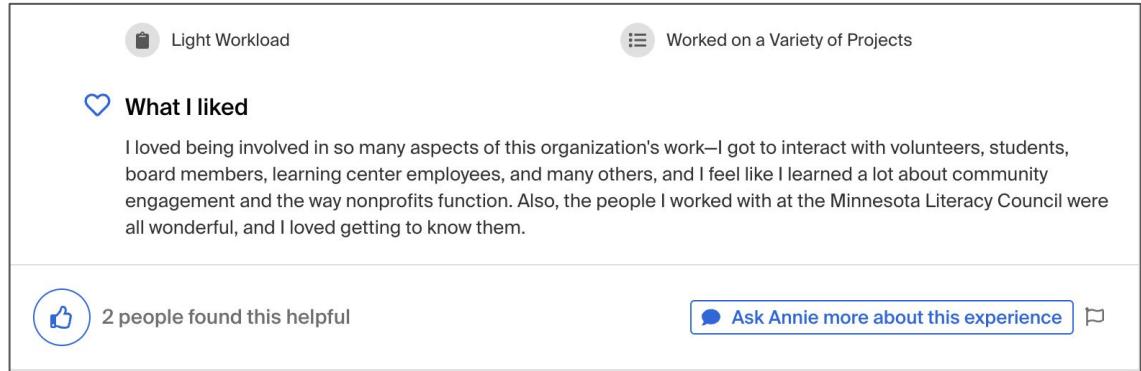
## #LiteracyMN - 10 Posts

- 83% showcase collaborations with local brands
- 17% are organic posts by @LiteracyMinnesota



# Handshake Employee Review

- Positive Review from a former community outreach intern



A screenshot of a Handshake employee review card. At the top, there are two circular icons: one with a battery symbol labeled "Light Workload" and another with a grid labeled "Worked on a Variety of Projects". Below these are two sections: "What I liked" (with a heart icon) and "What I didn't like" (with a thumbs-down icon). The "What I liked" section contains a testimonial: "I loved being involved in so many aspects of this organization's work—I got to interact with volunteers, students, board members, learning center employees, and many others, and I feel like I learned a lot about community engagement and the way nonprofits function. Also, the people I worked with at the Minnesota Literacy Council were all wonderful, and I loved getting to know them." Below the testimonial, it says "2 people found this helpful". At the bottom right is a blue button with white text: "Ask Annie more about this experience".

## Article in Charities Review Council

- Paints a picture of Literacy Minnesota as a dynamic, innovative, and responsible leader in the literacy field, dedicated to making education accessible and equitable for all.

# Article in the Sahan Journal

- Sahan Journal is a nonprofit digital newsroom dedicated to reporting for immigrants and communities of color in Minnesota

## Quotes from Article:

"So far, feedback from participants is positive. Students rave about a class visit to the Bell Museum"

Six Literacy Minnesota students took a trip to Itasca State Park. For four of the participants, it was the first time they'd left the metro area

- "Experiencing Itasca State Park, she said, left her feeling happy to pay the state taxes that preserve such places"
- Back in the classroom after the Itasca trip, the students wrote essays about their experience. "I still can't forget the view I saw," Htut said. "Even though I am at home, my mind is in Itasca Park."

# **Additional Resources**

The following are detailed reports of each component of the project:

- [Social Media Audit](#)
- [Website Audit](#)
- [Social Listening](#)



# Thank You!



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