Unit 1 Individual Project

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**Abstract**

In this Individual project, this learner constructs an interview protocol for gathering data regarding social media use in non profit organizations. This learner discusses interview aspects such as , cental question and sub questions and their format , target population, sampling plan, interview type, and analysis procedures.

**Introduction**

The goal of this Interview is to understand the role played by Facebook in non-profit organizations. Managers in non-profit institutions lack the technical skills necessary to use Facebook effectively in order to keep current members or recruit new members to their organizations. This learner uses a multi-case qualitative analysis to explore social network marketing strategies that are used by non-profit organizations to enhance organizational sustainability.

**Central Question**

What are the social media marketing strategies that are used by organizational leaders in non-profit organizations to enhance organizational sustainability

**The Population and Sampling Plan**

The study population is nonprofit leaders who are responsible for implementing e-marketing strategies through Facebook. The study includes executive leadership in five non-profit organizations. This learner also uses purposive sampling to select some individuals who are more cooperative with the researcher, and who are familiar with using social media in promoting businesses. The researcher then studies each case separately in order to develop a comprehensive understanding of the phenomenon.

**Research Interview**

This learner adopts face-to-face semi-structured interviews with managers, in non-profit organizations, through open-ended questions in order to understand and explore more accurate details about the phenomenon. Semi-structured interviews are characterized by flexibility so that the researcher can arrange the sequence of questions or select some questions that he deems useful in the interview to obtain valuable responses.

When conducting semi-structured interviews, this learner uses the main question to stay on target in exploring the phenomenon. The probing and follow-up questions are prepared for clarification of the responses and gain depth and richness(Creswell & Creswell, 2017).

**Interview questions.**

1. What marketing strategies do you use to enhance organizational sustainability when you use social networking platforms as a marketing medium?
2. What ways and means do you use through social media to support the recruitment of new members?
3. What are the ways and marketing strategies you use in social media for the preservation of existing members?
4. What are the means and strategies of social media marketing that you use to promote new products and services?
5. How were you able to implement social medial marketing strategies?
6. What challenges did you face while implementing social media marketing strategies?
7. What are the criteria and standards you think are appropriate to measure the success of your organization in using social media to strengthen organizational sustainability?
8. What additional information you would like to provide about using social media marketing strategies in your organization?

**Planned location and interview length.**

All interviews are conducted in a non-profit organization locations, where all participants are present and employed. It is a convenient and comfortable place for participants to give explicit and clear answers to this phenomenon. The length of the interview is about 30 minutes for each participant.

**Recording of the interviews**

This learner audio records each interview with a digital voice recording device, such as a Sony ICD PX333 voice recorder. Recording device would ensure accuracy in capturing data from interviews. The use of audio devices decreases the likelihood of error in recalling the interview and serves to create validity.

**Credibility and Reliability Testing**

The researcher tests the credibility of the study by collecting preliminary data and reaching preliminary conclusions through face-to-face meetings with the participants. The obtained results from these meetings contribute to the audit, investigation, and accuracy of the data. The researcher also tests the reliability of his research through data saturation. To ensure the saturation of data, the researcher increases the size of the sample until the researcher confirmed that the addition of members would not lead to more knowledge about the phenomenon. In this context, the researcher carefully encodes the data appropriately to identify any new topics.

References

Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*: Sage publications.