

Case #4: Promoting an Organization

Social Media and Website Proposal

Abstract:

A local organization needs assistance in reaching its target audience through the web. The best way for the organization to improve its current online presence would be to revamp its social media and website. Currently, the website compared to its competitors is lacking and would need to be improved to become more appealing to their audience base. Additionally, their social media does not have a dedicated person or team. Throughout this proposal, there will be detailed information on how to get started and move the organization in the right direction when it comes to its online presence.

Project Description:

For this organization, promoting online is very important for its goals. For one, using social media and reaching the target audience can help with advertising the events they hold for fundraising. Additionally, if it were to correctly portray its mission to its audience, it is more likely that the company will grow. Whenever the audience sees their posts or website, they should be able to understand what the organization offers and its mission. The organization's online presence is very important due to it not being as big as some companies. If the website and social media were to be revamped to better represent their values, the organization would be able to compete with larger companies. This is especially true if they can innovate in their online presence and offer different motives for their audience to go to attend events or share their events with others.

Project Outcome:

Website

For the website to be a good representation of what the organization offers, it will need to be redesigned. Currently, the organization is not happy with how it compares to bigger competitors. By hiring a dedicated website creator, the website could be redesigned to the organization's needs. Additionally, it will make it easier for their audience to be reached as an unpleasant one will more than likely push away their customer base. If I were to advise on how it should look, I would begin by having a general baseline on what they want the website to be used for. It could be for the organization's information or as a way to find out when events are happening.

The initial page is what the audience will first see, this is the most important page since it can push away some of their audience. It should include their mission and their logo. Additionally, include a taskbar that allows you to go to different sections. One of the sections can be who is behind the organization, an about page, and another showing previous events that have been hosted by the organization. By using pictures, the organization can capture how the past events were and it can make it more inviting for those interested. Additionally, include a calendar

widget or an event widget that shows any upcoming events. At the bottom of every page should be a link to their social media as well. Additionally, including a video can be helpful for those who are more visual. This video should be short and explain what type of events the organization hosts. Color is also important, I would suggest doing research on the psychology behind what colors are used by companies to advertise to their audience. However, throughout the webpage, sticking to a set of colors is best as switching between random ones will make it unappealing.

For the “about us” section, including who runs the organization is a nice way of introducing the audience to who is behind the events. Including pictures of the members and their experience under the pictures can make it look more professional. Additionally, including a description of what the organization stands for, going in-depth here is important as the initial page would only be brief in introducing the audience as to what the organization hosts. Overall, the website should be an easy way for the audience to see what the organization is about and a way for it to reach its social media.

Social Media

I would suggest the organization creates multiple social media, Instagram, X (Twitter), and Facebook; each will reach different demographics. For each one, the bio should be the organization's mission/goal and what type of events they host. Their profile picture should be their logo. The posts can range from different styles depending on the scenario. For example, if an event is coming up that they will be hosting, posting a picture and including the date it will be happening is important. Additionally, a brief description of what the event is for and who it is for. If they want more eyes to see these events, creating giveaways or a motive for the post to be shared can be used. Although a dedicated social media person would be preferred, if the budget does not allow for this, having someone a part of the organization that is involved could help. Overall, this may be one of the main ways that their audience will be informed on the events approaching and that are happening.

Posts on social media can also be used to gain feedback and see how the audience base reacts. By posting consistently, more followers will be gained and the organization is more likely to stand out in comparison to competitors, especially if events are held often. If the company is smaller, getting your posts shared is important for growing. Compared to a larger company, they will always receive eyes from their audience due to their size.

Conclusion:

Overall, the organization's website and social media need an overhaul. This can be done by hiring a specified website creator and working together to make the website fit the organization's needs and wants. These changes that were proposed will assist the organization in growing and reaching its target audience. Additionally, by getting their posts shared, they are more likely to get their events seen instead of blocked by those bigger organizations.