**Social Media Audit**



**Agency name:** Passion & Poise PR

**Group:** Mailea Ang, Veronica Zamora, Kelsey Gruben, Susan Lopez, and Brenda Payan-Garcia

**Name of the company/ business you want to audit:** UnitedHands of Compton

**A link to their website and links to all their social media channels:**

* + <http://unitedhands4forall.com/about.html> (old website, inactive)
  + <https://www.facebook.com/unitedhandsofcompton/>
  + <https://instagram.com/unitedhandsofcompton?utm_medium=copy_link>
  + <https://www.tiktok.com/@unitedhandsofcompton>
  + <https://www.gofundme.com/f/united-hands-multipurpose-center>
  + <https://www.youtube.com/channel/UCMs6RqnDdJef-V8UonIgsnA>

**Tell me why your group wants to audit them**

They have a great vision and mission of helping others but their social media still needs more structure. We see a lot of potential, especially since they already have their Facebook (1,390), Instagram (5k), and TikTok (16k) accounts started with some following, however, they need to do a better job of updating all the sites. As a grassroots organization, they rely on volunteers to help push for resources in the community but they are under a limited capacity and are facing shortages in their resources. More engagement could curb these shortages and help their audience. They have had a great head start and an admirable goal that we’re here to help with!

**Tell me why the company needs an audit**

Their TikTok blew up this past summer; however, they have not posted in months and the number of interactions on their posts is not near the amount of their follower count. They have other social media sites, such as Youtube and Facebook, that have some content too, however, the content is outdated and the platforms go unused (FB’s last post was on August 11th and Youtube’s last post was over a year ago). Additionally, their website is also no longer operating and information has moved to their social media pages, making these pages even more important for getting the word out. It is crucial to have social media sites, however, they should not be the main source of information, as a website is universal and important for all audiences. Overall, these platforms could be extremely helpful in reaching an audience but they need more love!

Mailea Ang, Brenda Payan-Garcia, Veronica Zamora, Kelsey Gruben, Susan Lopez

JOUR 470 Sec 01 M/W 9:30 AM - 10:45 AM p.m.

Agency name: Passion + Poise PR

**Teammate evaluations + paper: DUE NOV. 29, Monday from break**

**Maybe check-in: Wednesday:**

3-5 Pages

AP Style

APA References

Min. 8 sources

Each person uploads a copy

**Company:** United Hands of Compton

**Website:** [United Hands For All](http://unitedhands4forall.com/about.html) (inactive)

**Links to all social media channels** (are they active/inactive?): Can shorten links

| Social Media Channel | Active or Inactive? | Link |
| --- | --- | --- |
| Facebook (more room for growth)   * Susan * Kelsey | Active | [United Hands of Compton - Home](https://www.facebook.com/unitedhandsofcompton/) |
| Instagram   * Mailea | Active | [Instagram](https://www.instagram.com/unitedhandsofcompton/?hl=en) |
| TikTok (2)  (more room for growth)   * Brenda * Veronica |  | [United Hands of Compton (@unitedhandsofcompton) TikTok](https://www.tiktok.com/@unitedhandsofcompton) |
| YouTube (more room for growth)   * Susan * Kelsey |  | [United Hands](https://www.youtube.com/channel/UCMs6RqnDdJef-V8UonIgsnA) |
| Gofundme (small blurb on media use) - how we can use it on each platform |  | [COMPTON UNITED HANDS MULTIPURPOSE CENTER, organized by Cynthia Macon](https://www.gofundme.com/f/united-hands-multipurpose-center) |

<https://www.farmlinkproject.org/martha-barajas> \*article on founder\*

Instagram - most active, posts on food drives. They’re engagement is really good but their feed is really messy and inconsistent. It could help to clean it up.

Others: post every now and then but not consistently

* Youtube: Store videos, more inactive
* Instagram: Style View
* Encompassing view of platforms as a whole

**Their website seems to be inactive, leading to an empty landing page.** It seems that it hasn’t been updated and their Instagram acts as more of their communication hub now. We are also skeptical of the validity of this site in general, since it is down we can’t track who ran it before and if it was a legitimate site for our organization.

**Can get rid of YouTube once their other platforms are more solid, but can put this on the backburner for now.** Can add reels to Youtube later that might help but it’s not their main source of growth now.

**Any other platforms they should be on?**

* Yelp?
  + Not ready yet, not solid location - parking lot with trucks to deliver, where to donate? Locations might vary, different flyers
* Twitter?
* LinkedIn
* Which social media should be their primary platform?

**(can offer suggestions to each other)**

**Introduction: 2-3 paragraphs (Team)**

● Tell why a focus on their social media is important

● Give a brief overview of social media and how it can be used for business

● Tell how by improving their social media, they can improve their business

● Transition sentence into the details of their brand

The United Hands of Compton is a nonprofit organization

**Branding**

● Who is their primary audience?

* Low-income, underserved communities in the Compton area, who are facing barriers preventing them from receiving equitable resources like food, etc.
* Stakeholders + donators
* Who is their media geared to on each channel?

● What is their visual aesthetic & tone of voice? How could it be improved?

● Is their brand consistent **across all channels?** ( Handle names? Profile pictures? Cover photos? About sections?) - *still need to analyze channels* (come back at the end) handles and cover photos are consistent but bios are different.

● Bullet point out key recommendations for branding

**Social Media Channel Breakdown (should we assign different social media channels to cover?)**

**Have a Section for Each Social Media Channel**

● Create a sub-section for each social media channel

● What are they doing well? How can they improve?

● Would you recommend they keep or close this channel?

● Did you find any fake or imposter pages?

● Bullet point out recommendations for each channel

**Website - limited, focus on lack of site/fact or how it is not functional and need for it / how can linking social media to that can help channels, how can they improve it (few sentences)**

● Do they have buttons to their social media channels on their website? Are they easy to find?

● Do the links work? Do they open in a new window?

● Are they on social media that isn’t represented on their website?

● Do they have an Instagram or Twitter scroll?

● Bullet point out key recommendations (if any) for a website, as it relates to social media

**Conclusion (team)**

One to Two Paragraphs

* Brief summary of the audit
* Recommendation of resources needed to improve their social media presence (i.e. staff needed, utilizing a professional photographer, investing in a scheduling app, etc.)
  + Scheduling app
  + More social media support, graphics, professional videographer/photographer, etc.

● Give them encouraging words on how this can be done

● Remind them about why improving their social media will benefit their business’ bottom line

**References**

● Make sure to cite your references within your paper!

● Include a reference list at the end.

● You need a minimum of 8 sources to support your recommendations.

● You may utilize the book and my lectures, and references therein, BUT…

* Basis for explanation of articles (ex. Why do nonprofits need Twitter? How does YouTube help community organizing? etc. )
* [kelseygruben@gmail.com](mailto:kelseygruben@gmail.com)
* Research on different channels

● You need further sources outside of what has been offered in class.

● You can also use competitors as references - when comparing other social media, example of similar org - choose 1 or 2 competitors?

**Tips**

For your social media audit paper.

● For this project, pretend that the company you are auditing is thinking about hiring you as their social media agency.

● Write the paper as if you were talking to the brand itself.

● Give recommendations, but be kind, positive and smart about it. You don’t want to anger or turn-off your potential client.

● Be concise. (Don’t get too wordy.)

● Remember, you only have 3-5 pages to get

your key points across.

● Don’t focus too much on their website. This is about the social media channels specifically.

● PROOFREAD. PROOFREAD. PROOFREAD.

* Branding
  + Who is their primary audience?
  + What is their visual esthetic & tone of voice? How could it be improved?
  + Is their brand consistent across all channels?
    - Handle names? Profile pictures? Cover photos? About sections?
  + Bullet point out key recommendations for branding

Who is their audience? • Is their brand immediately recognizable across all social media channels? • Is there profile picture the same across all channels? • Is their handle the same across all channels? • Is their brief bio the same or similar across all channels? • Does their cover photo accurately represent their brand? Is it appropriate for the social media channel? • Do their basic images fit appropriately in the space given? Are they clear (not pixilated)? • What is their tone of voice and visual esthetic? Is it consistent throughout all channels? • Is the tone of voice appropriate for the audience? • Other findings above and beyond my recommendations?

The brand is the entire experience an organization or business creates. It's how people feel when clicking through your pages and what actions they take because of it. Do they want to follow, support, donate or just swipe through?

It is important that your branding is aligned with your goals. To create a brand, you need to understand not only what the organization wants to be known for, but also by who. Understanding your audience will help you know what to avoid and what could have the most impact. The target audience we have in mind for United Hands of Compton are low-income, underserved communities in the Compton area. The secondary audience for the organization includes stakeholders, donors and volunteers.

Their tone of voice is friendly and authentic. You can feel the grassroots movement through their visuals and tones. The tone is appropriate for low income communities because it's inviting and assures them it's a safe place to go. It also helps donors and volunteers feel their authenticity and drive for making actual change in the community. There is a consistent personable theme across all channels.

A lot of their photos and videos are candids taken by volunteers on their phones. Their Facebook cover photo is appropriate; it's a close up picture of volunteer’s hands united together. Some of their images are off centered and very zoomed out. Not all photos are clear, some flyers are pixelated. A lot of their photos and videos are candids taken by volunteers on their phones.

The brand is consistent with their profile picture as well matching their logo image. The name is the same and it only varies on their YouTube channel. (United Hands) Having a uniform name across all channels is best practice for social media, though they still have room to improve their bios.

* Improve visuals, think about hiring a professional photographer. Images help to grow more traffic, clicks, and conversion. They receive more likes, shares, and engagement than text updates. ([Why Is Visual Presentation Important? – Copash](https://copash.com/why-is-visual-presentation-important/)) Your main platform is Instagram so photos should be the best since it's most likely a new audencise first point of contact.
* Have uniform bio/about pages. It's easier to identify you through the several imposter pages.
* Change Youtube name to United Hands of Compton for uniform.
* Upload posts from Instagram to Facebook too. Make sure fitting and captions are universal.