

Online Community Analysis

Aileen Castro, Kathryn Nieves Licwinko, and Susan Suarez

Educational Technology Leadership, New Jersey City University

EDTC816: Advanced Building Online Communities

Dr. Zieger

March 7, 2021

Online Community Analysis

The Bullock Garden Project (BGP) is a non-profit organization dedicated to sharing resources related to gardening, specifically focusing on bringing sustainable efforts to schools and educating the general public. BGP began within Dorothy Bullock Elementary School in Glassboro, NJ. Sonya Harris (@NJGardenTeacher) reached out to celebrity landscaper Ahmed Hassan from HGTV's *Landscape Smart* via Facebook Messenger, and within months he helped rally the school's children's garden through online collaboration. Through Hassan's already established network, horticulturist Brienne Arthur from North Carolina, carpenter John Murray from Florida, and design expert Duane Draughon from Illinois and local volunteers all met in Glassboro, New Jersey, to collaborate with Harris to build a garden in one weekend, May 2-3, 2015. Harris quickly saw the potential of virtual kinship within like-minded individuals online. Harris is now a retired teacher who dedicates her time to share her gardening curriculum to promote healthy living and sustainable efforts with the public. Presently, Harris is pursuing her MBA to expand BGP in hopes of cultivating an expansion of her vision throughout the state of New Jersey and beyond.

While BGP has various social media platforms, including Twitter, Facebook, and a website, its Instagram generates the most interaction among its online community. The choice to host an online community through social media is common among non-profit organizations since these apps do not cause financial burden (Kanter & Paine, 2012) while also providing opportunities to increase relationships with interested members and connect a larger audience to the organization's efforts (Kanter & Fine, 2010). The choice to make Instagram the main location for member interaction and engagement is appropriate for BGP. Educator users of Instagram tend to use the app to find online communities that share resources and allow them to

discover new information to support them in their positions (Carpenter et al., 2019). Instagram online communities differ from other social media groups. Since it does not allow hyperlinks to outside resources, online communities must find more innovative ways to encourage interaction between members in these spaces (Carpenter et al., 2019).

Goals of the Online Community

Sonya Harris seeks to offer a safe space to encourage collaboration; participants, gardeners, and teachers are encouraged to find and share information about gardening and educational school gardens. The overarching goal is to encourage members to bring the practice of gardening to children in an educational setting. According to Meridith Daniel, Director of Social Media Bullock Garden Project, the online community seeks to spread their mission and vision while providing activities and resources which support that mission. The combination of spreading information and creating related social activities for members is a common strategy for many online communities (Wenger et al., 2009).

Although Harris specifies a demographic of women between 25 and 45, there is uncertainty in whether and how to bring in a new demographic. Harris is conflicted between targeting the less technologically savvy older demographic who bring gardening experience and a younger demographic who may feel more confident using technology and who are environmentally conscious. Harris believes that collaboration between the two groups would be beneficial; however, she is uncertain how to facilitate that. Harris' selection of Instagram as the primary location for the online community supports her demographic selection. According to the Pew Research Center (2019), 67% of individuals in the 18-30-year-old range are active on Instagram. However, this platform might be difficult for older users since there is a significant decline in Instagram usage among adults over 31 (Pew Research Center, 2019).

Actions Taken to Accomplish Community Goals

The primary social media outlet of the BGP is Instagram which then feeds into Facebook, Twitter, and the website. While Harris's initial personal campaign to fund her school community garden was successfully implemented on Facebook, once the nonprofit was established and Harris wanted to build an online community, she turned her personal accounts into the official nonprofit accounts. Harris's nonprofit employs Meridith Daniels as a Social Media Director. Daniels says they choose deliberate messaging through Instagram, Facebook, and Twitter to engage their community. While previously posting daily, Daniels states the organization downshifted posting to three times a week with specific messaging to their target audience. Since online communities have the potential to be overwhelming for members when too much content is released (Wenger et al., 2009), the decrease in posting provides a continued effort to share without causing an overload of information. While maintaining that structure, the organization is also flexible with the posting schedule to address current events and interests, both locally and globally. Additionally, Daniels says, she and Harris pay attention to which posts are successful and which lack engagement.

The BGP Instagram community contains a variety of types of posts and interactions that exemplify the steps taken toward achieving the community's goals. Throughout the week, the Instagram page reveals new posts, including videos, images, and Instagram stories. An analysis of the interactions within the posts of the online community demonstrates a continued commitment by the BGP leaders to provide feedback to members. For example, either Sonya Harris or Meridith Daniel uses the account to respond to all comments left by members within posts. Typically, these responses offer recommendations, encouragement, or advice. An example of a response can be found in Appendix C. This type of interaction can help to increase the

intrinsic motivation of members, leading to increased participation (Kraut & Resnick, 2016).

These comments also model the expectations for communication between members in the community, which is an important factor for regulating behavior (Kraut & Resnick, 2016).

Harris and BGP have also made attempts to showcase the contributions of individual members. The Instagram page frequently reposts photos and videos of member actions in their schools and gardens. The community also highlights member achievements through the posting of IGTV videos. One of the more recent examples is the showcase of different school districts across New Jersey beginning to implement gardening in their buildings. These displays on the community pages can help to increase bonds-based commitment between community members (Kraut & Resnick, 2016). An example of this engagement can be found in Appendix D.

Furthermore, BGP has followed through on its goal of sharing resources related to gardening for educators. There are TikTok tutorials shared, where Harris or other BGP community members present a skill, as well as IGTV sessions and posts with multiple photos to present information.

Harris is aware the BGP is in need of a marketing director who can process the analytics more deeply. Further, Harris feels there is a disconnect between the Social Media Director and the community; while Daniels is a specialist in developing and managing the postings, she does not know gardening or teaching, and this limits the efficacy of the posts. Additionally, Harris notes her own personal pages have more followers than the BGP posts, possibly because they are more organic. In her interview, Harris states, “I don't follow any rules. I just post whatever I want to post, I kind of just do my own thing. And my page is more than double.”

Using Metrics to Accomplish Goals

Harris approaches her goals in two ways. She has experimented with a variety of platforms but decided to limit outreach to Instagram, Facebook, the official website, and Twitter.

Harris's preference is Instagram because of the visual medium and feels that the verbosity of Facebook and Twitter drown the content.

Additionally, Harris reviews the analytics herself to measure success. She examines the bounce rate of their targeted demographic and reviews what was published prior to that week. Harris is aware that as CEO, this is not an appropriate use of her time and does not match her skill set and explains this is why the BGP is searching for a marketing specialist. Daniels states, "we look at metrics on our social media platforms but also really pay attention to comments and insight from our community." The concept of using likes, comments, views, and reactions as analytics for an online community is a common practice. Specifically, on Instagram, many studies have focused on likes and comments to determine levels of engagement, leading organizations to discover what types of posts are most valued by community members (Coelho et al., 2016).

Conclusion

The BGP online community offers opportunities for members and followers to engage with content and resources. One of the successes of BGP is its ability to demonstrate a commitment to building a community with members. Lovejoy et al. (2012) recommend that the hosts of an Instagram online community actively follow the members of the group. Because BGP's community has 1,852 followers and is following 1,493 accounts, it is clear that the leaders within this online community believe in the value of learning from the other members. The smaller size of the community may be a positive consideration, due to the fact that members might feel more comfortable participating and can begin to make connections with other community members (Kraut & Resnick, 2016). Additionally, in an online community, it is important to let members know they are valued (Waters & Feneley, 2013). BGP consistently

composes posts expressing gratitude for the contributions made by community members. An example of this appreciation from the leadership of BGP can be found in Appendix E.

Although both Harris and Daniels state they use Instagram analytics to determine engagement, neither is clear about which analytics are used, how they are used, and what the analytics say as it relates to technology stewardship. Wegner (2009) highlights the role of technology stewardship that encompasses both “a responsibility and a practice - an attitude as well as all the conversations, decisions, and learning that address the design and management of a community’s infrastructure.” Therefore, having a clear strategic plan that outlines BGP’s vision with targeted SMART goals can provide a systemic approach to bridge their social network and online communities. Having a clear understanding of the distinction and difference between an online community versus a social network can provide clarity in establishing distinct goals for BGP’s digital habitat.

Wenger et al. (2009) define digital habitats as a space for members from various polarities to continuously redefine themselves. Harris’ need to maintain a balanced community with subgroups that vary in experience places her in a unique position to serve as a liaison to use technology to orchestrate conversations between the two groups. The need for acknowledgment of the divergence of opinions and perspectives within a community requires their space to truly acquire knowledge within the community. Gaining insight from the topics and needs requires inquiry from one subgroup, which can be launched onto another subgroup to reply. Using technology to converge the two groups together will require deliberate opportunities for members to feel they can contribute their opinions, knowledge, and experiences to some capacity. Orchestrating a garden-mentorship for novice gardeners to ask questions and share their experiences from veteran gardeners may be considered.

One recommendation for the online community would be to increase the involvement of the Director of Social Media within the community or add an additional member who has an education and gardening background. Managing the social media aspects of an online community can be related to the role of the technology steward, and the individual in this position needs to have a strong link to the community, so they can identify problems and recommend solutions based on members' needs (Wenger et al., 2009). One of Harris' goals was to build a safe space for educators to discuss gardening. The Instagram community has made attempts to engage members in conversations. Through polling Instagram stories, creating videos in response to member questions, and presenting questions in a post for members to answer, opportunities to engage have been provided. However, one consideration is increasing these types of activities to give the community members a chance to share their voices and ideas.

In order to increase the probability of expanding her targeted demographic, Harris may want to consider implementing a marketing approach using invitations to outside sources, intentional outreach, and virtual school challenges. Their marketing approach needs to maintain the members it has while reaching the diverse needs of a population that has not shown a high level of shared interest in BGP's mission. Kraut and Resnick (2016) share that member recruitment can provide a rich inventory with their skills and characteristics. On January 31st, Harris met virtually with Senator Cory Booker to discuss the expansion of gardens within public schools across New Jersey. This video clip was shared online and has over 1.3K views. Using Booker's clip to launch a school-based competition or project across the state of New Jersey can potentially be considered to target school-aged students. In order to obtain the particulars of the event, Harris may require having the parents/guardians provide their email addresses for details, which is the population Harris seeks to recruit.

Organizing BGP's online community into a more structured resource may provide assistance to users with navigation, as well as provide a more systemized approach for Harris. Kraut and Resnick (2016) encourage facilitators to orchestrate models of incomplete information, as this will allow members to contribute and seek understanding within their online community. Creating an interpersonal bond and opportunities within the community can help members feel linked and associated within the group.

Collaboration

Table 1

Group Collaboration Chart

Group Member	Contribution
Aileen Matias-Castro	Reached out to Sonya Harris, CEO of Bullock Garden Project to conduct a virtual interview, as well as Meridith Daniel, Director of Social Media Bullock Garden Project to obtain feedback for the project. Collaborated with the group to provide the introduction section and suggestions for BGP's continued growth.
Kathryn Nieves Licwinko	Transcribed the interview with Sonya Harris from Aileen's recording. Integrated research from outside sources and course texts. Analyzed the interactions within the online community and integrated those findings into the report. Collaborated with the group to analyze the effectiveness of the BGP online community and make recommendations.
Susan Suarez	Viewed and read interviews from Sonya Harris, CEO of Bullock Garden Project and Meridith Daniel, Director of Social Media for Bullock Garden Project, incorporating relevant responses into the text. Collaborated with the group to evaluate the BGP and offer suggestions for growth.

Note. This chart provides an outline of the contributions of each member for this project.

References

- Carpenter, J., Morrison, S., Craft, M., & Lee, M. (2019). Exploring how and why educators use Instagram. In K. Graziano (Ed.), *Proceedings of Society for Information Technology & Teacher Education International Conference* (pp. 2628-2691).
- Coelho, R. L. F., de Oliveria, D. S., & de Almedia, M. I. S. (2016). Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics. *Online Information Review*.
- Kanter, B., & Fine, A. (2010). *The networked non-profit*. John Wiley & Sons LTD.
- Kanter, B., & Paine, K. (2012). *Measuring the networked non-profit using data to change the world*. Jossey-Bass.
- Kraut, R. E., & Resnick, P. (2016). *Building successful online communities: Evidence-based social design*. The MIT Press.
- Lovejoy, K., & Saxon, G. (2012). Information, community, and action: How non-profit organizations use social media. *Journal of Computer-Mediated Communication*, 17, 337-353.
- Pew Research Center. (2019). *Social Media Fact Sheet*. Internet & Technology.
<https://www.pewresearch.org/internet/fact-sheet/social-media/>
- Wenger, E., White, N., & Smith, J. D. (2009). *Digital habitats: Stewarding technology for communities*. CPsquare.

Appendix A

Sonya Harris Interview Transcript

Aileen Matias-Castro 0:02

All right, thank you so much. So I have Sonia Harris, you are the CEO, and founder of the Black Garden project. Thank you so much for joining me.

Sonya Harris 0:13

Thank you for having me.

Aileen Matias-Castro 0:16

Now, we want to learn a little bit more about your Bullock garden project, your online community. So what is it that you are seeking through your online community?

Sonya Harris 0:28

Well, what we really like to do is definitely connect with people who are fellow philanthropists. We want to collect, we want to connect with people who like gardening, and who are excited and passionate about watching children garden and participating in that. So we have this multifold purpose for building an online community. We want people to not be afraid of putting their hands in the dirt. And I know because I was that person who was not going to touch dirt. Now, I can't imagine living without soil, don't call it dirt around me, it's soil. So I want to bring other people into that world. I want people to be able to collaborate. I there's, as a former teacher, I know the value of collaborative learning. And I really want all of our online presence to just feel like this wonderful, collaborative, safe, informational workspace. That's really what I'd like for it to be.

Aileen Matias-Castro 1:37

Excellent. So now your online community, is it targeted more towards teachers? Or will you say more general community or who is your targeted population for your online community?

Sonya Harris 1:50

I have to be honest, we just we really are trying to figure that out. We know our demographics, we know our demographics are women between the ages of 25. And like 45. So we know that that we are targeting this group that could be parents, teachers, you know, just gardeners, just women who love gardening. We know that that is our main demographic. But we want to change that we want to be a place for everyone. So we're having honestly a difficult time trying to figure out that fine balance between keeping the people engaged who have been our main demographic, and bringing in a new demographic, we definitely want a younger demographic, because these the youth, and I'm going to say youth as in millennials, Gen Z. They are the ones who really are a little more web savvy and environment savvy, like they honestly understand a lot of what's going

on. So we want them. But at the same time, we want to bring in an older demographic, because we want them to also maybe rediscover some of the joys of gardening for the health benefits. And yeah, we just want to have this collaborative group. And we know that we're, we're missing some pieces.

Aileen Matias-Castro 3:27

All right, so now we know what actions would you say your organization has taken towards accomplishing these goals. So you have a specific demographic that you are targeting, you have specific goals. So now, what are some of the actions that you are taking with your team to really strengthen this online community?

Sonya Harris 3:49

Well, it's something and we're, we're in this place right now, where we're actually trying to figure this out, one of the main things that we did is to look at the job of our social media director. And we were able to, we were able to dissect her position and her expectations and make a realization that we needed to have a marketing specialists we need to have someone on that's marketing, because there's sorry, there, they understand this missing aspect. But if you look back at how we started, I mean, really, this started because I was a teacher who wanted to have a school garden and got traction and awareness and donations for that by using my Facebook page and my Instagram page. So as they grew, I had to turn my personal pages into professional pages, and then restart personal pages. So now those professional pages on Instagram and Facebook still lie As the block garden project, and we expand it to Twitter, and I'll be honest, like we, I feel like we're, I feel like the professional pages are kind of grasping at straws. And this could also be because we have a social media director, who's not a gardener, who doesn't understand like that gardening world, who's not an educator, so who doesn't make that same connection with teachers who are gardening because we are about teaching people how to garden, putting gardens into schools, and now we're about food sovereignty, like we, we have pulled all of that into one. So, you know, it's, it's, it's a little frustrating to look at when I can see how the block garden project like the site, Instagram, for one, because our Instagram is really where we house, everything. And our Instagram drives the rest of our social media. So it drives everything else, even our website, we use Instagram to drive everything. So we look at our block garden project, Instagram, and that has, I believe, less than 2000 followers, my Instagram now that was my personal Instagram. So that was my personal Instagram, we turned into the professional and I had to start a brand new one. And they follow on Black Garden, you follow a routine and structure on what social media should be. Meanwhile, over on my personal page, which is my professional page, that's just linked. I don't follow any rules. I just post whatever I want to post, I kind of just do my own thing. And my page is more than double. And we're trying to figure out how can I take some of the followers from my page and convinced them to go follow block garden, because that is where the good that we do is housed. And if people aren't looking at that, they're missing a lot of what our essence is, you're missing the pictures with the kids that we

don't always put on the website. We used to have Instagram that was on our website on the homepage. However, we kind of felt like it was too much like it's too much if you're getting going to the website and you're seeing Instagram and the Twitter feed but then we want you to go to our Instagram and Facebook and Twitter and tick tock you know, we want you to visit all these things. But we don't want to over Welcome everyone. So, you know we've had with this journey.

Aileen Matias-Castro 8:00

So it seemed like you're so originally the original layout of your website, you had all these different platforms, then it was just almost like a digital overload. Right? So So now, I just want to make sure I'm understanding so now you have your primary go to platform would be Instagram. Okay, well you have your personal and then you have your your nonprofit, but you're noticing that there's more people on your personal and you want to go ahead and bridge that, that divide. Okay, so can I ask you why Instagram? Why what is it about Instagram that really enticed you

Sonya Harris 8:40

Instagram just because it's visual. And if we're dealing with gardens, garden education, teaching people about gardening, that platform was originally was the one that we really wanted to go for. You could do, you know, do a little video and put it on there. And now you know, they brought out Instagram stories and igtv. And during the summers well during the summer, last summer. We had like a little a little igtv special that people could engage with and it was teaching them different things about gardening. Now I did that on my page because it was my edit what I wanted and it didn't fit what the mold of what our professional business business social media plan was. Um and it did really well. It did very well. So it Yeah, we we picked Instagram, like I said, because you had the ability to really use visuals to tell stories. Where I felt personally. In on Facebook, a lot of that got lost especially When we get around election and other things that are happening in the world, it seems like Facebook gets lost in words. But Instagram grabs people by the visual, which is what we want, we want you, we want you to look at a beautiful picture, and then let that help tell our story. So if you see a picture of, you know, kids that are just playing and in soil, you might stop on that and you know, maybe have a flashback, your youth, you know, something like that, and connect, and then go, Oh, what is this about? And then now you're learning more. So now we have you engaged? It doc is new. And tik tok is something that we are experimenting in working in seeing how it works, and it's working really well. So yeah, it's trying to keep up with the flow. There's something that didn't work for us. Snapchat didn't work. Just didn't enjoy it.

Aileen Matias-Castro 11:04

Do you sometimes feel and I don't want to put words in your mouth, but just feel like it's almost like an online community. But you're like a nomad? Almost Okay, we're gonna always go on this platform.

Sonya Harris 11:19

Always because we have to always try what's out there in order to see what's going on? To see how it would help us like, does it fit in with our brand? Does it fit in with any of the ways that we would like to market ourselves, because you never know what's going to be the next big it and kind of have to have a grasp on that. I mean, and I've taken that on myself. So I'll go into like VSCO, I went on there and and quickly learned it. That had nothing to do with us for the moment. But I know that Twitter is a little more difficult, because it's not as you know, not as visual as Instagram. So we've been pretty stagnant there. Like I said, knowing the same thing about Facebook, and then knowing these other things, you know, there's clubhouse, and now there's Patreon and these other platforms that people are using. And it's like, let's just take care of the ones that we have the ones that we know, we know how to work, the ones that we know, we know how to function, let's at least make a let's at least close the gap there. And then be ready to take different ventures once I feel like once we have a clearer picture of who our community can be, I feel like then we'll know where to go, we can kind of let them lead us, instead of us trying to force people, you know, force the horses to the water. because no one's drinking.

Aileen Matias-Castro 12:57

So not so I know you mentioned you have a social media director and a marketing director. So can you just explain the difference between the two?

Sonya Harris 13:08

Well, we have a social media director, we are looking for a marketing director. And that's been something new. So our social media and communications director literally plans out our social media, what are some things to keep people engaged, we have an intern from Rowan, who's been wonderful, who's actually taught us a lot about some of the things that are popular on Instagram, like she's had us doing reels, and trying out out, you know, these little features, and has given us a fresh look. So we're looking at being able to, I like to call it like that Sesame Street mentality where it's, it's bits of information. Fun, short, sweet. You know, that's it. Something that's quick, fun and short, that grabs people in our marketing person is really going to be that that one that sits down, helps us really delve into the analytics. I can read the analytics, and I do I read our analytics every week, I go to our website, and I just read analytics. Who are we targeting? What is our bounce rate? How can we improve all of that? I try and think of what we did over the week that worked. And it also helps me reflect on Okay, maybe this is what didn't work. And I'm talking in our social media and mine in block garden projects. And in any of my board, who I know has posted and repost it something I look at all of that. And that is really what our marketing person should be doing. They should be looking at all of that information, see the

connections, see the ties that bind, and then give us a plan that feeds out to social media. out to the board members and honestly feeds back to me as the nucleus. I am, I am the center of the organization. And you know, as its founder and CEO, so I need to set that standard for how everything else that branches off of us also floats.

Aileen Matias-Castro 15:21

Now with the analytics page that you're talking about, do you go on weekly, or would you say twice a week? Or how often do you check on analytics,

Sonya Harris 15:33

I do this weekly. And that's just something that I do some block scheduling, and I set time aside on Sundays, Sunday's are slow day on social media. So Sunday's are usually the day. Like I did it this morning, I went on, I looked at our analytics on our website, I looked at how our SEO was doing on Google. I looked at just on Instagram, I looked at my insights for NJ garden teacher, who is the she's kind of the brand of who found it, block garden project. And of course, I looked on Blackboard and projects. So I looked at where we I go in, and I look and see okay, where did we dip? Where did we take our dip? I don't so much look at Facebook's because they have stayed the same. They really have not changed. Same demographic. There's no up, there's no down. That really has been kind of stagnant. So I haven't put as much in there. Yeah, but I've just been looking at our website, Instagram, oh, and tick tock.

Aileen Matias-Castro 16:50

Okay. All right. So now how would you say your using your analytics to gauge what's working, what's not working, what things you need to change and things of that sort.

Sonya Harris 17:03

That has been my attempted go-to, I can't even say that's a true go to it's a it's a great guide. But being this person who's also trying, you know, running the entire business, it only gives me a very small view. And that's because I understand most of it. But I'm not a marketing major. I didn't get my degree in social media. So I look at it and I kind of can take it apart and connect it to with what I know. And what do I know about marketing? Very little, you know, there's a little bit, what do I know about business? I know a little bit. And I think about, okay, well, here's what we did this week. So I use it as the CEO as my reflection. How did we collectively perform this week? And then when I see spikes because I can look at by day. So if I see a day that has had a spike, I'm going to go look on social media and see what did we do on Tuesday at 4pm? What came out? I can go back and see all right, I know that we do this every week, there's something that you know, might be a recurring thing that our social media person is putting out every single week. So if I go and say, all right, these on Tuesdays, these are doing really well. But this on Thursdays, it's not. It's not doing anything like it's not driving people to our website, which is where ultimately we want people to go because we want them to volunteer, we want them to

donate, we'd like people to join because we'd like to have people join our forums, and our groups that are on our website, where we'd like to start this dialogue in gardening and have this welcoming community for beginning gardeners, teachers who want to do school gardens, and even students who are gardeners. We'd like to have the safe place for them. So, yeah.

Aileen Matias-Castro 19:16

Thank you, Miss Harris for your time. Well, we're going to look at your responses, I may come back and ask you a few more questions just for clarification. If you don't mind, maybe sharing a couple snapshots so that way we can really give you the best feedback possible. And just get a better scope on what your mission is and how it's aligning to the analytics and how we can go ahead and help with analyzing your online community to really make it a place that you are envisioning for your members. So thank you so much for being open.

Sonya Harris 20:01

Please, please bring it all in. Give me all the feedback. Yes, we would love it. I really appreciate it.

Aileen Matias-Castro 20:08

All right, thank you so much. Let me just go ahead and stop this video.

Appendix B

Meridith Daniel Interview Transcript

<mdaniel@bullockgardenproject.org>

From: Meridith Daniel <mdaniel@bullockgardenproject.org>

Date: Thu, Feb 25, 2021 at 9:19 AM

Subject: Re: Website

To: Aileen Castro <aileencastro321@gmail.com>

1. What does the BGP organization seek to accomplish through their online community?
Through our online messaging we are looking to spread our mission and vision, as well as provide resources and activities that support that mission.

2. What steps has the BGP taken to achieve their goals?

Choosing deliberate and thoughtful messaging through a variety of social media platforms (Instagram, Facebook, Twitter)

We changed our tactics from posting daily with no real messaging to posting at least 3 times weekly with specific messaging (not posting just to have content but making it applicable to our audience)

Paying attention to which posts make an impact to our audience and which "fall flat"

Being fluid with our posting schedule but paying attention to what is happening within our organization, within businesses we associate with, and within world events.

3. How does BGP gauge the success of their efforts? (How do you know what methods are working to target your online community?)

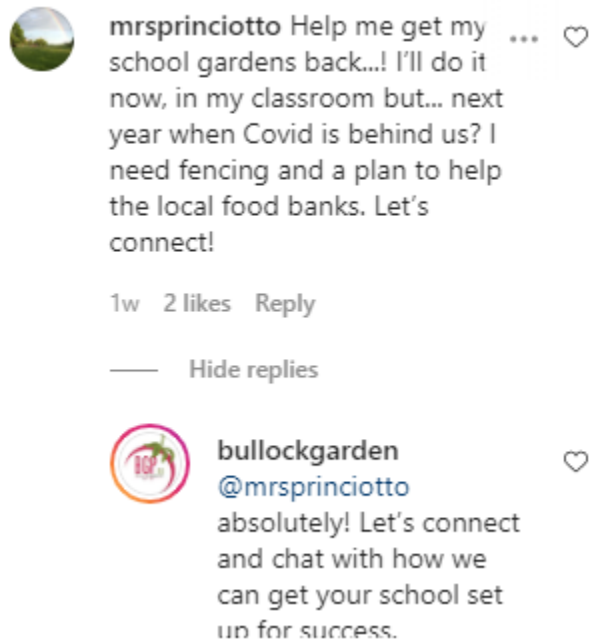
We look at metrics on our social media platforms but also really pay attention to comments and insight from our community.

Hope you and your family are doing well!

Keep Growing!

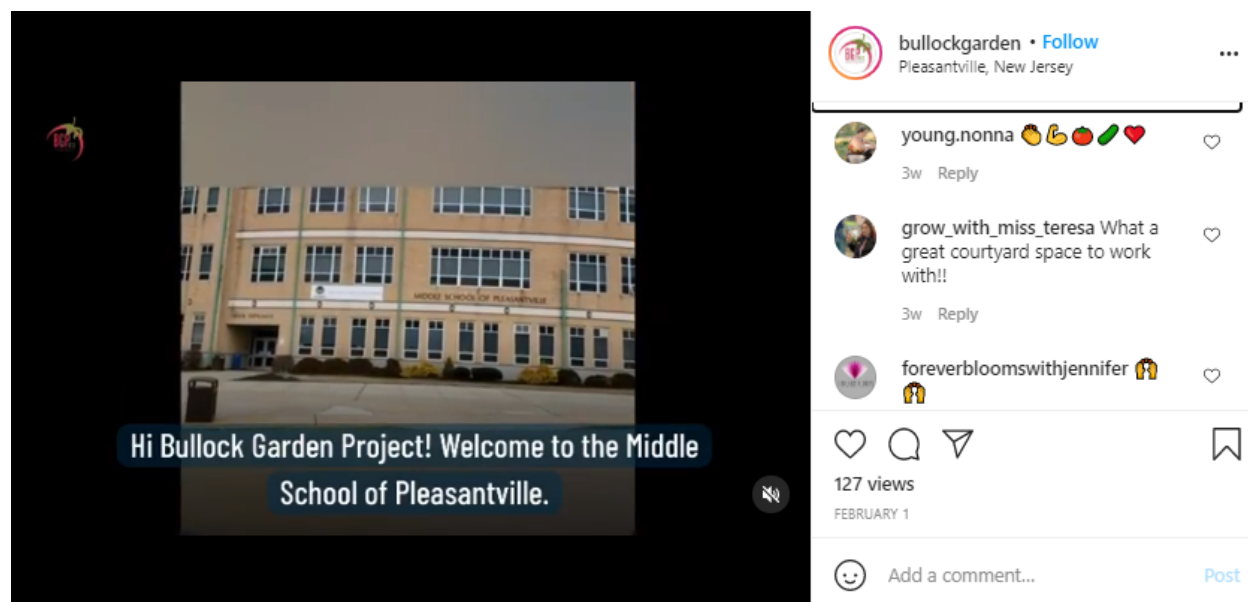
Appendix C

Example of Online Community Interactions



Appendix D

Example of Community Engagement



Appendix E

Example of Community Member Appreciation

