

SWOT Analysis for Churches United Social Media Presence

Strengths

- Facebook presence
 - This is the most consistent social platform being used by the organization
- Weekly updates with Pastor Sue
 - Consistent video content on Facebook; shows transparency from the organization to the community
- Consistent branding on Facebook
 - Colors, themes, mission, goals of the organization are all very clear in the content that is shared on the platform

Weaknesses

- Lack of social media presence
 - The only platform that is consistently updated is Facebook.
- Hidden story content
 - Community stories about the organization are hard to access on the website and do not exist on any other platform
- Website
 - Not user friendly, format is awkward to navigate and visitors will miss out on content that they may be searching for; not engaging or interactive as a site
 - Clickable links included on the website (Facebook and the educational link) are not accessible and out of data information
 - Outdated statistics for demographics served
- Instagram
 - Captions are too long
 - Inactive account (from August 2019- November 2020 there was no content posted)
 - Stock photos
 - Graphics appear grainy
 - It is not clear what the link in the bio is intended for. It is the wish list, but there is no context for why viewers of your page should click on it.
 - Website link is not in the bio
 - Use of hashtags
 - Random and unfocused
- Twitter
 - Lacking original content
- Social Media isn't representative of ALL demographics
- Social content isn't consistent across all platforms

Opportunities

- Facebook
 - Create FB events that will promote the organization's upcoming events
 - Continuing with weekly video updates
 - COVID related and non-COVID related
 - Consistently keeping followers up to date on the organization
 - Facebook Live updates of the new facilities
 - Facebook Live updates to all the
 - Utilize Facebook stories to share content that is consistent across all platforms
 - Ability to make posts more aesthetically pleasing
 - Declutter captions by making posts more simple, and eye-catching (see New Life Post on the "Examples of Good Social Content" page)
- Instagram
 - Feature employees and volunteers in posts
 - Highlights Feature (Volunteers, Give/Donation, Explore)
 - Utilize brand colors on the platform
 - Graphics, filters, highlight button colors, overall aesthetic
 - Graphic design elevation
 - Posts shared on the feed could have clearer imagery, design elements
 - Creation of hashtags that are relevant and promote imagery in a precise way
 - Instagram Live for updates as the housing complex gets built
 - Each stage of the project could get it's own feature story promotion
 - IGTV
 - Able to give virtual tours of housing/building complexes
- Twitter
 - Opportunity to engage with a different public group
 - Incorporate current trends i.e "how it started vs. how it's going" to gain brand/organization awareness
 - Generate original content
 - Promote more of the organization and what you do
 - Advocacy and Education
 - Great platform for sharing threads of success stories, education material, etc.
- Building more of a consistent social media presence
 - Keeping ALL accounts updated with the same/ similar content
- Making the option to donate more accessible
 - Create a donate highlight that will link people straight to the page
 - Include in all your social bios

Threats

- New Life Center Instagram Page
- New Life Center Twitter
- New Life Center Facebook Page
- FM Coalition to End Homelessness Advocacy and education programs accessibility
- Nasty comments could appear on posts across platforms
- Don't have the follower base you may want to reach to gain awareness to the organization
- Something could go viral for the wrong reasons

Examples of Good Social Content

Excellent Use of Facebook Content

New Life Center
February 20 at 12:01 PM · 🌐

What a fantastic thing to need! ❤️

With more of our guests moving into housing, we are down to our last move out kit. There are plenty of items needed, so we will be sharing a few each week.

Here is what we are looking for this week 🙌 ... [See More](#)



Move-Out Kits

- PAPER TOWELS
- ZIPLOCK BAGS
- DISH SOAP
- DISH SCRUBBER
- KITCHEN GARBAGE BAGS
- LAUNDRY DETERGENT
- DRYER SHEETS

KITCHEN/LAUNDRY NEEDS

Union Gospel Mission
February 20 at 4:07 PM · 🌐

Do you have experience volunteering at UGM? We are very intentional in making the volunteer experience a rewarding one.

Placing volunteers in areas where they'll thrive is key. UGM Volunteer Coordinators Greg, Ranell, and Karen take the job seriously.

High Impact Volunteer Pat has felt known and listened to every time she's needed a change or been moved. She says, "There are just so many different places where you can work and we all have different abilities. They are goo... [See More](#)



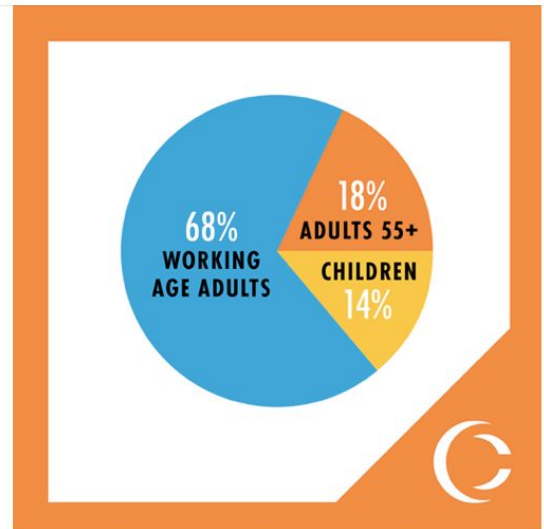
[BLOG.UNIONGOSPELMISSION.ORG](https://blog.uniongospelmission.org)

Meet Pat: Super Volunteer

In 2020 alone, volunteers saved UGM nearly \$2.2M. It is no exaggeration to say that we co...

FM Coalition to End Homelessness
December 16, 2020 · 🌐

In the FM Metro, 22% (720) of individuals in 2019 were considered chronically homeless. They make up 25% of all the households served. Similar to the overall homeless population, a majority of the chronically homeless individuals are working age adults. Of the individuals who are considered chronically homeless, 68% are between the ages of 18 and 54, with 14% under 18. Aging adults are classified as chronically homeless at a higher rate compared to the general homeless popula... [See More](#)

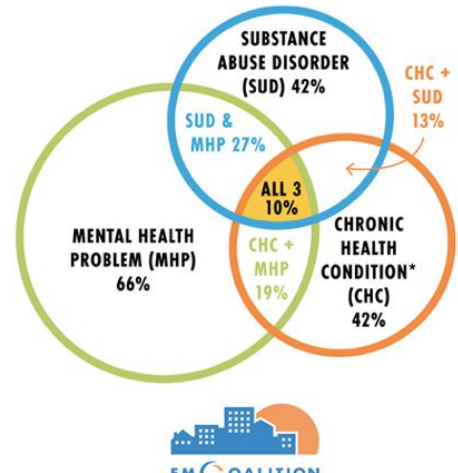


FM Coalition to End Homelessness
December 15, 2020 · 🌐

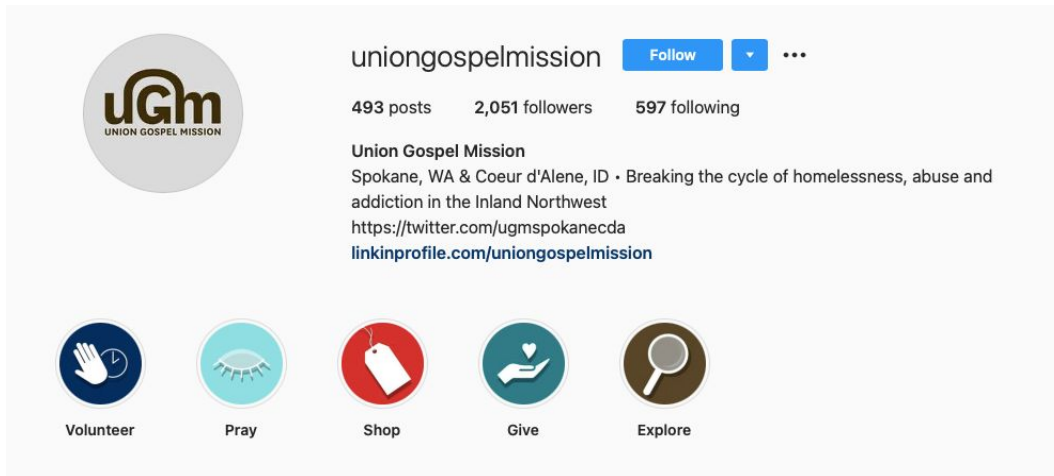
Physical health, mental health, and substance abuse are significant concerns among the people experiencing homelessness in the FM Metro and demonstrate the complexities of homelessness.

Almost half (42%) of the people experiencing homelessness reported having one form of disability (either a serious mental, physical, or other condition that limits their daily activities or the amount of work they can do).

Two thirds (66%) reported having at least one diagnosis of a mental ... [See More](#)



Excellent Use of Instagram and Social Content



#godislove #sharethelove
#valentinesday #charity
#nonprofitsofspokane
#givewhatyoucan #helpthehomeless
#reachthepoor #feedthehungry
#partnertoendhomelessness
#solvehomelessness
#addictionrecovery #donatenow
#hopestartshere #uniongospelmission
#ugmspokanecda #annaogdenhall
#ugmmensshelter #ugmthrift
#ugmstudentimpact #innercityoutreach
#spokanecares #inlandstrong



Excellent Use of Twitter and Social Content

