

MEJO 332 Public Relations Writing

APPLES Client Portfolio

CFK Africa

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Communication Audit

Table of Contents

Introduction - 2

Methodology - 3

The Audit Process - 4

Conclusions and Recommendations - 16

Introduction:

CFK Africa, formerly known as Carolina for Kibera, is a 501(c)(3) nonprofit organization, founded in 2001, located in Chapel Hill, North Carolina and based in Nairobi, Kenya. Its mission is to improve public health and economic prosperity across informal settlements in Africa and the world. Globally, one in eight people lives in informal settlements. In Kenya, over 1,400 informal settlements are home to more than 50% of the country's population. CFK was founded by Tabitha Festo, a local nurse living in Kibera, Salim Mohamed, a community organizer, and Rye Barcott, a UNC-Chapel Hill student. The organization enacts change through several programs including primary health services, economic development initiatives, girls empowerment programs, and COVID-19 vaccine distribution. CFK works with local residents to develop and implement sustainable programs through its philosophy of participatory development. For approximately 20 years, CFK's work was focused in Kibera, the largest informal settlement in Kenya. This year CFK began a new chapter in its history, expanding into seven new counties in Kenya with the revised mission to serve informal settlements across the world. Despite this growth, its name remains a homage to its Kiberan roots, retaining CFK for Carolina for Kibera.

The purpose of this communications audit is to analyze the effectiveness of CFK Africa's publicly available communication devices and platforms. This audit will provide a SWOT analysis for each of CFK's communication channels, including its website, blog, Facebook, Instagram, Twitter, LinkedIn, YouTube, and Wikipedia pages. The audit will conclude with our team's most immediate recommendations to improve each of CFK's communication channels.

Methodology:

A SWOT analysis is employed to assess the effectiveness of each CFK's publicly available communication channels. The results of our team's audit process are found below. Each section is labeled according to the communication channel.

The Audit Process:

CFK Africa Website:

STRENGTHS:

Signals of Brand Identity:

Since CFK Africa's rebrand from Carolina for Kibera, the website now uses CFK Africa identifiers across its website. The organization's logo is located at the top left corner on every page. A navigation banner featuring the organization's name is located on the left-hand side of every web page across the site.

Information:

The CFK website provides comprehensive resources. Landing pages include easily navigable subcategories that link to more in-depth information about subject-specific content. The website includes ample information about CFK's history, purpose, achievements, and various opportunities to get involved. The donation pages are particularly strong, with easily accessible infrastructure, a thorough FAQ section, and flexible options for contribution. Calls to action are highly visible and link directly to action-oriented assets.

Homepage:

The layout of the homepage effectively promotes user engagement. Community-oriented photos and eye-catching icons center CFK's rebranding announcement, 20th anniversary celebration, and other high-priority content. CFK's mission statement lives in the center of the page, surrounded by links to content-specific initiatives. Again, hopeful images bolster calls to action, linking users to subscription and donation resources. Impact statistics are highlighted below donation links, demonstrating the quantifiable success of CFK's collaborative programming. "Stories of Progress," links users to CFK's latest blog posts. A lower banner, which includes addresses, contact information, social media links, and other quick links, wraps up the page nicely.

WEAKNESSES:

Inconsistent Brand Colors:

While the website includes new CFK Africa brand signifiers, the webpage retains remnants of the previous color palette of Carolina for Kibera. Blue, purple, and bright green clash with the deeper turquoise and red colors of the new CFK logo. This disrupts public perception of cohesive rebranding.

Broken Links:

There are a few broken links across the webpage. Notably, the link to “Subscriptions” call to action towards the CFK Africa newsletter and blog, which follows users down the screen, is broken. Additionally, the link to “View more Videos” on the website’s Newsroom page is broken. Finally, the link to donate to CFK from the side navigation bar is also broken.

Revised Mission Inconsistent with Website Iconography:

Since CFK Africa’s rebrand, the organization’s mission has been to highlight the work it does in two particular categories – public health and economic prosperity. However, the website home page divides CFK’s work into three categories – primary healthcare, education and livelihoods, and girls empowerment. This section of the webpage should be updated to reflect CFK’s new mission statement.

OPPORTUNITIES:

Harmonize New Identity with Current Website Layout:

As previously mentioned, there is evidence of the CFK Africa rebrand. However, unintegrated elements across the page reflect the former Carolina For Kibera identity, including color and iconography links. Redesigning these aspects will help harmonize the webpage and identity of the organization, increasing brand cohesion and subsequent credibility to their publics.

Link to Newsroom on Lower Banner:

CFK Africa's lower web page banner is strong. However, there is an opportunity to include a link to the organization's Newsroom page under the "Learn More" banner. Currently, the Newsroom page is hidden under the "About Us" subheading in the navigation bar. Including a link to this story-forward page in the lower banner will entice journalists and other interested parties to learn more about current CFK Africa initiatives, with the potential of increased coverage and involvement.

Update Newsroom Resources:

As part of its rebrand, CFK Africa adopted a new mission statement. Subsequently, updates are required on the Newsroom page to support journalists' coverage.

Streamline Web Pages:

A less immediate opportunity could consolidate CFK Africa's content into fewer, more easily navigable pages. For example, information under the "About Us" subheading, particularly the "Why Informal Settlements" and "Our Story" segments could be condensed into one section. Additionally, "Programs" could be incorporated under the "Our Work" subheading. Limiting user effort to retrieve information has the potential to center attention on critical information with hopes of fostering increased engagement. Recognizing CFK's expansive commitment to informing the public and donors, the large volume of webpages makes navigation difficult, lacks clarity, and becomes time-consuming.

THREATS:Conflicting Brand Identities:

As touched upon several times, aspects of CFK Africa's rebrand remain muddled in the website's design. Lack of cohesion has the potential to undermine the legitimacy of CFK's efforts. Recognizing the importance of presenting a unified front, increased clarity on current initiatives, will increase confidence in CFK's collaborative solutions to complex community issues.

Site Organization Confusion

The longer pages on the CFK Africa site could prevent users from reading through the entirety of the information. Secondly, users may also struggle with navigation as the site's footer and search bar don't have a direct way back to the home page. Lastly, multiple pages for donations could make users feel unsure they've selected the right page, possibly causing hesitancy over donation. Overall, the largest threat for user confusion in the site's organization is that users fail to find information or fail to complete the call to actions.

CFK Africa Blog:

STRENGTHS:

Consistent Content

Each CFK Africa blog post is consistent in its style and use of visual elements like images, videos, and text organization. Each post maintains a consistent tone supported by uniform headlines, content, and visual resources.

Blogs are posted in approximate monthly intervals and the articles often include external links and references. Consistent scheduling and embedded citations support a polished and connective infrastructure to share cohesive content.

Content Previews

In addition to images and titles, blog post cards include brief textual overviews of the posts. These visual and text previews are a strength for the CFK Africa blog as many viewers may not click into a story without initial interest for further engagement.

At the bottom of each blog post, users can explore a broader selection of CFK Africa stories. In terms of navigation and convenience, this is a strength because site viewers can continue reading without having to go back or actively search for another specific post.

Blog Visual Resources

Every CFK Africa blog post has a preview image and visual resources in the body of the article. These visual resources include embedded images and videos with clear and engaging captions. These visual resources help to clarify the subject and purpose of each story for readers.

WEAKNESSES:

Blog Header Information

The home page for the CFK Africa blog doesn't explicitly mention that it is the organization's blog. For example, while the actual web page is called "cfk.org/blog", the header says "Stories of Progress." Also, below the header, there is no additional text or information before the grid of blog posts begins.

For a site visitor, this layout of information could cause confusion about the identity of the page and its purpose. For example, if someone is looking for the CFK Africa blog, there would be no indication from the blog header that they have arrived on the blog page.

Inconsistent Chronological Layout

The chronological order of the CFK Africa blog posts is unclear because the top row of the grid reads from left to right with the newest posts on the left, while many other rows have their newest posts on the right. Although the layout is a minor issue, it makes the entire grid feel less intuitive.

OPPORTUNITIES:

Blog Introduction & CTA

The header of the blog page has a lot of empty space, an opportunity for sharing more information. Potentially, this could be a spot to introduce the blog, the type of stories the blog aims to cover, or more general information about the CFK Africa website and organization. In terms of blog information, this could be a spot to directly explain that this page is the official CFK blog.

Also, many of the CFK blog posts include a call to action within the stories that encourage the reader to learn more or to donate. Some of the most relevant CFK Africa stories could have their call to actions featured on the main page for more exposure.

Blog Features

Additionally, the CFK Africa blog could show which stories, and their call to actions, are featured stories. This could look like a space, possible in the header, for the most current CFK Africa stories and the impact surrounding them. For site readers, this would indicate what events are most relevant to CFK at that moment and what possible actions the readers could take.

THREATS:

Blog Page Usability

A threat for the CFK blog page is the users' possible inability to fully navigate and understand it. For example, this can include confusion about the blog page identity and how to sort through posts. As a result, the blog may also experience fewer engagements, views, and follow-throughs on the posts' call to actions.

CFK Africa Facebook:

STRENGTHS:

Consistent Branding

The CFK Africa Facebook page creates a consistent sense of branding through its use of the updated logo, a relevant cover image, and the updated organization name in its username and handle. Additionally, the images featured on the Facebook feed are on par with CFK's brand, and several images have an updated CFK logo as their watermark.

The content branding (images and text) is also consistent between posts. Each post follows the format of providing an update on CFK Africa and providing a visual too. Lastly, the overall focus of each post is centered around a specific event or milestone involving the entirety of CFK or a person relevant to CFK.

Information on CFK

The CFK Africa Facebook homepage has helpful and concise information for new viewers who may not be familiar with the organization. Just from an initial glance, CFK's nonprofit status and missions are clear. Also, the introductory "About" box has a quick summary of the organization, the CFK website, Twitter, Instagram, and an email and phone contact.

In addition to the information on CFK's Facebook homepage, the organization also has a designated fundraisers page that includes specific context for the purpose of donations, information on the issue, and accompanying images.

Visual Resources

The CFK Africa Facebook feed has a visual element in every post, usually an image. The majority of these images directly include people with whom the organization works, in addition to a few infographic posts. Also, the CFK feed includes a couple of posts that have embedded videos that viewers can play directly from Facebook.

WEAKNESSES:

About Page

The "About" page of the CFK Africa Facebook provides a concise description of the organization's purpose but doesn't describe how it accomplishes that purpose or what exactly the issue is. For comparison, the CFK Facebook "About Us" page lacks the same level of detail as the CFK website's "About Us" mission page.

Video Playback

While there are many visual resources on the CFK Africa Facebook, some of the videos link to other websites such as YouTube, and only some of the videos are directly playable from Facebook. Videos that link to another site are less convenient for viewers as they require the viewer to open another site and reload the video there. Ultimately, this inconvenience, although quite small, could deter some curious viewers.

OPPORTUNITIES:

Promoting Fundraisers

The CFK Africa Facebook page has a fundraising tab; however, this isn't immediately noticeable to visitors. To increase awareness for these fundraisers, the CFK Facebook page could directly link current fundraisers in posts that also provide the context of their issues and goals.

Personal Connections & Donations

As a platform, Facebook is the most geared toward individual and group personal connections. Because of this, CFK's Facebook page provides more opportunities for people involved in the community to interact with each other and CFK's content.

Furthermore, Facebook's platform has built-in functionality for donations, which, when presented on the same site as CFK's content, makes the donation process more streamlined. Facebook reduces the time between engaging with content and acting (donating) on that content.

Informational Posts

One resource that the CFK Africa main website uses extensively is infographics. These kinds of visuals are especially helpful for site visitors who are interested in gaining an understanding of CFK Africa and the issues it tackles, without investing a lot of time into reading. Since Facebook content can be easily shared, it is much more likely that someone unfamiliar with CFK Africa would encounter the CFK Facebook page before the actual site.

THREATS:

#CFK, #Kibera, and Facebook Hashtags

CFK Africa Facebook posts with the same hashtags as other posts have to compete for attention within those hashtags. For example, with the "#CFK" hashtag, many of the searched posts are not relevant to CFK Africa. On the other hand, more specific hashtags such as "#CFKAfrica" narrow irrelevant search results much more. Overall, inconsistent hashtag usage makes it more challenging to find all of CFK Africa's Facebook posts in one place, and fewer unique hashtags can cause posts to be lost in search.

Another threat for CFK Africa in its Facebook hashtag usage is popular hashtags such as “#Kibera” that have both less relevant posts to CFK Africa’s purpose and posts from competing nonprofits.

CFK Africa Twitter:

STRENGTHS:

Branding

Similar to the CFK Africa Facebook page, the CFK Twitter page has consistent and current branding in its username, handle, logo, and cover image.

WEAKNESSES:

Twitter/Facebook Content

The CFK Africa Twitter page has, essentially, the same content (images and text) as the CFK Facebook page which could lower audience engagement. For example, if a member of the Facebook group could get the same information from either the CFK Twitter or Facebook, it’s less likely they would check both actively.

OPPORTUNITIES:CFK Africa Updates & Awareness

Twitter, of all social media platforms, is the most geared towards brief news updates, often accompanied by an image or short video. For CFK Africa, this is an opportunity to build audience engagement by packaging smaller (and big) updates into tweets. In addition to organizational updates, CFK could also use Twitter as a platform to raise awareness for pertinent issues through brief, fact-based “Did you know...?” posts.

CFK Africa Twitter Content

Currently, CFK Africa’s Twitter content is identical to the content on its other social media platforms. By adding content that is exclusive to the CFK Africa Twitter, the organization can both build a larger following on Twitter while also encouraging CFK followers on other platforms to engage more on Twitter.

THREATS:Audience Engagement

Compared to the CFK Africa Facebook page, the CFK Twitter page experiences much less audience engagement in the form of follows, likes, shares, and comments. For example,

about 3,000 more people follow the CFK Facebook than the CFK Twitter. This means that CFK's Twitter content may be less effective in reaching a larger audience and that CFK's current audience is more active on Facebook.

Personal Connections

Since interactions on Twitter are not necessarily built around personal profiles, maintaining personal connections over Twitter is more difficult than over Facebook. Furthermore, it may also be more difficult to gain information on new CFK followers on Twitter and build the community with new followers exclusively from Twitter.

CFK Africa Instagram:

STRENGTHS:

Consistent Branding

Like CFK Africa's other social media channels, the CFK Instagram has current branding in its name, handle, logo, and page description. Additionally, the organization has explicitly posted the rebrand, and all of the CFK Instagram posts are consistent with the brand identity visually and textually.

Instagram Visual Resources

CFK Africa has a strong variety of visual resources, much of which is present on the organization's Instagram page. All of the visuals on the CFK Instagram are high-resolution, relevant, and varied between photos of people, CFK's impact, infographics, and announcements.

WEAKNESSES:

Twitter/Facebook/Instagram Content

Similar to Twitter and Facebook, much of CFK Africa's content is shared between the organization's social media platforms. However, the CFK Instagram has fewer posts than CFK's other channels. While CFK followers could essentially stay updated by following Twitter or Facebook, they would be either missing news or getting the same news by following only Instagram.

OPPORTUNITIES:

Multi-Image Instagram Posts

Much of CFK Africa's content, across all platforms, has a strong visual element by including either images or videos. On the CFK Instagram, many of the posts only have one image, some of which aren't even actual photographs. Using the multi-image function on more of CFK's Instagram posts could be an opportunity to strengthen the organization's Instagram

content and engagement. Specifically, on posts with only infographics, for example, real photos in the deck could further clarify the post's message.

THREATS:

Instagram Textual Information

One threat to CFK Africa's Instagram content is that the platform, as a whole, places much more emphasis on images than text. For example, when scrolling through Instagram, viewers aren't able to see the entire body of text in the caption, if it's longer than a couple of sentences, unless they click on that post. For CFK, this raises the importance of captions with a hook and possibly their entire call to action in the first few sentences. More generally, this also means that identical written content on other platforms might not be optimized for Instagram.

Lack of Instagram Priority

CFK Africa followers may not see the CFK Instagram as a primary channel of social media communication, as compared to Facebook. Essentially, followers may view the CFK Instagram as secondary to the organization's presence on other platforms, resulting in lower engagement.

CFK Africa LinkedIn:

STRENGTHS:

Connections/Followers:

CFK Africa has a total of 2,643 followers and 84 employees connected to their LinkedIn page, a very substantial count for this social platform. This is important so that people are connected with CFK Africa business updates and viewers will recognize the non-profit as more of a well-established and recognized organization with the successful presence of connections.

Visual Appearance:

CFK Africa has an aesthetically pleasing profile on LinkedIn. They have a strategic brand logo as the profile picture so that it is easily found in searches and identifiable as a company. They also have an emotionally targeted background photo of their staff to show the representation and hard work of the brand as a whole, plus it's fun to look at!

Easy Navigation:

The LinkedIn page appears very clear and straight to the point. The link to their website is completely visible on several pages. All useful information about the company is present. This is a major strength, as viewers like easily navigable content on social media platforms. Therefore, they don't have to dig for the information they do not need.

WEAKNESSES:

Unclear Direction on Getting Involved:

While the LinkedIn page easily navigates you to the website, it does not immediately (or at all) show viewers how they can be of immediate help to Kibera. Additionally, it is difficult to find information on how to donate or volunteer through CFK Africa. This is harmful because as a nonprofit, help and donations can always be of use. The worst reason to lose potential help is a viewer who does not know how to. It would be beneficial to provide clear direction on how people may help the cause or a link to clear instructions of how to do so.

OPPORTUNITIES:

Video Content:

The LinkedIn does not provide any sort of video footage even while having an immediate navigation prompt to a “Video” section of the page. Videos can be very helpful to those who do not enjoy reading articles of information or just want a quick summary of the company. A video would be of much improvement to the site. We advise adding a video that summarizes all relevant information concisely so that viewers can easily inform themselves on the operations of CFK Africa.

Getting Involved:

We encourage CFK Africa to dedicate an easily navigable area on the page so people find out how to help the cause. There is currently no such information on the page. This is an easy fix. Consider adding clearer directions within proximity of the profile on the platform.

THREATS:

Job Searches:

On the LinkedIn site, under “Jobs”, CFK Africa has listed that they do not have any job openings at the moment. However, counter to this, CFK posted open positions a week ago. This is misleading to users who may go straight to their “Jobs” page and immediately assume there are no available positions. This is an important piece of knowledge for the organization’s sake, and it should be a top priority to accurately display.

Premium Portion of Page:

The premium section featured on their profile has not been updated since March 2021. This section displays clear statistics of the company’s progress and succession over the years. Those with premium memberships expect to find accurate information on business profiles. As this page was last updated a year ago, it is of value for CFK Africa to touch up the premium statistics portion of the page.

CFK Africa YouTube:

STRENGTHS:

Rebranding Video:

The most recent video on CFK Africa's YouTube is titled "CFK is now CFK Africa!", and explains the organization's new name as well as motivations for the rebranding in a brief and simple yet effective way. This allows a clear understanding of the organization's goals as well as its history.

2021 Recap Videos:

At the end of 2021, CFK Africa uploaded videos explaining the impacts, development and, progress of specific programs and initiatives. By doing separate videos for each aspect of the organization, people can have a more personalized experience and choose to watch what they are most interested in, rather than having to sit through one long video.

WEAKNESSES:

"About" Tab:

When visiting CFK Africa's YouTube profile, there is no information under the "About" tab of the page. The lack of information here limits visitors from understanding exactly what CFK Africa is. Additionally, since there is no available link or way to get to the organization's website, it makes it more difficult for people who are interested to learn more about CFK Africa.

OPPORTUNITIES:

Playlists:

The YouTube channel has a wide variety of videos involving 2021 recaps, COVID-19 projects, and program explanations. Organizing these into playlists by program impact, program explanation, recent projects, and accomplishments can help make viewing and navigating the page easier, as well as allow videos to be equally accessible, rather than having to scroll so far down to find older content.

Connecting YouTube to Other Social Media:

Although CFK Africa is decently active on YouTube, there is not much activity on their page. This can be improved by linking the organization's YouTube to other social media posts. For example, CFK Africa could post a reel on Instagram that is a short snippet of their YouTube video, and then explain in the caption that more information can be found on their YouTube, with a link to the video attached. This is also possible with Twitter and Facebook posts.

THREATS:

No Way of Getting Involved:

Although CFK Africa's YouTube channel does a sufficient job of explaining the organization's projects and progress, it does not give any opportunity to get involved with the organization, whether it be through donating, volunteering, or even following CFK Africa on social media. This limits activity with the organization, despite the amount of information posted. Posting videos of how to donate or become a volunteer, as well as linking social media accounts to the channel could be beneficial.

Lack of Biography on Profile:

When you first visit CFK Africa's page, there is no information listed about the organization at all. This poses a threat to those who may not know anything about CFK Africa, as they will continue throughout the page without knowing the basics of the organization. A simple, one-to-two sentence biography right under the name of the organization would allow for a simple introduction.

CFK Africa Wikipedia:

STRENGTHS:

Information:

The bulk of information on the Carolina for Kibera Wikipedia page is accurate and informative. The page gives visitors a good overview of the organization's accomplishments.

WEAKNESSES:

No Mention of Rebrand:

The Wikipedia page does not include any information about the rebrand from Carolina for Kibera to CFK Africa. The page exists under the former name and makes no mention that the organization's impact, reach, and mission has expanded.

Purpose Section:

As there is no mention of the rebrand or association with CFK Africa, the page's Purpose section does not include the new mission and vision statements for CFK Africa. This gives the impression that Carolina for Kibera is still operating in its past form.

OPPORTUNITIES:

Update Introduction and History Sections:

As will be further discussed in the Threats section of the SWOT, the CFK Africa name is not associated with Carolina for Kibera. Thus, the Introduction and History sections of the webpage do not include valuable and important information about CFK's recent rebranding. As such, it makes it appear as if CFK Africa is unrelated to Carolina for Kibera. Updating these sections with the CFK Africa name, program information, mission statement, and history will help revise the Wikipedia page to ensure it is associated with CFK Africa.

Update/Add New Photos:

The Wikipedia page includes two photos, one of Kibera and one of founder Tabitha Festo. Given CFK's expansion into other counties in Kenya, there is an opportunity to include more photos of these other communities. While CFK remains closely tied with Kibera, it would be beneficial to highlight the expanded work that is being done. As such, it would be beneficial to include photos that show program work. This gives visitors of the page a small glimpse into CFK's impact and may lead them to learn more about the organization on its official website.

COVID-19:

There is a brief mention of the work CFK does to track and combat the COVID-19 pandemic in Kibera. Given the significance of this work and CFK's expanded administration of the vaccine in Kiambu county, it is a good story to include on the organization's Wikipedia page. Further, the initiative is evidence of CFK Africa's expanded mission statement.

THREATS:**CFK Africa Not Associated With Page:**

There is no evidence or signifiers that link CFK Africa to the name Carolina for Kibera on the organization's Wikipedia page. Further, the name of the Wikipedia page is Carolina for Kibera, and as such, the Wikipedia page does not appear in a CFK Africa web search. Revising the page's title, sections, and outside links will help CFK reclaim its Wikipedia page. Further, SEO keywords should be updated to include CFK Africa.

Broken Links:

Given CFK Africa's recent rebrand and updated URLs, several reference links are broken. This prevents visitors from verifying the page's information and keeps them from learning more about the organization. This unintentionally discredits the organization and its image. Broken links include a link to the organization's official website, former press releases, website information pages, and an announcement of honors. The reference numbers are 1, 4, 7, 15, and 16.

Conclusions and Recommendations:

Overall, CFK Africa has done a sufficient job at maintaining its communication methods and platforms. A general strength across all platforms was the organization's steady signals of

brand identity, as well as the surplus of information regarding a wide array of aspects of the organization. Furthermore, the content provided was very consistent across all platforms. In general, platforms also successfully promote engagement through elements such as content previews and visual resources.

Despite the consistency in brand identity, a general weakness of the communication methods was non-updated elements such as the organization's history, timelines, and several visuals of the new logo and colors. Additionally, a couple of platforms lacked an "About" page, and a few other platforms contained broken links. Another weakness involved CFK Africa's social media platforms, which all display the exact same content, influencing a lack of engagement.

CFK Africa's current communication methods present an immense amount of opportunities. We recommend making small adjustments across platforms, correcting iconography and colors. Additionally, updating and encouraging activity through additional features such as multi-page Instagram posts, YouTube playlists, and specific hashtags, would be beneficial to overall communication. We recommend adjusting content to cater to specific social media platforms strengths. For example, content used in an Instagram post can be shortened or edited to fit Twitter's style. Also involving social media, we recommend using social media platforms to create more personal connections with individuals and other organizations, thus inspiring new donors and partnerships.

The main threat to CFK Africa's communication is an overall sense of organizational and navigational confusion. On the website, the long pages, lack of ability to return to the home page, and multiple pages for donations present struggles. The header layout of the blog, as well as the blog's overall usability also suggests confusion. These threats can lead to users failing to find information, or failing to complete the call to actions. Another overall threat was the lack of audience engagement and personal connections, most notably on social media. As social media and its influence heighten, it is essential to remain timely in communication methods.