

MEJO 332.001 Public Relations Writing

APPLES Client Portfolio

Communication Audit: Compass Center

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Social Media

Background:

The Compass Center was founded in 1979 but it would be years after that they created their social media accounts. They created a Twitter account in June of 2013 and it now has 682 followers. Their Instagram account was created in February of 2015 and now has 1,532 followers with 1,511 posts. The Compass Center is successful in creating a fluid feed that includes green and purple graphics. This is true for all of their platforms including Facebook, Twitter and Instagram.

The Compass Center's posts consist of infographics of upcoming events, details of past events, links to articles covering domestic violence, etc. They are also very active, posting a few times per week, and adding to their Instagram stories. The Compass Center is fueled on hosting fundraising events and they have a lot of them. This makes their social media accounts even more crucial to their company as it promotes and keeps their audience up to date.

SWOT:

Strengths:

- All platforms of social media are very up to date.
- Most of the postings across all platforms are very similar if not the same.
- The graphics for all the posts are very straightforward and aesthetically pleasing.
- Gives enough information for the audience to be interested enough to learn more.

Weaknesses:

- Not a lot of traction to posts. Although they have a good amount of followers they don't have many likes or comments on the individual posts.
- Lots of the posts begin to look the same and blend in with each other. They could do a better job of changing things up and keeping it fresh.
- They do not post their upcoming events with enough time in advance. Most of their posts are announcing events that are in the next few days.
- Some posts seem to highlight events not hosted by Compass Center, more traction would be drawn if the events promoted were within Compass Center.

Opportunities:

- Draw more attention to social media rather than website. Chapel Hill is a college town so a lot of the clientele is of the social media age.

- Draw more attention to things going on within Compass Center rather than events in the area supporting the same cause as them.
- UNC School of Medicine has this [article](#) for Intimate Partner Violence Resources and it does not include the Compass Center as one. This would be a great opportunity for Compass Center to get their name out there if the author could include the center as a resource.

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Threats:

- Inter-Faith Council for Social Services is just next door in Carrboro
- All national hotlines that are much more publicized

Recommendations:

Hashtags: The Compass Center does not use hashtags on their posts and hashtags are one of the best ways to reach a broader audience. We recommend they start implementing them in order to increase the visibility of their posts. Examples include: #DomesticViolenceAwareness #DVSupport #ChapelHill.

Success Stories: Sharing stories for hope could really touch the audience and encourage them to seek help or encourage individuals to volunteer for the cause. But the Compass Center would need to be very cautious of how they do this in order to be respectful and keep the victims identity private.

Mixed Visuals: The Compass Center has become very comfortable with what they post causing some of the posts to blend together. The use of different mediums as posts could be helpful in generating awareness. Different mediums could be short videos, clips, animations, meet the staff posts, ect.

Website Background: The Compass Center was born out of a merger between two prominent Orange County agencies that served women in the community struggling with domestic violence. After this merger, the central website for Compass Center was developed. This website serves as the primary source of information about what services the center provides and how to get involved.

Strengths:

- Website is visually pleasing, as it makes good use of pictures and uses a cohesive color palette.
- Website has stories of past Compass Center clients, still staying true to the confidentiality agreement while also allowing individuals to get a sense of what the Compass Center does.
- The “Why I am Involved” tab allows potential volunteers/donors to learn more about what it is like to be involved.
- “Media Center” tab highlights when the center has been mentioned in the news.

Weaknesses:

- The website is not representative of current goals and needs to be updated.
- The stories in the “Why I am Involved” tab fade away quickly making them difficult to read.
- Some of the text is uncentered on the homepage of the website.
- All mentions of “self-sufficiency” should be updated to “economic stability” to reflect the center’s current vision and goals.
- Photos need to be updated, and some of the photos on the website should include captions.
- “Board” tab has photos for some, but not all members; consistency is needed.
- Some text colors do not match on the “information and referrals” tab.

Opportunities:

- Begin emphasizing how the center is inclusive to helping men, women and families and is not just specific to one demographic.
- “Staff” tab could highlight different employees, possibly including pictures to be more engaging and interactive.
- Website needs more of an emphasis on attracting individuals who are interested in volunteering or donating.

Threats:

- Center is not currently looking to gain more clients, its website is not reflective of that which could lead to having to turn people away.
- Website hasn’t been updated in quite a while.
- The website still mentions a focus on women and families even though the center has a mission to help everyone.

Recommendations:

Encourage storytelling: Compass Center should highlight key individuals who are directly involved in the success of the center, and incorporate this as a page on its website. This could be employees, volunteers or donors. Another key recommendation could be sharing success stories or statistics. While the Compass Center deals with a sensitive topic and there are issues of confidentiality and client safety, we believe it would be beneficial to share some aspects of the success and impact the Center has. This may even include stating how many individuals they have been able to help and in what areas. This could be displayed in an aesthetically engaging way like a map of Orange County.

Newsletters:

Background

The Compass Center for Women and Families is the state-designated domestic violence agency for Orange County dedicated to providing comprehensive support services for those affected by domestic abuse. The organization's mission is to create a safe and supportive community where individuals can access essential resources, support groups, guidance, and advocacy to break the cycle of abuse and rebuild their lives. [In 2022, the center served 1,189 people in need of](#)

[domestic violence crisis services](#). Its services encompass crisis intervention, counseling, legal support, and community education. The organization's success is rooted in its commitment to its core values of safety, empowerment, equity, and community collaboration. This communication mix will focus on how the center is already benefiting and how they can improve upon their newsletters.

SWOT Analysis

Strengths:

- **Website Section:** The center already has a clearly labeled section on their website where viewers can locate and read previous newsletters.
- **Graphics:** The preexisting newsletters have engaging and well-done graphics that promote upcoming events, show donations and encourage involvement.
- **Access to stories:** The organization has a wealth of success stories and survivor testimonials, which can be powerful content for newsletters.
- **Professional team:** The Compass Center has a skilled team of communications professionals who are assigned with crafting newsletters.
- **Strong partnerships:** Collaborations with local agencies, such as The Triangle Community Foundation and Family Violence Prevention Services Program (FVPSA), which provide access to valuable content and resources.

Weaknesses:

- **Frequency:** Newsletters are not sent out consistently enough to gain regular readership. In 2023, there are only three newsletters present on the website covering January/February, March/April and May/June.
- **Content Diversity:** Limited content variety can make newsletters less engaging. The same graphics are reused in each newsletter, which makes the reader think they are regurgitating the same information each time.
- **Visual Appeal:** Although there are clean looking graphics, the newsletters lack visually appealing, interactive, up-to-date elements, making them less likely to capture the audience's attention.
- **Data Collection:** It does not seem like the organization is effectively collecting and utilizing data on newsletter performance and audience engagement.

Opportunities:

- **Regular schedules:** Implementing a consistent newsletter schedule can improve audience anticipation.
- **Content expansion:** Diversifying content to include survivor feature stories, success stories, educational resources, shocking facts, and updates on local news can enhance the newsletter's value.
- **College town location:** Taking advantage of being in the heart of a college town can increase involvement and bring large groups of students in to get involved at the center. Reaching out to a student-led DV support group, or even trying to collaborate with a sorority organization at UNC-CH can create more intriguing content for a newsletter.
- **Visual Enhancements:** Adding images, infographics, compelling design elements, etc. can make newsletters more engaging. Starting each letter with the same looking letter from the Executive Director is not a visually appealing first page.

- Audience Segmentation: Utilize data collection to segment the audience and tailor content to specific interests and needs.

Threats:

- Content Sensitivity: Dealing with sensitive topics, such as domestic abuse, requires careful handling of content to ensure it does not distress or alienate the audience. Wording and images have to be cautious so as not to trigger anyone.
- Legal Regulations: Some survivors might not legally be allowed to speak on their story, or they may want to remain anonymous and it is crucial to respect those rights. Changes in data privacy and email marketing regulations can impact the organization's ability to reach and engage the audience effectively.
- Spam: With how people can technologically manage their computers, some might accidentally have these newsletters sent to their spam, especially if they are not consistent enough.
- Resource constraints: Limited staff and budget can hinder the center's ability to invest in improving their newsletters. The center indicated on the most recent newsletter that they are hiring and in need of more employees.
- Competition in the Triangle Area: There is competition for attention and resources from various nonprofit and charitable organizations, and there are also domestic abuse centers in surrounding counties.

Recommendations

Consistency: Establish a regular newsletter schedule, such as monthly or quarterly, to maintain audience engagement and anticipation.

Content Diversification: Expand content topics to include survivor stories, success stories, educational resources, event updates, and relevant local news. This will provide a more holistic view of the organization's work.

College Involvement: Connect with local UNC-CH organizations to expand the audience, raise awareness and get more diverse content.

Visual Enhancements: Invest in newsletter design by adding images, infographics, and visually appealing layouts to make the newsletters more engaging.

Data Collection: Implement data collection mechanisms to measure newsletter performance, open rates, click-through rates, and audience engagement. Use this data to tailor content and improve outreach strategies.

Segmentation: Segment the audience based on their interests and preferences to deliver personalized content that resonates with specific groups.

Legal Compliance: Stay up to date with email marketing regulations to ensure compliance and protect the organization's ability to reach the audience.

Resource Allocation: Seek funding or volunteers to support newsletter improvements and maintain regular communication.

By implementing these recommendations, The Compass Center can enhance the effectiveness of its newsletters, better engage its audience, and create a more valuable communication channel for supporters and survivors of domestic abuse.