

Sara Cappiello

MCOM 330

Final Campaign

Social Media/Online Activity:

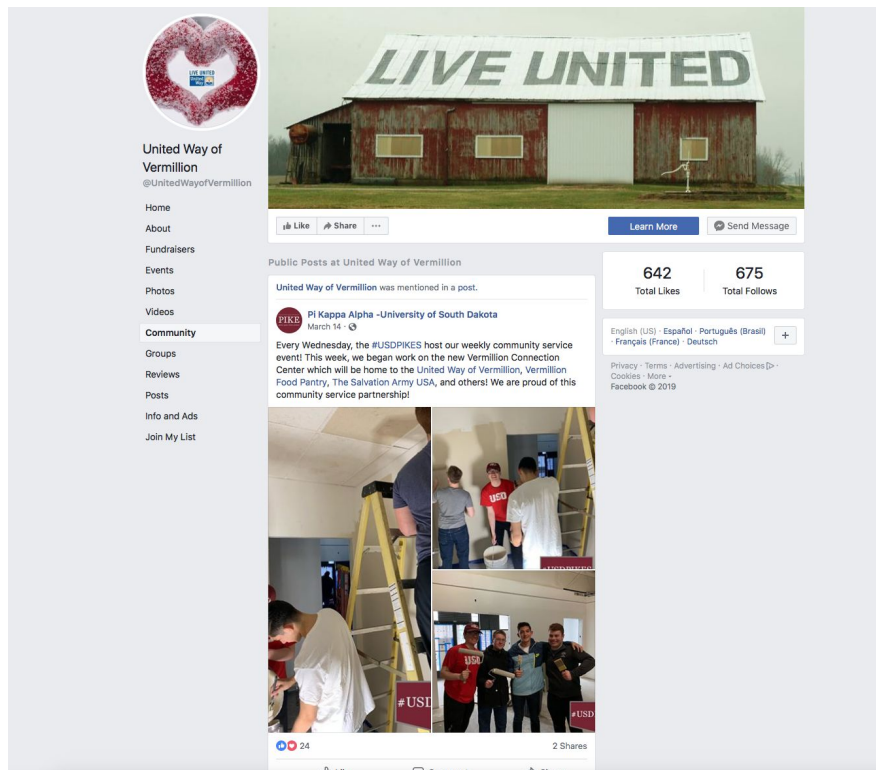
- United Way of Vermillion has a website (unitedwayofvermillion.org), which seems to be used often. The website provides information about United Way of Vermillion as an organization, as well the programs they fund, the board of directors, volunteer opportunities, and how to donate.



- The only social media United Way of Vermillion utilizes is Facebook, which is appropriate for the target demographic. Generally, Facebook is used by an older group of

people, so it's the best way for United Way of Vermillion to reach their target audience.

Their Facebook is mainly used to promote programs and events and connect with community members. The United Way of Vermillion Facebook page doesn't appear to be utilized on a daily basis, so some information may be out of date.



- Because the social media and website are run by one person (the executive director), the information may not be up to date or be engaging enough to draw in more potential donors. Having more people involved to produce social media and online content would probably be beneficial to this issue.
- In this campaign, I would want to introduce other social media such as Instagram and Twitter, so United Way of Vermillion could not continue promoting themselves on more platforms, but also start aiming to reach a younger demographic. Instagram and

Twitter could be used to promote programs and events, as well as volunteer opportunities.