

RFP Client Audit:

Big Brothers Big Sisters of America Website

The [homepage](#) for the Big Brothers Big Sisters website sends multiple messages to the reader- one of which involves their social media activity. Looking at a glance, there is a side section promoting that you (the reader/ user) follow Big Brothers Big Sisters on Facebook, Twitter, and Youtube. To reach this portion of the homepage, one must scroll down the page before it is eligible to view. This sends an indirect message that social media does not take priority over donations and volunteer work.

However, the BBBS social media outlets are still a large part of the organization. Interaction with users, giving news updates and success stories, and keeping the public interested is all done through social media outlets.



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Bowl For Kids' Sake 2014

Bowl For Kids' Sake helps match at-risk children with mentors



[more...](#)

What could that start?

Start Something
More at BBBS on YouTube

From the social networks

Find us on Facebook

Big Brothers Big Sisters of East Tennessee
Like

19 March at 14:04

Big Brothers Big Sisters of East Tennessee
If you are needing something to do with your match the last few days of Spring Break, we have some Ice Bear tickets available for the games on Thursday the 20th

From this screenshot image, one can see where the social media promotion is placed on the website's homepage.

BBBS Active Communication Channels

Along with the organization's personal website, BBBS actively uses Facebook, Twitter, and Youtube to interact, inform, and include social media users. Differences between posts, interaction, and more depend on the particular social media outlet and who Big Brothers Big Sisters' audience is targeted to.

Facebook Page:

- Includes same color theme/images from original website, as well as other action shots of involved volunteers
- Posts tag sponsors and ask questions to the public
- New updated activity every day or every other day
- Received 4.5 out of 5 stars with 155 ratings
- Around 64,800 likes
- Includes a mission statement and links to other BBBS social media

facebook Search for people, places and things Sarah Beth Ne

Big Brothers Big Sisters

Start Something®

Big Brothers Big Sisters of America

★★★★★ (155 ratings)

64,818 likes · 921 talking about this · 404 were here

Non-Profit Organisation
Follow us online: www.BigBrothersBigSisters.org,
www.LatinoBigs.org, www.MentoringBrothers.org,
www.twitter.com/BBBSA,

About - Suggest an Edit

Photos Likes Jobs Causes

64,818 Jobs by indeed causes

Twitter Page:

- Around 11,500 followers
- 3,077 tweets
- Tweets at followers and acknowledges follower's involvement
- Many posts on Facebook are seen on Twitter
- Same identifiable logo and 'about' description, just not as lengthy



Youtube Page:

- 814 subscribers and over 100 uploaded videos
- No profile picture
- Contains links to original website

- Includes a discussion board for viewers to comment on
- Uploaded videos are categorized to make sections and topics organized

The screenshot displays the YouTube channel interface for BBBSofAmerica. At the top, the channel name 'BBBSofAmerica' is visible along with a 'Subscribe' button and a subscriber count of 814. Navigation tabs for 'Home', 'Videos', 'Playlists', 'Discussion', and 'About' are present. The main content area features a video titled 'Jamie Foxx Is Starting Something with Big Brothers Big Sisters' with 3,655 views and a description stating 'Jamie Foxx discusses his mentor that helped put him on a path to success.' Below this is a section titled 'Start Something Web Series' containing four video thumbnails: 'BBBS Start Something Trailer' (1:21), 'BBBS Start Something Ep. 1' (2:36), 'BBBS Start Something Ep. 2' (2:26), and 'BBBS St 3'. To the right, a 'Related channels on YouTube' sidebar lists various organizations such as The White House, TakePart, AmRedCross, HooplaHa, World Food Progra..., and AmerCancerSociety, each with a 'Subscribe' button.

Findings

Active Communication Channels:

Facebook and Twitter are used daily and are considered as the organization's top social media platforms. Youtube is also used as a platform, but does not have as much activity and is not as popular. The BBBS pages located on Twitter and Facebook can be found quickly and easily on the side of the homepage. Recent activity on Facebook can be seen at that section of the homepage.

Target Audiences:

The target audiences vary from each social media form. People involved in the organization and likers are tweeted at with praise and follow up responses to tweeted questions. The Facebook page is aimed more to potential involved members and serves more as a newsletter. Consistent updates on both platforms reach all of the target audiences.

Improvements:

BBBS is doing a great job being active on social media. I more pictures would be beneficial and could help reach out to other users. The Facebook page could be improved by including more non-active members as well as overall interaction. Both the Twitter and Facebook pages appeal to different audiences, and I think that is great because it gives people a choice and more variety.