



## Keep Ohio Beautiful Social Media Audit

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**Goal of This Report:** To point out meaningful insights from Keep Ohio Beautiful's current online media presence while advising changes that will help increase engagement.

**Target Audiences:** The target audience for Keep Ohio Beautiful are members of Ohio, community members, conservationists, and anyone who is interested in nature or community volunteer work.

**SMART Goals:** Keep Ohio Beautiful must specifically connect with its target audience, using relevant information in order to continue to connect with its already loyal followers. In order to increase its following, Keep Ohio Beautiful must implement word-of-mouth communication and interactive posts on social media platforms (i.e. polls and posts engaging responses). It must track growth over a chosen span of time to ensure strategy is successful (a 1-3 month time frame is ideal).

**Synced Goals:** Keep Ohio Beautiful must continue to post their current events on all of their social media platforms. To increase the number of followers on their Instagram platform, I would suggest their feed to follow a specific theme in order to be visually appealing and easy to follow.

## Media Activity

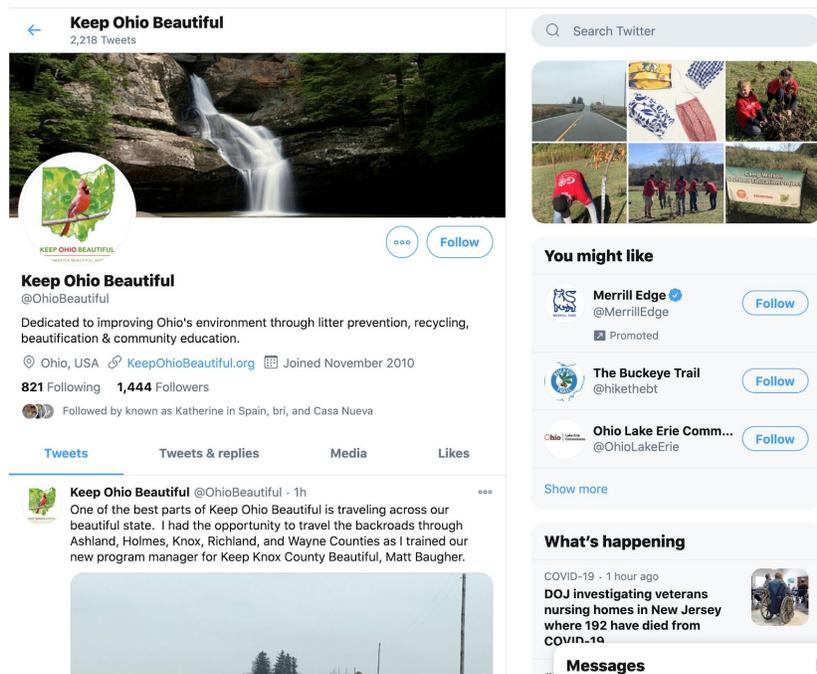
Website: <https://keepohiobeautiful.org>



Website Critical Analysis: The website is well put together, but the homepage itself is a little lacking. It is full of interesting and important information, but it is not very interactive. However, there is a contact us section and links to its socials which is a good start. Further, the website could look more polished and modern.

Recommendations: There should be more prominent photos and even video elements on the homepage to increase engagement and connection. Other interactive elements should also be considered. The website needs to be visually updated for a more pleasing viewing experience.

Twitter: <https://twitter.com/OhioBeautiful>

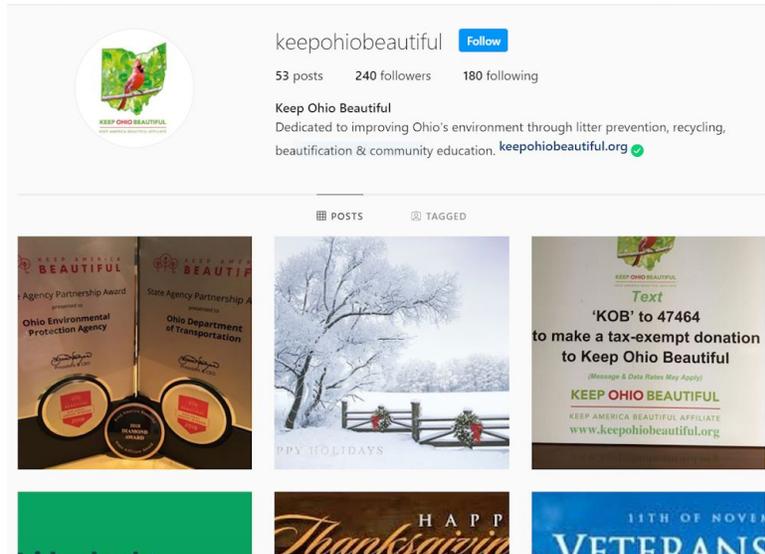


- Followers: 1,441
- Engagement: The site receives little to no likes or retweets on their original posts
- Frequency of posting: Posting and retweeting on almost a weekly basis.

Recommendations: In order to receive more interaction, Keep Ohio Beautiful's Twitter page must start posting more frequently. As stated in the SMART and Synced Goals, the page would benefit more from receiving feedback from their followers about what they would like to see, as well as implement weekly campaigns such as #TipTuesday or

even an employee spotlight. Finally, the page would benefit from continuing to post current events to show the organization's mission to keep Ohio beautiful.

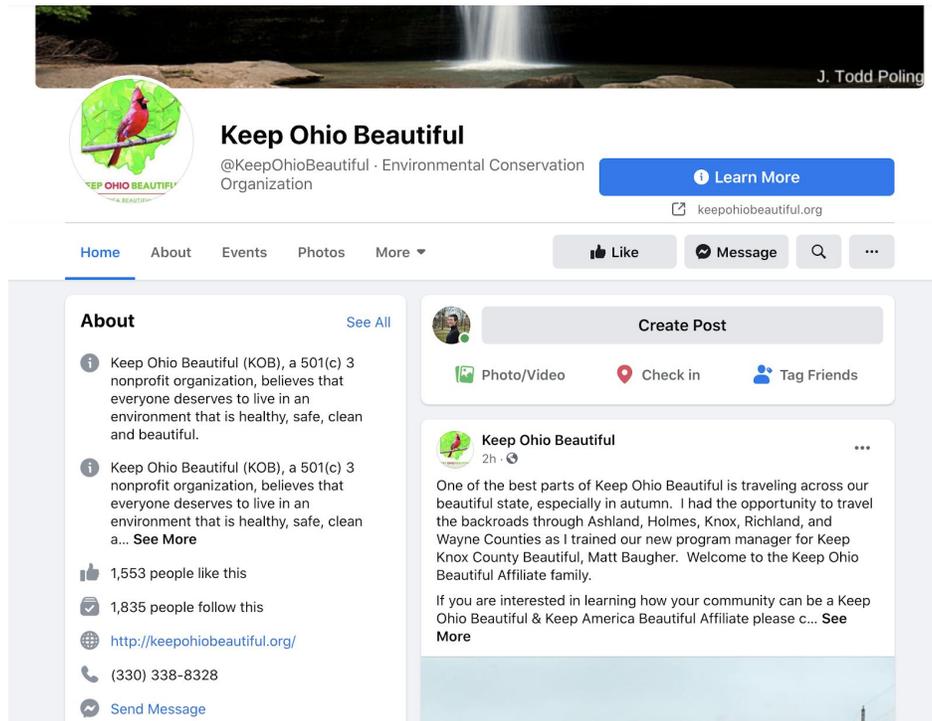
Instagram: <https://www.instagram.com/keepohiobeautiful/>



- Followers: 240
- Engagement: Posted pictures average from 10-30 likes with rarely any comments.
- Frequency of Posting: They haven't posted in 86 weeks. They used to post on average every two weeks.

Recommendations: Keep Ohio Beautiful should post more frequently. There should also be more pictures of Ohio to showcase why followers should want to keep Ohio beautiful, as well as steps people can take to do that. In addition, posting polls on IG stories could help increase engagement. For example, a poll for the audience's favorite parts of Ohio could garner significant engagement. Engaging with followers posts and other chapters of the organization could further garner engagement and greater visibility in return.

Facebook: <https://www.facebook.com/KeepOhioBeautiful>



- Followers: 1,835
- Engagement: Post average 1-6 likes and rarely have comments.
- Frequency: New posts are made roughly 1-2 times per week.

Recommendations: Facebook is a community-based platform and should be the perfect place for Keep Ohio Beautiful to garner a dedicated following. Taking advantage of all the features Facebook has to offer, like Facebook stories and events, could help boost engagement. Further, the account has a lot of high-quality original content. This should be maintained and improved by tagging individuals in the photos, encouraging volunteers to share their experiences, and reaching out on community pages to get more individuals involved. Creating community around Keep Ohio Beautiful on Facebook will increase engagement in a meaningful way beyond just likes or follows.

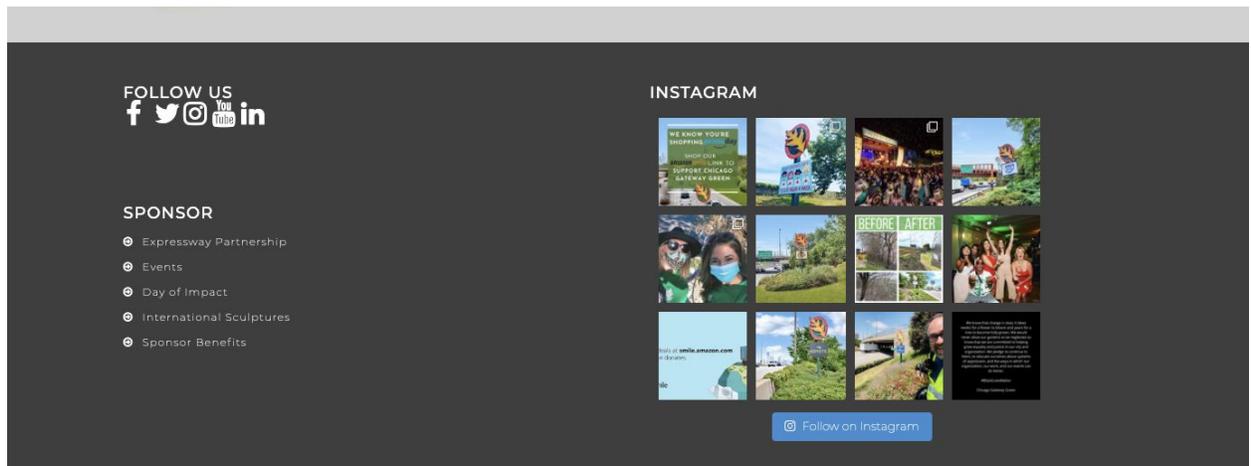
**Media Insights:** Keep Ohio Beautiful's online presence clearly struggles with engagement. While it posts regularly on platforms like Facebook and Twitter, the content does not take initiative to interact with followers and other organizations. Creating content with call to actions, implementing interactive elements like polls and videos, and initiating engagement through using specific hashtags or relevant profile tags can increase engagement. Ensuring platforms, like the website, are aesthetically pleasing also encourages viewers to spend more time on the page and interact with links. Further, Instagram, as opposed to Facebook and Twitter, can serve as a unique place to connect with a different audience. It also offers features like IGTV that can serve as a low-risk place for Keep Ohio Beautiful to begin developing video content.

## Analysis of Industry Competitors

Competitor: [Gateway Green \(Chicago\)](#)



**Website Critical Analysis:** The website of Gateway Green has a very refreshing, clean format with various plant-related designs and a visually-appealing presentation of statistics that allow the viewer to see the critical information in an attractive, digestible format. It also includes direct links to social media/news stories involving their organization which encourages connections from those who visit the site--namely, the site even has a small screenshot of their instagram feed.



Social Media Analysis: Its social media is not as impressive as their website, with infrequent posting on all formats and minimal interaction and engagement.

Competitor: [Keep Indianapolis Beautiful](#)



Website Critical Analysis: Its website has a very attentive style with a satisfying scroll feature that includes engaging videos and graphics that introduce the different topics and committees available.

Social Media Analysis: Their presence on their social media platforms is very active, with frequent posting and even engagement from users.

Competitor: [Keep Covington Beautiful](#)



Website Critical Analysis: This website still has a much cleaner and refreshing style to it, but it holds a lot of weakness in its white space and color choices, much like Keep Ohio Beautiful. The homepage still has benefits in its scroll features with the moving backgrounds.

Social Media Analysis: Despite their weakened website layout, their engagement and post frequency on their social media platforms is very high and regular, which is a large advantage. However, there is no link to Twitter, which is possibly the platform that holds the most potential for engagement.

### Take Away from Competitors:

The competitors certainly have more attractive and visually-engaging websites, which is a major strength as it encourages users to learn more and to connect more with the organizations. A cleaner and more digitally-progressive website shows the viewer that the organization is up-to-date and that communication is a priority. Likewise, the competitors generally have a vastly higher frequency in posting and therefore more engagement throughout. We suggest taking the time to update the Keep Ohio Beautiful website to mimic some of the successful standards that these competitors have set: altered color schemes, interactive features, digestible statistics, and appealing to other platforms. Also, we suggest mimicking their approach to social media and utilizing it as a vital form of communication between Keep Ohio Beautiful and the consumer: use the platforms to interact with the community and allow for higher engagement overall.

## Final Recommendations

- Implement a regular posting schedule that integrates created content and curated content.
- Regularly create interactive content that initiates conversation between Keep Ohio Beautiful and its followers. Build on these conversations in future posts to develop stronger brand-follower relationships.
- Create branded campaigns that utilize brand-specific hashtags to increase visibility and engagement.
- Update the website's homepage to be aesthetically pleasing and interactive.
- Understand industry standards by learning from competitors and other branches of Keep America Beautiful. Use their online successes and failures to inform what elements of a strategic social media plan are beneficial for Keep Ohio Beautiful.