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Reimagining Non-Profit Communications: The Importance of A Digital Media Plan for Rhody Outpost

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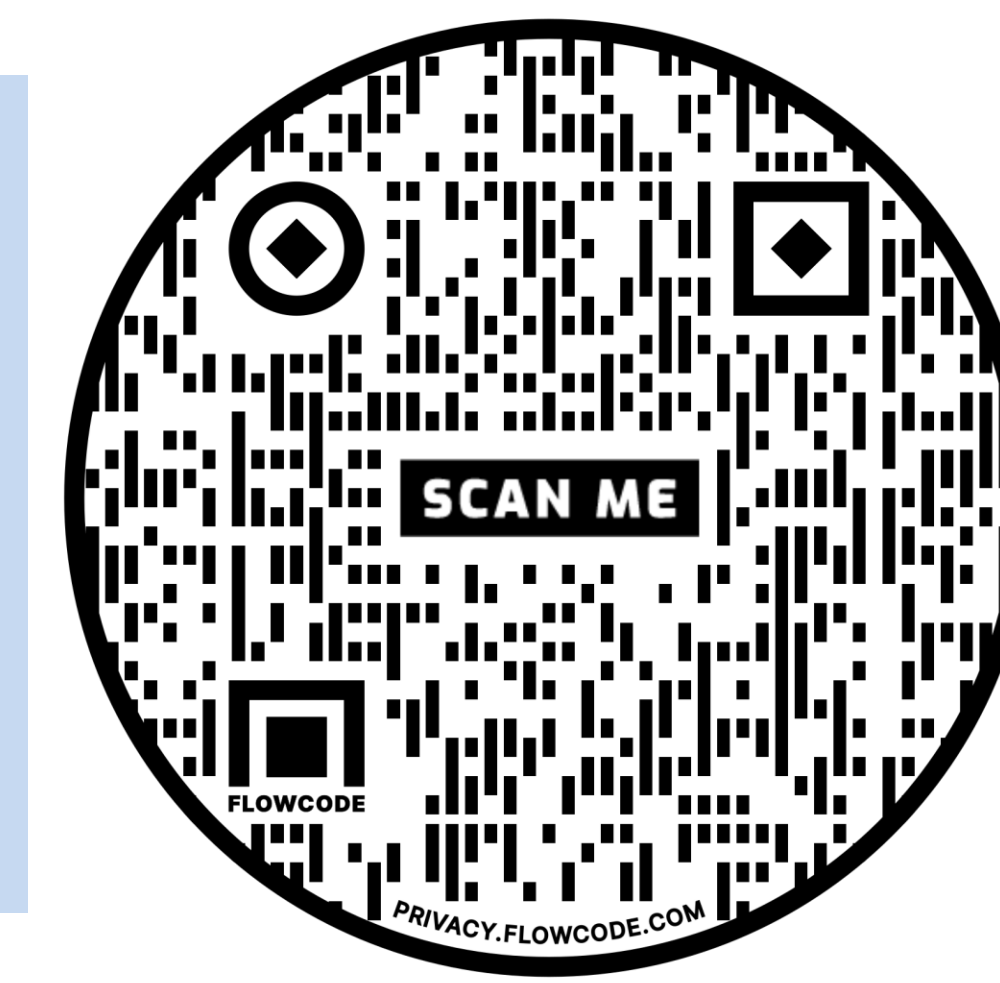
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Reimagining Non-Profit Communications: The Importance of A Digital Media Plan for Rhody Outpost

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Goals of This Project

- Research the importance of social media for non-profit organizations
- Determine the social media habits of URI students
- Examine the evolution of digital marketing
- Conclude if Rhody Outpost is in need of a social media presence

Methods

- Consulted experts in the field of hunger and poverty
 - Food & Housing Security Coordinator for URI
 - Director of the URI Feinstein Center for a Hunger-Free America
- Created and distributed a survey to 75 URI students surrounding demographics, social media usage, Rhody Outpost awareness, & post engagement
- Obtained IRB acknowledgement

DEMOGRAPHICS

- **Grade Breakdown**
 - Freshman: **29.3%**
 - Sophomore: **12%**
 - Junior: **24%**
 - Senior: **33.3%**
 - Fifth Year: **1.3%**
- **Housing Type**
 - On-campus housing
 - No kitchen: **25.3%**
 - With kitchen: **6.7%**
 - Off-campus
 - Commuting to URI: **32%**
 - Learning remotely: **26.7%**
 - At home
 - Commuting to URI: **2.7%**
 - Learning remotely: **6.7%**

SOCIAL MEDIA USAGE



65.3% of students spend 2-4 hours on social media *per day*.

89.3% of students use & enjoy Instagram the most.



77.3%
Follow celebrities & influencers

93.3%
Follow friends & family

68%
Follow entertainment accounts

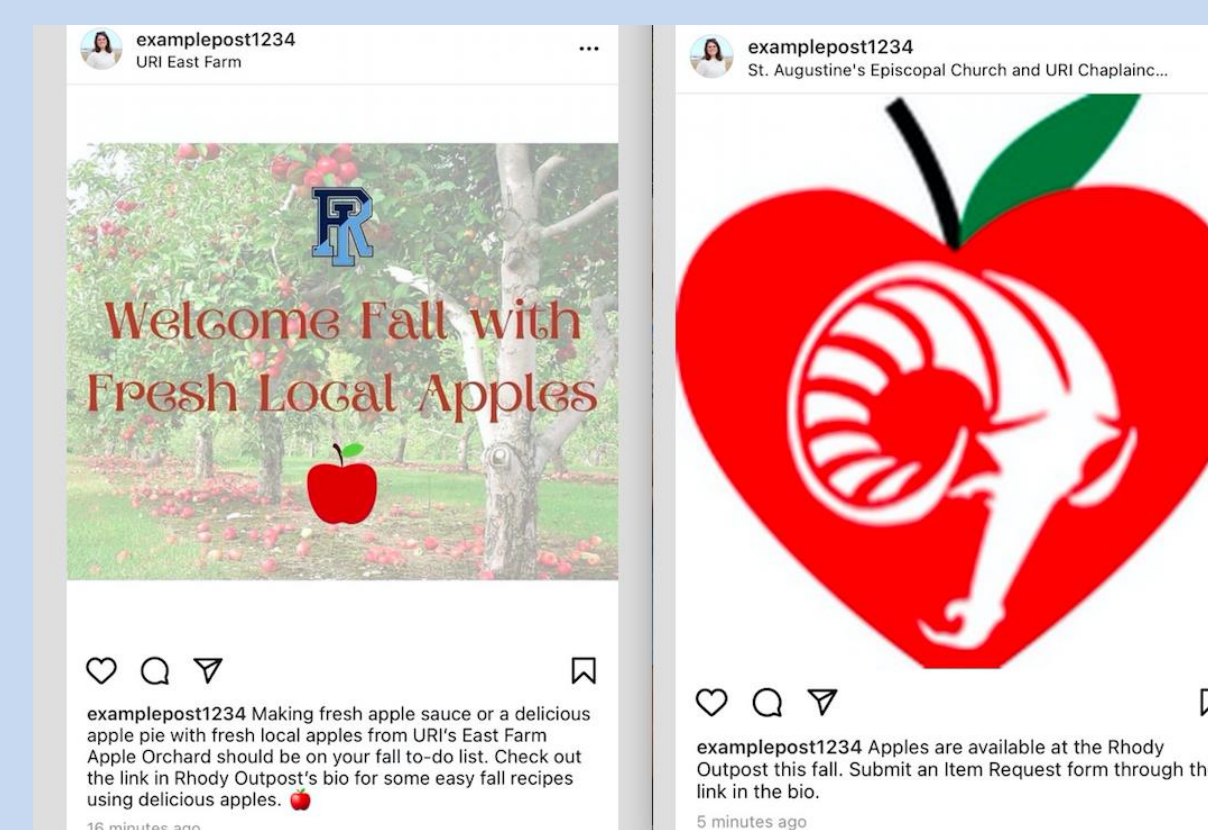
46%
Follow brands and companies



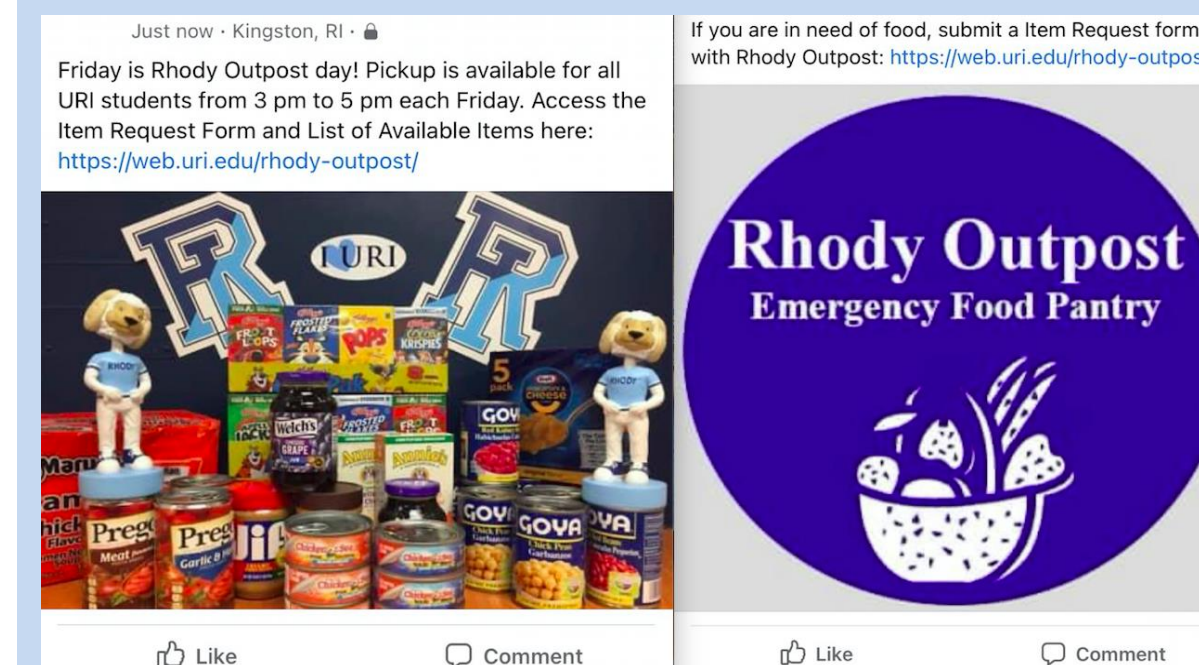
56% of students use social media for URI news.

POST ENGAGEMENT

81.3% of students preferred the post on the left



84% of students preferred the post on the left



90.7% of students preferred the post on the left



RHODY OUTPOST AWARENESS

by the numbers

- **80%** of respondents have heard about the Rhody Outpost
- **38.7%** of respondents heard about Rhody Outpost through a class
- **88%** of respondents have not seen Rhody Outpost content on social media

About Rhody Outpost

"The Rhody Outpost food pantry was created to help address [food insecurity] at URI. The pantry provides food and other items at no charge to students, along with services and resources".
[The URI Website]



Why does the Rhody Outpost need a social media presence?

Evident from my survey findings, as well as consulting on the importance of a social media presence for non-profit organizations with experts in the field of hunger and poverty, a strong social media presence could benefit The Rhody Outpost in a multitude of ways. By utilizing the resources and outreach that social media provides, the Rhody Outpost would be able to reach more students and develop a target audience with creative and engaging posts similar to the ones included in my survey. As important as it is for the Rhody Outpost to have a strong presence on the physical URI campus, it is just as important to develop a strong social media presence among URI students to keep students informed and aware about the incredibly helpful services that the Rhody Outpost provides. With over 65% of URI students using social media 2-4 hours a day, the Rhody Outpost has an incredible opportunity to reach a diverse array of URI students through developing a strong social media presence.