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Exploring Avenues on Social Media for Public Health Organizations to Connect With the LGBT+ Community

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EXPLORING AVENUES ON SOCIAL MEDIA FOR
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TO CONNECT WITH THE LGBT+ COMMUNITY

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ABSTRACT

There has been a significant increase in the number of nonprofit organizations that focus on health and wellness in the United States. These organizations center on creating and maintaining relationships with stakeholders through various approaches. One of these approaches is to use social media marketing to connect with their target audience and promote engagement with provided services and informational content. This study analyzed how sources of content on social media impact the LGBT+ community's perception of their relationship with a nonprofit organization specializing in LGBT+ health and well-being. An organizational-public relations and social media marketing framework was adapted to analyze participants' responses quantitatively; a uses and gratifications approach was used to analyze short-answer responses from a mixed-method survey thematically. Although the current study found no significant statistical data for the relational outcomes between sources on social media, it did find meaningful insight as to why and how the LGBT+ community uses social media regarding their health and wellness. The findings have implications for organizations specializing in LGBT+ healthcare and reveal several themes social media content creators can follow in order to build community engagement, maintain relationships, and create a safe space for information seekers and sharers.

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INTRODUCTION

Nonprofit organizations focusing on health promotion and well-being

for the LGBTQ+ community have exponentially grown in popularity and

support in the United States of America, with over 443 nonprofit

organizations in 2022 (Give OUT Day, 2022). With this exponential growth

often comes the challenge of expanding the marketing and communication

sectors within nonprofit organizations. These sectors create and deploy these

messages to the community to increase awareness, education, and

engagement through the nonprofit's programming (Cartwright, 2022).

Consequently, with increase in social media advertising and electronic

word-of-mouth marketing, problems can arise in creating clear messages

that reach the target audience through credible sources and satisfy their

social media needs. A public health nonprofit organization, 864Pride, located

in upstate South Carolina, requested assistance strategically organizing and

effectively communicating its intended messages via credible sources on

social media platforms while gaining a better understanding of why its

audience uses its social media. 864Pride's mission and vision revolve around

supporting and enhancing the local community, where LGBTQ+ children,

couples, and families feel safe knowing they have access to competent and

inclusive medical and wellness services (864Pride, n.d.). However, 864Pride

has expressed difficulties measuring the relational outcomes of its services

through its credible social media marketing, and its communications team

aims to improve its catering of messages by directing them to those seeking information within the niche community. Thus, this research assessed the public's perceived relationship with an organization like 864Pride by examining various sources of social media content and thematically analyzing why individuals use social media for healthcare.

LITERATURE REVIEW

Several scholarly concepts from communication literature guided the direction of this research project. To begin, seminal components from organizational-public relations theory were utilized to study best practices on relationship management within corporate organizations. Relationship management is crucial for organizations as it maintains customer engagement and leverages the company in a competitive market (Pressgrove and McKeever, 2016). Additionally, since marketing and advertising are moving towards creating and maintaining customer relationships via social media platforms, it is valuable for organizations to be proactive with social media communication practices that target their audience (Zahoor and Qureshi, 2017). Tactical social media marketing strategies can encourage individuals to engage and communicate with the organization's social media content, increasing customers' positive associations with an organization (Alalwan et al., 2017).

Lastly, identifying how and why individuals use social media as a means of healthcare experiences allows public health organizations to

improve their social media presence and strategies. Modern approaches to uses and gratifications with social media enable researchers to understand internet users' behavior and communication practices.

Overall, social media marketing, organizational-public relations, and uses and gratifications steer the direction of this study.

SOCIAL MEDIA MARKETING

Communication has shifted towards social media platforms as a means of interaction and engagement with different aspects of daily life. To adapt, marketing and communication teams have attempted to utilize social media platform strategies to spread their company's messages into aspects of commercial life, business life, and the personal life of their target audience (Alalwan et al., 2017). In their research on social media marketing, Alalwan et al. (2017) found that organizations could develop a clearer grasp of potential customers' perceptions and behavior toward these businesses and brand identities by gaining a deeper understanding of social media platform usage patterns. Li et al. (2020) organizes and defines the dimensions of social media marketing as "an organization's integrated pattern of activities that, based on a careful assessment of customers' motivations for brand-related social media use" (p. 54). It is the intent to engage in initiatives, transform social media, and facilitate supportive interactions (Li et al., 2020). The authors claim that, at its core, the main goal of social media marketing is customer engagement. More importantly, social media

marketing should accomplish strategic marketing goals by creating, incorporating, and rearranging social media resources with the premise of capitalizing on social media interactions and customer engagement to generate marketing resources (Li et al., 2020). With successful social media marketing campaigns, organizations can capitalize on their marketing objectives and create quality customer relationships (Li et al., 2020).

Though the social media marketing field of research continuously works towards a holistic, empirical approach, several fundamental studies have found connections between relationship management and organizations' social media marketing skills and strategies. Zahoor and Qureshi (2017) identified social media marketing as an effective tactic for organizations because it allows information to flow horizontally, eliminating one-way communication and marketing directives. The scholars also found that customers identify social media marketing efforts as more trustworthy than traditional advertising tools; their research model proposes a relationship between organizations and customers that utilizes social media marketing to increase brand loyalty and awareness (Zahoor and Qureshi, 2017). Felix et al. (2017) also conducted a holistic study on strategic social media marketing elements. The authors found that success occurs when strategies align with the organization's overarching goals and mission. As a result, stakeholders have clear direction regarding interactions via social media with the organization's leadership, building on relationship

management skills (Felix et al., 2017). Thus, organizations with secure relationships with their consumers have an advantage over their competitors.

Wang and Kim (2017) analyzed social media marketing impacts on customer relationship capabilities and found evidence that businesses can gain significant relationship management benefits from investing in social media technology. In addition, they claim that corporations that are more active with social media platforms have a higher market and profit value (Wang and Kim, 2017). Similarly, Li et al. (2020) argue that social media interactive characteristics are valuable to content by facilitating client interactions that promote content sharing that require social media's interactive features. Therefore, interactive social media marketing creates effective communication and content dissemination (Li et al., 2020). However, it is essential to note that simply using social media as a means to distribute messages does not necessarily guarantee engagement from either the organization or its community members. Heldman et al. (2013) researched public health organizations and analyzed the implications of their engagement on social media. The scholars claim it is imperative to engage online communities in health-related discussions (Heldman et al., 2013). Engagement can be achieved by organizations adapting to the rise of social media marketing, engaging in multi-directional conversations, and creating opportunities for information to be acted on by community members

(Heldmen et al., 2013). Furthermore, the researchers claim that organizations must listen to social media conversations, connect with influencers, respond to questions, and create opportunities for content engagement both online and offline (Heldmen et al., 2013). These tactics can leverage the nonprofit's organization towards quantifiable outcomes such as public health programming, participation, and behavior change (Heldman et al., 2013).

In addition to creating social media marketing conversations, Hou and Lampe (2015) analyzed public engagement with social media for nonprofit organizations. They found that social media sites provide companies with a low-cost platform, effective distribution of information, and various interactive features. Their results showed that nonprofit organizations need to utilize social media marketing to its full potential and that proper training and analytical tools can increase engagement from their target audience (Hou and Lampe, 2015). Similarly, Milde and Yawson (2017) identified strategies for social media use for nonprofit organizations that help foster dialogue with users and build relationships that value similar goals compared to the nonprofit organization's mission. The analysis of previous successful social media campaigns found that positive relationships result from social media engagement and asserted that integrating strategic social media plans into corporations' marketing and communication sectors is a necessary investment (Milde and Yawson, 2017). Navigating engagement levels and

gaining effective communication strategies for social media networks aids

nonprofit organizations' direction for their community relationships.

ORGANIZATIONAL-PUBLIC RELATIONS

To assess the effectiveness of the social marketing of the selected

nonprofit organization, an organizational-public relations (OPR) framework

was adopted to guide this research study. Identifying the relationships

between organizations and their public is an effective way to understand the

consumers' opinions, attitudes, and experiences (Hon and Grunig, 1999).

The standing definition of organizational relationships is a ". . . management

function that establishes and maintains mutually beneficial relationships

between an organization and the public on whom its success or failure

depends" (Ledingham and Bruning, 1998, p. 56). Essentially, the actions by

either party in the relationship affect the social, political, or economic, social

standing of the other (Waters, 2008). Four components of OPR were

identified as a gold standard in Hon and Grunig's (1999) seminal work. The

current research utilized the four components of OPR to assess the

effectiveness of social media marketing of a fictional, similar organization of

the partnered public health nonprofit, 864Pride. These outcomes, including

control mutuality, trust, commitment, and satisfaction, have been examined

more often than other expansions of OPR within the Institute of Public

Relations (Waters, 2008). OPR scholars have extensively researched the four

major components, and they have become the commonly accepted way of

measuring OPR (Waters and Bortree, 2012). Over the last decade, the outcomes have proven reliable, and scholars continuously refine the dimensions (Pressgrove and McKeever, 2016). With the reliability and applicative quality of the components, OPR was chosen as the framework for studying relationship management within nonprofit organizations. Pressgrove and McKeever (2016) claim that in order to fulfill their objectives of leveraging improvements in their communities and making beneficial contributions, nonprofit organizations rely on relationship management to establish connections with funders, volunteers, advocates, and other relevant publics. Thus, OPR was used as a framework to assess the effectiveness of social marketing for nonprofit organizations.

Furthermore, health communication scholars have found differences in how social media users perceive informational content based on the source. Extensive health research has been done on cigarette smoking in young adults and what kind of source, whether peer or expert, strongly influences information retention. Researchers found that an expert source more frequently has higher perceived credibility than a peer source (D. N. Lee and Stevens, 2022). Regarding the LGBTQ+ community, there is a limitation in research on trust; research has focused on influencers and information-seeking behaviors. Hatchel et al. (2017) reported that individuals who identify as LGBTQ+ are more likely to use social media than non-LGBTQ peers. Their research also noted that LGBTQ+ youth use online

media for peer support, finding health information, and engaging in civil society (Hatchel et al., 2017). Thus, public health organizations that target the health and well-being of the LGBTQ+ community have the opportunity to be a credible source of health information via social media while promoting their programs and resources.

The first component of Hon and Grunig's (1999) seminal work is control mutuality, which is "the degree to which parties agree on who has the rightful power to influence one another. Although some imbalance is natural, stable relationships require that organizations and the public each have some control over the other" (Hon and Grunig, 1999, p. 3). A nonprofit organization's influence on the public is analyzed to determine the amount of power each party has over the other, and with a higher sense of power comes a more heightened sense of control (Waters, 2008). Between corporate relationships and their audiences, control mutuality becomes essential to their coexistence and dependability on one another (Huang, 2001). The duality of the relationship often impacts the decision-making, attitudes, and behavioral outcomes of the organization and its audience (Jo, 2006). Fundamentally, depending on whether the organization or its' audience has greater control mutuality, the side with more control can influence the other through social media communication.

The second component of Hon and Grunig's (1999) seminal work is trust, which is defined as "one party's level of confidence in and willingness

to open oneself to the other party" (Hon and Grunig, p. 3, 1999). There are

three indicators to measure the level of trust, including (1) integrity, (2)

dependability, and (3) competence (Pressgrove and McKeever, 2016). These

indicators of trust can influence the credibility of each party while providing a

critical sense of the relationship between the organization and its audience

members (Jo, 2006). Also, analyzing the trust, or lack of trust, within

organizational relationships, often provides direction for public relations

specialists to deal strategically with conflict resolution and mediating

relational issues (Huang, 2001). In connection to nonprofit organizations,

Waters (2008) studied OPR theory on the impacts of donors on nonprofit

organizations and found that trust can impact a donor's perception of the

organization's ability to serve its community. Additionally, trust is essential to

the level of influence it has over the receiver; thus, many organizations,

brands, and individuals have placed value on maintaining high credibility

(Jenkins et al., 2020). An organization's trustworthy identity can benefit its

long-term reputation and existence (Jo, 2006).

　　　With social media platforms increasing in popularity, content is

constantly shared by organizations and individuals sharing opinions about

those organizations. Jenkins et al. (2020) studied the credibility of social

media content in applied health promotion organizations; they argue that

the communication is often one-sided, serious, and reaches a limited

audience. The researchers' findings claim that corporate and human health

enterprises should take into account building trust online to develop stronger links with their intended audience (Jenkins et al., 2020). Understanding the perceived credibility of the source of information is valuable to identify for organizations that aim to increase influence on positive attitudes towards their promoted messages (Pornpitakpan, 2004). Wheeler (2009) researched nonprofit organization advertising and the impacts of source credibility on monetary donations and time investment from stakeholders. He found that nonprofit organizations that select spokespeople that match the organization's mission generate higher source credibility and trustworthiness (Wheeler, 2009). Similarly, studies examining the effects of trust on organizations through media claim a high-credibility source often works at higher levels than a low-credibility source in creating attitudinal changes toward a desired behavior (Wu et al., 2016). For nonprofit organizations that aim to increase relational outcomes with their communities, fostering high-source credibility on social media can be valuable.

The third component of Hon and Grunig's (1999) seminal work is satisfaction. It is defined as "the extent to which each party feels favorably toward the other because positive expectations about the relationship are reinforced. A satisfying relationship is one in which the benefits outweigh the costs" (Hon and Grunig, 1999, p. 3). Satisfaction is a critical aspect of OPR because the retention of the target audience relies on their satisfaction with the organization (Jo, 2006). Huang (2001) claims that satisfaction has

emotions and feelings attached, unlike the other components, to further this

component. The organization strives to reinforce positive emotions with

communication and marketing strategies and creates a rewarding

relationship for both parties (Huang, 2001). In their research study on

nonprofit relationship management, Pressgrove and McKeever (2016)

analyze satisfaction by measuring the degree to which each side of the

relationship perceives that the anticipated benefits of being in the

relationship exceed the risks and costs. Satisfaction of individuals with a

nonprofit organization provides significant indicators for public relations

practitioners of how to best navigate communication practices with various

stakeholders (Pressgrove and McKeever, 2016).

The fourth component of Hon and Grunig's (1999) seminal work is

commitment. It is defined as "the extent to which each party believes and

feels that the relationship is worth spending energy to maintain and

promote" (Hon and Grunig, 1999, p. 3). An organization can benefit from

analyzing commitment in order to increase engagement with organizational

citizenship, otherwise known as loyalty (Huang, 2001). The more committed

stakeholders are to their nonprofit organization, the more vested their

interest is in the program's success (Hon and Grunig, 1999). Commitment

becomes central to relationship management between organizations and

their partners because it allows the relationship to grow and foster deeper

connections. Furthermore, it is foundational to the study of OPR because it

gauges the public's dedication and attitude toward an organization (Waters, 2008). Commitment has been analyzed within research studies examining nonprofit relationship management by the belief that the relationship is worth maintaining, thus increasing repeating behaviors with the nonprofit organization's programming (Pressgrove and McKeever, 2016).

Overall, compiling the four components of organizational public relations helps organizations comprehensively approach strategies to solidify consumer relationships. Thus, pinpointing methods on social media that increase control mutuality, satisfaction, commitment, and trust guided the current research and outcomes for public health organizations. Different content creators on social networking platforms can influence OPR outcomes making it essential for organizations to identify sources that credibly convey health messages and promotion.

RQ 1: How do organizational public relations outcomes vary

based on different sources of information on social media?

USES AND GRATIFICATIONS APPROACH

Communication scholars have researched the uses and gratifications approach (U&G) for over seven decades. They have aimed to understand how satisfactions attract and hold audiences to the kinds of media and the types of content that gratify their psychological and social requirements (Ruggiero, 2000). Although extensive previous research has looked at media sources such as radio, advertisements, and television, U&G has expanded its

approach to understanding newer communication media such as the internet and social media channels. Researchers who looked at the beginning of the internet's massive expansion hypothesized that users would not be able to use traditional media like they use social media in order to generate relationships online and this has come to fruition (Ruggiero, 2000). Social media allows millions of users to communicate worldwide instantaneously. The central assumption of U&G is that "individuals will seek out media among competitors that fulfills their needs and leads to ultimate gratifications" (Whiting and Williams, 2013, p.363). Ruggiero (2000) states that the internet allowed for expansions in U&G, such as interactivity, demassification, and asynchronicity. Individuals using social media are interactive users who have control over their communication practices and are more likely to connect with the information they seek. Moreover, demassification provides an opportunity to choose features that allow individuals to cater messages to what they want or require meaning the selected content is individualized (Ruggiero, 2000). Lastly, asynchronicity provides users to choose when receiving messages is most convenient for them, providing more control over social media usage (Ruggiero, 2000). These expansions increase the versatility of the U&G approach because social media and The internet may be utilized for distributing highly targeted, high-value information to precisely chosen, high-consumption groups of people which provides organizations with opportunities to

capitalize on the niche communication systems and target their specific

audiences (Ruggiero, 2000).

Whiting and Williams (2013) analyzed why people use social media

through a U&G approach and found seven common themes throughout.

These include social interaction, information seeking, pass time,

entertainment, relaxation, communicatory utility, and convenience utility.

The proposed study aims to understand how and why individuals use social

media as a means to discuss healthcare and medical issues and concerns,

specifically related to the LGBTQ+ community. Analyzing the survey

responses through a qualitative thematic approach provided insight into the

common themes. Social interaction details how users interact with others

with similar interests and to keep updated on current information; this can

be vital in a healthcare setting where communities rely on status updates

from one another (Pauli et al., 2022). Information seeking is defined as

searching for information to self-educate, which is also crucial for healthcare

patients who often communicate about their experiences online (Martin,

2016). Passing the time refers to users who are on social media to occupy

their time and relieve boredom. Similarly, entertainment provides enjoyment

and relief from boredom as users find social media fun to use. In addition,

individuals can use social media to relieve stress and stay relaxed; this is

separate from entertainment as it is widely focused on stress relief. The last

two themes are communicatory and convenience utility. The former theme is

communication facilitation and provides information to share with others; this can be essential to facilitate interpersonal communication (Martin, 2016). The latter theme provides convenience or usefulness to individuals on social media; information, interaction, and other uses are at the user's immediate disposal. These seven themes can assist companies in communicating and marketing to their current and prospective clients with greater efficacy (Whiting and Williams, 2013). Therefore, organizations stand to benefit from understanding why their target audience uses social media and how to communicate better through the platform.

The uses and gratifications approach has been applied to several healthcare settings to increase understanding of consumer use of the internet for health management. Web-based information has become a prevalent source of health-related information. While healthy individuals seek information about their well-being on the internet, individuals experiencing detriments to their health more often search for diagnoses, treatments, and support for their ailments (Lee and Hawkins, 2010). Many studies researched why individuals use the internet for health; Park and Goering's (2016) study based on health-related U&G found that over 74% of users on social media report using it to search for health information, and 40% of the users report that the information accessed through social media can impact their decisions regarding healthcare. Whiting and Williams' (2013) theme of information seeking arises from the previously stated

report. Furthermore, both social interaction and communicatory utility aspects emerge through studies grounded in health-related U&G analysis. Y. J. Lee and Ha (2016) studied individuals' use of the Internet for health management and claimed that consumers exchange information with other consumers who share similar health problems in addition to elite health professionals. They can easily interact with other customers in a virtual world to share their knowledge and thoughts. Social media can create an opportunity for individuals to find communities of shared interest and promote interpersonal communication regarding their experiences (Y. J. Lee and Ha, 2016). Dealing with health and well-being is an unavoidable aspect of life; thus, identifying communication platforms that provide support is a need that can be satisfied for all.

Public health organizations similar to 864Pride can benefit from investing in research that caters social media directly to the needs of their stakeholders. 864Pride's social media revolves around its mission–supporting and enhancing the local community, where LGBTQ+ children, couples, and families feel safe knowing they have access to competent and inclusive medical and wellness services (864Pride, n.d.). Thus, their marketing team aims to promote programs, resources, and ways to connect within the community on their social platforms. 864Pride's content provides accurate, timely, and reliable online health information. In return, it supplies clients with a better understanding of their well-being and guides them to

make informed decisions (S. Y. Lee and Hawkins, 2010). Public health

organizations' social media must be trustworthy and credible because if the

users do not trust the online health information, they will not return to the

online platform to satisfy their self-healthcare informational needs (Y. J. Lee

and Ha, 2016). Catering to over 74% of individual users on social media for

information about their health can benefit public health professionals

because visual content and dialogue on social networking platforms increase

comprehension levels in informational-seeking internet users (Park and

Goering, 2016). Then, individuals in niche health communities create

conversations and help peers actively generate visually exciting, intelligible,

and approachable health-related content in order to generate dialogue,

assist peers in comprehending more challenging health information, and

increase motivation to achieve the objectives of quality health care (Park and

Goering, 2016). 864Pride and similar public health organizations can

increase engagement through social media by focusing their credible content

on their communities' needs and generating conversations about health

experiences. This research study targeted social media through a U&G

approach to increase understanding of how organizations can promote

health and wellness.

RQ 2: How and why do LGBT+ individuals use social media as a means

to discuss healthcare experiences, issues, or concerns related explicitly to

the LGBT+ community?

RESEARCH METHODS

RESEARCH DESIGN

The survey included an opening narrative about a public health nonprofit organization similar to 864Pride but did not have the specific organization's name. The included information paraphrased the organization's mission to "enhance access and reduce barriers to life-saving and identity-affirming services for the LGBTQ+ community in the United States." In addition, the organization's core values were described as transparency, integrity, and healing (864Pride, n.d.).

In the randomized-condition survey participants were assigned one of two vignettes about the nonprofit organization. Each vignette consisted of an Instagram post, (1) a post directly from the nonprofit organization, and (2) a post from a friend. The photo and caption utilized identical terminology and formatting, as the proposed change in effect came from the source, the Instagram handle, of the content. Following, all participants were asked an open-ended question regarding their social media usage.

The survey design utilized a uses and gratifications framework. It supplied an open-ended response in the survey to better understand users' motivation and gratification for using social media in this context. Themes will be adapted from Whiting and Williams (2013) as well as outcomes for organizational-public relations adapted from Hon and Grunig (1999) and Pressgrove and McKeever (2016).

SAMPLE

Participants must be individuals who identify with the LGBTQ+ community and who were enrolled in participation in the SONA system through Clemson University or have seen it on social media within the United States. Participants were over the age range of 18. Other demographics, such as gender, race, and socioeconomic status, did not have a specific requirement to participate in the survey but were collected and analyzed after the survey's data collection phase.

PROCEDURES

After institutional review board approval, participants were solicited with an experimental randomized-condition survey that seeks measures of organizational public relational outcomes and uses and gratifications themes regarding social media marketing for nonprofit organizations. Participants were obtained with a purposive sampling technique utilizing the Researchers used Participating in Psychological Research (SONA) technology to gather participants enrolled in a specific communication course. To participate, individuals were required to be at least 18 years old and identify as a member of the LGTBQ+ community. To incentivize participation, participants received minimal course credit for participating in this research at the discretion of their instructor. An assignment was offered as an alternative means of obtaining the minimal course credit to avoid coercion. In addition, the survey was sent out via Reddit and Facebook to LGBT+ research studies

groups; there was no incentivized participation. The experimental survey had randomized conditions and a between-subject design. The survey platform is entirely voluntary to sign up and participate in; no individuals were required to complete the survey.

INSTRUMENTS

Four components of organizational-public relations were researched as a gold standard by Hon and Grunig's (1999) seminal work and have been adapted for this project. Responses were recorded on a 7-point Likert-type scale that ranges from strongly disagree (1) to strongly agree (7). An open-ended prompt was assigned to each participant, and their answers were reviewed with themes from Whiting and William's (2013) uses and gratifications themes. Previous Cronbach α reliability coefficients for the adapted version of this instrument have ranged from (.84 to .95) (e.g., Opel et al., 2011).

DATA ANALYSIS

Before the analysis, the data was extensively cleaned. The responses without a complete survey (6), incorrect age (0), the incorrect demographic of the target audience (12), or incorrect response to the attention check (21) (i.e., Select the somewhat false choice of a true-false question). Of the 113 who opened the survey, 74 responses were included in the analyzed sample (65.5% completion rate). Tables were provided to assess statistics for each measure used in this study, including Cronbach's alpha, mean,

standard deviation, degrees of freedom, and significance for all variables. The qualitative data was collected and reviewed through a thematic analysis. Table A in the appendix provides demographics collected from the survey. Table B in the appendix provides Cronbach's α reliability coefficient of each measure used in this study. Table C in the appendix provides the standard deviation, mean, and significance of each measure and each condition used in this study.

To test research question (1) (i.e., *organizational or peer source of Instagram content*), an independent sample t-test was conducted. The source of the Instagram post (*organizational source, peer source*) served as the independent variable, with organizational public relations (*control mutuality, trust, commitment, satisfaction*) as the dependent variable. To answer research question (2) (i.e., *how and why individuals use social media for health*), an open-ended survey question was added and the results were analyzed through six steps of thematic analysis (Braun and Clarke, 2006). An outside, unbiased individual acted as the initial coder for the responses after the researcher provided the definitions of each theme. Furthermore, the coder was instructed to label as many themes as were present per response since multiple responses had multiple themes mentioned. Braun and Clarke (2012) define six steps for thematic analysis as "a method for systematically identifying, organizing, and offering insight into patterns of meanings (themes) across a data set" (p. 57). The first step is to read and

reread the responses prior to the generation of the initial codes in an effort to be fully immersed in the dataset. The second step is to create initial codes for the semantic level of meaning. The third step is constructing themes from the Lonsdale and North (2011) work on social media uses and gratifications. The fourth step is to review each theme as a repeated process. The fifth step is to define themes around clear, concise focus and purpose that directly address the specific research question. Lastly, the sixth step is to explain in the results section how the findings go beyond the definition and support and answer the research questions (Stamm and Boatwright, 2021).

RESULTS

The first purpose of this study was to investigate the relational outcomes among LGBT+ participants based on control mutuality, trust, commitment, and satisfaction with a social media post regarding a public health organization. The participants were individuals who self-identify as LGBT+ and ranged in location, age, and education. The author administered one instrument – Hon, L. C., and Grunig, J. E. (1999) – to examine research question (1): *how do organizational public relations outcomes vary based on different sources of information on social media?* A series of independent-measures t-tests were used to analyze the data.

The study's results answered research question (1) but did not exhibit significant relationships between the two conditions. Non-significant

relationships were found between an organizational source of Instagram content and a peer source of Instagram content. The results of the study showed that the source of content appears to not be significant in constructing relational outcomes with the LGBT+ community. An independent-samples t-test was conducted to determine whether there was a difference in source credibility between organizations and peers. The results indicated an non-significant difference ($t(65) = -0.867$, $p = 0.267 >$ .05) between control mutuality (Cronbach's Alpha = .75) for the organization (M=5.04, SD=0.98) and peers (M=5.22, SD=0.68). The 95% confidence interval of the difference between means ranged from [-0.60997 to 0.24064] and did not indicate a difference between the means of the sample. The results indicated an non-significant difference [$t(65) = -0.45$, $p = 0.99 >$ .05] between a trust (Cronbach's Alpha =.88) for the organization (M=5, SD=1.12) and peers (M=5.12, SD=1.04). The 95% confidence interval of the difference between means ranged from [-0.65606 to 0.41468] and did not indicate a difference between the means of the sample. The results indicated an non-significant difference [$t(65) = -0.751$, $p = 0.619 >$ .05] between commitment (Cronbach's Alpha = .82) for the organization (M=4.92, SD=1.17) and peers (M=5.12, SD=0.94). The 95% confidence interval of the difference between means ranged from [-0.73068 to 0.33141] and did not indicate a difference between the means of the sample. The results indicated an non-significant difference [$t(65) = -1.547$, $p = 0.143 >$

.05] between satisfaction (Cronbach's Alpha = .82) for the organization (M=5.13, SD=0.99) and peers (M=5.48, SD=0.88). The 95% confidence interval of the difference between means ranged from [-0.80450 to 0.10214] and did not indicate a difference between the means of the sample. Consequently, it was analyzed that there is a non-significant difference between any of the sample means, thus meaning no difference between organizational and peer sources of content on relational outcomes.

The second purpose of this study was to investigate the uses and gratifications outcomes among LGBT+ participants based on social media regarding health and well-being. The participants were 74 individuals who self-identify as LGBT+ and ranged in location across the east coast. The authors administered one instrument – Lonsdale and North (2011) – to examine research question (2): *how and why do individuals use social media as a means to discuss healthcare experiences, issues, or concerns related explicitly to the LGBTQ+ community?* To analyze this survey data, thematic analysis was used to identify responses to the seven themes mentioned in Lonsdale and North's measure (2011).

A thematic analysis revealed the prominent themes from the participant's answers to the open-ended survey question. Information seeking (i.e., "*I use social media to seek out information about policies/events that affect people like me)* was consistent across the results with over 69 comments. Social interaction (i.e., "*I use social media to*

maintain a connection to the community, as so much queer organizing

happens online nowadays") was consistent across the results, with over 40

comments. Convenience utility (i.e., "*I use it because it is easily accessible*

and free, and I am already using social media, so I don't have to go out of

*the wa*y") was consistent across the results, with a total of 20 comments.

Communicatory utility (i.e., "*I use social media to foster a sense of*

communication with other LGTBQ+ people in a way that would be difficult to

do offline") also had comments; it was acknowledged 20 times within the

results. Passing the time, entertainment, and relaxation were absent in the

thematic analysis compared to the former four uses mentioned above.

Analyzing the content for emerging themes provided in-depth

responses from participants that helped identify how and why individuals of

the LGBT+ community use social media for health and well-being.

DISCUSSION

Findings from research question (1) did not suggest significant enough

results towards advancing research regarding the source and its influence

over organizational public-relations outcomes. Although the source of the

informational content did not directly affect an individual's perception of their

relationship with a public health non-profit organization, constructs from

source credibility and social media marketing still provide valuable insights

into analyzing OPR outcomes, such as control mutuality, trust, commitment,

and satisfaction.

Research question (1) attempted to answer how organizational public relations outcomes vary based on different sources of information on social media. The results demonstrated no statistical significance, meaning whether a participant analyzed content based on an organizational source or a peer source had no impact on whether or not they perceived higher levels of relationship with the aforementioned nonprofit public health organization. The current study did not confirm D. N. Lee and Stevens' (2022) work that found expert sources to have frequently higher perceived credibility than peer sources. A potential reason for this could be based on previous reports that claim individuals who identify as LGBTQ+ are more likely to use social media than non-LGBTQ peers. The participants might view credibility equally amongst their oversaturated social media content (Hatchel et al., 2017). A participant commented that they "use social media to communicate with people from [their] community and learn more about support near [them];" this could explain why the source of the content might not influence the relationship with organizations in their community as long as support for their challenges is found. This is examined by Stewart and Kendrick's (2019) research which looked at information barriers among LGBT+ students; the authors found that the students found the internet to be the most dominating way to find fast and accessible resources that help LGBT+ students satisfy informational needs. In this way, participants of the survey who identified themselves as LGBT+ could use social media to seek out

information for their well-being in a way that does not significantly impact their perceived relationship with the content of the source.

Historically, LGBT+ individuals have experienced health disparities and discrimination from health providers; this can impact the health outcomes of individuals if the patient-doctor relationship is harmful and negative (Malik et al., 2019). This could explain why many individuals lack trust in medical establishments and providers. Malik et al. (2019) found that participants find it essential for a provider to be open and have nonjudgmental communication and mutual respect in order to feel a sense of trust. The researchers claim that the different variations in sexual identities, such as transgender individuals, might influence the type of communication that makes them feel the most comfortable and trusting (Malik et al., 2019). Transgender individuals often require higher levels of inclusive communication in order to trust their relationship with a provider and often have a predisposed negative view of healthcare providers (Snapp et al., 2015). Since most survey participants identified as cisgender, this could explain why there was a higher positive relationship association, like trust, with the organizational content. The literature suggests that LGBT+ community members could feel relational connections and credibility to public health organizations based on a number of different variables that require future research to examine.

Furthermore, Bowring (2017) found that LGBT+ leaders can build trust with their followers by being open and honest with their communication– which results in greater satisfaction amongst the followers. Individuals in the LGBT+ communities often seek support from their leaders and peers who they identify with; this type of connection contributes to higher levels of trust among peers and builds long-lasting relationships (D'Urso and Pace, 2019). Looking at the age range of the survey participants, the majority of the individuals were young adults who often trust their peers more frequently than a supervisor in an organization (Bowring, 2017). This type of relationship could explain why participants perceived a slightly higher positive relationship with a peer's content than an organization's. In addition, looking at research about social support networks helps examine how the LGBT+ community acts as support systems for one another. Snapp et al. (2015) found that a world that is not welcoming to diverse individuals, friends, peers, and community help create an easier adjustment to society for LGBT+ youth. Having a network of friends has been linked to greater measures of health and well-being within the LGBT+ communities (Snapp et al., 2015). Thus, the results from the current study, although non-significant, could be built off of and further explained by understanding and researching deeper into social support networks and how positive relationships arise from social interactions with peers.

Since there was no significant difference in the result between relational outcomes of social media content between an organizational or peer source, it can be inferred that the participants identified similar relationship qualities. This can be beneficial to social media content creators because they have multiple avenues and channels that their posted work can take in order to cater towards the needs of their target audience, the LGBT+ community. However, with a small sample size considering the survey's completion rate, the quantitative analysis's results do not provide significant enough results to be generalizable to the larger LGBT+ population. It was essential to understand that although there was no statistically significant difference in source on relational outcomes, individuals still expressed slightly higher levels of control, mutuality, trust, commitment, and satisfaction for the peer condition when looking at the direct mean values of each measure. This is when the mixed method approach becomes essential to the survey since it allows participants to share how and why they use social media in regard to health and well-being. Several of the results solidify the difference between organizational and peer content in a way that builds the understanding of the survey results. One participant shared that when looking at peer content, they find it "more believable than organizations' agendas." On the other hand, a different participant commented that they "use social media to find information on hormone replacement therapy (HRT) and doctors," which most organizations provide

expert information on. The majority of the open-ended responses discussed how the participants use social media to find information for their health, communicate with like-minded individuals, and find connections within their community; these reasons help build engagement and relationships. Both organizations and peers assist the LGBT+ population in accomplishing these needs. Thus, in addition to the quantitative results, the qualitative results aid the researchers in finding meaning behind the results. The mixed-method approach to analyzing social media use and relationships between organizations and their communities provides insights into understanding health and well-being communication and practices on social media.

Research question (2) attempted to understand how and why individuals use social media as a means to discuss healthcare experiences, issues, or concerns related explicitly to the LGBTQ+ community. After conducting the thematic analysis and pulling the most-mentioned themes from Lonsdale and North (2011) seminal work, it was evident that information seeking, social interaction, communication utility, and convenience utility are primary reasons for how and why individuals engage with social media for their health and well-being.

Information seeking can be essential for healthcare patients who often communicate about their experiences online (Martin, 2016). One participant's answer validated the literature as they said that they "use social media to find and learn from professionals that post about [their] health and

wellness." Finding information is an essential aspect of healthcare, and it can be vital for patients who communicate about their experiences online and seek advice and guidance from social media users. Social media platforms offer a vast repository of information and resources which patients can use to educate themselves about their condition, treatments, and best practices (Stewart and Kendrick, 2019). An individual wrote that they "use social media because information about healthcare is most relevant and updated, and the information is easily accessed. [they] also use it to learn about the health of my friends and family, as lots of people post their health-related journeys on social media." Similarly, another participant stated that they "use social media to find information about health practices such as doctors, groups like me, and resources that can benefit my health and wellbeing." These and other similar responses all emphasized that individuals of the LGBT+ community are using social media to seek out information. When patients seek information online, they can learn about their condition, find support from others who are going through similar experiences, and discover new treatments and therapies that may be beneficial for their health. This upheld the literature researching why individuals use the internet for health, specifically Park and Goering's (2016) study, which based on health-related U&G, found that over 74% of users on social media report using it to search for health information and 40% of the users report that the information accessed through social media can impact their decisions regarding

healthcare. Also, since informational barriers still exist in the LGBT+ community, social media can help patients make informed decisions about their healthcare and empower them to manage their health and well-being actively (Stewart and Kendrick, 2019). The findings of the thematic analysis of information seeking supported the help to answer each research question.

Social interaction was the next most common theme identified in the open-ended responses to the survey. Pauli et al. (2022) argued that this could be vital in a healthcare setting where communities rely on status updates from one another. The participant's responses uphold the literature. One individual shared that "I use social media to connect with my friends and family, as well as other people who share similar interests, mindsets, and beliefs to me. This improves my mental well-being, as I used to be in a place where I didn't know that people like me existed. Social media has allowed me to connect with the LGBTQ+ community. Being able to view and talk to people like me has greatly improved my well-being." From this, we can conclude that social media can help patients to build a community of like-minded individuals who share their experiences and can offer support and encouragement. This can be particularly valuable for patients who may feel isolated or alone in their condition and can benefit from the emotional support and understanding of others who are going through similar experiences. It was well put by one individual who stated that they "use social media to communicate with people who share the same struggles as

me and find it easier to connect online with my community." Many events, resources, and shared experiences are found through social media interaction and fostering an online community that engages in dialogue and trust within each other, as researched by Y. J. Lee and Ha (2016). A queer participant commented that "being a member of a queer group, it allows me to ask people where good doctors who are accepting/listen to you are." In this way, the conversation builds trust and connection between the community and the patient-doctor referral. By leveraging social media platforms to facilitate communication and collaboration, healthcare organizations could enhance health outcomes by providing messages about affirming providers and trusted community resources.

Communicatory utility refers to the interpersonal communication that individuals experience through social media. This component was essential to the benefit of social media because it increases engagement with individuals and doctors as well as overall expands the public health awareness of LGBT+ healthcare challenges. A participant wrote that they "use social media to communicate with close friends and family when they observe that they are struggling or I [themselves] are struggling with mental health." Social media communication often makes it easier for patients to ask questions, receive advice, and share information about their health conditions with their peers. This type of dialogue has the potential to help

improve the quality of care and increase patient satisfaction (Park and Goering, 2016).

Convenience utility is of high priority to the LGBT+ community as, historically, they have faced blocks and challenges towards health care that require specific knowledge and support. Easily accessible and immediate health information can help members of the LGBT+ community to understand their health risks, find resources, and learn how to access appropriate care (Stewart and Kendrick, 2019). A participant commented that "social media keeps me up to date on other people's health that is important to me. I also look up accounts for specific disorders I have or think I have. It's easy to access, quick, and more transparent because it's run by people who have the disorders and not doctors who just look at diagnosing criteria rather than how a disorder might actually appear in someone's life." Similarly, an individual wrote that, "social media in regards to healthcare is really beneficial as it is extremely easy to access information. Social media is also a great way to find comments about others' experiences." It allows individuals to easily and immediately build connections with others with similar interests or struggles, especially when bound by geographical location. Individuals could face difficulties in accessing affirming care due to stigma and a lack of knowledgeable providers, but having access to quick health information could help provide

support to aid individuals to navigate the healthcare system and access to appropriate care and community resources.

The prominent themes provide insight into how LGBT+ individuals use social media to maintain and monitor their health and well-being. Most importantly, as mentioned by the participants, finding and building a community that is filled with support and resources. It was well summarized by an individual who shared that social media to them was about using it to find "information about healthcare that is the most relevant and updated, and the information is easily accessed. And, to also use it to learn about the health of my friends and family, as lots of people post their health-related journeys on social media." The findings from the thematic analysis emphasized how organizations can better integrate LGBT+ individuals' needs into their social media, creating a more inclusive and valuable online presence.

Overall, both the qualitative and quantitative analysis of the survey results provided enlightenment in areas of understanding how public health organizations can increase factors that influence relationships as well as utilizing social media content to best suit the needs of the LGBT+ community. Both previous studies and the current study aimed to examine and explain the ways in which communication can better the health and well-being of those impacted most.

IMPLICATIONS

This study added to the growing body of knowledge and evidence to the practical implications and benefits of studying organizational relationships with their stakeholders and how to best use social media to engage with their audience. It prioritized the LGBT+ community, as all participants self-identified, and since this demographic tends to use social media more, the implications behind the uses and gratifications of this study and building relationships are beneficial to this community that has been historically underserved and underrepresented (Hatchel et al., 2017). Chan (2022b) found that the "integration of LGBT+ social media into social routines was associated with better well-being" among his participants (p. 10). Thus, organizations similar to 864Pride, which focus on the health and well-being of the LGBT+ community, can learn from this study on how to best cater towards their audience to build community engagement, create a support system, and provide information that is being sought after such as health and wellness resources.

In addition, previous literature and studies regarding social media engagement, such as the work conducted by Heldman et al. (2013), argue that relationships with the users increase in engagement when organizations introduce dialogue regarding the company's values. Thus, since the current study found a lack of significance of relational outcomes through static content of various sources, organizations could focus on providing engaging

content and information regarding their values. The effective communication of the mission and vision of public health organizations can create a stronger sense of community, according to the participants who found social interaction on social media their primary use. Thus, the project expanded and added to the current literature on uses and gratifications regarding social media; the study utilized a novel approach to analyze the relational outcomes due to the social media use of organizations for the LGBT+ community.

Furthermore, although there was no statistical significance, the mean value implied that the average of individuals who took the survey agreed that an organization similar to 864Pride has qualities such as control mutuality, trust, commitment, and satisfaction. The participants answered in a way that does show that there was a difference between types of sources, and future research will be able to pinpoint the reason for being so. However, the current study implies to organizations that a "one size fits all" approach will not work. In order to meet the healthcare needs of diverse populations, public health organizations need to advance and start practicing higher levels of standards for meeting diverse patient needs; there is no"one size fits all" answer (Cordero et al., 2008). Being inclusive to an individual's needs, wants, method of learning, and preferences is a continuous learning process.

It is in the best interest of nonprofit health organizations to experiment with what works best for the organization in a way that utilizes various sources for content that satisfies the needs of their target audience. Chan (2022b) studied the benefits and risks of social media use for LGBT+ individuals and found that social media communities and groups for the LGBT+ population provide safe spaces for users to create connections and bond with others similar to them. Thus, by utilizing quantitative and qualitative data analysis, organizations can implement content that strategically creates a safe space that builds connections, provides outlets for conversation, and is a credible place to find information regarding doctors and health practices.

LIMITATIONS AND FUTURE RESEARCH

While the present study offers a number of strengths for public health non-profit organizations, a few limitations of this research project should be noted. First, the results should be interpreted with caution based on the limited sample size for the quantitative and qualitative data analysis. The statistics were not significant enough to be generalizable to the LGBT+ population and lacked depth. This could be attributed to the fact that the region is not accepting of the LGBT+ community in the south of America. It was also important to note that different age and gender identities can also impact social media use and meaning, thus, future research should explore larger demographics if possible (Chan, 2022b). In addition, the survey did

not have incentives provided for the general population, which could limit participation; also, the time frame for the survey was limited to three weeks of collection, limiting the number of responses. Second, there was an unaccounted-for error in the survey design that resulted in the participants who were exposed to the peer's source of content failing the survey at a higher rate than the participants exposed to the organization's source of content. This could explain why there was minimal difference in mean value as well as non-significant data differences. Lastly, the present study relied on subjective self-reported social media use and could have influenced the responses to an open-ended question. Future research should aim to incentivize survey participants, increase longevity to increase participation, verify that there are no survey design errors, and provide an open-ended question that promotes objective data.

Existing literature regarding social media use within the LGBT+ community has been ambiguous and inconclusive (Chan, 2022b). Future research should explore further questions regarding organizational relationships with their public via social media. Identifying best practices for organizations will benefit the health and well-being of the LGBT+ community. Similarly, future studies can identify what type of content is the most effective in sparking engagement, such as dialogue, that can help promote conversations around health care and experiences in a historically underserved minority in medicine. Gathering this data will expand the scope

of communication research regarding the health and well-being of the LGBT+ community and other marginalized groups.

CONCLUSION

With the significant increase in the number of nonprofit organizations focusing on health and wellness in the United States, it is essential to understand how and why organizations focus on creating and maintaining relationships with stakeholders using various communication approaches. Using a social media marketing approach to connect with their target audience and promote engagement with the content and services provided has been found to be successful in previous research. The current study analyzed how sources of content on social media impact the LGBT+ community's perception of their relationship with a nonprofit organization specializing in LGBT+ health and well-being. The study used an organizational-public relations and social media marketing framework that was adapted to quantitatively analyze participants' responses while a uses and gratifications approach was used to thematically analyze short answer responses in a mixed-method survey. Although no significant statistical data for the relational outcomes between sources on social media, it did find meaningful explanations for what source an LGBT+ individual could be inclined to have a more secure connection with. In addition, the current study was able to examine why and how the LGBT+ community uses social media in regard to their health and wellness. Between themes such as

information seeking, social interaction, communication and convenience

utility, public health organizations have the ability to cater their content to

gratify the needs of their followers on social media. Lastly, it is key to note

that the findings have implications for organizations specializing in LGBT+

healthcare and establish several themes social media content creators can

follow in order to build community engagement, maintain relationships, and

create a safe space for information seekers and sharers.

Table A

Average Age	Gender	Marital Status	Top Locations	Top level of Education
24	48 Females	55 Single	South Carolina	48 High School
	10 Males	6 Married	Virginia	16 Bachelors

Table B

Measure	Cronbach's Alpha (α)
Control Mutuality	.75
Trust	.88
Commitment	.82
Satisfaction	.82

Table C

	Organization	Organization	Peer	Peer		
Measure	Mean	Standard Deviation	Mean	Standard Deviation	df	t
Control Mutuality	5.04	.98	5.22	.66	65	-0.867
Trust	5	1.21	5.12	1.04	65	-0.45
Commitment	4.92	1.17	5.12	.94	65	-0.751
Satisfaction	5.13	.99	5.48	.88	65	-1.547

IRB Application
KEY INFORMATION ABOUT THE RESEARCH STUDY

Professor Dr. Brandon Boatwright and graduate student Louisa Glazunova are inviting you to volunteer for a research study.
Study Purpose:The purpose of this research is to observe which social media posts will be used to identify the best method for public health organizations to build relationships with their followers on Instagram.

Voluntary Consent: Participation is voluntary, and you have the option to not participate.
If you decide not to take part or to stop taking part in this study, it will not affect your grade in any way.
Activities and Procedures: Your part in the study will be to answer survey questions. You will provide your responses to questions concerning social media and healthcare practices.
Participation Time: It will take you about 10 - 15 minutes to complete this study.
Risks and Discomforts: We do not expect any risks or discomfort resulting from this survey.
However, because the survey asks about personal experiences, your opinions are being studied.
Possible Benefits: You may not benefit directly from taking part in this study; however, you are contributing to the health communication field by participating. We will use the information gained during this study to create a social media marketing plan for a public health organization.

EXCLUSION/INCLUSION REQUIREMENTS
We will specifically recruit adults over the age of 18 who identify in the LGBTQ+ community and are active users of social media. In addition, participants will be recruited via the Department of Communication participant pool.

EQUIPMENT AND DEVICES THAT WILL BE USED IN RESEARCH STUDY
A personal electronic device such as a computer, table, or similar device is required to participate in the online survey.

PROTECTION OF PRIVACY AND CONFIDENTIALITY
The results of this study may be published in scientific journals, professional publications, or educational presentations.
The study will provide confidentiality of records for all study participants. No demographic information will be collected in a manner that will identify the individual. The information collected during the study could be used for future research studies or distributed to another investigator for future

research studies without additional informed consent from the participants or legally authorized representatives. Only participants' school identification numbers are recorded through the SONA service but will not be used to directly identify any individual participating in the study and will not be included in the results.

HEALTH RESOURCES
If you need to connect with someone, consider the following confidential resources: Clemson University students may access psychological care through Counseling and Psychological Services at Redfern Health Center, call (864) 656-2233. Mental Health America of Greenville County's CRISIS line: 864) 271-8888. Free, 24/7 crisis phone line.
Crisis Chat: http://www.crisischat.org/, free chat line available 2PM to 2AM, 7 days/week. Crisis Text Line: Text "START" to 741-741, service is free through most major phone service carriers and available 24/7.
National Sexual Assault Online Hotline: http://apps.rainn.org/ohl-bridge/, free, 24/7 online chat service. Contact a mental health professional of your choice, at your own expense.

CONTACT INFORMATION
If you have any questions or concerns about your rights in this research study, please contact the Clemson University Office of Research Compliance (ORC) at 864-656-0636 or irb@clemson.edu. The Clemson IRB will not be able to answer some study-specific questions. However, you may contact the Clemson IRB if the research staff cannot be reached or if you wish to speak with someone other than the research staff.
If you have any study-related questions or if any problems arise, please contact Louisa Glazunov (lgazun@clemson.edu)

CONSENT
By participating in the study, you indicate that you have read the information written above, been allowed to ask any questions, and you are voluntarily choosing to take part in this research. You do not give up any legal rights by taking part in this research study.

IRB APPROVAL
The Office of Research Compliance determined that the proposed activities involving human participants meet the criteria for Exempt level review under 45 CFR 46.104(d). The Exempt determination is granted for the certification period indicated above.
Principal Investigator (PI) Responsibilities: The PI assumes the responsibilities for the protection of human subjects as outlined in the Principal Investigator's Responsibilities guidance.

Non-Clemson Affiliated Collaborators: The Exempt determination only covers Clemson affiliated personnel on the study. External collaborators have to consult with their respective institution's IRB office to determine what is required for their role on the project. Clemson IRB office does not enter into an IRB Authorization Agreement (reliance agreement) for Exempt level reviews.

Modifications: An Amendment is required for substantial changes to the study. Substantial changes are modifications that may affect the Exempt determination (i.e., changing from Exempt to Expedited or Full Board review level, changing exempt category) or that may change the focus of the study, such as a change in hypothesis or study design. All changes must be reviewed by the IRB office prior to implementation.

PI or Essential Study Personnel Changes: For Exempt determinations, submit an amendment ONLY if the PI changes or if there is a change to an essential study team member. An essential team member would be an individual required to be on the study team for their expertise or certification (i.e., health expert, mental health counselor). Students or other non-essential study personnel changes DO NOT have to be reported to the IRB office.

Reportable Events: Notify the IRB office within three (3) business days if there are any unanticipated problems involving risk to subjects, complications, adverse events, complaints from research participants and/or incidents of non-compliance with the IRB approved protocol. Incidents may be reported through the IRB online submission system using the Reportable Incidents eform or by contacting the IRB office.

Closing IRB Record: Submit a Progress Report to close the IRB record. An IRB record may be closed when all research activities are completed. Research activities include, but are not limited to: enrolling new participants; interaction with participants (online or in-person); collecting prospective data, including de-identified data through a survey; obtaining, accessing, and/or generating identifiable private information about a living person.

New IRB Application: A new Exempt application is required if the research activities continue for more than 3 years after the initial determination. Exempt determinations may not be renewed or extended and are valid for 3 years only.

Non-Clemson Affiliated Sites: A site letter is required for off-campus non-public sites. Refer to the guidance on research site/permission letters for more information. Submit the Amendment eform to add additional sites to the study.

International Research: Clemson's approval is based on U.S. human subjects protections regulations and Clemson University human subjects protection policies. Researchers should become familiar with all pertinent information about local human subjects protection regulations and requirements when conducting research internationally. We encourage you to discuss any possible human subjects research requirements that are specific to your

research site with your local contacts, to comply with those requirements, and to inform Clemson's IRB office of those requirements. Review the FAQs for more information about international
research.
Contact Information: Please contact the IRB office at IRB@clemson.edu or visit our webpage if you have questions.
Clemson University's IRB is committed to facilitating ethical research and protecting the rights of human subjects. All research involving human participants must maintain an ethically appropriate standard, which serves to protect the rights and welfare of the participants.

Institutional Review Board
Office of Research Compliance
Clemson University

IRB Number: IRB00000481
FWA Number: FWA00004497

Survey
Organization Introduction
The organization that is mentioned in this study is a health-related nonprofit organization that serves the LGBTQ+ community.
This organization serves the following initiatives:
- Creating and sustaining mental health programming that does not currently exist for LGBTQ+ folks.
- Providing funding for LGBTQ+ folks to gain access to medical and mental health care.
- Increasing affirmative providers through clinical training.
The organization's overall mission is to "enhance access and reduce barriers to life-saving and identity-affirming services for the LGBTQ+ community in the United States." The organization's core values are transparency, integrity, and healing.

Social Media Vignettes
1)Instagram post from the Pride organization.
2) Instagram post from a close friend outside of the official organization

Organizational-Public Relations Outcomes
Control Mutuality
This organization and people like me are attentive to what each other say.
This organization believes the opinions of people like me are legitimate.
In dealing with people like me, this organization has a tendency to throw its weight around. (Reversed)

This organization really listens to what people like me have to say.
The management of this organization gives people like me enough say in the decision-making process.
When I have an opportunity to interact with this organization, I feel that I have some sense of control over the situation.
This organization won't cooperate with people like me. (Reversed)
I believe people like me have an influence on the decision-makers of this organization.

Trust
This organization treats people like me fairly and justly. (Integrity)
Whenever 887Pride makes an important decision, I know it will be concerned about people like me. (Integrity; original dimension: faith).
887Pride can be relied on to keep its promises. (Dependability)
I believe that 887Pride takes the opinions of people like me into account when making decisions. (Dependability)
I feel very confident about 887Pride's ability to fulfill its mission. (Competence)
887Pride has the ability to accomplish what it says it will do. (Competence)
Sound principles seem to guide 887Pride's behavior. (Integrity)
887Pride does not mislead people like me. (Integrity)
I am very willing to let 887Pride make decisions for people like me. (Dependability)
I think it is important to watch 887Pride closely so that it does not take advantage of people like me. (Dependability) (Reversed)

Commitment
I feel that 887Pride is trying to maintain a long-term commitment to people like me.
I can see that 887Pride wants to maintain a relationship with people like me.
There is a long-lasting bond between 887Pride and people like me.
Compared to other organizations, I value my relationship with 887Pride more.
I would rather work together with 887Pride than not.
I have no desire to have a relationship with 887Pride. (Reversed)
 I feel a sense of loyalty to 887Pride.
 I could not care less about 887Pride. (Reversed)

Satisfaction
I am happy with 887 Pride.
Both 887Pride and people like me benefit from the relationship.
Most people like me are happy in their interactions with 887Pride.
Generally speaking, I am pleased with the relationship 887Pride has established with people like me.

Most people enjoy dealing with 887Pride.
887Pride fails to satisfy the needs of people like me. (Reversed)
I feel people like me are important to 887Pride.
In general, I believe that nothing of value has been accomplished between 887Pride and people like me. (Reversed)

Adapted from Hon, L. C., & Grunig, J. E. (1999). Guidelines for measuring relationships in public relations. Institute for Public Relations.AND Pressgrove, G. N., & McKeever, B. W. (2016). Nonprofit relationship management: Extending the organization-public relationship to loyalty and behaviors. Journal of Public Relations Research, 28(3–4), 193–211. https://doi.org/10.1080/1062726x.2016.1233106

Uses and Gratifications

Instructions: Please respond to the following open-ended questions with as much detail as possible.
How do you use social media in regard to personal health and well-being?
Example: I use social media to find information about doctors.
Example: I use social media to communicate with like-minded people.
Please list all reasons for why you use social media for healthcare?
Example: I use social media because information is easily accessible.
Example: I use social media because I want to see my peer's health updates.

Adapted from: Lonsdale, A. J., & North, A. C. (2011). Why do we listen to music? A uses and gratifications analysis. British Journal of Psychology, 102(1), 108–134. https://doi.org/10.1348/000712610x506831

Demographic Questions

How old are you?
How do you identify your gender?
What is your marital status?
What is the highest level of education you have completed?
What is your ethnicity?
What region of the United States do you live in?

Attention Check Questions

Within Qualtrics, participants will be asked to answer one attention question to check. The survey has: A1: Answer false if you have read the entire sample Instagram post.

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