Digital Strategy

**Facebook**

One of the top social media websites growing in popularity is Facebook. Currently, Council on Aging and Human Services has no Facebook page. Facebook currently has 44 million active users and half of those users return daily. This demonstrates Council on Aging’s need to create a main page to represent the organization as a whole. The page would include information about programs, pictures of people and events, and contact information. This would give the opportunity to appeal to the younger audiences and WSU students because they could hear updates on upcoming events and community service opportunities. This not only appeals to a younger crowd either. Thirty-four percent of users work as professionals, executives, sales, education or technical, so it would reach a large audience. The more viewers click the “like” tab, the more Council on Aging and Human Services gets their name out there.

**Website**

Due to budget cuts and the fact that Council on Aging and Human Services is a non-profit, promoting the organization must be done cost effectively. The website for this non-profit can be found at <http://www.coa-hs.org/>. Browsing through the site needs to be more convenient. This can be done by doing the following: erasing the pop-up Easter message, deleting some scroll over sounds and having the option to listen to the woman guide people through the site rather than her popping up each time. Also, there is too much animation and font color/style schemes that it makes the website overwhelming. The website should be more current and include pictures, videos and updates on upcoming events. Possibly including a heartfelt story from users of this organization’s services so readers can relate and get a sense of what COA&HS contributes. Furthermore, there should be a link on the site to access the potential Facebook page for the organization. The internet has become one of the first resources to use when looking for information and I know when I was assigned my client it was the first place I looked. This is why this digital strategy is my main priority with Council on Aging and Human Services.

**Wikipedia**

When searching for the organization on Google, as many would, Council on Aging and Human Services does not have a Wikipedia page result. Having this would increase awareness on the programs the non-profit has to offer. It would include the organization’s location, history, contact information, major COA&HS events and programs. This wiki entry would be useful because many people in Whitman County don’t know what this non-profit is or the resources and services it can provide. One issue expressed was that the title of the organization makes people believe it only benefits the elderly, so describing different programs in detail could explain potential benefits for those who are not seniors. Another issue mentioned was bringing in a younger audience. Wikipedia would be useful in this case because it appeals to the younger generations and is easily accessible when finding information on COA&HS. Wikipedia would provide the opportunity to listen to this organization’s constituents for shared opinions, insights, experiences, and perspectives.