

WHAT ARE THE BEST SOCIAL MEDIA OPTIONS FOR A FOOD BANK?

We have to study the demographics of the community the food bank is serving to determine the target audience for a website for it. You would want the food bank to be able to meet the needs of all of its clients, volunteers and associates. Many, of course would be using mobile phones as their primary means of browsing the internet.

Facebook has remained the home base for social media¹, as people use it as a jumping off point into other kinds of social media. Thus, it is vital for an organization to have a presence there.

The pros of Facebook are that it has tried to make itself friendly for businesses to set up free accounts, and they are mobile friendly. Businesses can get verified with a blue or gray checkmark. This means that they don't have to deal with imposters. Facebook is mobile phone friendly with an app version of the site. It is an obvious first choice.

Other options are: Instagram, Twitter, LinkedIn, TikTok, Snapchat and YouTube.

If the food bank had to choose two of these, they would probably choose Twitter for ease of communication and YouTube for the ease of adding videos. It could throw out TikTok and Snapchat right away, because those are for teens and influencers and not business friendly. LinkedIn is in a class of its own in terms of social media, and they offer company pages, so they are business friendly. However, companies only really benefit from LinkedIn if they have serious followers because of the serious tone of the site which caters to business to business or professionals to business networking. This serious tone can be a turn off for many casual users. A food bank would be better off reaching out to the community somewhere else.

First, Twitter. A pro of Twitter is that the food bank can be verified with a green check mark² even if they are just a business and not a well-known personality. They might have to be very careful about who they follow and what they tweet, but they do not have to worry about imposters. Many people use twitter, and might want to subscribe to updates from the food bank, because Twitter is a modern version of a newsletter. Twitter is mobile friendly. The con of Twitter is that businesses have to be careful about not creating controversy, as they will be publicly shamed if something goes disastrously wrong with their Twitter account.

Second, we have the second modern version of a newsletter, YouTube. This Site sometimes provides verification³ but this is not necessary, because it would be easy to just link to videos from YouTube from the website of the company. The embed HTML5 function makes it easy to do this embedding. The videos will load quickly on the company website and view counts will even be reflected on the videos in the food bank's YouTube channel even if the videos are seen off the channel! YouTube is mobile friendly. The con of YouTube is that it is not a stand-alone social media site, but more a media content site.

¹ <https://sproutsocial.com/insights/new-social-media-demographics/>

² <https://help.twitter.com/en/managing-your-account/twitter-verified-accounts>

³ <https://support.google.com/youtube/answer/3046484?hl=en>

