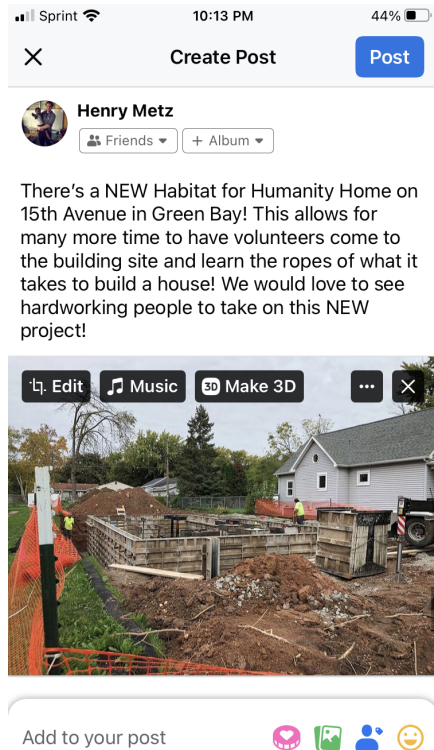




Social Media Platform A: The intention for this post is to draw the viewer into the new project because a lot more progress can be made on something that's new as well as the accomplishment of putting in work from the start. I used Facebook to convey the message via both words and a picture of the new property while reaching out to audiences of all ages to assist in the volunteering at the new location. Facebook has very few limitations because you can type as much as you want and add pictures to supplement the text.

Sprint 9:39 PM 54%

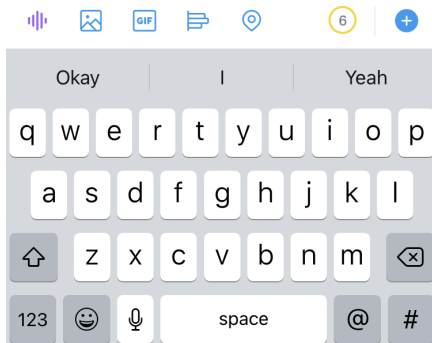
Cancel

Tweet



It's thanksgiving there's no better time to give gratitude! One out of every ten households spends half or more of their income on housing. Let's make it a little easier this year by giving a gift to a foundation for the future and be the reason someone's happy this season!

Everyone can reply



Social Media Platform B: Partners: The message of this post

is to be quick and concise with the other organizations about wants and needs that can be addressed through fundraising. The aim is to educate the other organizations more and then request their assistance in giving back to the community. I thought that Twitter was a great choice for this platform because I was able to convey the message in a brief text and from my prior knowledge that the most social media contact the Greater GreenBay Habitat for Humanity has with organizations is via Twitter. One setback to using Twitter is trying to convey longer more complex messages due to the character limit per tweet.

Sprint 9:45 PM 54%

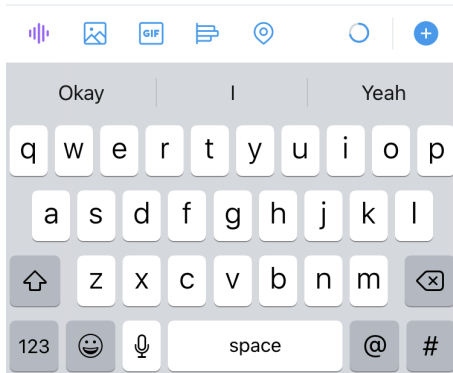
Cancel

Tweet



Thank you to all the wonderful volunteers so far this year! You have all doing fabulous! We are on our final push to finish the house on time so fill those volunteer spots and we'll fill your bellies!

Everyone can reply



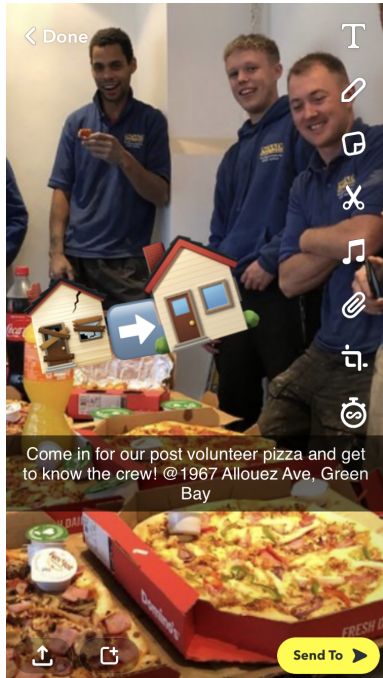
Social Media Platform B: User Engagement: The intention of this post is to draw the user in to volunteer their time more especially knowing that their opportunities are limited giving them a sense of urgency. Finally, for users who haven't previously volunteered it implies that most users have volunteered which subconsciously tempts those users who haven't to participate. Again the biggest restraint with using Twitter as a platform would be the character limit.



henrymetz82 Today we honored the Trinks Inc with pizza and a trophy because they were they team that raised the most money for [#WomenBuild2020](#). We met so many great individuals and are honored to be able to partner with them. We hope to collaborate again!



Social Media C: This post aims to acknowledge, strengthen, and sustain the relationship with a partnering corporation the Trinks Inc. in order to receive further help from them. Additionally, the post promotes other organizations to follow in the footsteps of Trinks Inc, or even surpass their involvement in the Greater GreenBay Habitat for Humanity fundraisers. Instagram was used because the post is not necessarily of a formal nature, but also a longer text to honor the partnering organization. Instagram serves as a great medium for a post like this due to the fact that you can use both text along with multiple pictures and even tag the other organization in the picture.



Social Media Platform D: To exemplify the uniqueness of the organization I utilized an advertisement and invitation via Snapchat to make the audience feel comfortable and welcome in the organization. The informality of snapchat allows the audience to feel much more comfortable coming to events and more involved in the everyday happenings of the organization. Additionally, snapchat both illustrates what is going on at the moment, but also has short text to quickly inform the viewer of the event. The main constraint that comes with snapchat is the text covering the picture and therefore having to be strategically placed in order to not cover an important part of the text.