

Summer Internship Report

Isabel Chen 122030

Business Mentor: Britta McKenna

Encore Batavia under Four Hawks, LLC

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1. Executive Summary

“Baby boomer,” “millennial,” and “Generations X and Z” are all familiar terms referring to the different Western cultural generations beginning from the late nineteenth century. And as they all signify a period of time in history, there are an array of associated ideas, beliefs, and traditions that come along with each. This research paper serves to explore how design and social media platforms can best cater to audiences of all generations, taking into account the differences in interests, opinions, and tendencies of each. Through observations and studies, it’s most effective to approach the audience in an attitude that is equally diverse as it is, finding a harmony between the two ends of the spectrum, and maintaining diversity and inclusivity. After presenting these findings, key learning takeaways and suggestions for future social media outreach are discussed.

2. Business Context

2.1 Industry Description

The nonprofit, foundation, and philanthropy industries are made up of charities and other non-government organizations that exist to address a social issue or provide a service that benefits the community. According to Vault, an online description database of industries, volunteer work and community service have long been widespread popular activities people participate in to give back to their community, especially after the Civil War, and over time, groups have been formed to branch out from the purposes of original foundations. Well-known national organizations of this industry include UNICEF, the International Rescue Committee (IRC), and the American Red Cross, however countless others founded by students and civilians at the State and local levels alike also exist. Within the nonprofit industry, there are two main types of charity foundations: public and private; the former receiving donations from the public, and the latter from an individual, family, or another private corporation. Additionally, according to Vault, there are also ten sectors into which the nonprofit sector is divided: “arts, culture, and humanities; education; environment and animals; health; human services; international and foreign affairs; mutual membership benefit; religion related;” and miscellaneous. Thanks to its versatility, to this day, the nonprofit sector continues to be an industry that largely contributes both to the public wellbeing as well as the American economy.

2.2 Company Description

Four Hawks, LLC, is headed by Britta McKenna in Batavia, Illinois, a suburb west of downtown Chicago. Though Four Hawks, LLC is a corporation, the Encore Batavia project, with partner Batavia Parks Foundation, falls under the nonprofit community organization category. Currently, Encore Batavia consists of an intergenerational advisory council made up of Batavia residents that represent the backgrounds of those ranging from 20 to 90 years of age, several decades' worth of generations. These individuals have diverse backgrounds in education, business, and entrepreneurship. Encore Batavia was launched the summer of 2020 with the main purpose of elevating the wellbeing of locals and improving public spaces in the area using design thinking as its central ideology. Encore Batavia has three teams from which it creates its events and projects: programs, purpose, and placemaking. There is a subunit of advisory council members for each of the three. Three of the projects currently in development under Encore Batavia are the Intergenerational Playground (Placemaking), The Batavia Men's Shed (Program), and the development of volunteering/paid work/self-discovery (Purpose).

2.3 Department Description

The social media and graphic design department can be considered a part of marketing; it's an aspect largely focused on appealing to the public eye and executing the conclusions made by marketing research. Since over 80 percent of every generation uses social media at least once a day, it's a deeply rooted part of their everyday routine (Cox 2019). Therefore, social media platforms are an essential way to both connect and expand a company's audience and pool of possible clients quickly and efficiently. Often, the job also requires a bit of research as well. It involves the design of social media post graphics, which may include quotes, information about the company, interactive prompts, infographics, and so on. Graphic design includes social media post design, but also the development of a company logo.

3. Business Project Description

As a social media and graphic design intern, my main responsibilities were to plan, design, and post social media posts and infographics and design a logo. A few weeks into the internship, I gained full control as an administrator of the Encore Batavia Facebook page and was in charge of the social media posts that would appear on the page for the remaining 7 weeks.

As part of the Encore Batavia team, mentor supervisor expectations included three weekly "benchmarks"; on Mondays at 1 pm, I participated in a Zoom call with my business mentor, Britta, and Rohit, another intern at the organization. We would review

the past week's progress, what we plan to do for the upcoming week, schedule any individual Zoom calls with each other if necessary, and clear up any questions. On Wednesdays at 1 pm, we met on Slack, a messenger designed to be an online workspace (Fig. 1).

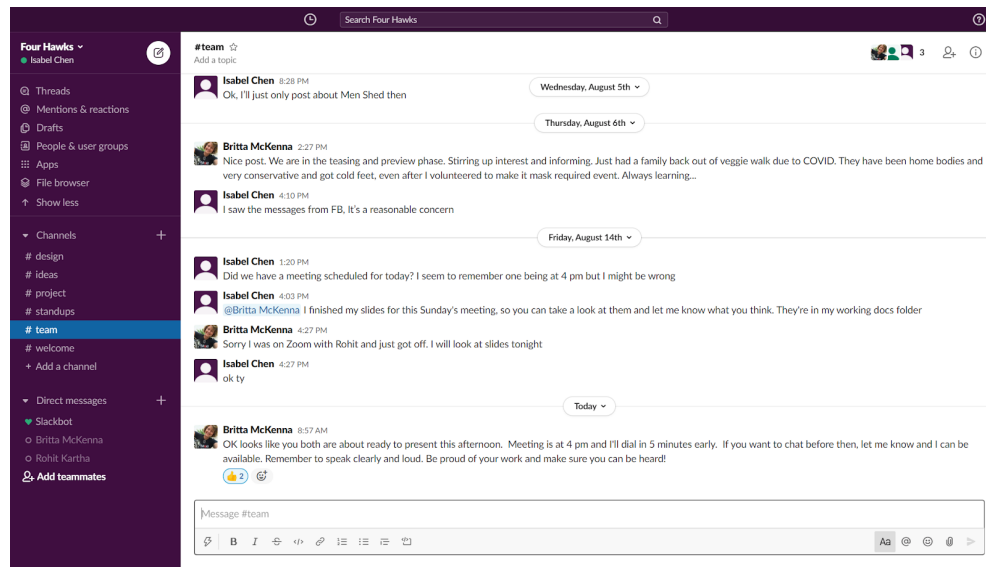


Figure 1. The #team channel in the Four Hawks Slack workspace

Standups consisted of all team members reporting in the following: #progress, #next, and #blocks. Each team member would update the team with our progress, what came next, and if we had run into any roadblocks. After discussing this, we would continue through the week. Finally, on Fridays, I completed my Summary of Work report (SOW) and turned it into the shared folder on Google Drive. Throughout the week, I also logged my daily work, my plans for the following day, and daily hours worked into my intern journal-slash-timesheet. Through this system, I had three checkpoints each week, which was a good way to experience the weekly meetings I might have attended at an office workplace if I had worked at the internship in person.

Week one of the internship, as a preliminary warmup design project, I created a design for our Summary of Work reports, made at the end of each week to summarize the projects I had worked on, reflect on learning experiences, present any questions I had to the business mentor, and plan out the objectives for the following week. My task was to create a template that was simple and fun, contained all the necessary sections, and could be edited by my business mentor and the other intern. During this process, I utilized problem-solving to choose a medium that would allow me to create a template with uneditable main components, yet also allowed others to edit text boxes and make other minor customizations. I designed three different document backgrounds and decided to use Google Slides rather than Documents, which allowed me to create a

custom theme and set slide dimensions, as compared to Documents, which didn't allow for as much creative freedom. I created slides templates with the three SOW designs along with editable text boxes, all with considerable differences in style to create a diverse set of choices. Britta and Rohit ended up deciding on the third design, which we went on to use throughout all ten weeks of the internship. Template 2 (Fig. 2) had a playful tone, while 3 (Fig. 3) was more standard and professional.

Figure 2. Template 2

Figure 3. Template 3

I also provided different color options for Template 3, and instead of sticking to only one, I applied each color theme to a different slides layout so that the color could be custom-chosen each time the template was used.

Next came my main responsibilities as a social media intern. There were three main parts to my social media outreach process: planning, design, and execution. In the first part, I created a table schedule (Fig. 4) for the July and August months, in which I planned social media posts every other day of the week, unless there was a post that I determined needed less exposure than the others, which were usually quote or fun fact posts.

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
6/28	6/29 #monday inspiration quote ✓	6/30	7/1 What is Intergen practice? ✓	7/2	7/3 Fun fact Friday orange 7.3.20 am post post	7/4 Happy 4th of July! Share a 4th of July memory with someone from a different generation today! ✓ red 7.4.20 am post post
7/5	7/6	7/7 Atlanta golf course shared space story ✓	7/8	7/9 A case study of a past Intergen activity ✓	7/10	7/11 How is Encore Salavaria Involved with Intergen practice?
7/12	7/13 #monday inspiration quote ✓	7/14	7/15 Benefits of Intergen ational Practice ✓ pink 7.5.20 am post	7/16	7/17 Fun fact Friday - about one of the 3 p's	7/18 Ask for a story or memory from your parent(s), child(ren),

Figure 4. The social media post calendar for the month of July

I had four main types of posts: quotes or fun facts, project progress updates, general information, and interactive, color-coded inside the schedule as red, purple, yellow, and green respectively. After publishing a post, I kept track by turning the square blue and adding a checkmark.

After planning ahead which posts I needed to publish for the week, the next step was designing them. My main tool was Canva, where I would go off of a preexisting social media template and alter it to fit the purpose and context of the post. For quote and infographic posts, I would often do a little bit of research to find said post or information to insert as post content. Through this, I accessed some books and documents recommended by Britta, as well as articles and toolkits I found online on intergenerational programming and other projects under development by the organization. The final product (Fig. 5-7) would then be saved as a .png file.



Figure 5. An interactive post



Figure 6. An infographic post



Figure 7. A quote post

Lastly, after creating the posts, I published the images on the Encore Batavia Facebook page on their assigned days according to the posting schedule. I experimented with different posting times to see if audience engagement varied based on the time of day. I gained administrative control of the Facebook page around week three, which was when I started becoming more proactive in my post captions and the tone of each post.

The second part of my internship was designing the logo for Encore Batavia. Based on team input and the themes of intergenerational practice, community, and diversity, I hand sketched preliminary concepts. Over the course of several weeks, I trampolined between feedback and logo development, until we were satisfied with them enough to move to a digital platform. Below are some illustrations of my rough hand sketches (Fig. 8), which were the foundation of each final design.

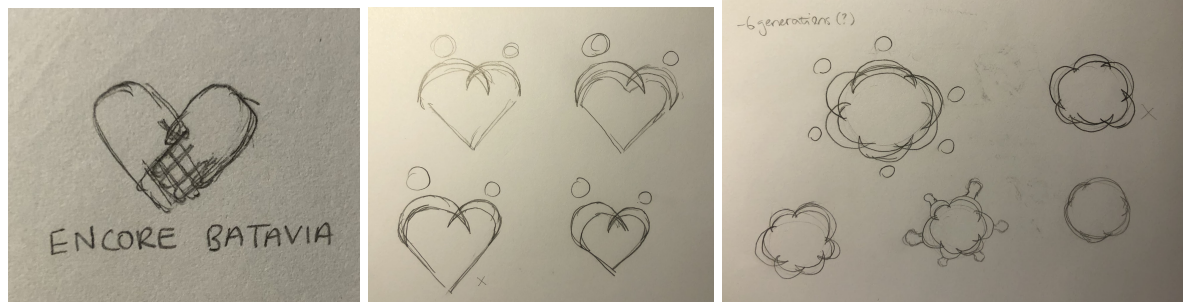


Figure 8. Initial design sketches of each logo

After deciding on which basic sketch to use, I then drew the logos over the sketches in Photoshop and created a clean line art. Afterwards, I experimented with different color schemes and typography (Fig. 9) for each. For each design, I had 3 to 5 variations in color scheme and 3 to 5 in text, making for about twenty-three variations total. I experimented with a variety of color schemes, both generated randomly and inspired by other brands. I considered contrasting themes and moods, such as youthful, mature, energetic, calming, etc. I also played around with serif, sans-serif, and SC fonts to get a feel for different levels of professionalism, friendliness, or modernity that each version gave off. Developing the final lineup of color and text variations for each logo design took 2 to 3 weeks.

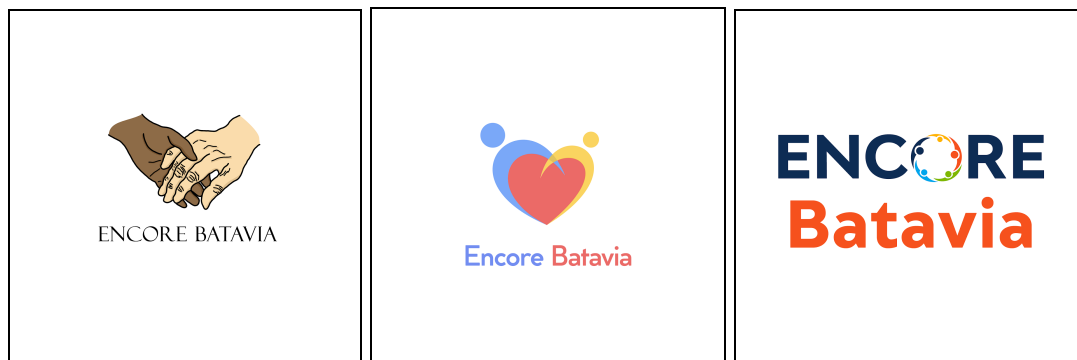


Figure 9. Three out of many color scheme and typography variations of the logo designs

On Sunday, August 16th, I gave a [presentation](#) to the Encore Batavia intergenerational advisory council on the work I did as an intern and presented three concepts for the Encore Batavia logo. I explained my social media outreach process, the responsibilities and tasks I had as an intern, and how I designed the final three logo concepts. I presented the logos in black and white and without typography (Fig. 10) first, so as not to influence the council members' choices with color and text. The third logo, illustrating five people forming a circle, proved to be the most popular among the

advisory council since it had the strongest representation of community. They also voted on their favorite text variations for Logo 3.

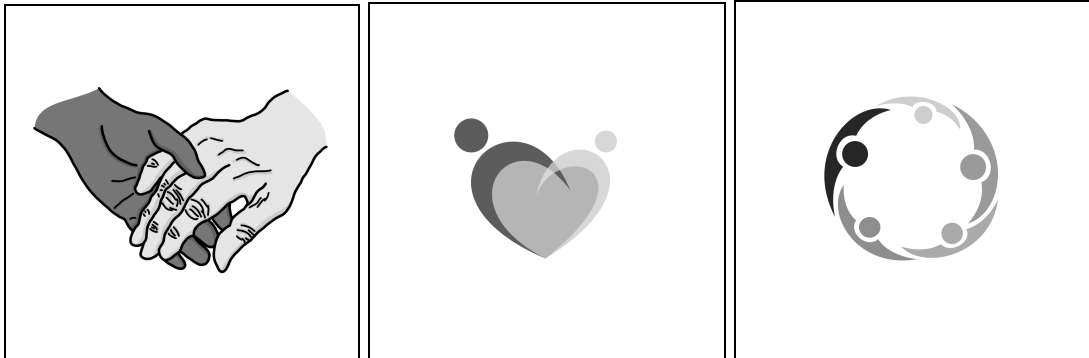


Figure 10. The three logos in black and white

After the meeting, I worked with Britta to develop [branding standards](#) for the final logo: a multitude of different versions of the same logo design that can be applied in a variety of contexts. For example, I created several versions of Logo 3 with different color schemes in case Encore Batavia ever chooses to print the logo on black or dark-colored paper. I also created several versions with both white and transparent backgrounds for the same reason. Lastly, I made final adjustments to the font choice, placement, and size, and provided the files as .eps to allow ease of editing in the future by others.

4. Business Project Research

4.1 Questions

Whenever social media outreach is done, the objective is usually to expand the audience of the platform as much as possible, yet still targeting a specific demographic of people. Within this paper, the main concern is how social media outreach can be structured to cater to viewers of all generations -- what are some main reasons social media outreach tends to end up only being well-received by one group of people? How can social media content be generalized to fit audiences of all ages and backgrounds? These questions were the main subject of exploration during my internship experience.

4.2 Methods

Many aspects of the questions above were answered in my day to day work as an intern, specifically the social media part of my responsibilities. While posting on the Encore Batavia Facebook page, I often posted at different times throughout the day -- usually the morning, afternoon, and evening timestamps -- and gauged viewer

engagements for each. I also experimented with different styles for each social media post as I went on. I changed up the mood, tone, and style of the posts so that one day's post would be thought-provoking and laidback, while another day's post would be more assertive and energetic. The styles of each post depended largely upon its color scheme, font choices, and layout. The amount of texture that goes into the elements of a social media post or the use of serif or sans serif fonts contributed to what type of audience each post ended up visually catering to.

After posting, I also checked engagement statistics on the organization's Facebook page to see if the most recent posts had a significant impact on the rise in audience comments, views, likes, shares, and so on. Taking note of engagement trends right after recent social media posts allowed me to clue in on what the audience tended to respond more to and continue adjusting the style of my post designs to their taste.

Lastly, I conducted research on intergenerationality, often to collect background information for my infographics, but this also helped me gather context of the preferences of audiences across generations. For instance, I learned about what baby boomers generally liked to see on their timeline as compared to the interests of Millennials. Finding these concrete examples allowed me to work toward a middle ground between the diverse generations in my social media post designs.

4.3 Insights

First, the current status of the social media platform must be taken into account. Based on how many views an average social media post collects, I was able to gather the general reach of any given post. As a Facebook page, how many likes does it have and how many people keep an active eye on it? Determine the portions of people who voluntarily visited the page and are genuinely interested as compared to the ones who stumbled across it by chance; the former is more willing to closely keep up with updates, while the latter group will need a convincing reason to stay. Whether the majority of the current audience is made up of long-time followers or newcomers, have an equal balance of posts geared for both groups. Next, after determining the size of the audience, conduct research on its demographics -- what age and ideologic backgrounds they are from -- holds importance in the main point of the posts. The average nonprofit Facebook post's engagement rate is about 0.27 percent of its reach, the total number of people who view it (Knovak 2018). For context, if one hundred people saw the average nonprofit Facebook post, only twenty-seven would engage with it by liking and/or commenting. Reach is also only a small portion of the total number of followers under a Facebook page. A page may have hundreds of followers, but only a minority of them will see a post, and only a minority of those people will proceed to engage with it. This is when tactics to increase engagement become useful. Post original content that isn't easy to find anywhere else and interact with those to

engage to encourage them to engage again (Martín). The size of the audience also affects marketing goals. A page with a large following is less concerned with reach and engagements than it is with the speed at which people will see and interact with the post. Meanwhile, a page with a smaller gathering will need to focus on growing their reach and engagement count before they can even start to consider the speed at which their followers do so.

Next is the actual content of the posts -- varying styles and moods of the social media post graphics has varying effects on audiences of different backgrounds. The actual text, pictures, and topic of the posts need to be interesting to both elderly and youth audiences as well. Youth audiences tend to favor brighter colors that pop out as well as humorous themes -- something lighthearted and not too deep (Slootweg & Rowson 2019). On the other hand, elderly audiences favor a maturer, calmer theme that might include an appeal to pathos or more educational information (Slootweg & Rowson 2019). Finding the perfect blend between fun and inspirational is the ultimate sweet spot in balancing the direction you work towards in engaging people from several different generations. Furthermore, as can be expected, different generations also have different “moods” and lifestyles that come along with their associated time period (Taylor 2017). Users of different generations usually also have different reasons for which they would browse on the internet -- younger generations are looking for a fun or intriguing distraction, while older generations tend to go online to find information (Kamiel 2017). Taking this into account when formulating social media posts is also necessary in order to find the balance between content that is both interesting enough to hook younger audiences and educational enough to gain the appreciation of older ones.

The third aspect is the scheduling of the posts. Since most users from younger generations need to attend school, they're more active on social media in the morning and evening, before the start and after the end of their classes. Generations in the middle generally follow the same pattern, but also check social media in the afternoon during a lunch break. Lastly, older generations tend to be more passive in their use of social media, often only going online if they receive a notification or are otherwise prompted (Williams 2019). Taking this into account, determine the percentages of different generation users that make up the page followers to decide which times in the day to regularly post so that there is a higher chance of them being online to see it.

4.4 Limitations

Some limitations to the research was that only one social media platform was used, which was the organization's Facebook page. Facebook has a good variety of users from different generations, but I also would have liked to see the effect of the development of an Encore Batavia Instagram page, which would've been geared more

towards younger audiences. In the past, social media was a domain largely used by younger generations, but in recent years, the percentage of older generations that are becoming more proactive has steadily increased. According to the Pew Research Center, between 2009 and 2011 alone, internet use among those who were 65 years of age and above increased by 150 percent. Ever since then, it's only been continuing to grow. It shows exactly how widespread the influence of social media is, beyond the age groups most expected to be familiar with it. However, there still are limitations that come with each social media platform. Facebook, Instagram, and Twitter all house populations of users with different percentages of cultural, political, generational, and ethnic backgrounds. For instance, the ratio of Generation Z users to Baby Boomer users on Facebook will be very different to the ratio on Twitter. Since the Facebook page was the sole platform used and qualitatively observed, as well as the way the application's algorithm works, the reach of its posts were inevitably limited to the specific sample population that, for a certain reason, prefer using Facebook over other social media platforms.

Furthermore, since the organization is still only beginning to take root and establishing an online presence, its following was not large enough to collect more results. A growth from 50 to 181 page likes during my internship was a good start. At most, the demographics of the audience could be considered a sample of the population, but to collect more accurate results and understand a bigger part of the picture, a larger following needs to be achieved. The COVID-19 pandemic played a huge role in stalling the progress of Encore Batavia's projects, many of which involve meeting up in person. Since these activities had to be put on hold, I couldn't see the effect of continuously holding activities on social media outreach over time. Keeping this in mind, as the organization continues to develop in the future, holds more events, and grows in following, substantial improvements can be expected in its social media platform as well.

5. Business Project Key Learnings & Recommendations

5.1 Learnings

Social media outreach is 90 percent the work of the organization and all depends on the remaining 10 percent of whether or not the audience will choose to like and comment once they see the company's posts. The research on the target audience, its demographics, and suitable content and scheduling all work together to achieve the cumulative result of reaching the right audiences that will allow the company to grow and spread its influence. There is a bit of difficulty in increasing engagement rates, but it can be done with time and commitment. Lastly, finding balance between content that

appeals to both younger and older age groups is not easy either, however as soon as it is found, the results speak for themselves.

5.2 Recommendations

Keep exploring with different post styles to see which ones best match the generational makeup of the company's audience. Have an equal amount of educational and fun, informal content to appeal to more than just one generation. Test the waters on other social media platforms to further increase the methods of spreading information, particularly Instagram. Each platform has a different algorithm that may allow posts to be discovered more easily than others (for example, Instagram's Explore page as compared to Twitter). As the organization grows, I would recommend looking into developing the Instagram platform. Work together with marketing to develop better strategies according to research so that the social media outreach process becomes more strategic and less experimental. Put in the effort to develop a loyal, active following, keeping in mind that a small group of quality audience will take the organization farther than a large quantity of inactive audiences.

6. Annotated Bibliography/Reference List

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7. Appendices

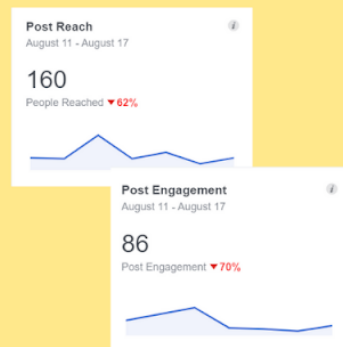
7.1 [Weekly Timesheet](#)

7.2 Supplementary Material [Daily Internship Journal](#)

7.3 [Project Infographic](#)

IMSA SUMMER 2020 INTERNSHIP

Effective Social Media Outreach Across Generations



PLATFORM DEMOGRAPHICS

Determine the size of your current audience and the ratio between your posts' average reach and engagements. Use marketing strategies to garner engagements, retain new followers. Post original content and encourage interactions.

CONTENT

Have a balance between intriguing and educational content in your posts to appeal to both younger and older audiences. Alternate between serious and lighthearted topics of discussion so that your content is both informational but not always boring. Use a mix of eye-catching and mature colors.



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
6/28	6/29 Monday Inspiration quote ✓	6/30	7/1 What is Intergen practice? ✓	7/2	7/3 Fun fact Friday https://www.fox.com/2020/06/28/fox-2020-06-28/	7/4 Happy 4th of July! Share a 4th of July memory with someone from a different generation today! ✓ https://www.fox.com/2020/06/28/fox-2020-06-28/
7/5	7/6	7/7 Atlanta girl counsel shared space story ✓	7/8	7/9 A case study of a past Intergen activity ✓	7/10	7/11 How is Encore Ballet involved with Intergen practice? ✓
7/12	7/13 Monday Inspiration quote ✓	7/14	7/15 Benefits of Intergen about Practice ✓ https://www.fox.com/2020/06/28/fox-2020-06-28/	7/16	7/17 Fun fact Friday - about one of the 3 p's	7/18 Ask for a story or memory from your parents, or children's, or

SCHEDULING

There are different "high traffic" hours in the day during which social media users of different ages are most active. This could be in the morning and evening when younger users aren't in school or during afternoon when older generations are having a lunch break during work.

ISABEL CHEN

Mentor Britta McKenna

AUGUST 19, 2020