

Carolina For Kibera Communications Audit

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Background

Just one square mile outside of the city of Nairobi, Kenya, Kibera is home to 350,000 people and is the largest and most densely populated urban slum in Africa. In this crowded community, residents struggle to maintain a healthy lifestyle due to lack of access to quality healthcare, proper sanitation and acceptable nutrition. Gender inequality, limited access to education, unemployment and substance abuse further impede individual and community progress. In the largest informal settlement in Africa, residents struggle with limited access to resources and are faced with an increased risk of disease.

Co-founded in 2001 by Tabitha Festo, a Kiberan nurse, Salim Mohamed, a Kenyan community organizer, and Rye Barcott, a UNC-Chapel Hill student, Carolina for Kibera maintains a strong affiliation with the University of North Carolina at Chapel Hill in order to maximize impactful change in Kibera. In order to maximize change, CFK, a non-governmental, non-profit organization, is dedicated to its mission of developing local leaders and alleviating poverty in Kibera. CFK programming falls into the following three categories: Primary Healthcare, Education and Livelihoods, and Girls Empowerment.

As of 2019, the Tabitha Clinic received 33,320 total patient visits. The Young Health & Wellness Centre provides young people, ages 10-24 programming for physical, social, emotional and mental health. According to 2019 impact data almost 7,000 youth were served at the Young Health & Wellness Centre. According to 2019 impact data 2,336 children have been served through the Best Schools Initiative a part of CFK's Education Program.

To combat an unemployment rate of over 40% in Kibera and through hands-on training and initiatives including Work Readiness, Financial Literacy and Vocational Skill training, CFK aims to support both entrepreneurs and traditional employees.

In Kibera, nearly 1 in 5 teenage girls is either pregnant or already a mother. Through the Binti Pamoja project, girls are provided with Safe Spaces to physically, emotionally and psychologically express themselves and connect with one another. Safe Spaces also allow CFK to assist survivors of sexual and gender-based violence. As of 2019 impact data, 1,337 girls were served by the Girls' Empowerment program.

Strengths

CFK is very in touch with its mission and does a good job of displaying this mission across all platforms viewable to its publics. Looking at any of CFK's communication platforms will provide a strong idea of what the organization supports and stands for. CFK has also made a conscious effort to keep its publics updated on a consistent basis, keeping the line of communication open. Additionally, CFK makes good use of all media resources, including social media updates on Facebook, Twitter, Instagram and LinkedIn, and a full press kit including press releases, newsletters, fact sheets, annual and financial reports. All of these resources are made readily available to view for the public at all times via their website.

Upon entering the CFK website, viewers are greeted with a series of appealing photos and call-to-action buttons, promoting user immersion and engagement from the beginning. The site does a good job of making the space feel interactive, and has very clear sections marked for making donations that doesn't feel obtrusive or disruptive to the user experience, making it easy to provide monetary support to the organization.

Across all social media platforms operated by CFK, there are active updates being made as well as broad usage of features on the platforms. On the CFK Instagram, there are multiple highlights created that explain all of the facets of the organization, as well as videos posted under the IGTV feature that add a little education and personality to the brand. On the Facebook, there are multiple albums filled with photos. CFK also does a good job of integrating their media resources, promoting them across other platforms. CFK's Facebook provides the ability for individuals to donate to the organization, contact staff, access the full website, and even sign up for its newsletter.

Weaknesses

Although CFK makes usage of multiple platforms, the message across each platform lacks cohesive branding and imagery. On Instagram, there is a mixture of photos of different levels of quality with no logo attached to any of them, making it difficult to associate any photos directly with the brand if they are shared elsewhere. Additionally, there is no deliberate use of colors associated with the brand prevalent within the graphics posted. This weakens the identity of the brand, making it hard for viewers to draw any clear association between different posts, especially if the graphic is meant to be shared among social media users. There is also not consistent posting on the Instagram. A lot of the information that is shared on the Facebook never makes it to any of the other platforms, limiting the amount of people who are able to see the message.

The name "Carolina for Kibera" is misleading because there is no direct connection to Carolina besides the founder. On the website and other media sources, there is not a clear connection established between The University of North Carolina at Chapel Hill and CFK. The lack of clarity may cause confusion among key publics, especially to those located in Kibera.

Although the website is engaging, there is a lot of information spread in a lot of different areas. The site may be overwhelming to someone visiting for the first time, as some information gets lost because of the subdivisions within each section. The sections being so big and taking up the full screen may also prevent individuals from scrolling further down to see the subsequent information. In addition, the awkward placement of the main menu as a side bar makes it more difficult than necessary to access the information, and is not properly optimized for all browser sizes.

There is no boilerplate attached to the end of news releases, which is a missed opportunity to provide more information about CFK as an organization.

Opportunities

Through analyzing the strengths and weaknesses of Carolina For Kibera's communications and social media footprint, several opportunities for improvement have been

identified. Firstly, there are many ways in which CFK's website can be made more user-friendly, such as relocating the main menu bar and making information more easily digestible. CFK has the opportunity to greatly improve the user experience on its main webpage by simply making small format changes.

Another opportunity for CFK is to utilize a boilerplate in its communications pieces. Through including a boilerplate with company information on each media piece, CFK could easily provide background and context for its mission and services. Including a boilerplate may also open doors for more media attention, as the more information reporters have on an event or organization, the more likely they are to cover it in their work.

CFK also has an opportunity to strengthen its social media footprint. By implementing and maintaining stronger branding through the inclusion of logos, brand-specific color schemes, and cohesive imagery across all social media platforms, CFK could potentially increase its following and thus expand its general impact.

This year also presents CFK with a tremendous and unique opportunity to expand its following and online presence, as it is the organization's 20th anniversary. Through hosting virtual events and publicizing this occasion, CFK could effectively garner media attention and appeal to previously unreached audiences.

Threats

Identifying Carolina For Kibera's communication and media weaknesses has revealed a few potential threats to the organization. One of the most prominent of these threats is the possibility of CFK's website visitors being unable to locate pertinent information. Due to the current layout of the website, there is a low level of user-friendliness, which may cause site visitors to navigate away from CFK's page. The potential risk of losing prospective donors, research contributors, or community partners simply because of website design poses a great threat to the mission of CFK.

Another threat identified through examination of CFK's online footprint is the possibility of the organization's name and mission being perceived by outside audiences as savioristic. At first glance, there is much room for loose, potentially detrimental, interpretation of aspects such as the name "Carolina For Kibera" and the mission statement's claim to "alleviate poverty." Though a deeper dive into CFK's online presence may provide outsiders with a more adequate understanding of the organization's processes and services, failing to make participatory development the primary focus of the nonprofit's name and mission statement may pose a potential threat. The risk at hand is that CFK's audiences may misunderstand the organizational intentions and motivations, further deciding to allocate their funds elsewhere or shift their support to organizations that do not give off the impression of being savioristic.

Recommendations

After compiling research for the SWOT analysis, our group has a few recommendations for the next steps CFK should take. The first recommendation we have is to create a boilerplate to add to company emails, newsletters, and news releases. The boilerplate will give the reader a

summary of your mission and what CFK focuses on, as well as any important facts necessary to help write an article.

Another recommendation we have is to reformat CFK's main website. At the moment, the size of each section on the site causes viewers to need to scroll much more than necessary. Through making site sections smaller, which will free up more empty/white space on each page, CFK will ensure that website viewers absorb more information at one instance before having to scroll down to the site's next section. We also recommend that the main menu bar be relocated to the top of the site for ease of access and navigation. The site's main menu is currently difficult to locate and poses the potential risk of causing site viewers to miss out on viewing all of the available information.

Our group also recommends imagery and branding consistency across all social media platforms and every post. It is important to create a color scheme, or similar quality of photos on platforms like Facebook and Instagram. Our group hopes to create a graphic or color scheme to help you fulfill that. We understand having two different people run social media can make it difficult to maintain consistency, so we hope that the graphics will help. Photos should include more information about CFK so the viewer can have a quick glimpse of what CFK does. Strengthening the social media presence will help increase your website traffic and excite others about your company.