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Chapter 10

Lab 1

**Determining the Best Social Media Outlets for the New Harvest Food Bank Website**

1. Research more information about the best social media options for a food bank.
2. Determine the top three social media options.
3. Explain why the food bank should use your recommended social media options.
4. Provide a list of pros and cons for each social media site that you recommend.

5. Submit your recommendations in the format specified by your instructor.

I reviewed several food bank websites and noticed that all of them contained links many social media pages. All of the pages I viewed had social media presence on Facebook and Twitter. A majority of the sites also contained a link to Google+, Instagram, YouTube, Flickr, and Pinterest. Researching these sites, I learned that food banks realize the power of social media and have integrated key social media outlets to best capture their target audience. Food banks make regular posts and encourage their followers to share their posts and comment.

Based upon the information I found, I recommend that the New Harvest Food Bank use, at a minimum, Facebook, Twitter, and Google+ to establish their social media presence. These three social media options appear to be the most popular among food banks.

Facebook’s popularity make it a number one choice for social media. It has over one billion users and provides a great platform to instantly connect with the community. Its members are likely to share posts made by the food bank, thus increasing awareness about events and the need for volunteers.

Twitter is a great way to establish followers and provide quick information about current needs. More than 100 million people use Twitter every day. This massive audience increases the opportunity for brand exposure and awareness of the food bank.

Google+ provides the food bank with an increased chance of being higher on Google’s search results. This is a huge benefit and opportunity to increase awareness of the food bank. Plus, with all the many tools available through Google+, the food bank has multiple ways to engage and interact with the community.

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| Social Media | Pros | Cons |
| Facebook | * Opportunity for increased brand awareness with over one billion users * Opportunity to quickly spread information about needs or community evens | * Requires a Facebook account * Must post on a regular basis * Must respond to comments in a timely manner |
| Twitter | * Opportunity to quickly spread information about needs or community evens | * Requires a Twitter account * Must post on a regular basis |
| Google+ | * Increased Google search results * Ability to share certain information within specific circles * Ability to use several tools available within Google+ | * Requires a Google account * Must post on a regular basis |