



Ignatian Volunteer Corps

Community Partner Report

Charlotte Ashley, Grace D'Amico, Jason Kuzmick, John
Coppa, Keely Gallagher, Megan Gullotta

Fellow: Casey Wood

Introduction

The Ignatian Volunteer Corps (IVC) is a national organization that provides men and women, over the age of 50, with consistent service opportunities. Many of these volunteers want to use their professional skills to get involved with local communities and connect with others during their retirement. Our community partner was seeking to expand the IVC Philadelphia/ South Jersey chapter through a curated social media campaign, inviting justice-oriented individuals to sign up. Through the use of value-driven content, we focused on strategically targeting a 50+ age group in hopes of expanding this chapter.



Web Presence

BY THE NUMBERS



780 Followers

128 Posts

~25 Interactions per post

@ignatian_volunteer_corps



1.9k followers

Frequent Posts

~20 Interactions per post

Ignatian Volunteer Corps



262 Subscribers

96 Videos

21,789 Video Views

@IgnatianVolunteerCorps



522 Followers

Updated Event Calendar

~15 Interactions per post

Ignatian Volunteer Corps

Web Presence



Figure 1

A new Facebook post is made around twice a week. However, there are some points where the page will go weeks without posting and others where the page will have many posts in a single week. The content that gained the most engagement were the posts about the mission to Camino, these consistently performed higher than other posts on the page (Figure 1).

The captions on the Instagram posts are long and do not contain any hashtags (Figure 2). Posts are added around once per week. The content that gained the most engagement were the posts about an award being given to Dr. Fauci (Figure 3). Within the last six months there has been an uptick in user engagement. Since October of 2022 posts have been consistently getting 30 or more interactions per post, whereas before they often did not exceed 15 interactions per post.



Figure 2



Figure 3

Web Presence

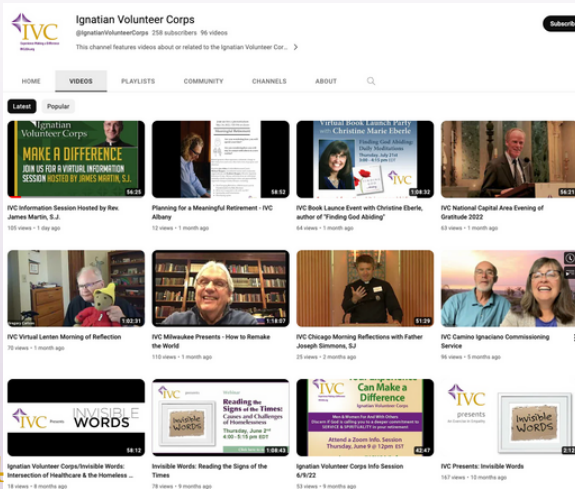


Figure 4

The YouTube account was started in 2009. The videos, which are primarily recorded video chat sessions, get around 100 views each. Posts are infrequent on the YouTube page as there will be months long stretches without any uploads (Figure 4). The YouTube account does not have Shorts.

LinkedIn posts are made around once a month, although recently posting frequency has gone up. Posts receive around 5 interactions each. Only one of the posts so far has been a video. The “Events” tab has been used once for an event in 2021 (Figure 5).

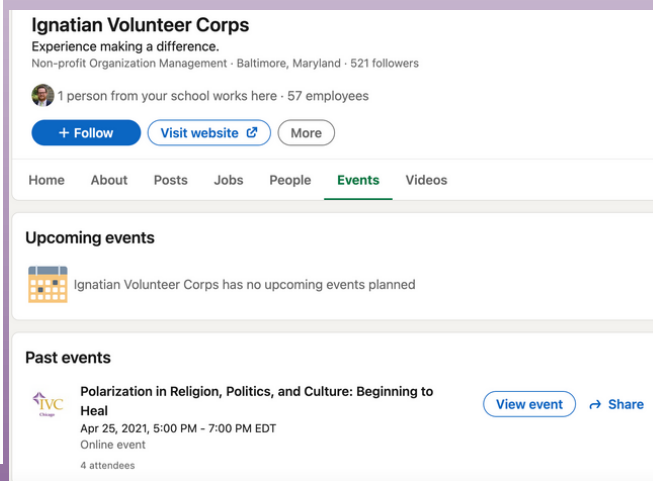


Figure 5

Comparative Media Analysis

CATHOLIC RELIEF SERVICES

The Catholic Relief Services was a model used in order to base ideas on how to create content for IVC. This section allowed us to take graphics and templates and mimic the content we were attempting to convey to John and IVC. This section is important because it recognizes the strengths and weaknesses of the account and gives us a ton of good ideas.



Strategy: This account is super engaging and very effective because of the way it is set up as a whole. It is extremely organized and uniformed which I feel creates more community engagement than accounts that are the opposite. The account allows followers to get a look into the work they are doing but also allows them to look at more pictures rather than words, which is more pleasing to the eye in regards to what followers and users on Instagram mostly want to see. This work is proving to be exemplary because of the constant engagement they create for followers. It allows them to get their message and mission across in order to allow people to understand their mission and potentially make them inclined to get involved themselves.

Comparative Media Analysis

CATHOLIC RELIEF SERVICES

Effectiveness: The Catholic Relief Services social media is very effective and perfect for their target audience. Their Instagram has 27.2k followers, which shows exactly how effective their media is. All of their posts are very bright and colorful, which creates a very positive and light hearted environment. The feed is a mixture of informational graphics and high quality photographs. The photos are attention grabbing and creates a sense of curiosity to find out more. For example, this reel is bright colored, good quality, contains important information, and the cover incites the audience to watch the reel in order to learn more about what is going on.

Summary: Overall we feel as though IVC could learn from the Catholic Relief Services social media page because of how organized and thought out it is and looks. By making content that is pleasing to followers, it makes people want to get involved as well as learn more about the cause that the organization is supporting. We feel that following in their footsteps of making the posts colorful and engaging would be extremely beneficial. Another aspect of their social media that we should follow is their use of reels (videos) and professional photography if it is possible. If we follow the example of the Catholic Relief Services social media, we could definitely create an effective campaign that allows people to learn more about IVC and potentially recruit others to want to volunteer for the organization.

Comparative Media Analysis

PHILLY HOMELESS

Philly Homeless was another section we focused on because of the diverse content that their account had. We thought this would also be a strong model for us to use when it came to creating content for IVC. Reading this section will allow you to recognize the work we did, why we did it and will reiterate why it is so important to have a coherent and organized brand when it comes to running social media.



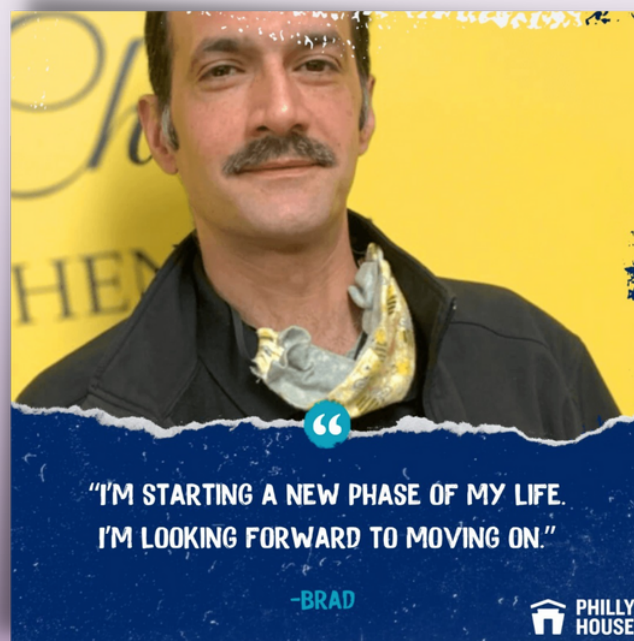
Strategy: This account does a great job creating a dynamic feed with a balanced mix of photos and graphics, even combining them together to stamp images with the Philly House logo. Overall, there is a very cohesive feel to this platform, which is a result of high quality images and use of brand colors (royal blue and gold). The @phillyhomeless instagram account has over 4,000 followers which demonstrates that their content is engaging and interesting, while still providing important resources for education and involvement opportunities. This organization also uses reels to highlight both member and staff success stories, inspiring audience members. Philly House tags other organizations that they work with, creating a network and building a community.

Comparative Media Analysis

PHILLY HOMELESS

Effectiveness: For being a local non-profit organization, they have an impressive 4,121 followers, which has spread the word about their volunteers. They feature their volunteers, showing their hard work and thanking them. They also feature hashtags such as local-based, #PhillyHomeless and more general ones such as #VolunteerWork and #HelpingOthers, with the emphasis on the capital beginning to promote accessibility. As compared to the rest of their posts, their volunteer features generate the most likes. Also, their logo in the corner of most of the pictures with pictures of their residents/volunteers also seems to be doing well for Philly House. The established branding of their posts helps to create a sense of unity within the organization and pushes the professionalism of Philly House.

Summary: Overall we feel that IVC can benefit from the Philly House Social Media page because it is another smaller non-profit organization that has developed a brand and understanding of who they are. By featuring volunteers in action and working their cause can promote unity between volunteers and those in need. I also feel like adding branding, such as logos or colors, can add a distinct identity to IVC to make them stand out more to potential new volunteers. IVC can use Philly House's strategy of tagging affiliate organizations as a way to build their digital presence and expand their network to ultimately recruit more volunteers.



Comparative Media Analysis

MEALS ON WHEELS

Meals on Wheels was also important to look at because it is a much more nationalized brand, similarly to IVC. It showed us the way that a big brand can connect with more people by just being relatable. This is important and the value is shown because it recognizes that no matter how big your company, all the goals are the same regardless of the company's mission.



Strategy: This Instagram account does a great job of showing off their volunteers, mission, goal, and who they are helping. There are a lot of posts centered around their volunteers. This account also has a large following with 27.9k followers. With this large audience, many volunteers and people in need will certainly be reached. It carries the same theme throughout the account with posts of the people who their volunteers are helping that are full of gratitude. This account has insightful captions attached to their posts that have information about volunteering, fundraising, goals, and merchandise.

Comparative Media Analysis

MEALS ON WHEELS

Effectiveness: Meals on Wheels: The posts on the Meals on Wheels America Instagram page generally get 150-800 interactions per post. This is a good amount of interaction, however, it could be better considering that the page has 28k followers. Their posts are all easily understood. The content they feature is straightforward and clear which would appeal to their primarily senior base. The page also features both recipients of the meals as well as the people distributing them. This makes the page appealing to both people who are interested in the service and those that are interested in volunteering. The page does a good job of having a variety of content types. The page features many pictures as well as reels. This mix does a good job of keeping the content on the page fresh and non-repetitive. It also gives the page a pleasant-looking grid when you first visit the page. <https://www.instagram.com/mealsonwheelsamerica/>

Summary: IVC can benefit from Meals on Wheels Instagram because of the information that the public can find just by looking at their Instagram. They also do a great job of highlighting their volunteers and the people they are helping. From the public view, you can see Meals on Wheels' valuable impact on the community and the people they reach. Meals on Wheels also does a good job of keeping the content on their page engaging which makes the organization more appealing. Their content is vibrant and colorful and does a good job of featuring the people being helped and the volunteers.

Golden Circle

The Ignatian Volunteer Corps is an organization rooted in providing men and women the opportunity to use their Christian faith to consistently serve in local communities. Their core values of diversity, equity, and inclusion allow members to orient themselves towards social justice and ultimately transform lives.

The Golden Circle is a framework created by Simon Sinek that is used to inspire leaders to conduct a deeper investigation into the **WHAT**, **HOW**, and **WHY** of an organization's purpose. By establishing our own Golden Circle for The Ignatian Volunteer Corps, we have been able to stay focused on what we are doing, how we are going to reach our goals, and why we are doing this work.

WHAT:

In terms of **WHAT**, we concluded that the Ignatian Volunteer Corps is a community of volunteers based around Ignatian values. We are collaborating with this organization to create a recruitment campaign catered towards individuals 50 with the hopes of inspiring them to get involved.

HOW:

For the **HOW** of IVC's Golden Circle, we have been creating promotional materials that will be distributed over digital platforms, such as Instagram and Facebook, and possibly in-person gatherings. We are hoping that our designs will make IVC stand out from other volunteer corps while spreading necessary information about what this organization stands for.

WHY:

Arguably the most important aspect of The Golden Circle is the **WHY**. The Ignatian Volunteer Corps is dedicated towards social justice through their values of diversity, equity, inclusion and the Jesuit mission to transform lives. We believe that through collaborating with IVC, we can contribute to positive change through spreading their message and attracting individuals who are the right fit for this organization.



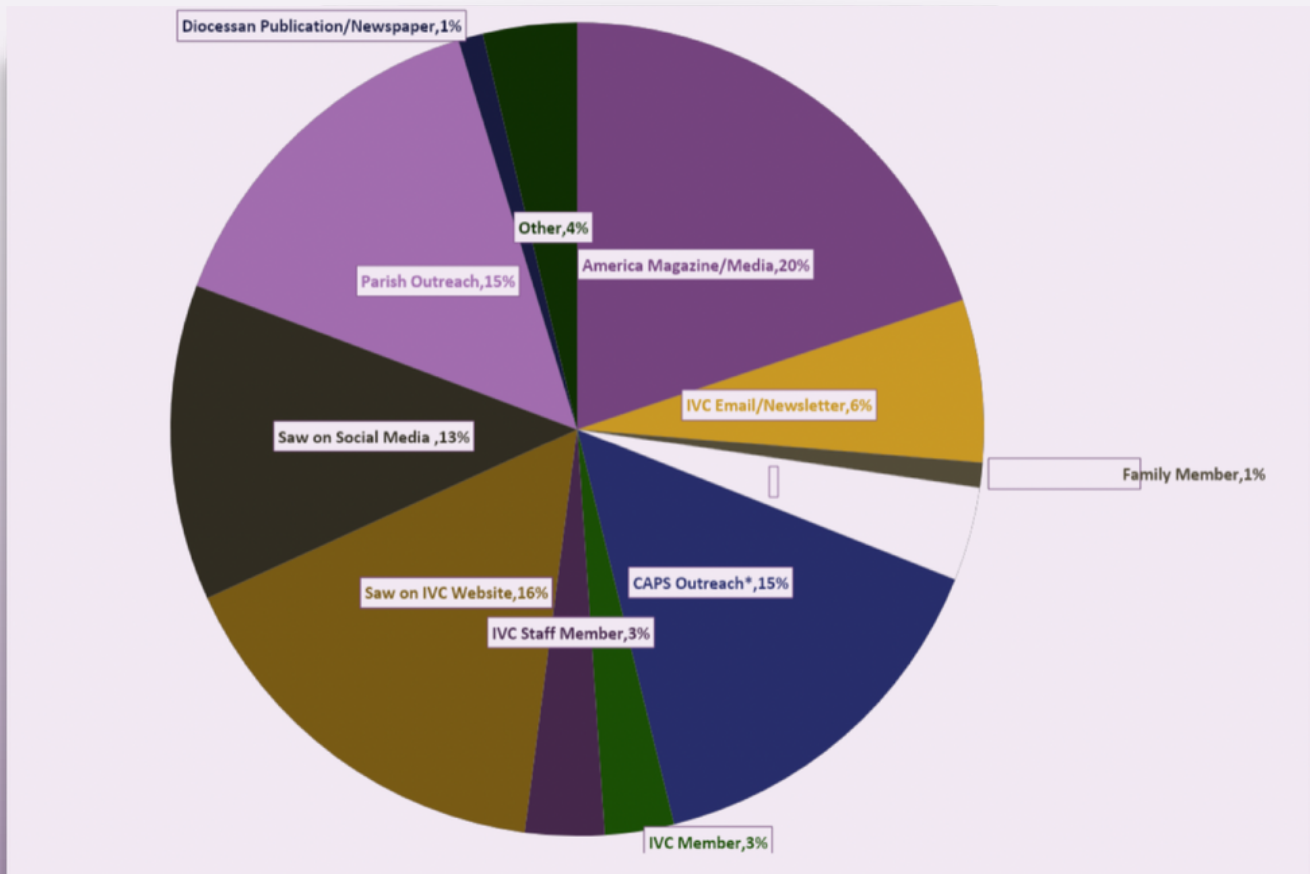
Ignatian Volunteer Corps is a community of volunteers based around Ignatian values.

IVC offers weekly commitment to volunteering and serving others in the community through a professional skill set. Our group is tasked with creating social media for IVC that makes IVC stand out from other volunteer corps. It will spread information to all people who are willing to volunteer for IVC!

IVC wants to orient themselves toward social justice through their values of diversity, equity, inclusion, and the Jesuit mission to transform lives.

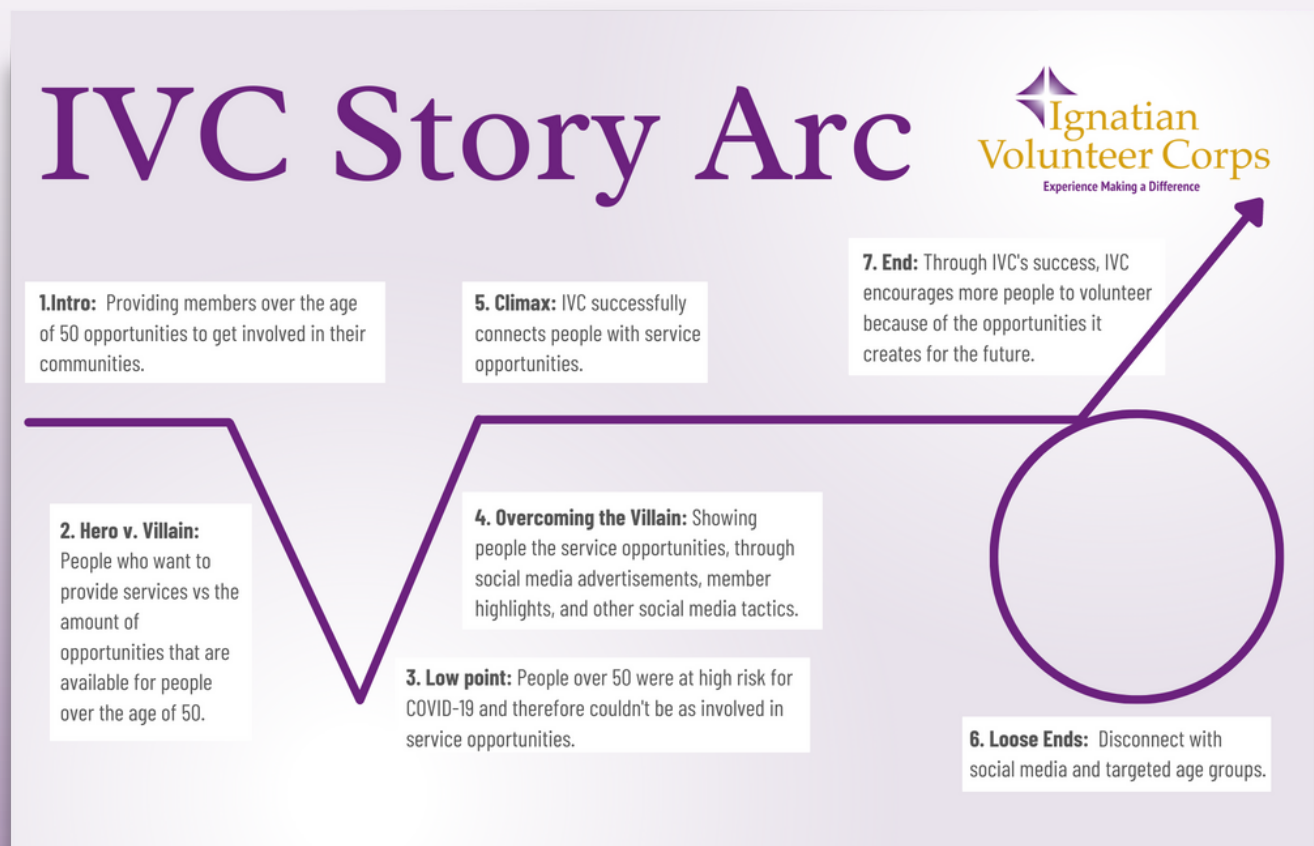
Analysis of Social Media and Community Engagement Metrics

Social media content creation has played a very important role in how IVC shares their story. IVC already has a social media presence, but we want to collaborate with them to create a stronger one. Social media is such a powerful tool because it creates a broader reach, and enables people to reach their audience in an efficient way. Having a strong social media presence would benefit IVC in many ways. They will be able to provide so many opportunities to people who may not have known about IVC otherwise. As collected by IVC, 28% of people found and registered for the info session through the content we created for IVC. Our content was used on social media and through CAPS Outreach. This is a very decent number, and we believe that this number can expand significantly with the growth of social media accounts. The bigger IVC's social media accounts grow, the more people they will reach and impact. It is also important that their social media very clearly highlights all of the most important and appealing aspects of IVC.



Storytelling Strategy Suggestions

IVC tells their story through their website and newsletters. We believe that we can take this to another level by adding social media and email marketing to IVC to enhance their strategic storytelling. One of our missions is to market the storytelling in order to allow a broader audience of people to learn about IVC and to get more people involved. Through social media and email marketing we will highlight current volunteers in action and ways in which to volunteer through our work and posts involving “calls to action.” Our plan is to highlight the impact that each individual’s volunteerism has, as well as highlighting the individual volunteers. By highlighting the individuals we can show how accessible and welcoming a community can be. These posts are informative, describing who the person is and their role in IVC. We will also use various Facebook groups to search for volunteers who want to embody the values of IVC and spread the word even more. Through our work thus far, we have created a lot of content centered around our volunteers. Our posts carry a lot of information about IVC and all of the valuable lessons and work that a person gets from being involved in IVC.



Social Media Post Mock-ups

NOTE: THESE ARE ONLY MOCK-UPS AND NOT REAL POSTS FROM THE IVC SOCIAL MEDIA ACCOUNTS

IVC
Ignatian Volunteer Corps

THIS COULD BE YOU
WHEN YOU JOIN THE IGNATIAN VOLUNTEER CORPS

[ignatian_volunteer_corps](#) www.ivcusa.org

Looking to get more involved in your community?
Join the Ignatian Volunteer Corps today!

IVC
Ignatian Volunteer Corps

JOIN OUR SERVICE CORPS

1-2 days a week for 10 months
8 - 16 hour commitment each week

IVC
Philadelphia/
South Jersey

Low Commitment with High Fullfillment
when you join the IVC Service Corps

Social Media Post Mock-ups

NOTE: THESE ARE ONLY MOCK-UPS AND NOT REAL POSTS FROM THE IVC SOCIAL MEDIA ACCOUNTS

EXPERIENCE MAKING A DIFFERENCE

Meet Joan,
a Philadelphia/South Jersey Volunteer.

Ignatian Volunteer Corps

Meet IVC volunteer Joan. Be like Joan when you sign up for our service events!

FIND YOUR CALLING

IVC
Philadelphia/
South Jersey

ARE YOU 50+ AND
LOOKING FOR A WAY TO
GIVE BACK TO YOUR
COMMUNITY?

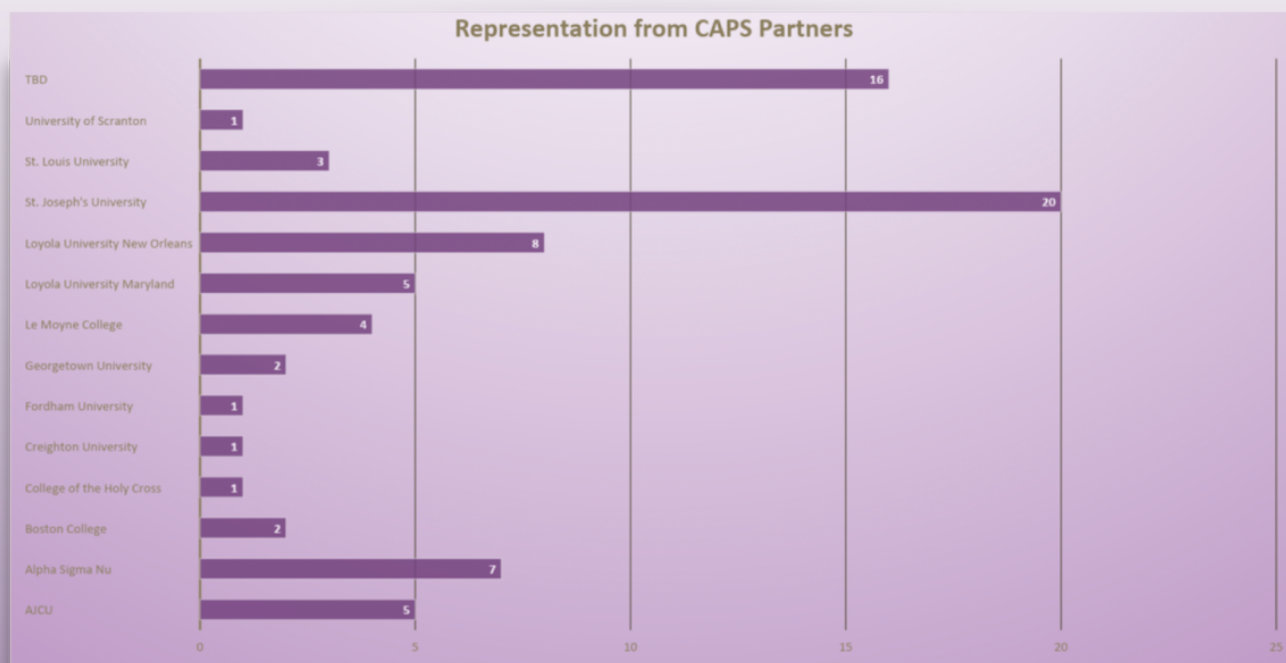
JOIN TODAY!

Find your calling with IVC! Join us today by using the link in our bio.

Conclusions & Suggestions

Based on the work we have done with the IVC team throughout the semester, one thing that we could improve on is creating a stronger social media presence as well as utilizing social media for announcements rather than just emailing. Emailing, for the age group we are targeting seems effective, but we could have more people engaged if social media gets utilized more. Some things that we have done well throughout the process of working with IVC is creating templates for the team to use in order to create a more coherent and well-designed social media presence. Through diligent teamwork and multiple conversations with our community partner, we learned throughout this process the way in which they would like their organization to be put forward. By accessing his dropbox folder with images and stories of those who have volunteered in the past, this allowed us to create images and stories within those images to make the campaign successful and useful for future use. We created multiple Canva links with various templates to create a story that aligned with the company's mission and how they wanted to proceed when it came to recruiting more volunteers.

It was also very rewarding to see results that was gathered by the IVC team. As mentioned previously, 28% of the people who signed up for the infosession found out about the meeting through viewing our content. This was due to the content being exposed on social media as well as through CAPS Outreach. Based on the data gathered by IVC, 20 of the people who were informed through CAPS Outreach, are members of the St. Joe's community. To see our collaboration with IVC become successful makes this project one to remember!





Ignatian Volunteer Corps

Experience Making a Difference