

Social Media and Faith-Based Non-Profits: A Case Study of LA Voice

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I. Introduction

LA Voice is a multi-faith organization amplifying the power of faith congregations in advocating community inclusion and justice. LA Voice's founding members found that congregations wanted what is best for their communities, but the clergy were unsure how to organize against unjust systems that affect Los Angeles communities, such as a lack of affordable housing.

LA Voice was founded to build relations between clergy and organizers to enable faith communities to speak, act, and work together to be community advocates.

My internship centered around using social media platforms to build relationships and educate faith communities. LA Voice had Facebook, Twitter and Instagram accounts but they were only used sporadically and inconsistently. Throughout my internship, I improved the LA Voice social media presence to increase engagement with faith communities.



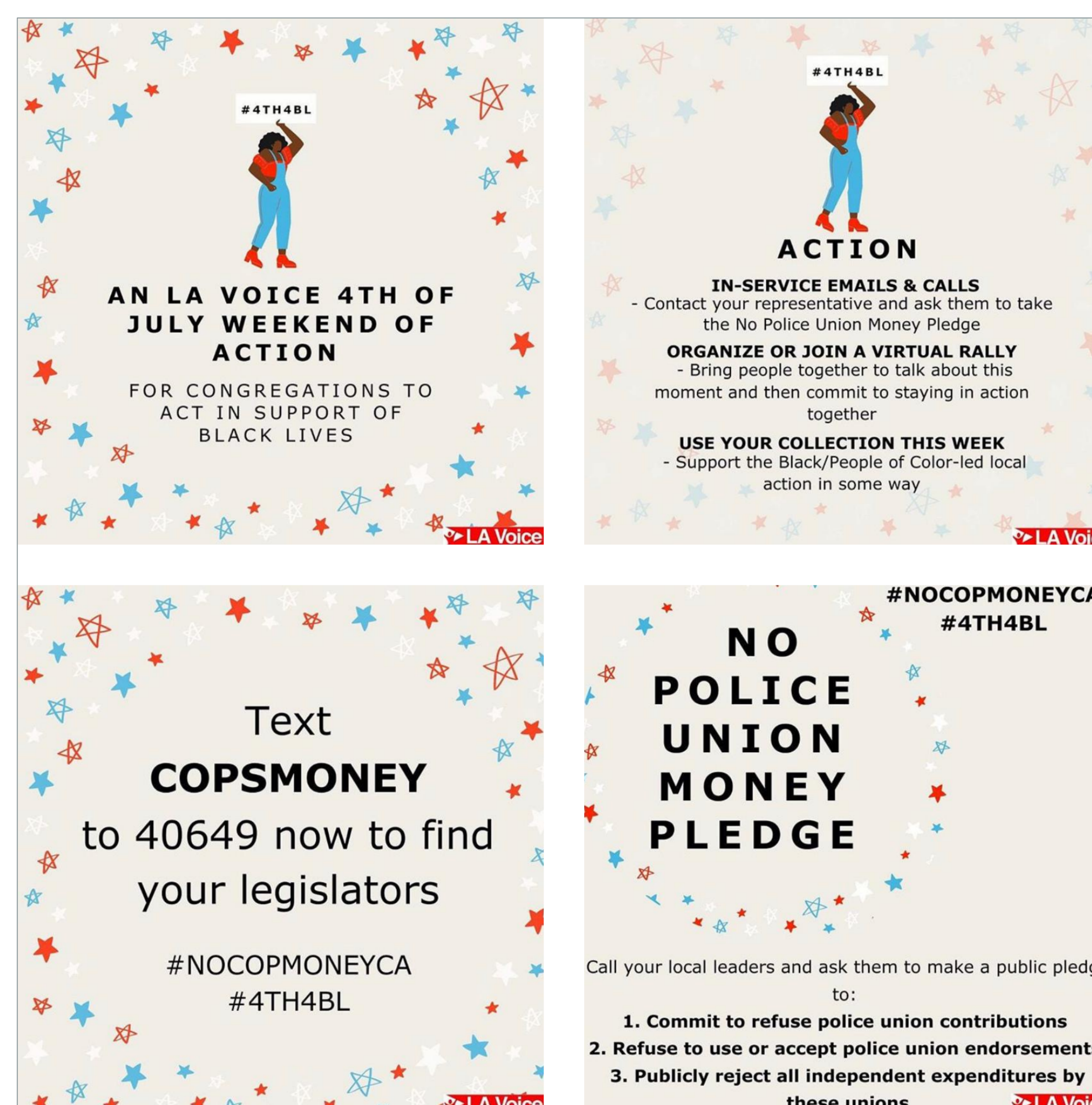
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II. Approach

I increased the effectiveness of LA Voice social media by improving the use of platforms and creating meaningful content.

I developed a post building tool and posting guide to create a uniform voice and professional presence by defining standards for language, font and colors across platforms. I interviewed clergy and created graphics to highlight the leadership to build an understanding of LA Voice's work and values. I increased audience engagement by reposting content, creating discussion and prompting action to build relationships and engagement with LA Voice.

Figure 1 – 4th of July Toolkit graphics



III. Impact

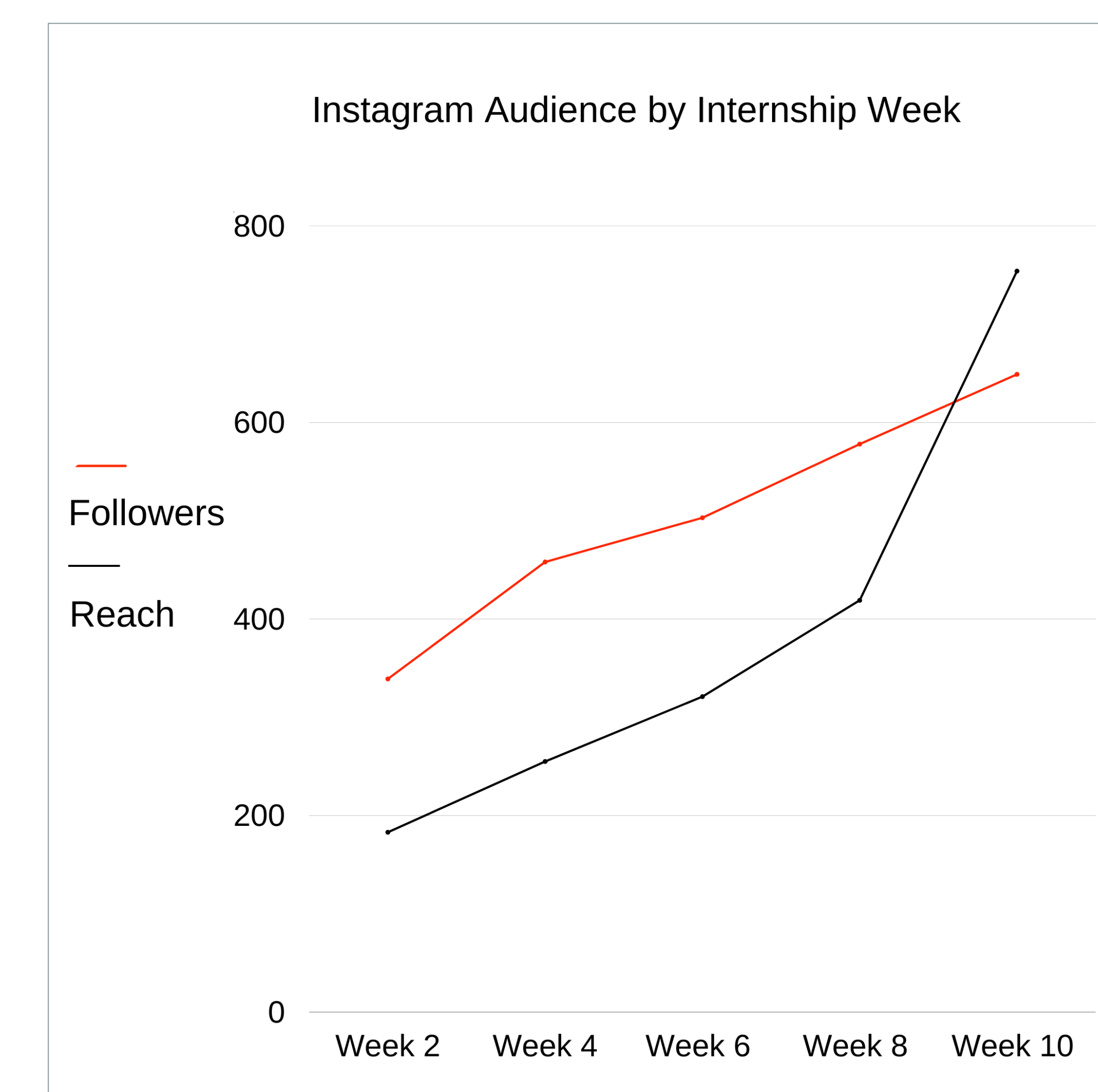
LA Voice's increased social media presence had both qualitative and quantitative impacts. Organizers noticed the social media changes, hearing comments from different faith communities about the new consistent social media presence of LA Voice. The number of Facebook, Instagram and Twitter followers and engagement substantially increased. Followers also began to take initiative in building relationships that manifested both online and offline.

The establishment of branding, narrative building and a post planning tool establish a solid foundation that equips LA Voice to further build and engage their faith communities through social media.

Figure 2 – Clergy Spotlight



Figure 3 – Instagram Insights



IV. Conclusions

Social media is an essential tool for non-profits because it can reach diverse groups, is relatively inexpensive and has the ability to bring people together virtually. With work moving increasingly online, organizations must adapt their approach to member engagement. As people experience injustice and alienation, faith organizations are more important than ever, bringing comfort to people through faith traditions while also getting them to show up for systemic change.

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