**Communication Assessment Project**

**CMN6910: Organizational Communication Assessment**

**Girls' LEAP Instagram page**

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## Section 1 DESCRIPTION OF COMMUNICATION VEHICLE; COMMUNICATION AND BUSINESS OBJECTIVES

**Brief Description:**

Girls' LEAP is a girls' empowerment organization that partners with community-based organizations and schools to deliver self-defense and empowerment programs at no-cost for girls aged 8-18 in Greater Boston (n.d.). Their programs are based on a curriculum that stresses physical safety skills and socio-emotional, reflective activities that address the development of conflict resolution skills, violence de-escalation, self-esteem, and courage.

Currently, Girl's Leap is seeking a better outreach for the social media channel, specifically on Instagram, https://www.instagram.com/girls_leap. The Instagram social media account now has 326 posts, 976 followers, and 455 following by December 12, 2020. The mission of Girls' LEAP (Lifetime Empowerment and Awareness Program) is to empower girls and young women to value and champion their own safety and well-being. Girls' LEAP interrupts the cycle of violence by teaching girls that they have a right to be safe and how to defend themselves if necessary. "We believe all girls deserve to grow up safe and free from violence – and that empowerment is violence prevention (Girls' LEAP, n.d.)." The organizational goal is to provide girls with the tools and skills to keep themselves safe, both emotionally and physically.

Girl's Leap has volunteers that manage the social media content and posting. The goal for the collaborative project is to develop an evaluation of the best practices and benchmarking for the Instagram social media channel, finalize the communication objectives and key performance indicators for stakeholder engagement, and formulate resilient recommendations.

**Communication Objectives & Rationale:**

Communication Objective #1
  Attract more followers, including donors, young people, and parents.

Rationale:
The mission of Girls' Leap is to empower girls and young women to value and champion their own safety and well-being. It has multiple programs, including self-defense programs, teen mentor program, and teaching women program. So, it needs to expand its influence as much as possible to attract and help more teenagers. As a non-profit organization, it also needs to attract some donors, and community workers to support the organization's growth. Girls Leap's target audience is very broad, including 8-18 girls in the Boston area and young people who are gender not confirming, parents of those young people, donors and community workers. Instagram is an important channel for Girls' Leap to communicate with target audiences. However, at present (December 12th, 2020), its Instagram account only has 976 followers. Therefore, attracting more followers is an important communication objective for Girls' Leap.

Communication Objective #2
    Promote the program and improve online engagement.

Rationale:
    Girls' LEAP has several online and offline programs that need to introduce and showcase to its target audiences. Moreover, in order to share the organization's professional knowledge and skills with more young people, it is important to improve the online engagement on the Instagram social media channel and interact with more target audiences. According to the textbook (Paine, 2011), audience participation and their loyalty are mutually influenced. Increasing audience participation can more effectively transform them from the audience to project participants.

Communication Objective #3
    Provide a Forum to share self-protection knowledge.

Rationale:
    Spreading self-protection knowledge is part of the Girls' LEAP mission. In addition to offline activities and online classes, Instagram is also an important channel for Girls' LEAP to increase the organizational impact and spread knowledge. Through the social media channel, Girls' LEAP can communicate directly with its target audiences across barriers of geographical and financial to reach out to more people who need help.

**Design, Content & Functionality:**

    As we can see from the following screenshots of Girls' LEAP Instagram page, most of the posts used the organization's main colors, which are white, yellow, blue, and red to have a close connection with the brand. On the Instagram page, Girls' LEAP is sharing information about its diverse programs, activities, online events, and self-defense knowledge via pictures, videos, and tags. Regarding the functionality of the Instagram channel, it has the search option, limited time dynamic story collection, and live stream to help share stories, promote programs, and attract followers. Moreover, Instagram's organizational channel also has "message", "donate", and "contact" choices to help improve online interactions and reach out to potential donors. For Girls' LEAP Instagram followers, they can choose either "like", "comment", or "share" to have the online engagement with the organization.

7:29

**girlsleap_boston** ⌄                    +    ☰
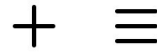
**326**                **976**                **455**
Posts              Followers            Following

**Girls' LEAP**
We envision a world in which all girls grow into
powerful, capable women, realizing the promise of
their aspirations.
#everygirlisworthit
linktr.ee/GirlsLEAP
1452 Dochester Ave #Floor 4, Dorchester Center,
Massachusetts

| Edit Profile | Promotions |

| Insights | Donate | Contact |

Mental Heal…    Girls' LEAP    About Us    Our Progra…    Contact
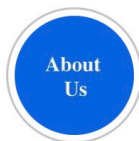
⊞              📺              🖼

Your voice matters
We want to hear from you

"I walk with
confidence"

Girls' LEAP
Safety. Self-defense. Courage.

We Want to Hear
From You!

🏠        🔍        🎬        🛍
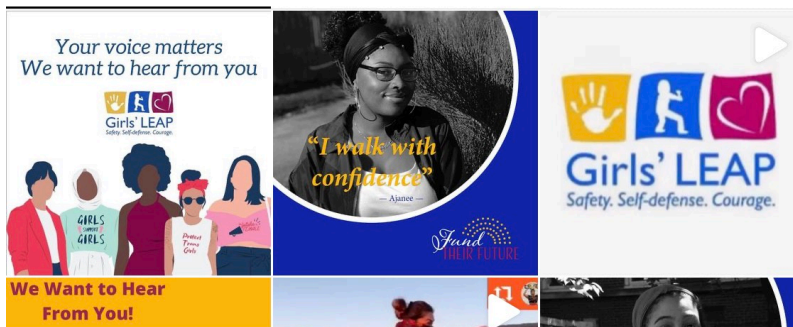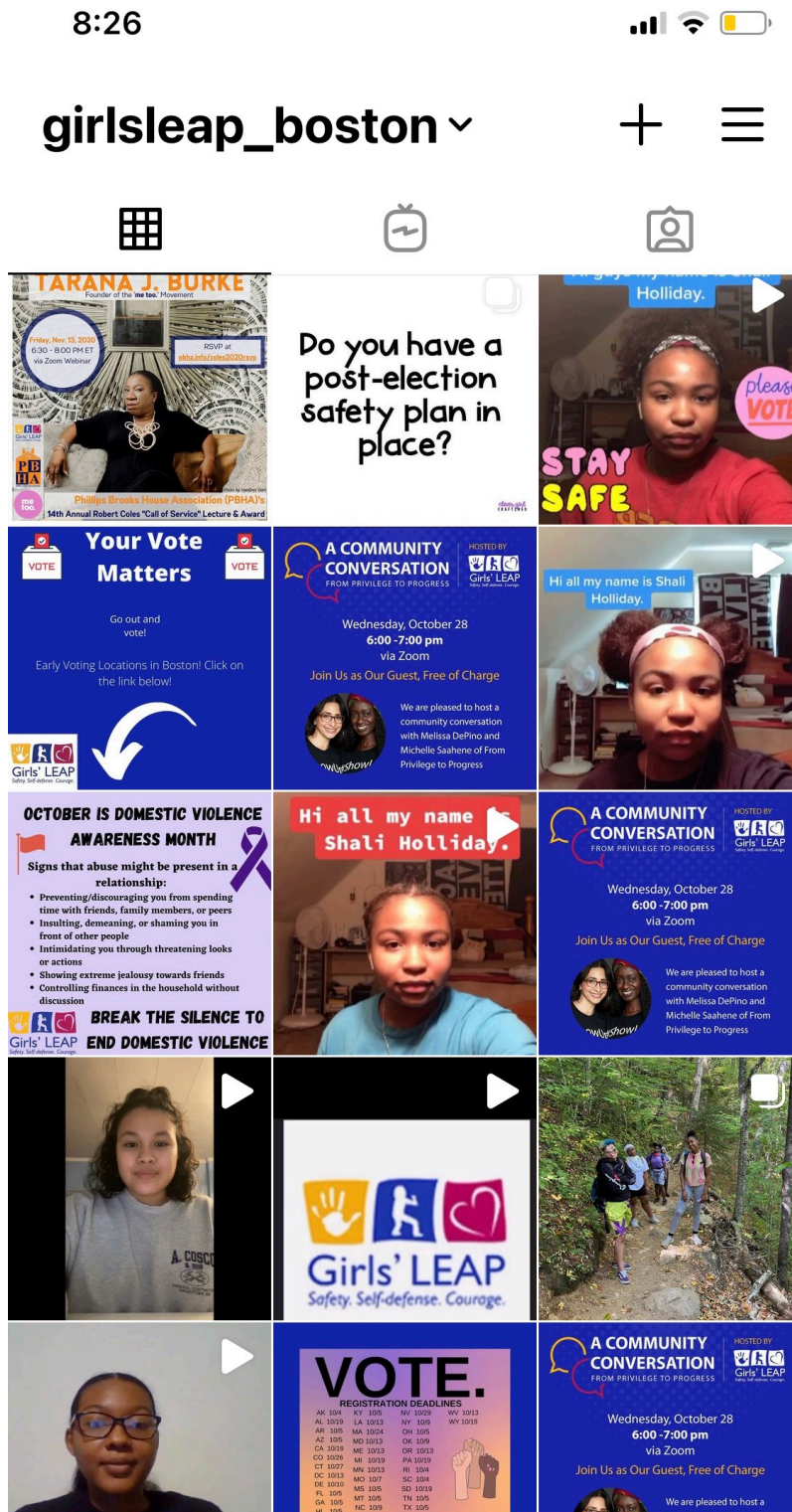
## Section 2 AUDIENCE ANALYSIS TARGETED BY COMMUNICATION ACTIVITY

**Target audiences of Girls Leap:**

Young girls (8-18 years old) and Young people who are gender not confirming, mainly in the Boston area.

Parents (35-50 years old) of young teens whose ages are from 8 to 18, including both men and women.

Donors and Community workers, 30-60 years old, including men and women.

**Target audiences' communication preferences:**

Young children: The generation to grow up as digital natives, those who experienced the Internet as part of their daily lives at a young age, is known as Generation Z. According to the Pew Research Center. 65 percent of Generation Z prefer to communicate online more often than in person, according to a study by cloud mobile solutions company LivePerson.

Parents: Members of Generation X were born between 1965 and 1980 and were the first generation to incorporate digital technology in their youth. A study from systems integration firm NTT Data confirmed that Email is this generation's preferred form of communication, whether at work or in the installer of home. According to an article from Getting Smart, generation X academies and using short, brief messages as opposed to longer ones.

Donors: Baby boomers were born between 1946 and 1964. baby boomers prefer speaking both in person and on the phone, some use online communication methods, as well. A survey presented at the Americas Conference on Information Systems found that 93 percent of baby boomer respondents used e-mail on a daily basis.

In addition, Men tend to be more agentic and goal-oriented in their communication while women tend to be more communal and relationship-oriented.

**Actual audiences of Girls' Leap Instagram Channel:**
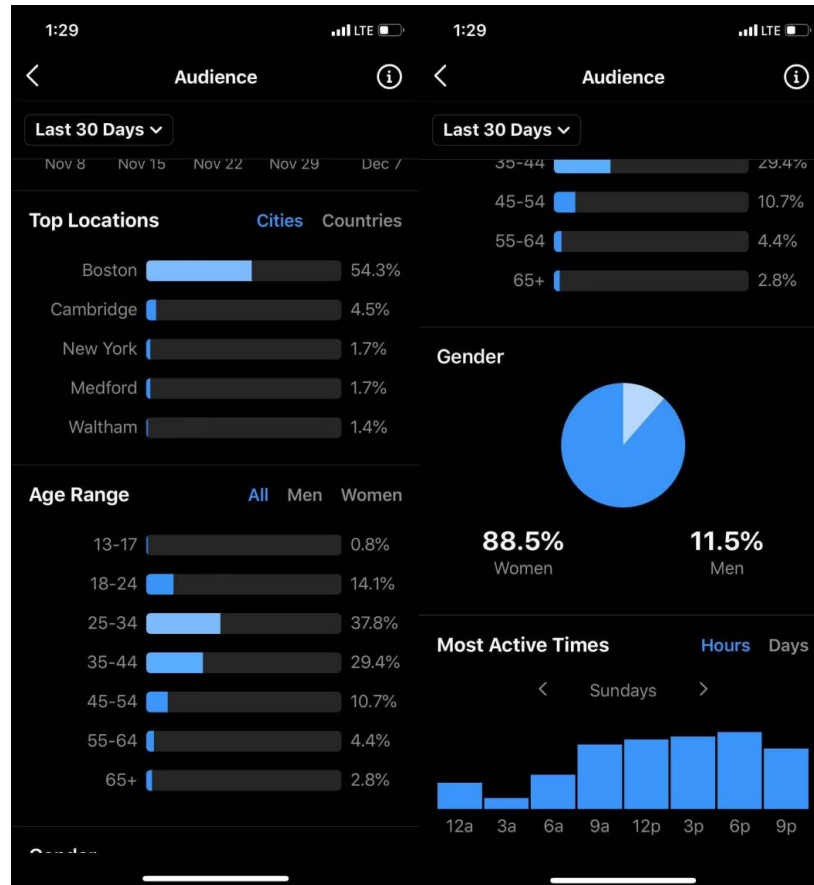
88.5% of followers are women.
The age of Followers is between 25 and 44 years old. 1995-1976.
54.3% of followers are from the Boston area

**Actual audiences' communication preferences:**

The Instagram followers of Girls Leap are mainly Millennial and Generation X.

A survey by management consulting firm Korn Ferry found that millennials also often avoid face-to-face interactions, instead preferring to use online messaging software (55 percent) or e-mail (28 percent) to communicate with bosses or co-workers.

A study from Systems Integration firm NTT Data confirmed that email is generation X's preferred form of communication, whether at work or in the recovery of home.

The majority of Girls' LEAP Instagram followers are women, and they tend to be more communal and relationship-oriented.

The background data for Girls' LEAP shows that posting between 12-7 P.M. may be a good time frame to post, as it seems that people frequently check social media within that time frame.

**Instagram users' information**（Aslam, 2020）：

510 million Instagram users are female and 490 million are male.

293 million global Instagram audiences were aged between 18 and 24 years and 338 million were aged between 25 and 34 years.

**Communication preferences of Instagram users**（Aslam, 2020）:
>     Posts With a Location Get 79% more engagement.
>     Posts with at least one hashtag average 12.6% more engagement.
>     Instagram videos get over 2 times more engagement than Instagram photos.

**Conclusion**: The actual audience for Girls' LEAP Ins doesn't quite match its target audience. The actual audience for Girls' LEAP matches the demographics of Instagram's overall users.

# Section 3 DESCRIPTION OF INTERNAL AND EXTERNAL BENCHMARKS

**External Benchmarks**
        A key point to remember about any evaluation program is that measurement is a comparative tool; to decide if you are successful you compare your results to something else. The most effective comparisons are to your competition and peers over time, to just yourself over time, or to an industry average. (Paine, 2011, p. 37)

        Although Girls' LEAP is a non-profit organization, it is still in the competition to share wallets. So after conducting research focusing on female social charity organizations, we selected three external benchmarks. The first one, Girls Inc. is committed to providing development advice and support to North American girls aged 6-18. (girlsinc.org) Its Instagram has a large number of followers and a relatively complete publishing system. We decided to choose Girls Inc. as the one stretch goal of Girls' LEAP, and draw out the deficiencies and improvement directions from the comparison. Second, MEDIAGIRLS is a non-profit organization that improves the self-worth of girls and young women by educating girls to analyze and reject sexist messages. (mediagirls.org) It focuses the work on middle-school-age girls. MEDIAGIRLS has existing formal partnerships with Citizen Schools and the Brookline Teen Center. MEDIAGIRLS, which focuses on media communication, can provide Girls' LEAP with many practical references on Instagram. It can be regarded as a powerful peer competitor. Finally, another peer competitor is YW Boston. Compared to MEDIAGIRLS and Girls' LEAP, YW Boston has a broader scope of the mission. In addition to empowering women, it has also made many efforts to reduce racial discrimination and spread peace, justice, and freedom (ywboston.org). As a regional non-profit organization similar to Girls' LEAP, YW Boston has a wider spread on Instagram, and its content is richer and diversified. This is what Girls' LEAP is missing and needs to be improved urgently.
        Table 1 below summarizes the comparisons between Girls' LEAP and 3 other main competitors based on several basic metrics:

*Table 1 Comparison of the Instagram account performance of 4 non-profit organizations*

*Data from October 10, 2020 to December 10,2020*

| Organizations | Girl's leap | YW Boston | Girls Inc. | Media Girls |
|---|---|---|---|---|
| Followers | 976 | 2106 | 120k | 1731 |
| Posts | 25 | 24 | 152 | 64 |
| **Frequency (Average days per post)** | 2.4 | 2.5 | 0.4 | 1.1 |
| Likes | 307 | 784 | 35258 | 1582 |
| **Average likes per post** | 12.3 | 32.7 | 232 | 24.7 |
| Comments | 13 | 20 | 381 | 45 |
| **Average Comments per post** | 0.5 | 0.8 | 2.5 | 0.7 |

**Internal Benchmarks**

According to Paine's statement, "The next most effective benchmark is to compare your company to its past performance." (2011, p. 37). We monitored Girls' LEAP's IG account on Hootsuite and compared it in September Performance changes from December and June to September. Because Girls' LEAP only started their first post at the end of June, so the amount of data is very limited. But we can still see the overall trend change. For example, the number of account followers and posts has continued to grow steadily, and video has gained more views compared with image posts. These are worthy of further exploration. (See Appendix 1 for details)

## Section 4 DEFINITION OF KEY PERFORMANCE INDICATORS IN KPI MATRIX

| Communication Objectives | Output KPIs | Attitudinal KPIs | Behavioral KPIs |
|---|---|---|---|
| Attract more followers (including donors, young people, and parents.) | Relative 'appeal' of the color scheme, the graphics, the other design elements<br><br>Content emphasis | Degree to which the design elements attract or deter visitors<br><br><br>Level of perception that content is relevant to audience | Number of visitors<br><br>Number of posts clicked on per visit |
| Promote the program and improve the online engagement. | Degree of readability<br><br><br>Quality and clarity of messaging and graphics | Level of perception of ease of readability<br><br><br>Degree of interest in continuing to receive program information | Level of engagement with content<br><br><br>Time spent reading posts |
| Provide a forum to share self-protection knowledge. | Frequency of posted articles | Degree of perception that content is updated frequently | Number of video views<br><br>Number of clicks on posts |

# Section 5 MEASUREMENT TOOLS AND KEY DATA

"Determine not just what they are saying about you, but more importantly, what issues are surfacing in Twitter or newsgroups, as well as the media. How are employees, vendors, and the community responding to your messages? These questions can easily be answered through regular surveys and media content analysis. " (Paine, 2011, p.165)

Based on the needs of Girls' LEAP and the characteristics of Instagram, we decided to take the content emphasis and post frequency in Output as the main measurement KPIs. Combining Instagram's own Insight function and the results of online data analysis tools, we already have enough data Support, but in order to further understand the audience and establish a relationship with followers, we designed and launched a survey of current Girls' LEAP Instagram followers.

The questionnaire consists of 6 questions (See Appendix 2), covering content, frequency, attitudes, and other aspects. There are multiple-choice questions, multiple-choice questions, and short answer questions. The survey will understand the audience's feelings from multiple dimensions and prompt participants to make suggestions. These questions will help us understand the attitudes and thoughts of the followers behind the data, to further understand the problems currently faced by Girls' LEAP and the directions for improvement.

After communicating with Girls' LEAP, we posted this questionnaire on Girls' LEAP's Instagram channel and gave participants detailed instructions for filling in. Finally, we obtained 10 valuable results and made the following analysis.

1. Please select your top three interesting topics:
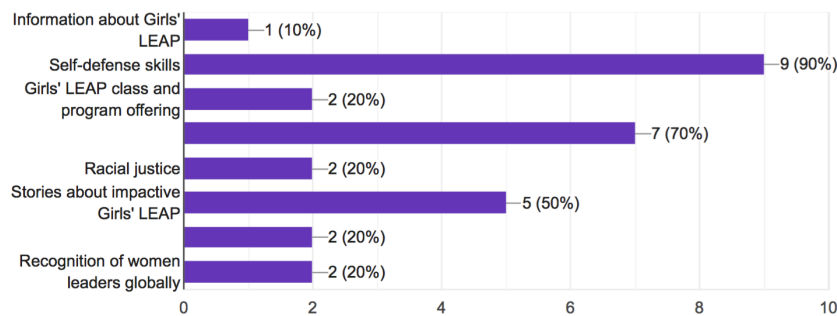


90% and 70% of the participants are more inclined to learn about Self-defense skills and Girls' LEAP class and program offering. This is consistent with the core content advertised by Girls' LEAP, and the unique functional content can attract the attention of followers. 50% of the participants are interested in stories about impact Girls' LEAP because they can resonate with followers. This is also a point where Girls' LEAP has an advantage in content.

3. To meet the expectation for "fresh" content on Instagram, new posts should be posted.
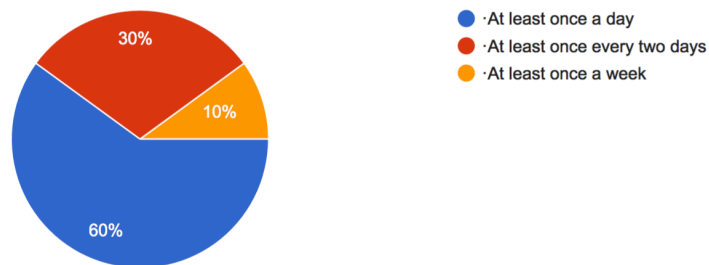
60% of the participants believe that posting posts every day can satisfy their needs for browsing information on Instagram, and 30% of the participants believe that one post in two days makes them the frequency they expect. Compared with the current frequency of Girls' LEAP 2.4 days a post, it can't sustain the attention of followers.

4. How likely would you financially donate to support the Girls' LEAP? (with 10 being the most positive)
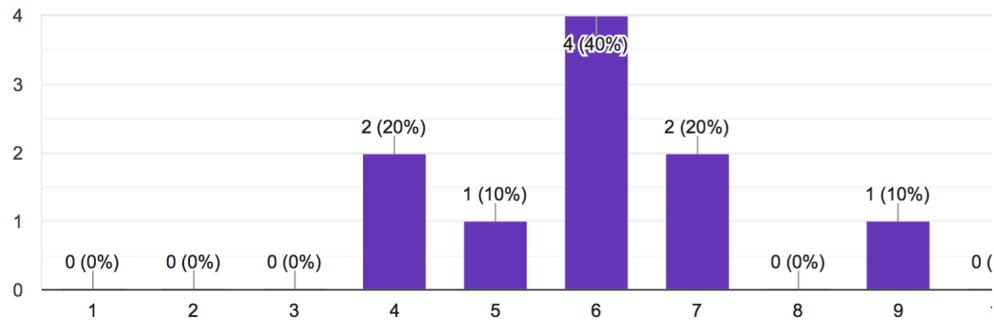


As one of the main business goals of Girls' LEAP at present, it is very important to reach more donors or to turn followers into donors, so we have included this question in the survey. Obviously, 90% of the current participants are in a neutral attitude and do not have strong emotions and willingness to donate. This is also related to the lack of call-to-action information in the Instagram content of Girls' LEAP.

In the answers to other questions, we also received meaningful suggestions. For example, followers want to see more interaction and participation, turning Girls' LEAP Instagram channel into a platform for the free exchange of opinions and skills, and help more women find suitable tools and methods to protect themselves. （See Appendix 3）

## Section 6 ANALYSIS OF RESULTS AND RECOMMENDATIONS FOR IMPROVEMENT

**Clarification:** Before we discussed the survey questions with Girls' LEAP, we actually had the design question based on our Output KPIs, which is "The look and feel of the Girls' LEAP Instagram account reflects the quality of design I expect from the organization." However, the Girls' LEAP managers explained that they did not have the professional team or worker now to manage the design section, and they already realized that their Instagram channel needs to improve the design section. Therefore, they asked to delete the question, but we still have the last open-ended question to investigate audiences' feedback and suggestions for Girls' LEAP Instagram channel, including the design, content, and frequency.

**Recommendation #1 based on the analysis of results:**

According to the analysis of section 2, we can find that the actual audiences for Girls' LEAP Instagram channel do not quite match its target audiences. The actual audiences for Girls' LEAP match the demographics of the Instagram channel's overall users. Therefore, in order to better attract the target audiences, we suggest that Girls' LEAP can promote its Instagram account through multiple channels. For example, Girls' LEAP could issue brochures with its Instagram account at local primary and middle schools. During the workshop, Girls' LEAP could encourage the participating children to invite their friends to follow Girls' LEAP Instagram account. For the target audiences of parents, Girls' LEAP can promote its Instagram account through schools' parent committees. In short, increasing publicity in certain channels can help Girls' LEAP Instagram account to attract more followers who match the organization's target audiences. In addition, in order to attract target audiences, Girls' LEAP should also increase other external communication channels and choose communication media according to the communication habits of the target audiences. A 2019 survey by management Consulting firm Korn Consulting Firm found that young parents (born between 1965 and 1980) prefer to communicate via email and short text messages, so Girls' LEAP can make full use of email and text messages as media to communicate with this group. Similarly, the investigation shows that potential donors as well (born 1946-1964) like to communicate through phone calls and emails, so Girls' LEAP can also consider achieving target audiences through telephone marketing, a traditional way of marketing.

**Recommendation #2 based on the analysis of results:**

The survey showed that visitors were most interested in the contents of "Self-Defense Skills", "Tips for Mental Health and Healthy Relationships" and "Stories about Impactive Girls' LEAP". Hence, in the future, Girls' LEAP could consider increasing the proportion of posts on these contents. Moreover, in the open questions of the questionnaire, some respondents said that they hoped the Instagram channel could provide some interesting topics for the visitors to discuss freely. We would think it is a very good suggestion. Girls' LEAP could select some events or topics that the target audiences may be interested in and post them on Instagram to encourage people to discuss them. Girls' LEAP could also make full use of hashtags and trends to increase traffic and gather groups of people. This kind of post encourages visitors to interact with the organization, and it could also increase the level of engagement on the Instagram account. Furthermore, Instagram is an app focusing on photos and videos, which allows it to mainly focus on the form of images rather than words. Improving the quality of the organization's photos and videos or defining a consistent style for Instagram account's photos will help attract more visitors. The results of the survey also show that the most of visitors (60%) expect the Girls' LEAP Instagram channel to update posts at least once a day, but Girls' LEAP is currently updated less frequently than once a day. The analysis of section 3 also shows that the Girls' LEAP social media accounts are less frequently updated than other Boston-area nonprofit organizations. Therefore, we would highly recommend that Girls' LEAP Instagram account should be updated more frequently to keep the content fresh and attract more followers. In addition, Girls' LEAP can also choose between 12-7 P.M. to send posts because the background data of the account

shows that this is when visitors are most active. Therefore, if Girls' LEAP can post during this time, it probably will get more traffic.

**Recommendation #3 based on the analysis of results:**

Regarding our analysis of results, the organization's donors and potential donors are likely to include professional women in their 30's, 40's, and 50's, many of whom may also be the parents of Girls' LEAP students. An easy way to speed up Instagram growth is to continue to post important content regarding the mission and values of Girls' LEAP as well as regarding current social justice events happening worldwide. However, if Girls' LEAP wants to reach out to more potential donors, we would like to recommend Girls' LEAP follow other girl-serving organizations, such as Girls' Inc, Girls on the Run, and Strong Women Strong Girls. It would be great if Girls' LEAP could cooperate with other nonprofit organizations, such as organizing online activities together and inviting each other to join the workshops. Sharing other accounts' posts on the Instagram's 24-hour story could be a good way to interact with other accounts, and they may also do the same for Girls' LEAP in return. The more interactions Girls' LEAP could have with other organizations, the larger the donor reach they will have.

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**Appendix 1**

# Hootsuite™

## Instagram Overview

**Comparison between Oct 12 - Dec 12, 2020 and Jun 12 - Sep 12, 2020**

girlsleap_boston

**Posts**

24
posts

↗ 24 from 0

**Followers**

976
followers

↘ 976 from 0

**Post Engagement**

533
engagements

↗ 533 from 0

**Video Views**

833
views

↗ 833 from 0

**Posts > Account**

girlsleap_boston ↗ 24 | 24

**Post Impressions**

5.5K
impressions

↗ 5.5K from 0

**Post Reach**

4.7K
users

↗ 4.7K from 0

**Post Engagement Rate**

11.18%
engagement rate

↗ 11.18 from 0%

**Followers > Account**

girlsleap_bos… ↗ 976 | 976

**Followers**

**Audience > Gender and age**

Female: 25-34 ↗ 275 | 275

Female: 35-44 ↗ 214 | 214

Female: 18-24 ↗ 101 | 101

**Post Engagement > Account**

girlsleap_bos… ↗ 533 | 533

**Post Engagement > Type**

● Photo ● Video ● Carousel album

**Post Engagement > Type**

Photo ↗ 263 | 263

Video ↗ 192 | 192

Carousel album ↗ 78 | 78

**Profile Impressions**

5.4K
impressions

↗ 5.4K from 0

**Profile Reach**

3.1K
users

↗ 3.1K from 0

**Profile Visits**

247
views

↗ 247 from 0

**Profile Visits > Account**

girlsleap_bos… ↗ 247 | 247

Inbound Messages > Senti...
● Positive ● Negative ● Neutral

Inbound Messages > Sentiment
● Positive ● Negative ● Neutral

2.5
2
1.5
1
0.5
0
12. Oct    19. Oct    26. Oct    2. Nov    9. Nov    16. Nov    23. Nov    30. Nov    7. Dec

**Posts Table**

| DATE ▼ | | MESSAGE | ❤ LIKES | 💬 COMMENTS |
|---|---|---|---|---|
| girlsleap_boston<br>Dec 12, 04:38 | | We are now conducting a survey to hear your opinions and suggestions. Please fill out the following survey to let us know how we can make improvements on Instagram to match your expectations. We have been so grateful to have you as our best followers on Instagram, and thank you so much for your continuing support! Please screenshot the complete page… | 12 | 2 |
| girlsleap_boston<br>Dec 10, 00:55 | | "With the skills I learned at Girls' LEAP, I've gained confidence in myself and I've been able to help others. I'm in these programs with girls who look like me and I know there aren't a lot of places they could learn these skills and here I am being able to help them learn. It's very fulfilling."   Help us reach more Teens!  Give to LEAP today and your donation will… | 22 | 1 |
| girlsleap_boston<br>Dec 04, 17:58 | | Hi all my name is Shali Holliday. I am a Lead Teen Mentor and today I want to talk about Covid and its effects on BIPOC communities. Please all stay safe and practice social distancing. #covid #BIPOC #economy | 17 | 1 |
| girlsleap_boston<br>Dec 01, 19:30 | | COVID-19 has really changed what 'normal' is for most of us. Girl's LEAP has been trying to continuously improve our programs to meet our participants' needs. We would love to hear from all of you, so we know how we can best support you! Help us help you by filling out our survey! You do not have to be a current or former Girl's LEAP participant to fill th… | 10 | 1 |
| girlsleap_boston<br>Nov 25, 23:46 | | #Repost @nrmontano ••••• Today for Native American Heritage Month is "Rock your Mocs Day" There are many different styles for all the different tribes. These wrap around Moccasins are Ké nitsaaí (Kinsas). They're made out of buckskin and specifically for one person to wear through out their life.… #rockyourmocs #nativeamericanheritagemonth #indigenou… | 47 | 2 |
| girlsleap_boston<br>Nov 25, 23:37 | | "Girls' LEAP is for life!"  "I learn skills to keep myself safe today and skills I know I will use for my entire life." (Teen Mentor) Please support our fundraising drive to help secure the future for girls across Boston.  Give now and your donation will be doubled! Click the link in linktree in the bio. #girlsselfdefense  #everygirlisworthit #feminism #womenempowerment… | 17 | 0 |
| girlsleap_boston<br>Nov 24, 21:49 | | Hi all my name is Shali Holliday. I am a Lead Teen Mentor. Today I would like to talk about the real Thanksgiving. As most of America celebrates what they are thankful for, think about the true meaning and events of Thanksgiving. Think outside of the dominant narrative. Thanks to @btuesn for the teach-in on this history! #therealthanksgiving #indigenous… | 26 | 0 |
| girlsleap_boston<br>Nov 21, 17:32 | | Why is mental health care harder to access in BIPOC Communities? Resource links: Mental Health Coalition: https://theme ntalhealthcoalition.org/resources/?category_query=BIPOC Mental Health Coalition BIPOC Resource: https://thementalhea lthcoalition.org/wp-content/uploads/2020/07/BIPOC-Mental-Health-Resources.pdf MGH Mental Health Resources: https:… | 26 | 0 |
| girlsleap_boston | | (No description) | 11 | 0 |

**Video Views Table**

| DATE ▼ | | MESSAGE | 👁 VIEWS |
|---|---|---|---|
| girlsleap_boston<br>Dec 04, 17:58 | | Hi all my name is Shali Holliday. I am a Lead Teen Mentor and today I want to talk about Covid and its effects on BIPOC communities. Please all stay safe and practice social distancing. #covid #BIPOC #economy | 97 |
| girlsleap_boston<br>Nov 25, 23:46 | | #Repost @nrmontano ••••• Today for Native American Heritage Month is "Rock your Mocs Day" There are many different styles for all the different tribes. These wrap around Moccasins are Ké nitsaaí (Kinsas). They're made out of buckskin and specifically for one person to wear through out their life.… #rockyourmocs #nativeamericanheritagemonth #indigenous #mma #ufc #diné #navajo #moccasins #nativewomen… | 219 |
| girlsleap_boston<br>Nov 24, 21:49 | | Hi all my name is Shali Holliday. I am a Lead Teen Mentor. Today I would like to talk about the real Thanksgiving. As most of America celebrates what they are thankful for, think about the true meaning and events of Thanksgiving. Think outside of the dominant narrative. Thanks to @btuesn for the teach-in on this history! #therealthanksgiving #indigenous #genocide #BIPOC | 99 |
| girlsleap_boston<br>Nov 09, 21:14 | | Hi all my name is Shali Holliday. I am a Lead Teen Mentor with Girls' LEAP. Today I would like to talk about Walter Wallace Jr. We need to recognize the need for more mental health support in communities of color, rather than racist policing. Let's remember Walter Wallace Jr. and continue to fight against these terrible inequities that occur in Black communities.  #girlsselfdefense #everygirlisworthit #feminism… | 108 |
| girlsleap_boston<br>Nov 02, 20:32 | | Hi all my name is Shali Holliday and I am a Lead Teen Mentor with Girls Leap. In light of election day being tomorrow I have a few reminders. Stay safe while voting and make sure your vote is counted. #vote #staysafe #wearamask | 117 |
| girlsleap_boston<br>Oct 23, 17:52 | | Hi all my name is Shali and I am a Lead Teen Mentor with Girls' LEAP. Today I want to talk about the increase of cases of COVID-19. In-person learning has been put on hold for Boston Public Schools, which we know is tough for many, but we hope everyone is continuing to stay safe. Follow the @cdcgov for up-to-date recommendations. #PSA | 90 |
| girlsleap_boston<br>Oct 21, 23:41 | | Hi all my name is Shali Holliday. I am a Lead Teen Mentor. Today I would like to talk about voting. Please listen. This is not just politics, it is people's lives. There's still time to register in MA with the deadline on October 24th. #Justvote #vote #election | 103 |

**Appendix 2**

# Girls' LEAP Instagram Assessment Survey

1。   1. Please select your top three interesting topics:

*请选择所有适用项。*

☐ Information about Girls' LEAP

☐ Self-defense skills

☐ Girls' LEAP class and program offering

☐ Tips for mental health and healthy relationships

☐ Racial justice

☐ Stories about impactive Girls' LEAP

☐ Virtual events, including online webinars and workshops.

☐ Recognition of women leaders globally

2。   2. What other topics do you feel would be of interest to you?

_____

3。   3. To meet the expectation for "fresh" content on Instagram, new posts should be posted.

*请仅选择一个答案。*

◯ ·At least once a day

◯ ·At least once every two days

◯ ·At least once a week

4. 4. How likely would you financially donate to support the Girls' LEAP? (with 10 being the most positive)

请仅选择一个答案。

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|
| ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ |

5. 5. How often would you like to engage (share/comment/like) with the Girls' LEAP Instagram posts?

请仅选择一个答案。

- ◯ · Regularly
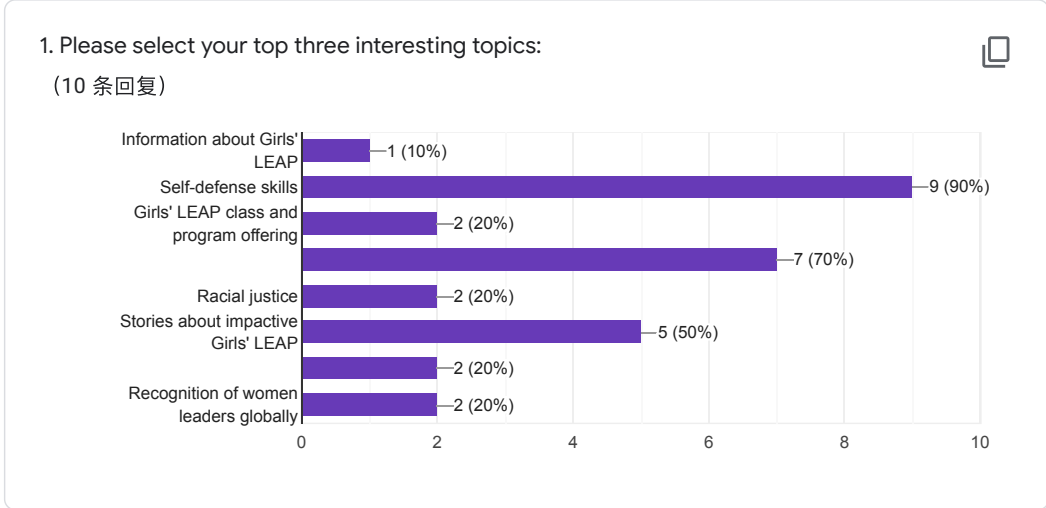- ◯ · Occasionally
- ◯ · Rarely
- ◯ · Almost never

6. 6. In what ways could the Girls' LEAP Instagram channel be improved? (Such as content, design, or frequency)

_____

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Google 表单

摘要                     问题                        个别

**Appendix 3**

1. Please select your top three interesting topics:

（10 条回复）



2. What other topics do you feel would be of interest to you?

（4 条回复）

Spot news of community

I hope there could have some interesting topics that we could freely discuss

Useful websites and Apps recommendations for helping women to learn more about self-care
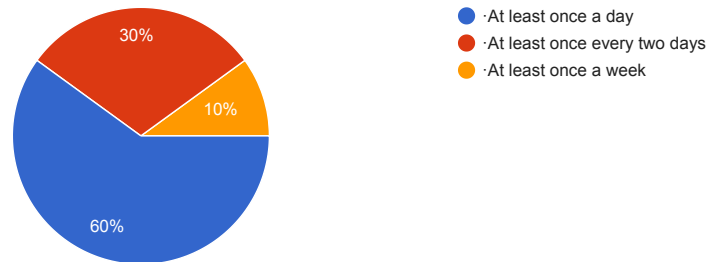
Health growth

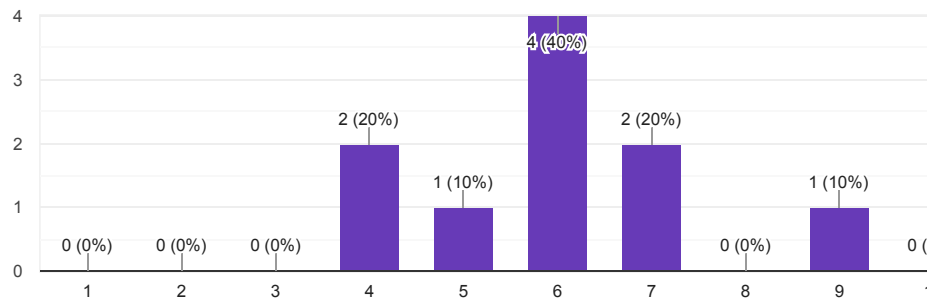3. To meet the expectation for "fresh" content on Instagram, new posts should be posted.

（10 条回复）



- ·At least once a day
- ·At least once every two days
- ·At least once a week

4. How likely would you financially donate to support the Girls' LEAP? (with 10 being the most positive)

（10 条回复）

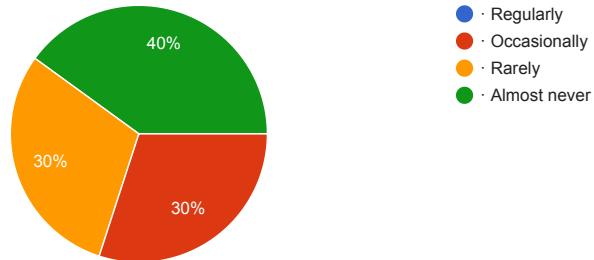5. How often would you like to engage (share/comment/like) with the Girls' LEAP Instagram posts?

（10 条回复）



· Regularly
· Occasionally
· Rarely
· Almost never

6. In what ways could the Girls' LEAP Instagram channel be improved? (Such as content, design, or frequency)

（3 条回复）

I'd like to see more idea exchange

In my opinion, Girls'LEAP could make the Instagram posts more organized.

To invite more outside speakers