

Social Media and Nonprofits:
Increasing Fundraising and Volunteerism for the Kahlo Cultural Center

A Senior Project
Journalism Department
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Bachelor of Science

by
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Abstract

This report takes a look at how the role of public relations in nonprofit organizations is changing with the increasing popularity of social media tools. Social media encompasses a wide variety of interactive Web tools like e-newsletters, Facebook, YouTube, blogs, discussion boards, and more. As literature, research, interviews, and a case study suggest, these tools are important because they keep the public engaged and informed about an organization. More specifically, this project looks at the benefits of social media on fundraising, volunteerism, and branding. Although social media is new to many public relations practitioners, social media helps not only the growth of the organization but also donations, awareness, and volunteers. Kahlo Cultural Center, a new nonprofit organization in San Luis Obispo, is used as a case study. By looking at their current social media tools suggestions can be made for improvement based on research findings. Social media, especially in hard economic times, should be used and updated consistently within any nonprofit organization to gain and sustain as much support as possible.

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Chapter 1: Introduction

The purpose of this project is to understand the impact that social media tools have on nonprofit organizations. Social media is a relatively new concept in the professional world of public relations. However, in today's fast-paced world of Web 2.0 technology, no public relations campaign should be conducted without the use of social media tools.

The project will look at research studies on public relations in nonprofit organizations and the effects that a public relations social media campaign has on an organization. More specifically, the effects that are analyzed in this project are the ability to fundraise and recruit volunteers through branding and building relationships online. The research from Owyang and Toll (2007) illustrates that because of the hard economic times in the United States, as well as a growing globalized economy, nonprofit organizations have to look in new places for donors and volunteers (p.1).

It is clear that an organization needs to interact and communicate with its members to keep them informed and engaged. Tools like Facebook, YouTube, discussion boards, email lists, and e-newsletters are all ways of doing this. These tools also help build relationships, which are key to recruiting members, volunteers, donors, and awareness. According to Ewing and Napoli (2003), strong brand identity will bring positive attention to a nonprofit because the better the public understands an organization and its values, the more likely they are to want to support it (p. 842).

The project will look at a case study of a new nonprofit organization in San Luis Obispo County, Kahlo Cultural Center. Building a social media campaign for Kahlo Cultural Center throughout the project will demonstrate effective public relations strategies discovered through research. Over the course of this project, Kahlo Cultural Center will have a new Facebook, Web

site and blog. Tracking the growth of this new organization as their social media tools also grow will show the impact of social media on developing an organization as confirmed through research as well.

Chapter 2: Literature Review

Social Media: How it relates to nonprofits

As the environment of the nonprofit sector constantly changes and grows, individual nonprofit organizations must also continually learn new tools and strategies to keep up in a globalized economy. Social media tools are easily accessible tools that promote digital communication, collaborations, and sharing. It has many forms, including social networking Web sites, blogs, message boards, videos, podcasts, and more (Owyang & Toll, 2007, p. 1). Social media, a Web 2.0 technology, creates interactive messages that promote immediate feedback from audiences unlike traditional forms of mass media. “Networked Nonprofits don’t work harder or longer than other organizations, they work differently” (Kanter, 2010). This interactivity is a key contributor to the growth of social media tools because more and more people are able to add content and feedback easily, quickly, and inexpensively.

Since social media and online fundraising are still relatively new concepts for nonprofit organizations and the technological world in general, organizations are still experimenting with the most effective social media strategies for branding, fundraising, increasing volunteerism and awareness. “Excellent public relations consists of two-way communication and interactivity” (Waters, 2007, p. 66). When organizations implement two-way communication strategies into their Web sites, they are able to develop stronger relationships with their publics (Waters, 2007, p. 71).

The impacts of social media tools on nonprofits include “improved services to members, improved positioning of organization, greater involvement of members in the organization, and growth of the organization” (Dunn, 2007). This connection with members and publics is key to the success of a nonprofit organization’s social media site. Dunn also emphasizes the importance of identifying program and positioning goals, targeted publics, planning outreach and communication activities and tactics, and evaluating the outcomes. This shows that although social media sites are important, they are most effective when planned and evaluated thoroughly.

Specific forms of social media, especially blogging

User-participated and user-generated content support social networking sites like Facebook (Burnett, Lamm, Lucas, Waters, 2009, p. 103). Since social media is increasingly important for public relations strategies, the strategies most commonly cited as necessary for success are disclosure, usefulness for stakeholders and interactivity. When it comes to disclosure, “organizations must make sure to provide a detailed description of the organization and its history, use hyperlinks to connect to the organization’s Web site, provide logos and visual cues to establish the connection, and list the individuals who are responsible for maintaining the social networking site profile” (Burnett et al., 2009, p. 103).

This also relates to how organizations choose to disseminate their message to their audience. For some organizations, it may be more effective to post organizational news on a blog than on Facebook or on a discussion board. This is another reason why understanding a specific audience is important to figuring out where to best reach them.

“(Nonprofits) are learning through active participation on the site (Facebook)—an overwhelming task for organizations without a solid understanding of the site. But, nonprofits must begin to understand how to use social networking sites as their membership numbers

continue to expand” (Burnett et al., 2009, p. 105). According to Burnett, organizations aren’t using sites like Facebook to their full extent. Instead of just providing external links, they could use more public relations tools like “multimedia files, press releases, or summaries of their campaigns” (Burnett et al., p. 105).

Since the Kahlo Cultural Center is a very new nonprofit, they have launched a Facebook and a Web site within the last week. Kahlo Cultural Center is also hoping to focus on the youth of San Luis Obispo County that doesn’t receive attention from other arts and culture organizations. In 2007, Facebook saw an 89% increase of registered users, almost half of them under the age of 24 (Lipsman, 2007).

Kahlo Cultural Center’s website also features a blog that hopes to be the focus of their website by highlighting cultural and artistic events and opportunities in the area. Understanding blogs and their benefits will help Kahlo’s blog to grow and thrive as well. Blogs, short for weblogs, can for work nonprofits in many ways by quickly summarizing an issue and linking to other relevant issues; including audiences in the conversation, inviting contributions from guest bloggers and experts, getting information out in a timely manner without having to employ a web designer to technical staff, as well as cross-promotion and re-use of information from other sites by the nonprofit and similar organizations (Schwartz, 2010).

More specifically, Kahlo Cultural Center is using Wordpress.org to host their blog and Web site. When looking for a place to host their site, important considerations include the easiness of updating, customizing, maintaining, and learning the site, as well as the price and a good support network. Wordpress is free and offers invaluable Plugins like event registration, a Paypal donation button, domain mapping, mailing lists, and multilingual translation. Even more, Wordpress is Open Source, which allows for flexibility within design. It is also more than a

blogging tool like some may think; it can be used as a content management system (Ambrose 2010).

Another important part of Wordpress is that it is easy to use. “If you can use a word processor then you can use WordPress” (Amrbose, 2010). The Wordpress Codex site is a type of manual with forums for users. Thousands of themes also allow for customization in a way that makes a site as simple and aesthetically pleasing. Advertising options, especially Pay Per Click, allow organizations to “create income without investing money” (Ambrose, 2010). Wordpress also integrates other social media tools, like Twitter and Facebook, right into the Wordpress site. The way Wordpress encourages dynamic content greatly helps organizations by easily allowing regular updates without changing the entire Web site (Ambrose, 2010). After considering all of these benefits, it was easy for Kahlo Cultural Center to start a Web site through Wordpress.

Branding

Because all organizations rely on some kind of profit to stay afloat, there is a need for branding. Branding comes into the very first steps of a marketing plan because it helps form what is being marketed. “Findings suggest that brand image plays an important role in shaping stakeholder attitudes and actions,” (Ewing & Napoli, 2003, p. 842). Today, creating and promoting an appropriate and effective brand identity has become as important for nonprofits as it is for for-profit organizations. “Efforts should be directed toward building brand trust, aligning a brand’s identity with the inherent psychological needs and desires of potential donors and communicating these points of difference to stakeholders” (Ewing & Napoli, 2003, p. 842). Specific elements of a branding strategy all organizations should focus on are forming a distinctive brand identity, scrutinizing brand values, and organizing brand communications.

Fundraising

The vast amount of literature dedicated to research for nonprofits' online fundraising efforts generally points to similar conclusions. Those public relations strategies and practices that regularly incorporate fundraising programs into their process tend to be the most successful. Different options for donations open up many more possibilities, like in-kind donations and planned gifts versus a one-time donation (Waters, 2007, p. 61).

Traditional donation methods are still just as important as online donations because the popularity of social media is still relatively new and growing. Even though a discussion board may not seem important for raising money, using various two-way communication methods helps "the organization (to) determine what information a potential donor wants to see before making an online donation" (Waters, 2007, p. 63). Ninety-four percent of organizations sampled in the study by Waters stated that stakeholders give donations over the Internet. Studies show that various options for donations, online stores, receipt confirmation and thanking donors are common among successful nonprofits (Waters, 2007, p. 67). Literature commonly refers to two-way, interactive communication as the best way to get people involved and willing to donate.

The growth of the Internet has allowed nonprofits to seek funds in new ways. It has also allowed all organizations to ask for funds on the same level, regardless of the size of the organization. As long as the organization addresses all of a donor's potential questions and needs, the Internet and social media tools provide an excellent way to reach out to new donors.

Volunteerism

Since nonprofits focus on a message and purpose more than making profit, it is hard for nonprofits and advocacy groups to distribute their message in a cheap way. The Internet is the cheapest and most useful tool a public relations professional can use today. Nonprofits rely on

support not only for funds, but also for volunteers. Many nonprofits, including Kahlo Cultural Center, are run by only a few paid employees and heavily rely on volunteers to take charge of the work.

Just as building and maintaining strong relationships is important for fundraising, it is also essential to recruiting volunteers, especially youth. “Public relations can also help build relationships through openness, access, assurance, positivity and the sharing of tasks” (Lord & Waters, 2009, p. 232). Most organizations stay connected to their volunteers regularly and take time to thank them to keep their support. It is helpful to make volunteers feel appreciated. Relationship building will clearly lead to increased support, through both fundraising and volunteerism.

Chapter 3: Methodology

Research Methods

Qualitative research methods were used many times throughout this project. Qualitative or interpretive research includes many forms: observation, participation, interviews, and ethnography. Qualitative research is also sometimes called theory, analysis, ontology, epistemology, and methodology (Denzin & Lincoln, 2000, p. 1). Corbin and Strauss (2008) define methodology as “a way of thinking about and studying social reality” (p. 1).

More research methods implemented during this project will yield more accurate and useful results. This idea relates to the theory of triangulation. Triangulation, as defined by Denzin (1978), is “the combination of methodologies in the study of the same phenomenon” but can also refer to the process of using multiple forms of research within a specific research method (as cited in Jick, 1979, p.602). Jick points out various benefits of using the triangulation

theory in research practices. “Triangulation may be used not only to examine the same phenomenon from multiple perspectives but also to enrich our understanding by allowing for new or deeper dimensions to emerge” (Jick, 1979, p.603).

Case Study as a Research Method

Merriam (1998) suggests that, “a case study design is employed to gain an in-depth understanding of the situation and meaning for those involved” (as cited in Eller, 2010, p. 39). This case study is an in-depth look at a single, specific case: the new nonprofit organization Kahlo Cultural Center. This case study will give insight to the very important basics of fundraising and volunteerism online. Merriam (1998) pointed out, “insights gleaned from case studies can directly influence policy, practice, and future research” (as cited in Eller, p. 39).

Data Sources

The sources of data give important insight to what local nonprofits have learned from successes and failures of current online marketing strategies. With such a large number of nonprofit organizations in San Luis Obispo County, it is important for Kahlo Cultural Center to take advantage of the experiences similar organizations have learned from. Qualitative research also relies on “verbal and written expressions of meaning given by the individuals studied as windows into the inner lives of these persons” (Denzin & Lincoln, 2000, p. 21). Studying cases from the SLO County Red Cross and Cal Poly Arts will help Kahlo Cultural Center learn how to shape their social media tools as they continually grow.

The following questions provided data sources for this case study. They were answered by Lydia Hunt (SLO County Red Cross Youth and Volunteer Director), Carolyn Jo Novak (SLO County Red Cross Development Director), and Lisa Woske (Cal Poly Arts Public Relations).

Each respondent, with an important role in local nonprofits, answered the following questions and probes:

1. What is the most effective social media tool to attract volunteers to a new nonprofit?
 - a. Why do you think it works well?
 - b. Are there problems with it?
2. What is the most effective social media tool to raise money for a new nonprofit?
 - a. Why do you think it works well?
 - b. Are there problems with it?
3. How does branding help raise money for a new nonprofit?
 - a. How does your organization work towards strong brand identification?
 - b. What is the status of your existing brand identification?
4. How does branding help attract volunteers for a new nonprofit?
5. What are the most effective elements of branding for increasing fundraising for a new nonprofit?
6. What are the most effective elements of branding for increasing volunteerism for a new nonprofit?
7. How is a nonprofit supported/improved by its use of a blog/social media?
8. What are the most effective methods, through the use of a blog/social media, to increase funds/volunteerism in a nonprofit?

Data Collection and Presentation

Formal interviews made up most of the data collection for this case study.

Interviews are an important way to collect data when the respondents have valuable experience in the subject being researched. Formal interviews were recorded to ensure the respondent was given full attention and the answers were able to be reviewed later. According to McMillan (2001), a “tape recorder will collect the information from the interviews more completely and objectively than notes” (as cited in Eller, 2010, p. 44). One of the interviews was also conducted by e-mail and followed by a short in-person meeting.

Data Analysis

In addition to research from literature sources, the data provided by the questionnaire give more ideas about how to use social media tools. This interpretive and qualitative information shows that development and implementation of popular social media tools are essential for raising money and recruiting volunteers. The interviewees also found a rise in awareness gained from Facebook.

Delimitations

Although the questionnaire was carefully thought out and reviewed by a several local nonprofit employees, including Valerie Bluett (Cal Poly Arts Office Administrator/Youth Outreach), there are some limitations. Because the organizations have different structures than Kahlo Cultural Center, not all parts of the questionnaire pertain to every organization. For example, Cal Poly Arts needs donors but not usually volunteers. The SLO County Red Cross recruits both volunteers and donors on a regular basis. They heavily rely on their volunteers for help at events.

The SLO Red Cross and Cal Poly Arts have only had Facebook pages for about a year and a half. As more time passes, data will be more accurate and informative. Even so, the past year and a half on Facebook have been positive for both organizations. Cal Poly Arts' page is "liked" by 794 people, while the SLO Red Cross page has 158 fans. Both organizations also regularly use Twitter and an in-house Web site. The SLO Red Cross also blogs regularly.

Although McMillan (2001, p.271) states that audio recorders are better for interviews than taking notes by hand, he says "the mere presence of a recorder may disrupt the interview and affect the responses, especially if personal questions are asked" (as cited in Eller, 2010, p. 44).

Chapter 4: Data Analysis

Description of Participating Respondents

The respondents were chosen for their experience working for reputable nonprofit organizations in San Luis Obispo. The first interview was conducted with Lydia Hunt, the SLO County Red Cross Youth and Volunteer Director, who regularly recruits volunteers and teaches the volunteer orientation class. Getting the youth of the community involved is an important part of Hunt's volunteer recruitment. Carolyn Jo Novak, the SLO County Red Cross Development Director and the second respondent, has been managing the organization's social media tools for the year or so with the help of various volunteer interns. She has learned about how to use these social media tools starting from scratch and has a great understanding of all the basic information and techniques for effective use of these tools.

Lisa Woske, Cal Poly Arts' Public Relations Manager and the third respondent, also has experience in social media. Even though Woske may not have been a social media expert two years ago, she has since learned through experience and trials on a daily basis. The last interviewee, Sydney Lara, Executive Director and Co-Founder of Kahlo Cultural Center, coming from a younger generation than the other respondents, was already more familiar with social media and its many uses. Lara is heavily relying on the use of social media to help her new organization grow. Each respondent was initially contacted by email and then met with in person. Each interview was recorded with a digital audio recorder to ensure accuracy and efficiency.

Social Media's Effects on Nonprofits

1. What is the most effective social media tool to attract volunteers to a new nonprofit?

Question #1 asks for a general response about social media tools. All participants seemed to agree that Facebook is the best way to attract volunteers and bring awareness to a new nonprofit organization. They also said what the best and worst aspects of this tool are (see Tables 1 and 2).

Table 1

Why do you think it works well for volunteer recruitment?

Respondent	Why?
Lisa Woske	N/A (Cal Poly Arts doesn't use volunteers regularly.)
Carolyn Jo Novak	Popularity
Lydia Hunt	All of our young volunteers use social media regularly
Sydney Lara	It's the most popular social media site

Table 2

Are there problems with it?

Respondent	Problems?
Lisa Woske	N/A (Cal Poly Arts doesn't use volunteers regularly.)
Carolyn Jo Novak	Learning curve for inexperienced users
Lydia Hunt	Older volunteers may not use it
Sydney Lara	Need more fans to be more effective

2. What is the most effective social media tool to raise money for a new nonprofit?

Question #2, similarly to question #1, asked participants to identify the best online tool for seeking donations. Again, the respondents felt that Facebook has been the most useful in their experiences. They also explained why Facebook has been so beneficial for them (see Tables 3 and 4).

Table 3

Why do you think it works well?

Respondent	Why?
Lisa Woske	N/A (doesn't current solicit donations on Facebook)
Carolyn Jo Novak	Popularity
Lydia Hunt	N/A
Sydney Lara	Hope to get donations online regularly through PayPal

Table 4

Are there problems with it?

Respondent	Problems?
Lisa Woske	N/A
Carolyn Jo Novak	No
Lydia Hunt	N/A
Sydney Lara	Not so far

3. How does branding help raise money for a new nonprofit?

Question #3 asked participants to think more specifically about how their organization markets itself and how that effects donations. Woske said a strong brand “creates a polished, consistent image that people come to trust/recognize and associate with our organization. It helps in a repetitive, subconscious recognition.” Novak and Hunt agreed that the Red Cross, relies on their strong brand identity to help them raise money on internationally. Each respondent also talked about how their organization works towards strong brand identification and what the status of their existing brand is (see Tables 5 and 6).

Table 5

How does your organization work towards strong brand identification?

Respondent	How?
Lisa Woske	Consistency
Carolyn Jo Novak	We don't worry about because it already exists
Lydia Hunt	We don't worry about because it already exists
Sydney Lara	Displaying colorful repeatedly at events and online will hopefully help people recognize the organization

Table 6

What is the status of your existing brand identification?

Respondent	Status?
Lisa Woske	Organization has been around 25 years but sometimes is confused with other Cal Poly or arts related departments and organizations
Carolyn Jo Novak	Second-most recognized brand worldwide
Lydia Hunt	Recognized because of longevity and organization's large size/impact
Sydney Lara	Fairly new and unrecognized by general community

4. How does branding help attract volunteers for a new nonprofit?

Novak pointed out that since the Red Cross has such a strong brand name locally, nationally, and internationally, people generally think of the Red Cross first. "People see a disaster, local or national, and they want to be those volunteers that go out and support the people that are effected by disaster" and they know the Red Cross is the best place to do it, said Novak.

5. What are the most effective elements of branding for increasing fundraising for a new nonprofit?

Woske said “consistent use of logo and ‘look’ of all print ads and consistent tone of press releases” help Cal Poly Arts’ brand identification. Novak gave a similar response, referring to “history, experiences, evidence of giving and support” as important aspects of branding during a fundraising campaign. Branding is clearly something that must be established before any campaign to increase its success.

6. What are the most effective elements of branding for increasing volunteerism for a new nonprofit?

Question #6 asks these nonprofit employees to think about effects their organization’s brand has on volunteerism. Generally, respondents agreed that good branding creates more awareness. More people will want to associate themselves with an organization that has a strong brand. It is clear from cases like the SLO Red Cross that this positive association also brings attention from potential volunteers and supporters. Without this positive recognition, the Red Cross would have to work much harder to get the same large number of volunteers.

7. How is a nonprofit supported/improved by its use of a blog/social media?

Question #7 covers the broad topic of positive effects of social media on nonprofits. According to Woske, social media “keeps the organization current and fresh, with an excuse to keep contacting people with ‘news’ and ‘updates’.” This creates a “repetitive presence of Cal Poly Arts” in the public’s mind.

8. What are the most effective methods, through the use of a blog/social media, to increase funds/volunteerism in a nonprofit?

Focusing on specific methods previously used by the interviewees, question #8 asks them which social media tools have the best response in terms of donations and volunteers. Respondents agreed that consistency and professionalism are important aspects of communication in any case. These aspects will increase the impact of an online message or brand in most cases. Although Facebook seems to be the best and most popular choice among nonprofits and publics, it works best in conjunction with other tools like a blog and an in-house Web site.

The respondent data presented in this chapter give insight to social media effects based on experiences of local nonprofits. The questionnaire covered general and specific topics within the realm of social media tools from fundraising and volunteerism to awareness.

Chapter 5: Conclusions

Summary

According to the literature, research, and interviews, the use of social media tools by public relations practitioners, improves awareness, volunteerism, and donations within nonprofit organizations. “Excellent public relations consists of two-way communication and interactivity” and social media tools like Facebook allow many forms of new, interactive communication (Waters, 2007, p. 66). Social media and online fundraising is still fairly new to most organizations but is clearly effective because of its growing popularity. The “Review of Recent Online Communications Benchmarks Studies” says that online donations are growing, quick responses to news are important, and that email lists continue to increase in size. The median online donation was almost twice that of offline donations in 2006 (Fox, Matheson, & Ward, 2007). Interviews suggested that nonprofits like the SLO Red Cross not only rely on social media

to get volunteers but also on their strong brand identity to create interest. The forms of social media that were identified as the most important for nonprofits are Web sites, blogs, message boards, videos, podcasts, and social networking sites (Owyang & Toll, 2007, p. 1).

Conclusions

Reviewing results of the research conducted for this project shows that nonprofits rely on Facebook and their own Web site for most of their online needs. Updating regularly and staying connected with fans and supporters is key to creating and sustaining two-way online communications.

Recommendations for practice for Kahlo Cultural Center

Throughout this project, Kahlo Cultural Center's Web site, blog, and Facebook have continued to grow. Kahlo.org, the organization's official Web site, was published on the Internet at the beginning of January 2011 (see Figure 1) and blog posts started to appear regularly at the beginning of February (see Figure 2). On February 2, Kahlo Cultural Center posted their first status update on their Facebook page (see Figure 3). All of these have help Kahlo get off on a great start.

Their Facebook page is growing through interactivity with 85 fans or "likes" so far. The Facebook Insights provide insights and statistics on "Page Overview", "Users", and "Interactions" (see Table 4). The Insights show that while the number of fans and page views are steadily increasing, interactions, such as comments, have been slower. To get more comments and responses from fans,

Kahlo could add a few things to their Web site to make it more appealing and easy to understand. Research suggests that disclosure makes the Web site more credible. "Organizations must make sure to provide a detailed description of the organization and its history, use

hyperlinks to connect to the organization's Web site, provide logos and visual cues to establish the connection, and list the individuals who are responsible for maintaining the social networking site profile" (Burnett et al., 2009, p. 103). Short biographies of the co-founders will be added to the site.

Besides what has already been mentioned, Kahlo Cultural Center should update their Web site, blog, and Facebook page frequently to keep supporters interested. With all of the help of research and social media tools, Kahlo Cultural Center is off to a great start.

Figure 1: Web site



Figure 2: Blog

Kahlo Cultural Center

offering support to the artistic and cultural community of San Luis Obispo

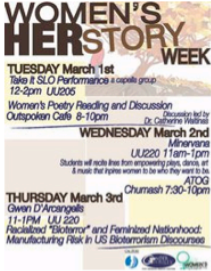
[Home](#)
[About](#)
[Blog](#)
[Events](#)
[DIY SLO](#)
[Get Involved](#)

Women's HERstory Week


By ADMIN | Published: MARCH 1, 2011

In celebration of [Women's History Month](#), March 2011, the Cal Poly Women's Programs presents [Women's HERstory Week](#).

I am planning on attending various events for it this week so if you don't get a chance to check it out stay tuned to our blog for pictures and reviews of the events.



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 - [Contact](#)
- [Blog](#)
- [Events](#)
- [DIY SLO](#)
- [Get Involved](#)
 - [Donations](#)

Categories

- [Art](#)

Call for Guest Bloggers!

By KATIE | Published: FEBRUARY 24, 2011

Guest bloggers:

Kahlo Cultural Center is looking for guest bloggers! Our blog is fairly new and small at the time being but with your help it will grow into a beautiful collection of ideas and opinions that represent our artistic and cultural community.

We are looking for all kinds of pieces related to arts and culture to post in our blog with your help! Arts and culture covers a wide variety of topics. You may review an event you went to, a book you read, a movie you saw, and/or a concert you went to as long as it has some cultural or artistic importance. Current categories of our blog include music, culture, art, music, and feminism but will continue to expand.

If you want to submit a piece email it to Katie@kahlo.org. Also include a short bio about yourself, including name, age, city, school/company, any other relevant qualifications. You do not need to be an experienced writer or write a professional piece, casual and conversational are perfect.

Pictures, video, links, and/or other multimedia are more than welcome.

Posted in [Uncategorized](#) | [Leave a comment](#)

- [Radio](#)
- [Uncategorized](#)

Archives

- [March 2011](#)
- [February 2011](#)
- [January 2011](#)

Blogroll

- [All Ages Movement Project](#)
- [Grassroots.org | Free Services for Nonprofits | Resources for Change](#)
- [Students for Free Culture](#)
- [Support Forum](#)
- [WordPress Blog](#)
- [WordPress Planet](#)

RSS Links

- [All posts](#)
- [All comments](#)

Meta

- [Log in](#)

Figure 3: Facebook page

www.facebook.com/pages/Kahlo-Cultural-Center/185040184843967

facebook

Search

Home Profile Account

Kahlo Cultural Center Edit Page

Non-Profit Organization · San Luis Obispo, CA Edit Info

 **KAHLO**
CULTURAL CENTER

Wall

Admin View

Info

Photos

Discussions

Events

85
people like this

Likes See All

ART AFTER DARK

San Luis Obispo New Times

The Claassen Gallery

Sustenance Cooking Studio

The Community Center at Cal Poly

Page Owners

Sydney Lara

Katie Boyer

Share

Wall Everyone · Kahlo Cultural Center

Share: Status Photo Link Video

What's on your mind?

Kahlo Cultural Center
March is National Women's History Month
<http://www.nwhp.org/>

Women's HERstory Week
Location: Cal Poly San Luis Obispo
Time: 8:00AM Monday, February 28th

252 Impressions · 0.79% Feedback
Yesterday at 2:02pm · Like · Comment · Share

2 people like this.

Write a comment...

Kahlo Cultural Center
Thanks to Heather Millenaar Photography: Custom Designs and Portraits for sharing her studio space with us.
Take a look at some of her great photos from Nux Fest III 2/13/11

Nux Fest
Our studio hosted Nux Fest III for an art show and four awesome bands. The Nux Fest was held from Feb 9-13th throughout the Central Coast. Thanks to all who participated! What a great turnout.
By: Heather Millenaar Photography: Custom Designs and Portraits
Photos: 24

206 Impressions · 0.49% Feedback
Saturday at 10:18am · Like · Comment · Share

Raymond Anthony Hughes likes this.

Write a comment...

JP Perez



Admins (2) See All

Use Facebook as Katie

Promote with an Ad

View Insights

Quick Tips

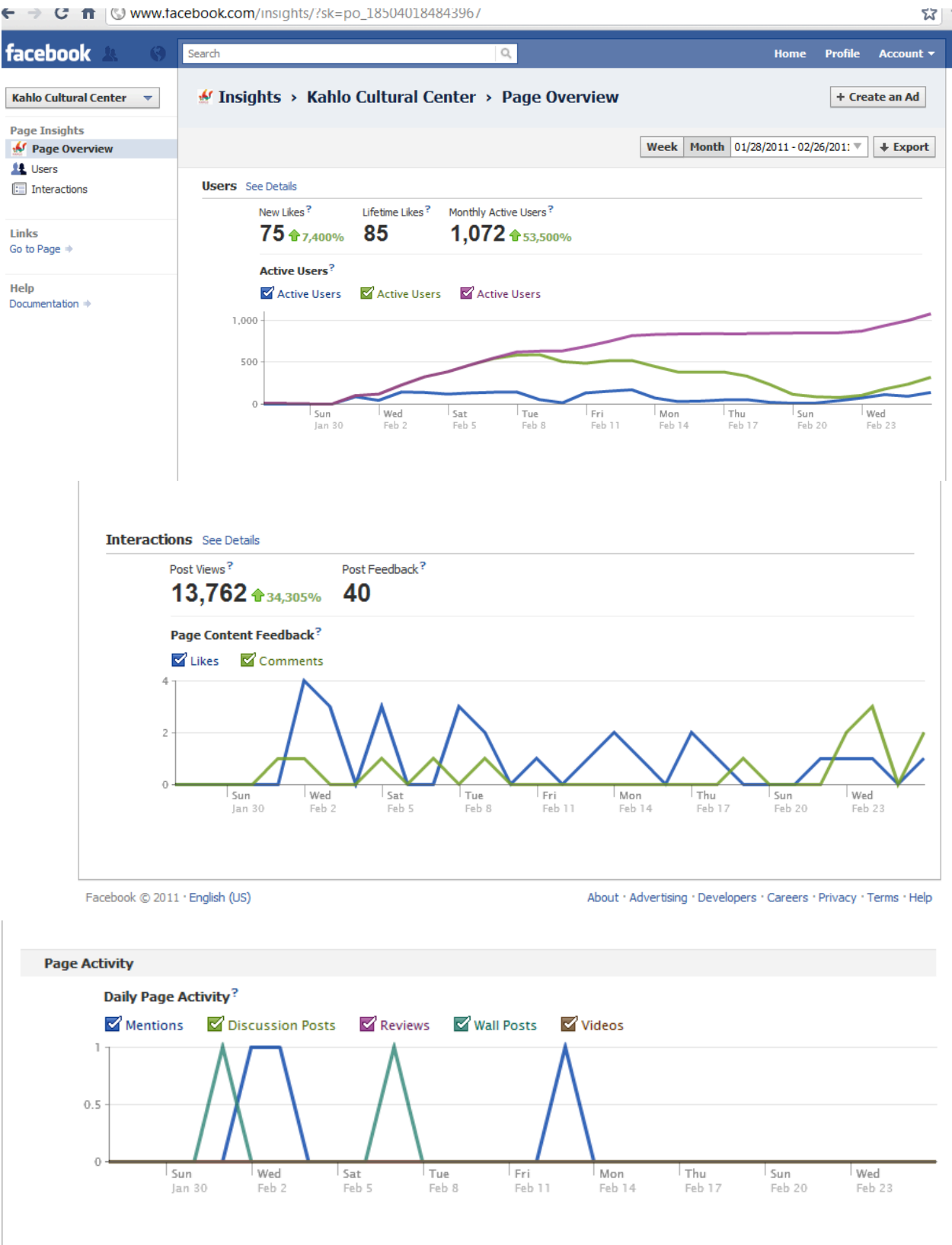
Get more people to like your Page with Facebook Ads today!

Get More Connections

Sample Ad: Kahlo Cultural Center
The text of your ad will go here.

Like · Katie Boyer likes this.

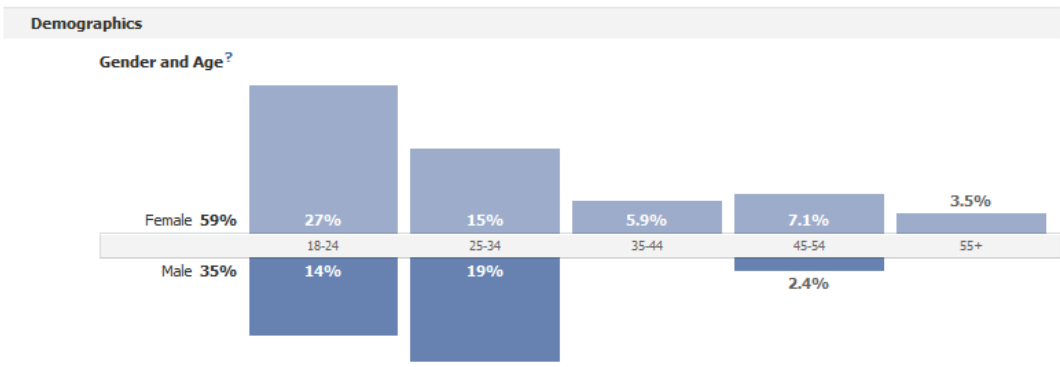
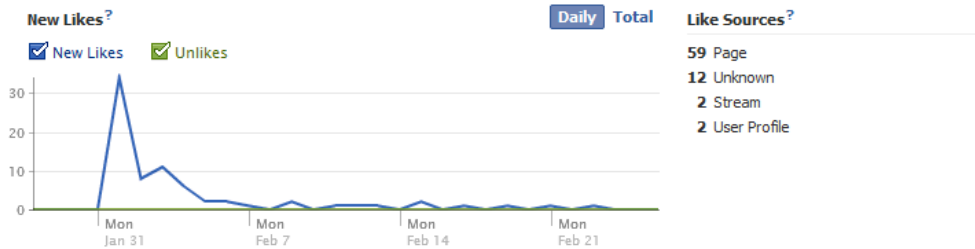
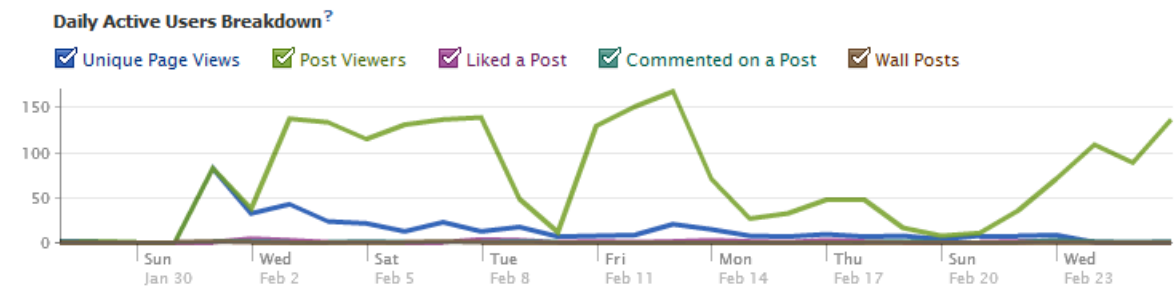
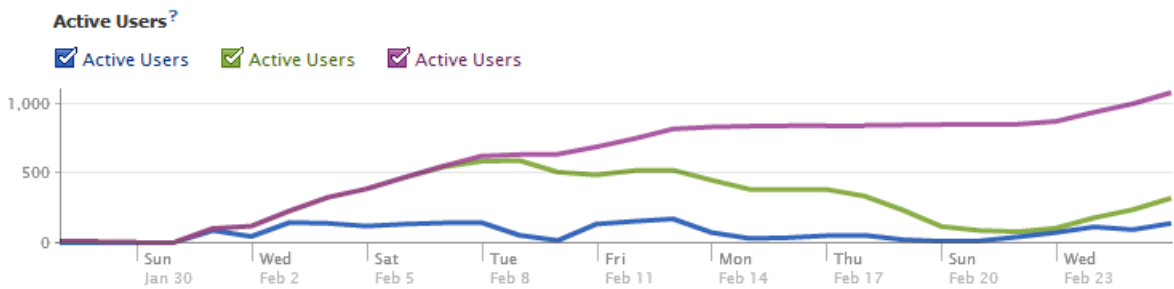
Figure 4: Facebook Insights



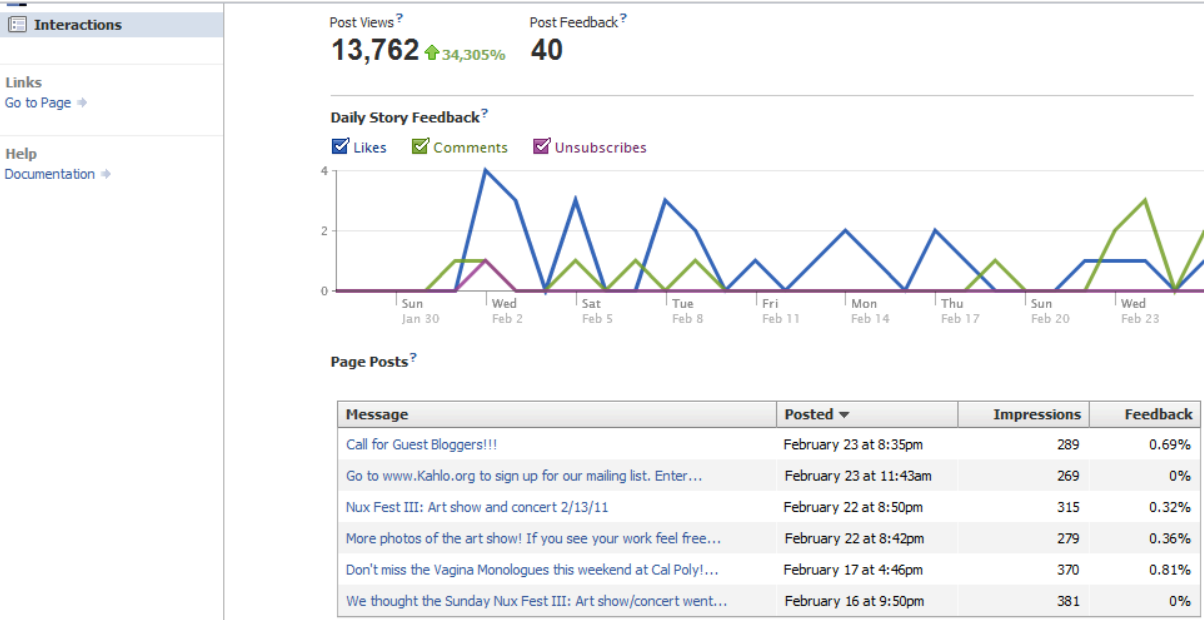
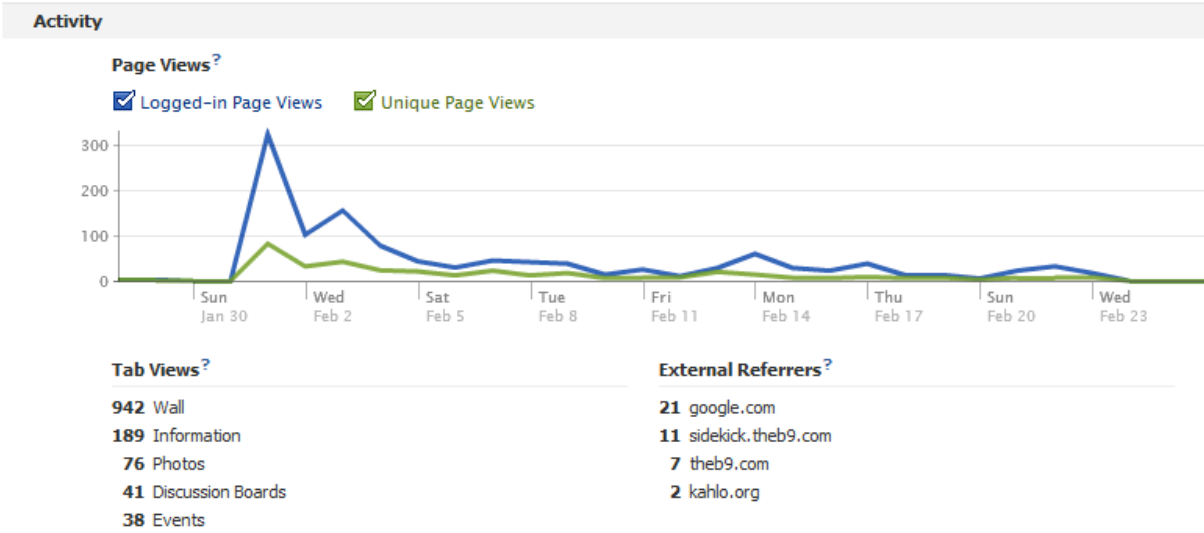
New Likes?
75 ↑7,400%

Lifetime Likes?
85

Monthly Active Users?
1,072 ↑53,500%



Countries?	Cities?	Language?
81 United States	32 Santa Barbara	83 English (US)
1 Canada	15 San Luis Obispo	1 German
1 Spain	11 Seattle	1 Spanish
1 Hungary		
1 Peru		



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