

Growth of a Non-Profit: A Social Media Case Study

Massachusetts School Based Health Alliance

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Healthcare Studies

INTRODUCTION

The Massachusetts School Based Health Alliance is a non-profit all volunteer led advocacy organization for school-based health centers (SBHC).

SBHCs are full-service health care centers in schools. They provide primary care, behavioral health, and dental services. SBHCs work in collaboration with the school nurse and all school staff to ensure all youth have access to services they need to thrive.

“WHAT YOUTH NEED, WHEN THEY NEED IT, WHEREVER THEY ARE”



RELATED LITERATURE

“The centers help youth and their families overcome access barriers-including transportation, time, costs, and lack of continuity of care that may prevent them from receiving needed health care services” (Love, Schlitt, Soleimanpour, Panchal, Behr, 2019, p.755)

“SBHC’S are established in Kindergarten through 12th grade settings. They provide the basics of primary health care, including but not limited to, health assessments, anticipatory guidance, screenings for vision and hearing, immunizations, acute illness care, and treatment and laboratory services. They also provide mental health care, social services, dentistry, and health education” (Arenson, Hudson, Lee, Lai, 2019, p. 3)

REFERENCES

- Arenson, M., Hudson, P. J., Lee, N., & Lai, B. (2019). The Evidence on School-Based Health Centers: A Review. *Global pediatric health*, 6, 2333794X19828745.
- Love, H. E., CE, B., CE, I., JA, K., AI., E., V, K., MM, R., J, S.-G., D, K., J, S., SR, L., CD, B., SB, K., H, B., TL, Y., M, A., & L, J. (2019, May 1). Twenty Years of School-Based Health Care Growth And Expansion: *Health Affairs Journal*. Health Affairs.

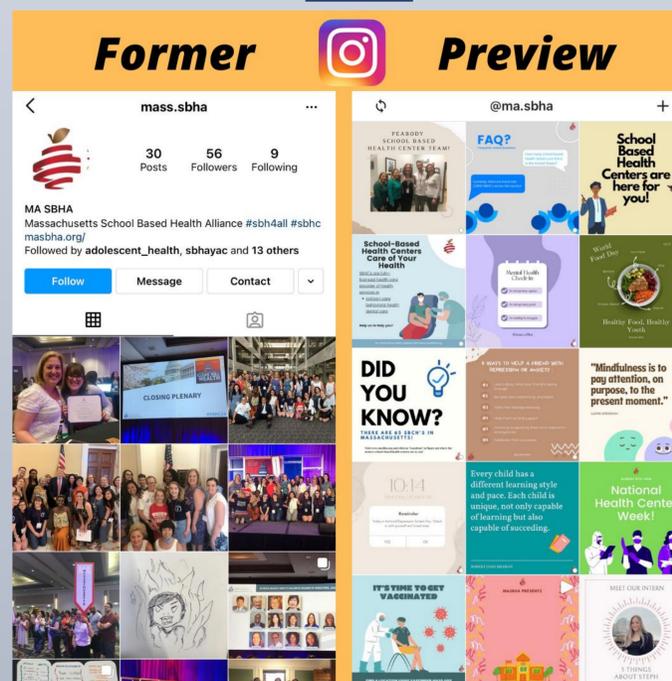
OBJECTIVES

- Investigate how non-profits effectively use social media
- Increase awareness of organization and mission of MASBHA
- Increase size of social media community by identifying target audiences
- Strengthen youth engagement strategies for MASBHA social media platforms
- Monitor media performance and feedback

PROCESS

- Evaluated website and all social platforms including information posted, resources used, media engagement, frequency of fundraising tools, and interaction with audience
- Compared school-based health alliances in other states such as New York, Oregon, California, New Mexico, Maryland, and Michigan
- Reviewed and analyzed best practices for a non-profit organization such as promoting awareness, building communities, inspiring action, and sharing impact
- Created media posts based on annual health themes, public health campaigns, benefits of SBHC’s
- Created educational presentation on social media strategies and presented to board of directors
- Created new Instagram platform and connected to Facebook and Twitter
- Created content for weekly posts on all social platforms for the academic school year 2021-2022

RESULTS



LESSONS LEARNED



New Place, New Skills: I stepped out of my comfort zone and needed to be proactive. Working on social media, I gained project management skills, communication skills, digital marketing skills, strategic planning skills all while being able to think freely and creatively. Knowing how social media works in general, I gained a new perspective on how social media works in the professional world.

Independence and Responsibility: My internship was completely remote. I had to schedule my own days/hours every week and organize my tasks. I had to make sure that I was in constant communication with Allison, my site supervisor, to make sure we were on the same page. These are the two words that Allison valued, and I wanted to prove to her that I am capable. Responsibility is one of my strengths and I made sure I followed everything through to completion due to my discipline.

Value of Teamwork: The passion and drive that Allison and the MASBHA board has is inspiring. They truly put their heart and soul into this organization. Each one of them brings a new perspective and skill set to the team. I have witnessed them have tough discussions and lighthearted discussions but, in the end, they come out stronger and plan their next steps with positivity. I am grateful that I got to speak with them even if it was through a computer screen, I have learned so much from them.

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