

Juice Consulting

Social Media Analytics Report

PRL 376

A Report on Paul Robeson Performing Arts Company

When you Google the Paul Robeson Performing Arts Company, about 382,000 results come up. In its Google search results, the PRPAC is represented well. The first link at the top of the page is the link that directs you to the home page of PRPAC. When you click on the link, it is obvious that this company is theater focused as an image of performers pops up on the center of the screen. Additionally, you are able to immediately infer that this is a non-profit organization, since there is a large blue button in the top right corner that says “donate” in capital letters. Other websites on the first page of results include mentions from websites such as “Visit Syracuse,” “Charity Navigator” and “Syracuse.com.” The prevalence of the organization's name on these websites illustrates its importance and prominence in the local Syracuse community. On these websites, the PRPAC has very positive sentiments, with the article from Syracuse.com stating that “PRPAC is beyond productions where you have costumes and makeup. It’s about being in the community. It’s about creating a space where we have open discussions about volatile issues” (Johnson-Travis, 2019). It is evident from an initial Google search that there is very little, if any, negative press about the PRPAC online based on these outside websites. There are a few articles talking about the residual issues they have faced reopening after the pandemic, but that is an issue that most small businesses are facing, let alone the live arts- which has arguably suffered the hardest after the pandemic.

In terms of social media, PRPAC's Facebook page does show up as one of the primary Google results. Notably, it is the first social media platform and only social media platform that shows up when you are searching the company. When you click on the link, PRPAC's Facebook home page pops up, and you see their profile picture, which is their company logo, and their cover photo, which appears to be an African-American inspired portrait that reflects black history and culture. This particular photo tells us that the PRPAC is particularly focused on the black community. Their page also highlights that they are a nonprofit organization, and the about section states that they are a company focused on theatrical entertainment within their community which informs their followers about who the company is and their purpose. Other than Facebook, there are no other social media links that appear in the Google search engine, however, PRPAC has several other social media accounts on platforms including Twitter, Instagram and Youtube. From the lack of activity on their social media platforms, and based on what Karin Franklin-King said in our class Zoom call, it appears that the audiences interacting with the brand are of the older generation. Franklin-King emphasized her enthusiasm to incorporate the next generation, both on-stage and in the audience. Most of their current audience has grown up with this company, but they are eager to expand into the younger demographic. After doing an online audit, it makes sense that they have an older audience; platforms that many younger people are on, such as Instagram and Twitter are not very active. Because of this inactivity, we can assume that some of the youth members within the community do not know that the PRPAC exists, and their limited presence on social media and online may be a factor in this.

An interesting thing to note is that when you google "Paul Robeson Performing Arts Company," the small box of information produced by Google says "Temporarily closed" and is

highlighted red, drawing your attention immediately to this. This may be a lingering aspect of the implications that the pandemic has had on the organization; however, I think that changing this would have a positive impact upon first search of the company.

As the agency concerned with donors, their online presence is adequate. On their website, they make it very easy to donate, which is great for people who visit their website. However, past that, there are not many other opportunities to donate. We would like to help the PRPAC expand their social media presence on some of the younger platforms including Instagram and Tik Tok. Once that is achieved, we can then begin to incorporate fundraising opportunities on PRPAC's social media platforms. An example of this would be putting links in all of their social media bios that will direct their followers to PayPal which everyone can easily access, making people more inclined to donate. Additionally, a way to pair donations with social media is to do "days of giving" or bingo boards on their stories. Many organizations have posted venmo bingo boards on their stories, where a square is filled with the said amount of money and is filled once a donation is made. The handle of the donor is placed on that square, however more people are always welcome and encouraged to donate even when all the squares are full. Though the monetary amounts are small, the accumulation of amounts throughout their various platforms could make a difference. Putting a link in their social media bios, doing a day of giving on social media and online and incorporating venmo bingo boards to raise money for productions are just three small steps the PRPAC can take to raise donations. Social media, if used correctly, could make a substantial difference in fundraising and would be another avenue to get the younger generation involved in the PRPAC.

Another idea that could incorporate the younger generation, particularly the students at Syracuse University, is through a fundraising event through the University. During February,

since it is Black History Month, we could organize a partnership event with the College of Visual and Performing Arts. This would be a karaoke event held at Orange Crate on Marshall Street because it is an easily accessible location for students. People will have to purchase t-shirts that will be specially designed before the event and they have to wear the shirt in order to enter. The money collected by the shirts will go to PRPAC. Also, the shirts will expose the younger demographic to the company because people will see their peers wearing the shirt. If students want to sing a karaoke song, they will have to pay \$1, and that money will be donated to the PRPAC as well. Holding this event in February would make it a timely event; also, having an interactive and fun activity for college students would most likely result in a decent turnout and therefore, a successful fundraising activity. Additionally, karaoke would be a fun way to represent the PRPAC, as the musical connection of an open-mic night and the musicals they put on would make the activity more meaningful. These are just some of the ways we can help the PRPAC boost their fundraising and donations efforts, and we are so excited to help.