

MEJO 332 Public Relations Writing

Communications Audit – CFK Africa

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APPLES Client Portfolio
CFK Africa
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Communications Audit

Background

CFK Africa is a nonprofit organization committed to improving the public health and economic prosperity of informal settlements in Kenya. These settlements face many challenges including limited access to basic education and healthcare services, a lack of basic infrastructure, and high rates of poverty and malnutrition. Approximately 60% of Kenya's urban population is currently living in informal settlements. CFK uses a participatory development model to collaborate with the leaders of these communities to create sustainable solutions to the unique challenges that they face. With offices located both in Kenya and in Chapel Hill, CFK has deep ties to UNC as a research partner and to the greater Chapel Hill community. It was founded in 2001 as "Carolina for Kibera" by Tabitha Festo, Salim Mohamed and Rye Barcott, a UNC student. Since then the organization has rebranded as "CFK Africa," and expanded to include informal settlements in eight Kenyan counties. Over the next five years, CFK hopes to indirectly impact more than 10 million people with its various educational and healthcare programs, making a lasting change on each of these communities.

SWOT Analysis for [Website](#):

Strengths:

- The organization's website is colorful and easy to navigate.
- The website features many images of its work in Kenya, likely to evoke emotion from viewers.
- The "Our Work" section of the website includes defined sections that clearly establish what CFK's mission is and the practical application of their values. For example, the website differentiates between education and primary healthcare endeavors.
- The website clearly denotes open positions and directly links to applications to interview for the position. This makes it very easy for those looking for a way to get involved.
- The "Newsroom" page highlights the organization's coverage in the media, including links to published stories. This encourages a positive relationship between CFK and specific media organizations.

Weaknesses:

- Though it could be considered a strength or a weakness, each page of the website contains a large amount of information. This can be a bit visually overwhelming.
- In the section listing major partners, there is not much specific information about the contributions of each partner. For example, under UNC, it simply says that they "collaborate...to develop and implement research projects." More detailed information is not a necessity in this section but possibly a "read more" page?
- The organization could do a better job emphasizing the importance of donations to the functioning of the nonprofit. There is a "donate" button at the top of the page, but they could do a better job pushing it.

Opportunities:

- To highlight the importance of donations and to encourage donors, the organization could create a page called “why we need you.” Here, they could include statistics about previous donations and the work that they were able to achieve as a result.
- The images included on the website are primarily from work within the informal settlements in Kenya. However, there are also offices located here in Chapel Hill. They could potentially highlight the work being done in North Carolina to increase the “proximity” element of newsworthiness. The website could also leverage the organization’s connection to the university.

Threats:

- While the organization is doing great work, the lack of a local component may deter people from wanting to donate or get involved. They may be more inclined to join or donate to organizations that are making similar efforts here in the United States.
- The “donate” section of the website includes spaces to put all of your personal and payment information. However, it is not clear exactly where the money is going within the organization. This may deter some people from donating. There is a section to “ask questions about your gift” but the website could make this clearer.

Recommendations:

Overall the website is really strong. It includes a lot of information, making it very clear what CFK’s mission is and how they plan to achieve it in the coming years. However, the amount of information and the number of different pages can make it a bit visually overwhelming to the

average viewer. To combat this issue, the organization could simply reformat some of its pages to make information easier to find. Furthermore, we would recommend more of an emphasis on donations. While we understand that the organization does not want to seem “money hungry,” there is not a lot of encouragement for website viewers to donate. CFK could possibly include a “why we need you” page to include statistics about previous donations and the work that they have been able to achieve as a result.

SWOT Analysis the [Instagram Page](#):

Strengths:

- As an organization, they are active on Instagram and post around once to twice a week, which is imperative to do as a social media team.
- Their Instagram participates in weekly hashtags, such as #WorldAidsWednesday and #GivingTuesday to communicate and educate their audiences about two of their initiatives.
- Their Instagram does a good job of having parts of their initiatives, such as Public Health, their sports teams, and their connection to Chapel Hill.
- The story banners are used to implement the initiatives and explain them to possible donors and volunteers.
- They give awareness to specific public health issues in informal settlements.

Weaknesses:

- It is a little bit busy with the graphics and pictures used, it could be more cohesive overall.

- While specific is good, it is a bit confusing about their overall purpose. It would be nice if they had a pinned post or story that fully explained their mission to the viewer.
- I think the quality of photos could be better and would help it look a bit more professional and cohesive as a page for an organization should.

Opportunities:

- Could expand on the banners used with personalized stories from each aspect to help the audience understand their mission.
- Could do a weekly hashtag to show a more personalized connection to the people in Kibera that they work with.

Threats:

- The local component is also a threat to donors in the United States who would be viewing the Instagram page. There should be a consideration of adding a local component of Chapel Hill to the instrgram.
- There is no place to donate on Instagram in general, which is a threat in itself. It is easily fixed with a button added to the heading.

Recommendations:

Overall, the Instagram page is colorful and gives a good insight into CFK Africa. They do an excellent job of explaining specific criteria within their public health mission. Though, they could use some work describing the more extensive outline of CFK Africa. As an Instagram user, I believe a pinned post describing who they are and their overall mission is an excellent thing for

any non-profit or business. This would combat any confusion regarding what exactly CFK Africa does and why they should care to donate. While colorful, Instagram lacks cohesion, I believe that having more similar graphics and pictures could help with an overall look. The use of Instagram stories to give a basic outline of each of their initiatives will also contribute to the basic understanding of the audience. Doing these things will make the page more user-friendly and have a clear message for their intended audience.

Summary:

In essence, we propose that CFK Africa concentrates on improving online engagement within its website and social media platforms. We recommend that CFK Africa improve its social media platforms by creating a more engaging feed targeting different audiences, specifically on its Instagram. For instance, customizing Instagram content to resonate with Gen Z students in the U.S. who might need to be made aware of who CFK Africa is and what it does. Additionally, CFK Africa should expand beyond Instagram and consider creating a presence on TikTok. We suggest this because TikTok is one of the fastest growing platforms in the U.S. and around the world, which could help deliver CFK Africa's message to a younger and diverse audience that prioritizes social issues such as fighting child hunger, empowering women, and providing health care to informal settlements.

Additionally, another area of focus where CFK Africa could improve is its website design. Throughout our assessment and research, we found it challenging to navigate the website due to the layout and amount of information presented to viewers. For instance, it was challenging to find CFK Africa's donate option because it was under the take action tab, which does not appear highlighted or in a font to make it stand out from the other options. We suggest

that CFK Africa could improve its website by condensing the number of tabs at the top of the page and the information within it. Along with these changes, we suggest that CFK Africa spotlight its earned media within its social media and website, leveraging positive reviews and third-party news articles highlighting the impact CFK Africa is making in Kenya. We suggest this because although CFK Africa already has a positive reputation in Kenya, it still does not have a recognizable name to reach audiences worldwide.

Finally, it would benefit CFK Africa to promote itself among the student body at UNC-Chapel Hill. Before our involvement with CFK Africa, we were surprised to discover that CFK Africa existed on campus. A strategy to promote CFK Africa on campus would be to promote internship opportunities beyond the APPLES Service-Learning Program. Additionally, CFK Africa could promote its mission through paid advertisements in the Daily Tar Heel that promote awareness of issues faced in informal settlements, such as health care crisis, malnutrition, and underfunded education systems. This would be an essential step in growing CFK Africa because it could extend its reach among students at UNC-Chapel Hill and create an opportunity to continue making an impact throughout the next decade.