world relief®

Content Analysis of Nonprofit Instagrams: Unveiling Engagement Strategies

A Research Project by Preston Conner

Abstract

In the realm of nonprofit humanitarian organizations, leveraging Instagram and other social media platforms is paramount for effective communication and community engagement. This Content Analysis delves into the content strategies employed by four distinct nonprofit entities: World Relief, International Rescue Committee, Compassion International, and Direct Relief. Through a detailed analysis of engagement patterns, including post types, themes, storytelling techniques, and visual elements, this research identifies high-engagement strategies and effective brand building. Findings underscore the impact of diversified content strategies, the impact of compelling video narratives, and the significance of leveraging carousel posts for higher engagement. The study also highlights traits likely to go viral, specifications of visual graphics in driving likes, and the benefits of incorporating emojis and hashtags for increased visibility. Decoding nuanced qualitative elements of each post, this research aims to provide actionable insights and recommendations for enhancing Instagram content strategies that cultivate a loyal community Practical implications for nonprofit organizations aiming to amplify their digital impact are discussed, aligning social media efforts with the mission of humanitarian support.

Executive Summary

In the domain of nonprofit humanitarian organizations, leveraging social media platforms has evolved into a pivotal tool for effective communication and community engagement. This comprehensive Content Analysis dives into the content strategies of four international nonprofit entities: World Relief, International Rescue Committee, Compassion International, and Direct Relief. Through an exploration of various patterns, such as post types, recurring themes, storytelling techniques, and visual elements, this research uncovers insights and strategies that **drive heightened interaction** and **grows community size and loyalty**.

The **findings** from this analysis lay out multiple key strategies that can be utilized by nonprofit organizations. These findings start with having a **diverse content strategy,** using a **mix of photos, carousels, and videos**. Along with this, one of the standout discoveries is the role of carousel posts in fostering engagement**.** By capitalizing on the dynamic and interactive nature of **carousel posts**, organizations can craft sequences of images or information that captivate the audience's attention. Moreover, creating **captivating visual graphics** also **drive meaningful engagement and interaction.**

Additionally, **compelling video narratives** are a **significant driver of engagement**. The study demonstrates that videos consistently **yield audience engagement**, conveying impactful messages and emotional sentiment. Furthermore, the utilization of **emojis and hashtags** is highlighted to **enhance content visibility**, a crucial component in today's competitive social media landscape.

Furthermore, the study uncovers **critical traits** that have the potential **to catapult content to go viral**. While going viral is entirely up to the algorithm, **one can significantly amplify the likelihood** doing so through use of specific traits. These post traits were uncovered to be the use of **holidays and humanitarian news events** as catalyst for impressions and **Tik Tok short form videos**.

Ultimately, this research provides actionable recommendations for enhancing Instagram content strategies. Cultivating a loyal and engaged online community translates into real world benefits. Successful building of an online community, through the help of these findings, will **increase volunteers, donations**, and **further reach of the mission**.

Table of Contents

Introduction

In the landscape of modern communication, the influence of digital platforms is undeniable. This report undertakes an insightful journey into the world of nonprofit communication and content strategies on Instagram. With particular focus on two organizations dedicated to refugees and two larger humanitarian entities, the analysis aims to uncover engagement traits and behaviors.

By dissecting these traits, we gain invaluable insights into what resonates and motivates online audiences, and the significance of understanding these dynamics cannot be overstated in the realm of nonprofits. Building a connected community offers a sense of belonging and a shared purpose, which translates into real-world benefits such as increased volunteer participation, donations, and amplified advocacy efforts.

It is important to keep in mind that these data-driven correlations that are presented do not imply direct cause-and-effect relationships. Numerous factors contribute to engagement level, including external effects, user preferences, and platform algorithms. Regardless these insights illuminate the path towards audience connection and inform nonprofit strategies.

These insights are not merely metrics; they serve as steppingstones towards building enduring relationships with your community. At the very least, it is great to have these in the back of your head when deciding your online content strategy.

Findings for Each Nonprofit

|	Christian	Non-Religious
Refugee Focused	World Relief	Compassion International
Humanitarian Focused	Direct Relief	International Rescue Committee
	Medium Sized Following	Large Sized Following

Findings for Each Nonprofit

International Rescue Committee (IRC)

291,000 Followers & **47 Posts** Analyzed

Findings for Each Nonprofit

International Rescue Committee – Post Type Distribution

➤ Content Strategy is **largely Carousels** and **Videos**

Distribution of Post Types (IRC)

Photo
18.2%
(8)

Carousel
45.5%
(20)
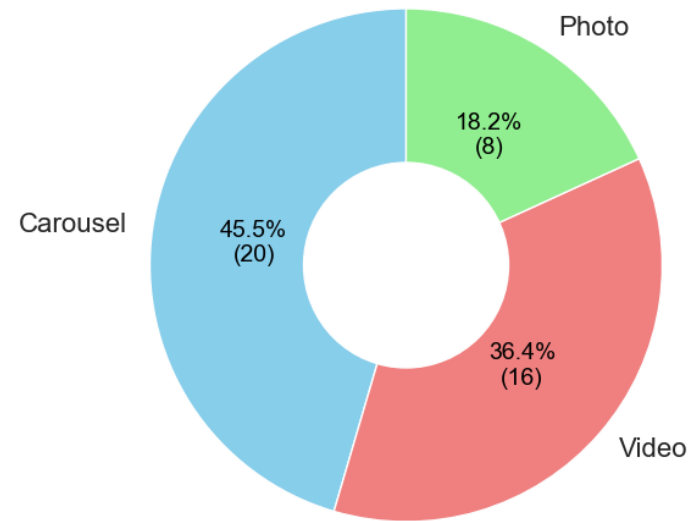
Video
36.4%
(16)

Findings for Each Nonprofit

International Rescue Committee – Post Types Engagement
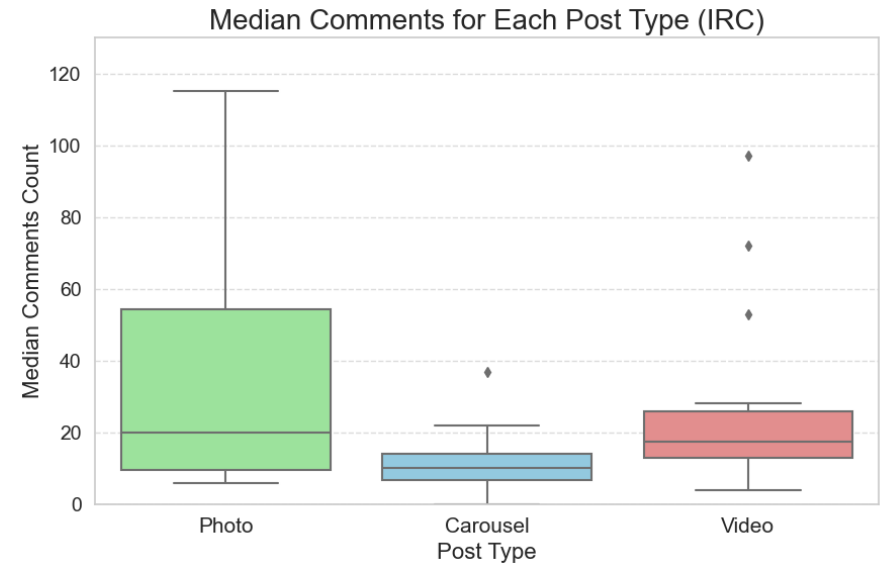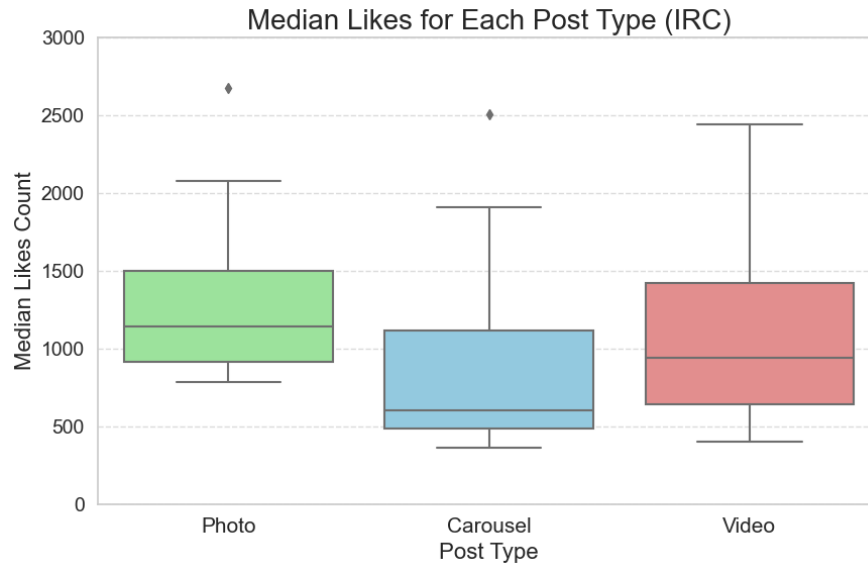
Photos/Videos perform consistently the **best**

Videos have **largest range** of performance

Findings for Each Nonprofit

International Rescue Committee – Week Day Distribution

Posts evenly across the week besides **Fridays**

Distribution of Post by Day Posted (IRC)
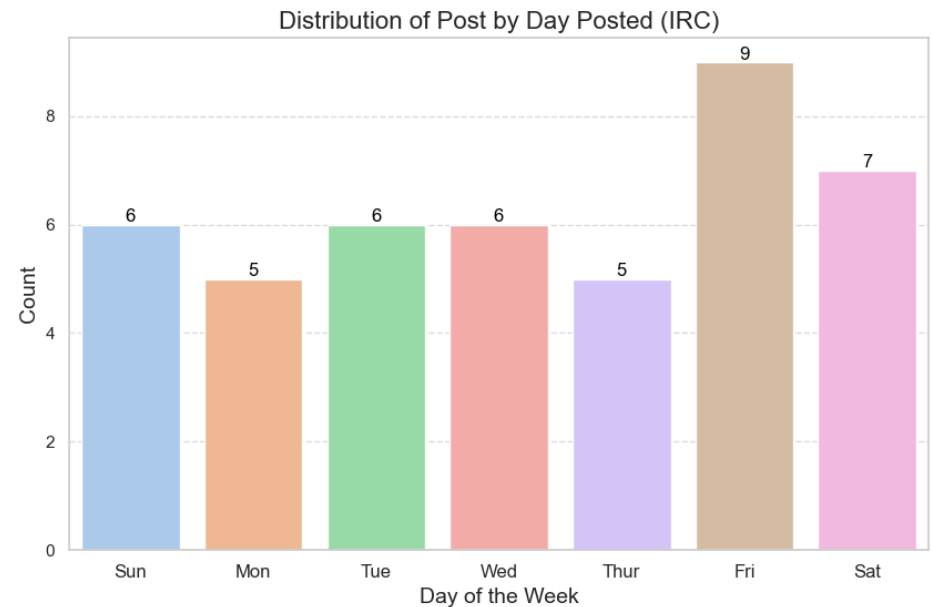
Findings for Each Nonprofit

International Rescue Committee – Week Day Engagement

Median Likes for Each Day (IRC)

Median Comments for Each Day (IRC)
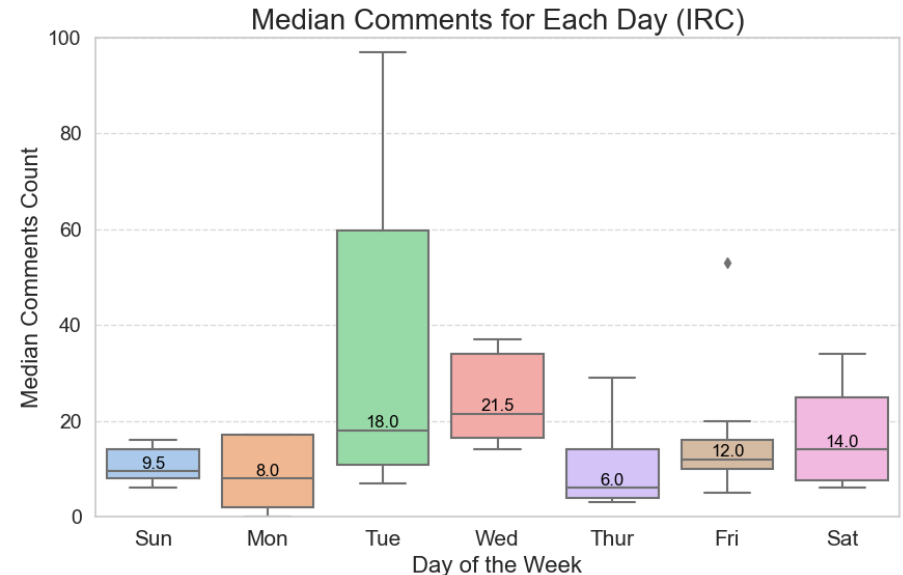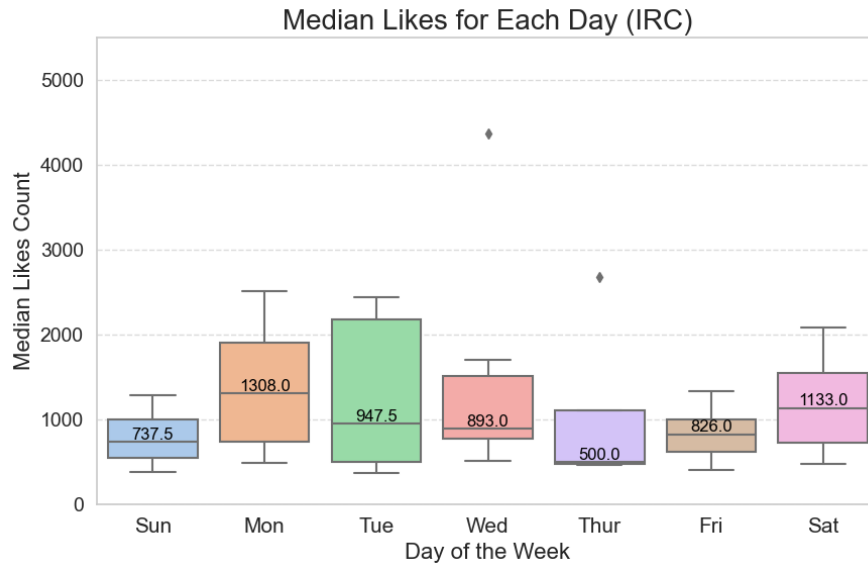
- **Monday, Saturday, Tuesday** outputted best **likes**

- **Wednesday, Tuesday, Saturday** outputted best **comments**

Findings for Each Nonprofit

International Rescue Committee – Graphic Posts

Share of Graphics among Posts

Graphics

48%

52%

Not/Other Post

What does **Ramadan** look like in a refugee camp?

Swipe to learn more from a Somali family ❯

Rescue.org
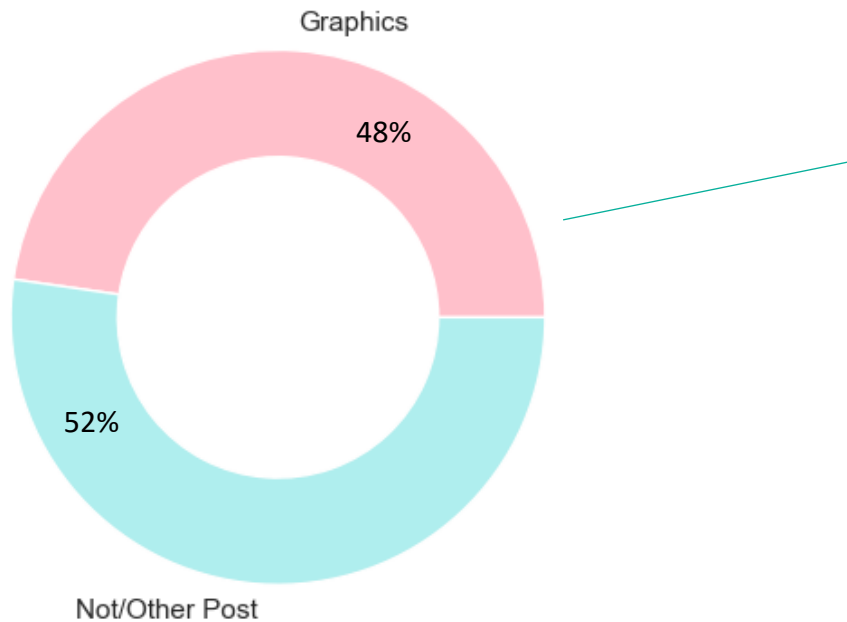
Engagement Increases:

♡ **11% Increase Likes**

◯ **19% Increase Comments**

Findings for Each Nonprofit

International Rescue Committee – Graphic Breakdown & Engagement

Graphic Posts: Photos vs. Carousels

Photos

38%

62%

Carousels

Median Engagement:
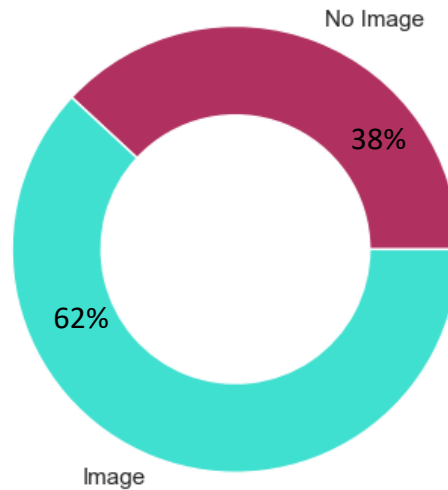♡ 1141 Likes
💬 20 Comments
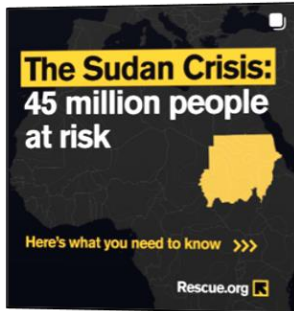
Median Engagement:
♡ 826 Likes
💬 10 Comments

Findings for Each Nonprofit

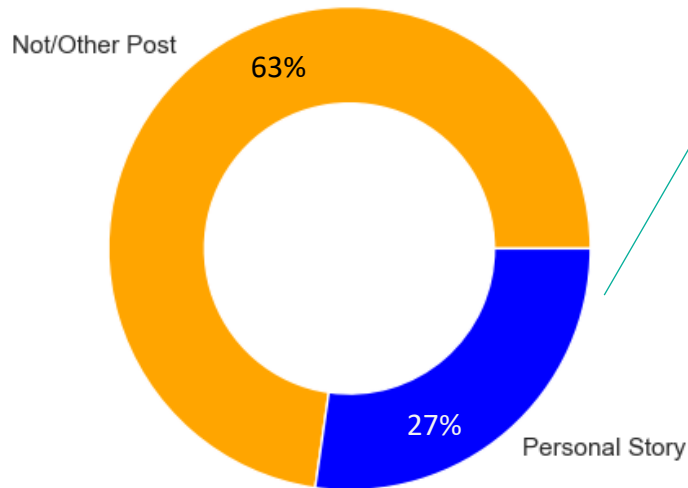International Rescue Committee – Graphics with Images Breakdown

Graphic Posts: Real Photo Image Included

No Image

38%

62%

Image
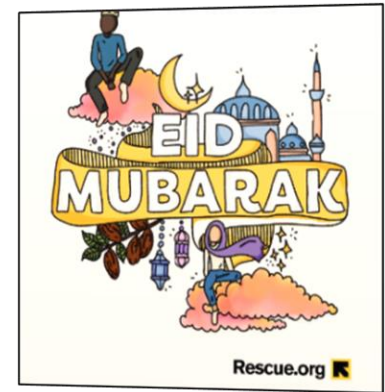
Findings for Each Nonprofit

International Rescue Committee – Personal Story Posts & Engagement

Posts: Personal Story Posts

Not/Other Post

63%

27%

Personal Story

⌐ Median Engagement of Personal Stories Compared to Other Posts:

♡ **46% Decrease Likes**

💬 **29% Decrease Comments**

⌐ Do add a personal touch and emotion to a brand

Dr. Marius Kothor
@MariusKothor

Some 20 yrs ago, I came to United States at the age of nine straight out of a refugee camp in Benin. I'd been a refugee since I was two-years-old and I spoke no English and had no formal education. Today, I am now officially a Yale-trained Ph.D. with a prize-winning dissertation.

Rescue.org

Findings for Each Nonprofit

International Rescue Committee – Video Breakdown & Engagement

Video Posts: Tik Tok Style vs. Regular Style

Tik Tok Style

62%

38%

Regular Style

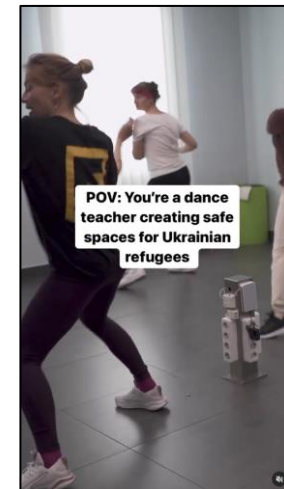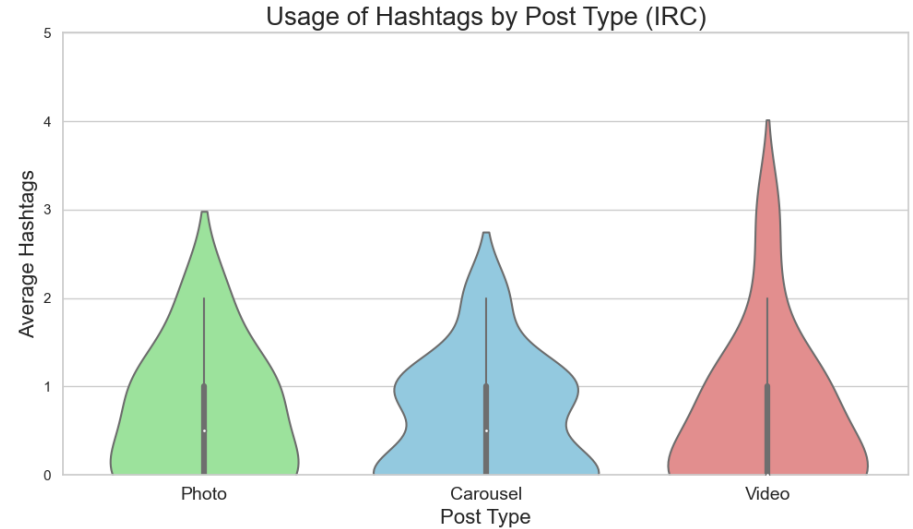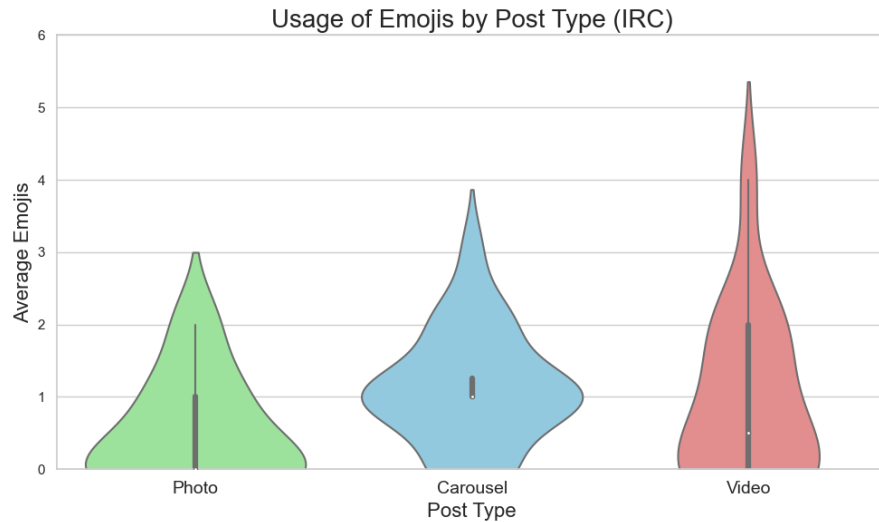Median Engagement:
♡ 807 Likes
💬 17 Comments

Median Engagement:
♡ 1318 Likes
💬 27 Comments

Findings for Each Nonprofit

International Rescue Committee – Emoji/Hashtag Usage by Post Type

Usage of Emojis by Post Type (IRC)

Usage of Hashtags by Post Type (IRC)

Carousels averaged **most**, **Videos** had **largest range**

Photos/Carousels averaged **same**, **Videos** had **largest range**

Findings for Each Nonprofit

International Rescue Committee – Viral Outliers

## IRC had 3 Viral Posts

These outliers were omitted to prevent distortion of the data

Review each outlier case individually, as they may hold key insights that can help replicate virality in future posts

Findings for Each Nonprofit

International Rescue Committee – Viral Outliers Review

- Tik Tok/SNL Style Video

- Was not posted on World Refuge day, but was posted in celebration leading up to

- Engagement Increases:
  - ♡ 1,243% Increase Likes
  - ◯ 742.86% Increase Comments
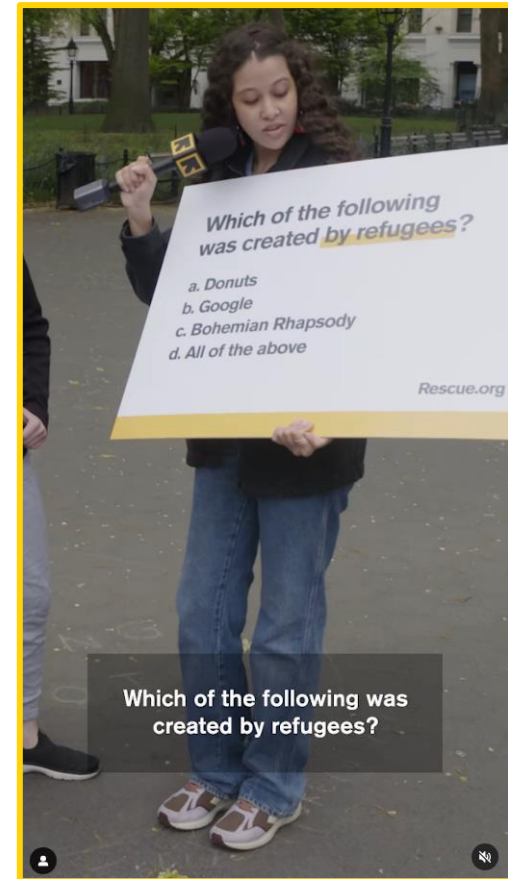
♡ 11,344 Likes
◯ 118 Comments

Findings for Each Nonprofit

International Rescue Committee – Viral Outliers Review

- Graphic with Real Image Carousel Post

- Was the only Major News post IRC posted

- Engagement Increases:
  - ♡ 1350% Increase Likes
  - ◯ 864% Increase Comments

With 500 people missing and at least 80 killed

here's what you need to know about the shipwreck off the coast of Greece. ❯

Rescue.org

Photo: Hellenic Coast Guard

Findings for Each Nonprofit

International Rescue Committee – Viral Outliers Review

- Tik Tok/SNL Style Video

- Personal Story being told in the video

- Engagement Increases:
  - ♡ 7587% Increase Likes
  - ◯ 7557% Decrease Comments

POV: You're the only female emergency driver in Kenya's largest refugee camp

Findings for Each Nonprofit

International Rescue Committee – Viral Outliers Review Summary

Key Viral Characteristics to Observe:

- Two posts were Tik Tok/SNL Style Video
- Humanitarian Major News Post
- Captivating Personal Story told

Findings for Each Nonprofit

Compassion International (CI)

206,000 Followers & **78 Posts** Analyzed

Findings for Each Nonprofit

Compassion International – Post Type Distribution

- Content Strategy is **majority Videos**

Distribution of Post Types (CI)

Photo — 13.0% (10)

Carousel — 16.9% (13)

Video — 70.1% (54)
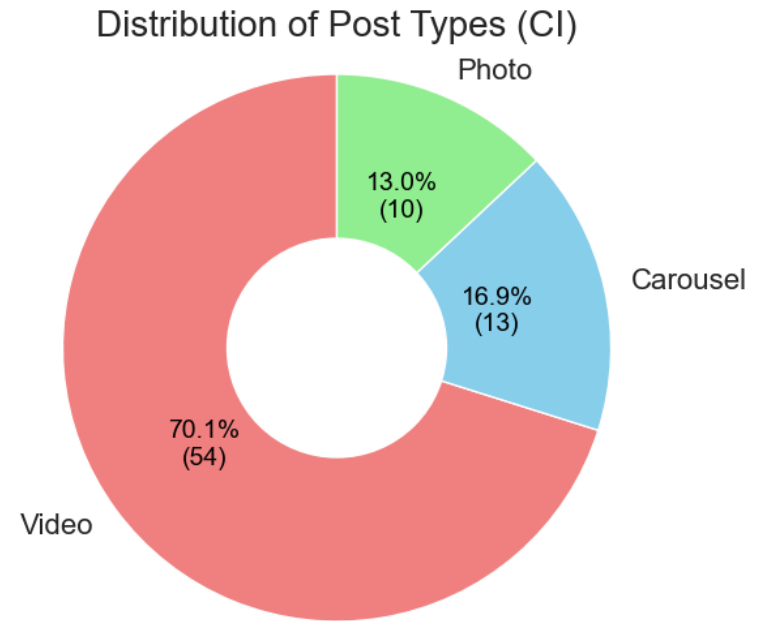
Findings for Each Nonprofit

Compassion International – Post Types Engagement

Median Likes for Each Post Type (CI) — Median Comments for Each Post Type (CI)
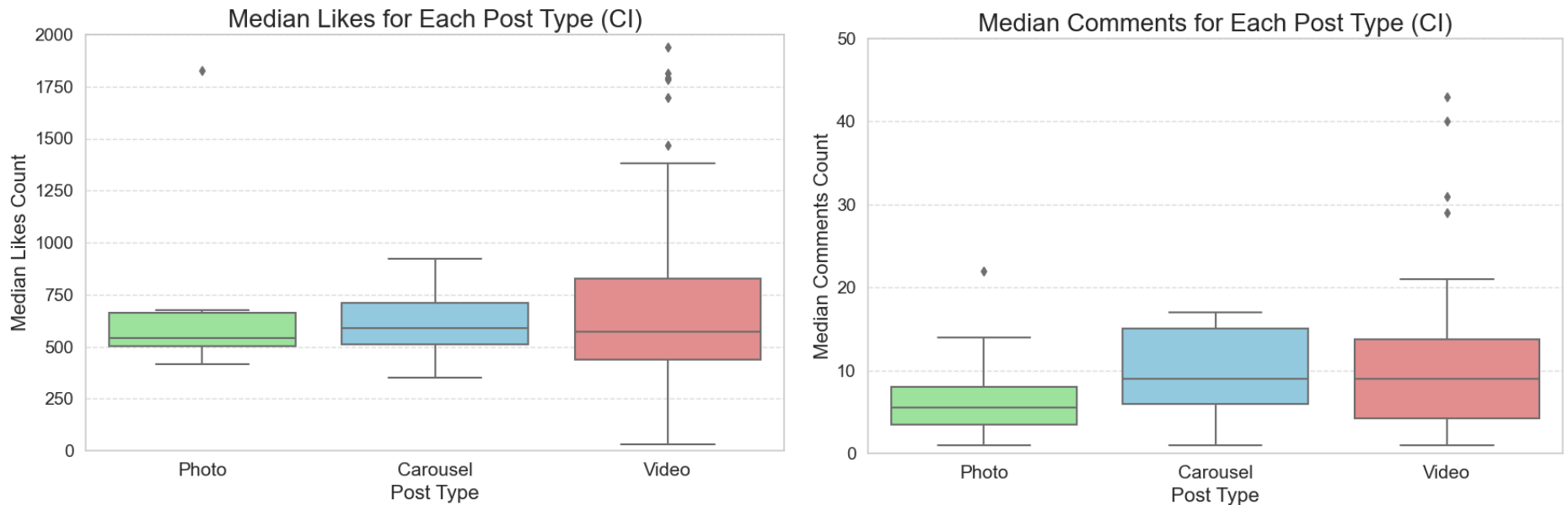
⌐ **Even** like **engagement** across types

⌐ **Carousels/Videos** perform better than **Photos**

Findings for Each Nonprofit

Compassion International – Week Day Distribution

Posts evenly across the week besides **large dropoff** on **Mondays** & **Tuesdays**

Distribution of Post by Day Posted (CI)
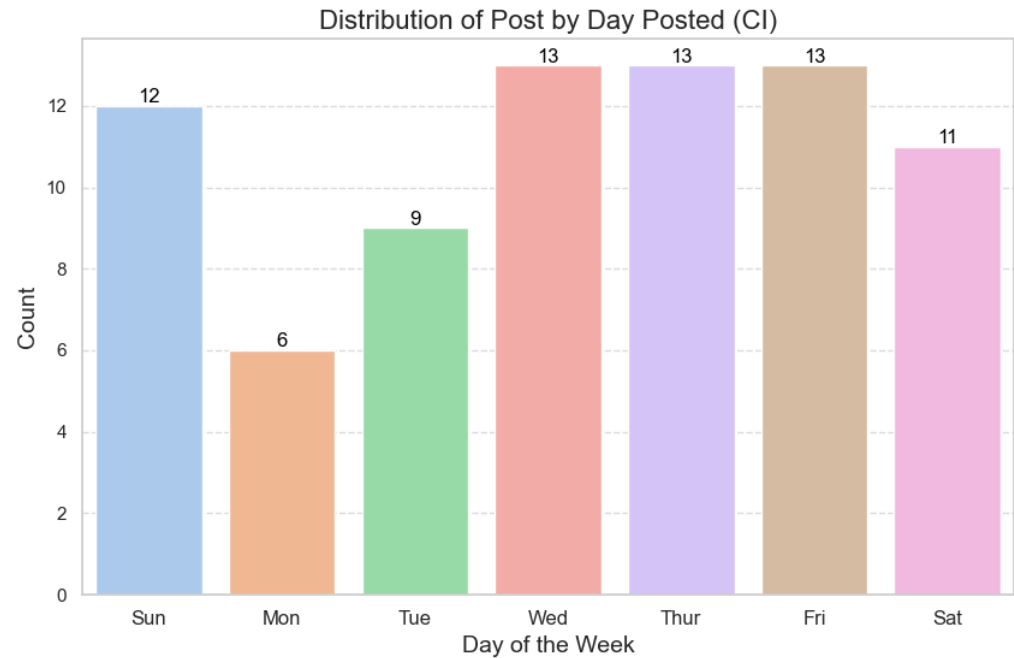
Findings for Each Nonprofit

Compassion International – Week Day Engagement
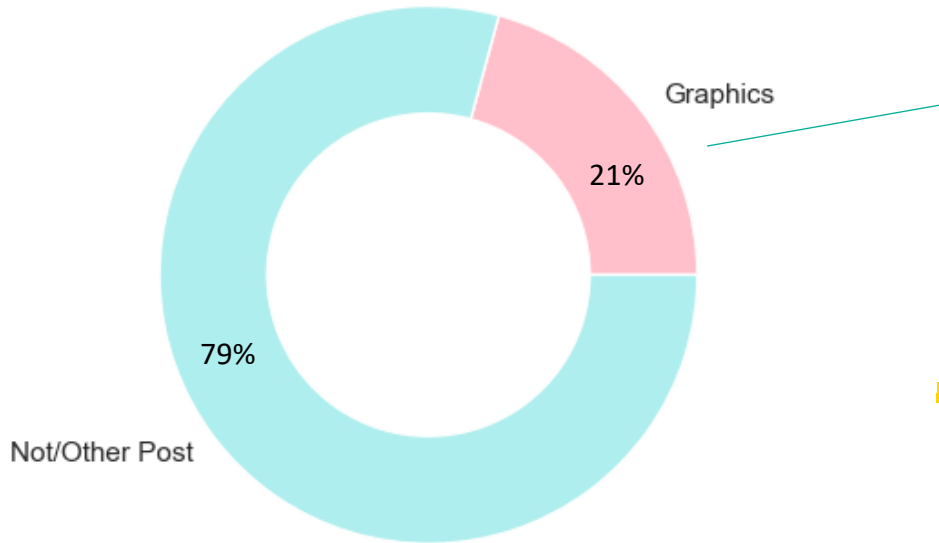

Median Likes for Each Day (CI)

Median Comments for Each Day (CI)
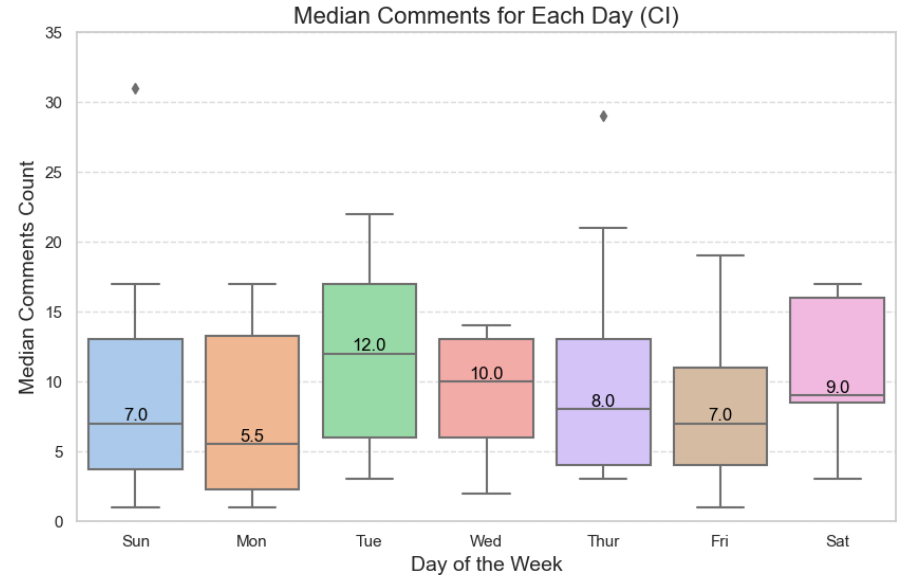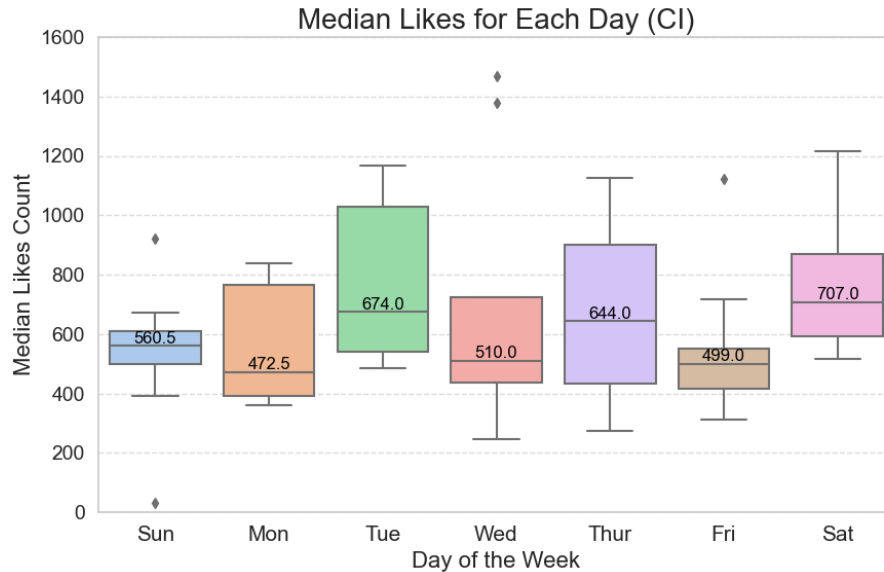
◢ **Saturday, Tuesday, Thursday**
outputted best **likes**

◢ **Tuesday, Saturday, Wednesday**
outputted best **comments**

Findings for Each Nonprofit

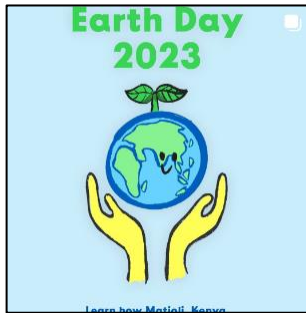Compassion International – Graphic Posts

Share of Graphics among Posts

Graphics

21%

79%

Not/Other Post
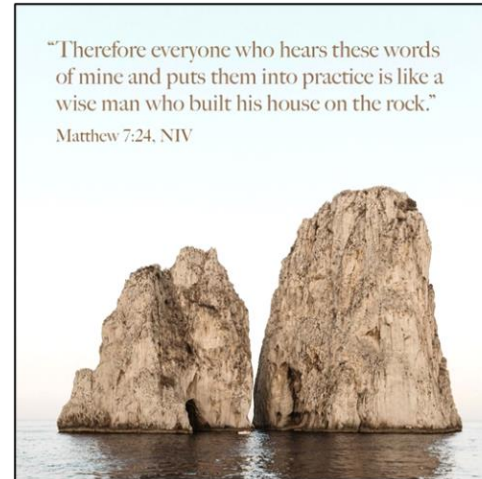
Engagement Increases:

♡ **4% Increase Likes**

◯ **19% Decrease Comments**
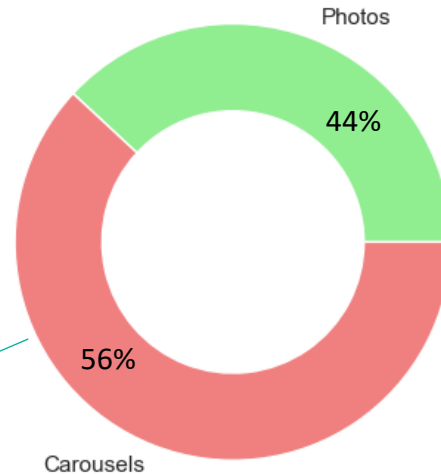
Findings for Each Nonprofit

Compassion International – Graphic Breakdown & Engagement

Graphic Posts: Photos vs. Carousels

Photos

44%

56%

Carousels
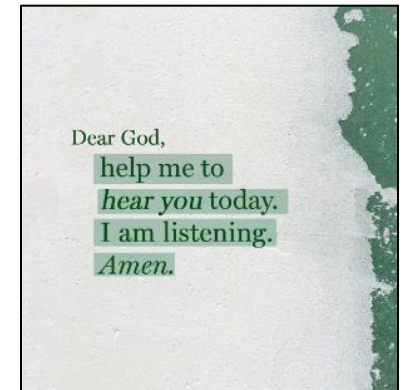
Median Engagement:
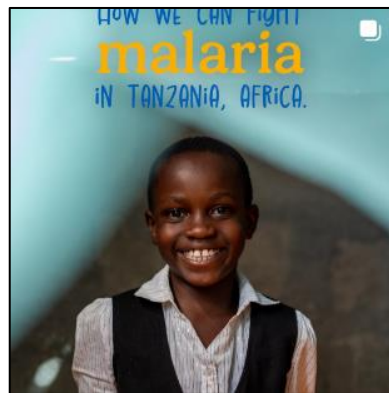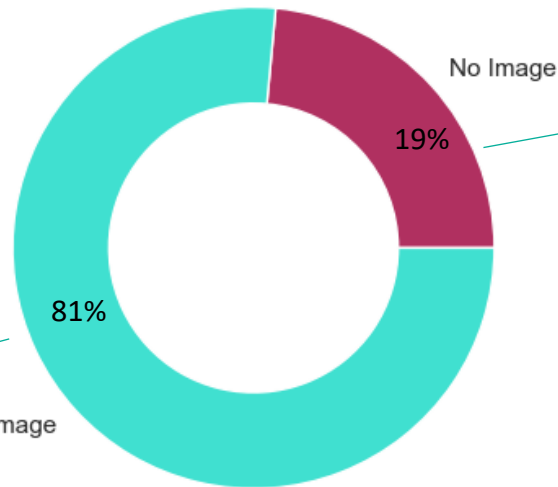♡ 671 Likes
💬 10 Comments

Median Engagement:
♡ 533 Likes
💬 5 Comments

Findings for Each Nonprofit

Compassion International – Graphics with Images Breakdown

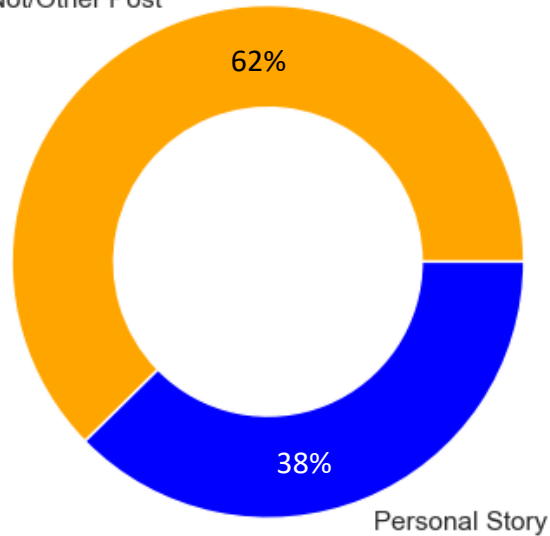

Graphic Posts: Real Photo Image Included

No Image 19%

Image 81%

Findings for Each Nonprofit

Compassion International – Personal Story Posts & Engagement
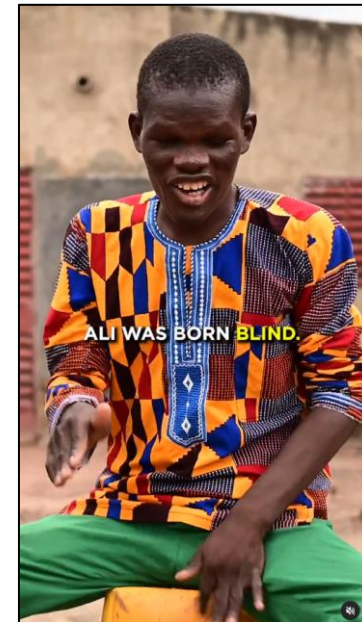
Posts: Personal Story Posts

Not/Other Post

62%

38%

Personal Story

- Median Engagement of Personal Stories Compared to Other Posts:
  - ♡ **16% Increase Likes**
  - ○ **29% Increase Comments**

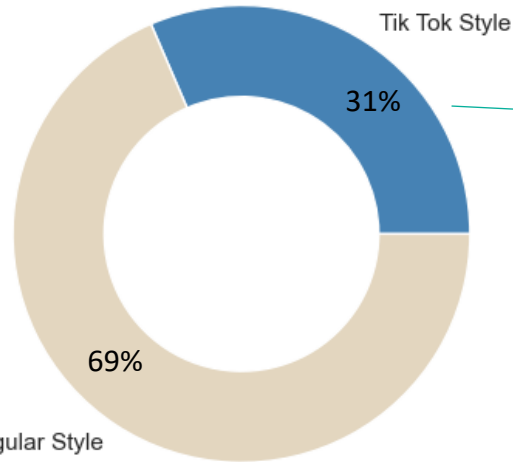- Do add a personal touch and emotion to a brand

ALI WAS BORN BLIND.

Findings for Each Nonprofit

Compassion International – Video Breakdown & Engagement
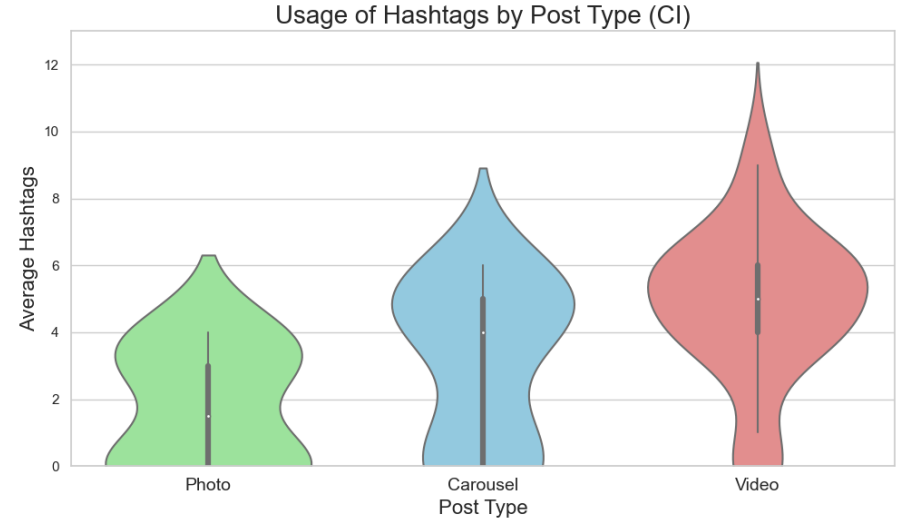

Video Posts: Tik Tok Style vs. Regular Style

Tik Tok Style

31%

69%

Regular Style

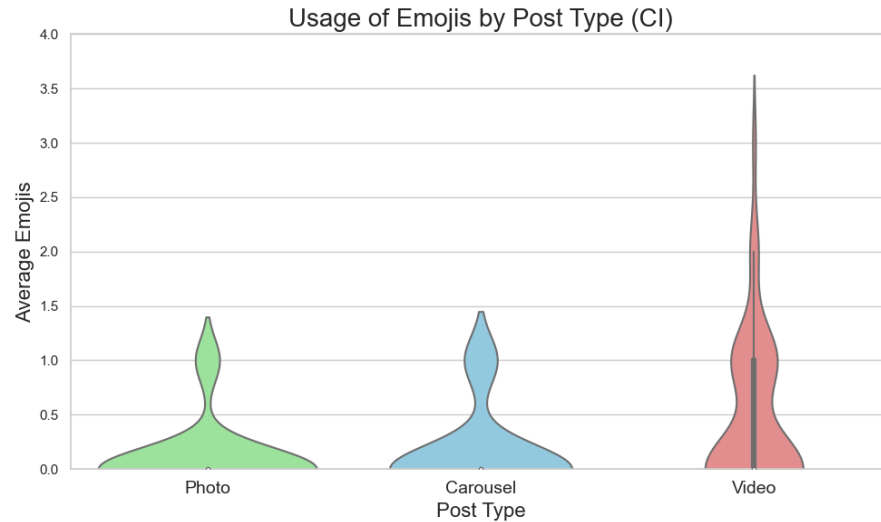**Median Engagement:**
♡ **723 Likes**
💬 **13 Comments**

Median Engagement:
♡ **550 Likes**
💬 **6 Comments**

Findings for Each Nonprofit

Compassion International – Emoji/Hashtag Usage by Post Type

Usage of Emojis by Post Type (CI)

Usage of Hashtags by Post Type (CI)

└ **Videos** very **frequently** used more **emojis**

└ **Carousels/Videos** most frequently used hashtags

Findings for Each Nonprofit

Compassion International – Viral Outliers

CI had 1 Viral Post

Outliers were omitted to prevent distortion of the data

Review each outlier case individually, as they may hold key insights that can help replicate virality in future posts

Findings for Each Nonprofit

Compassion International – Viral Outliers Review

- Graphic with Image

- Bible Quote on Easter Holiday

- Engagement Increases:
  - ♡ 1,966% Increase Likes
  - ◯ 550% Decrease Comments

He is not here; for he is risen ...
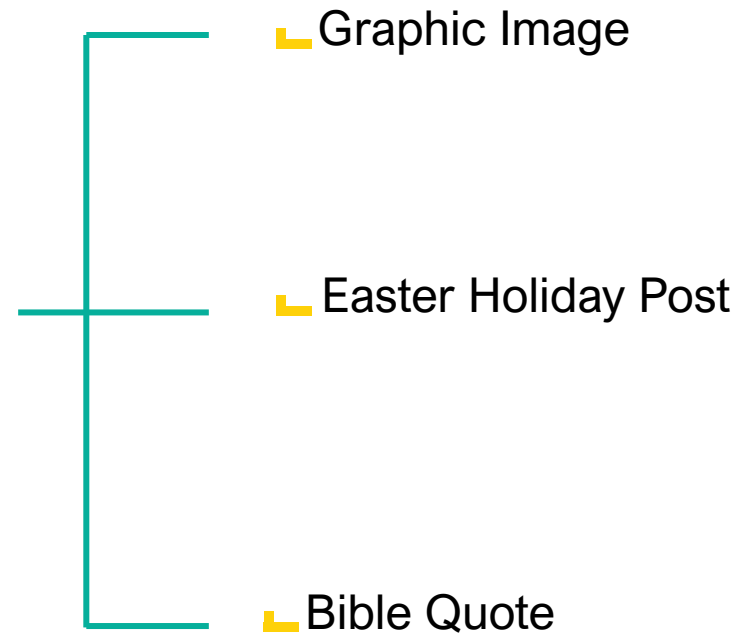Matthew 28:6, NIV
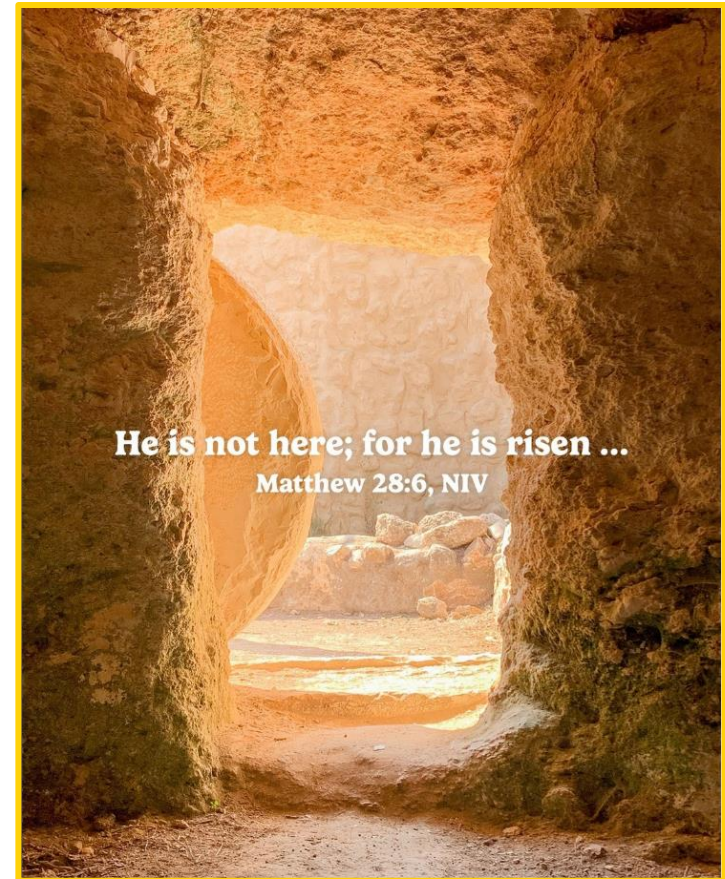
♡ 11,655 Likes
◯ 52 Comments

Findings for Each Nonprofit

Compassion International – Viral Outliers Review Summary

Key Viral Characteristics to Observe:

- Graphic Image
- Easter Holiday Post
- Bible Quote

Findings for Each Nonprofit

Direct Relief (DR)

33,300 Followers & **35 Posts** Analyzed

Findings for Each Nonprofit

Direct Relief – Post Type Distribution

▙ Content Strategy is **largely Videos** and **Carousels**

Distribution of Post Types (DR)
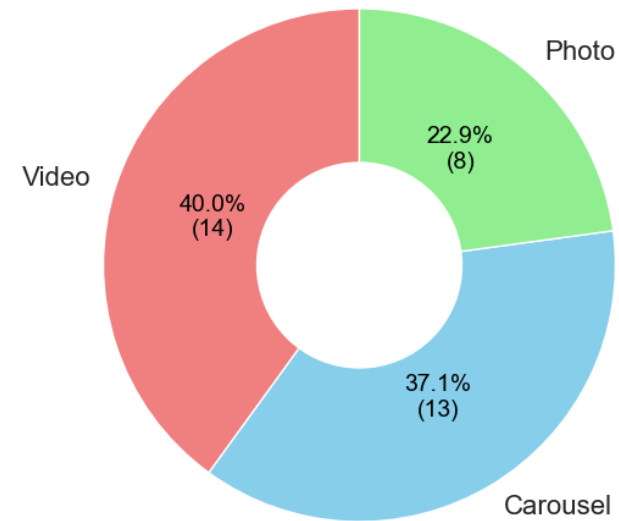
Photo 22.9% (8)

Video 40.0% (14)

Carousel 37.1% (13)

Findings for Each Nonprofit

Direct Relief – Post Types Engagement

Median Likes for Each Post Type (DR)

Median Comments for Each Post Type (DR)
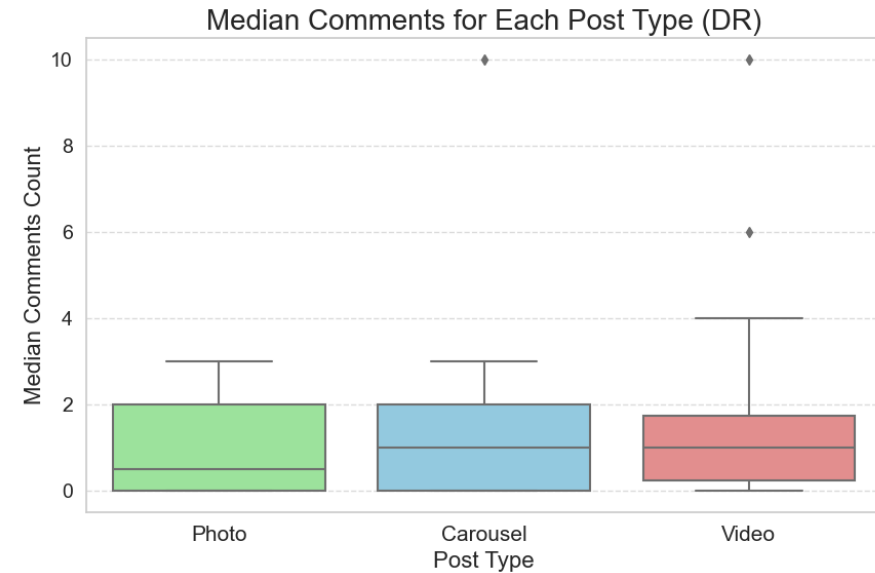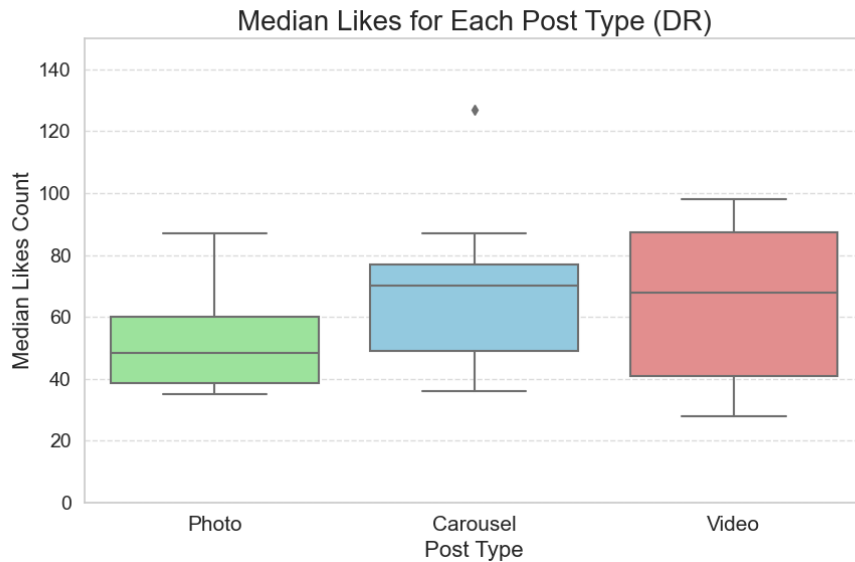
⌐ **Carousels/Videos perform** consistently the **best**

⌐ **Roughly even** comments **across all** types

Findings for Each Nonprofit

Direct Relief – Week Day Distribution

📊 **Posts evenly** across the week besides **Thursdays**

Distribution of Post by Day Posted (DR)

Findings for Each Nonprofit

Direct Relief – Week Day Engagement

Median Likes for Each Day (DR)

Median Comments for Each Day (DR)
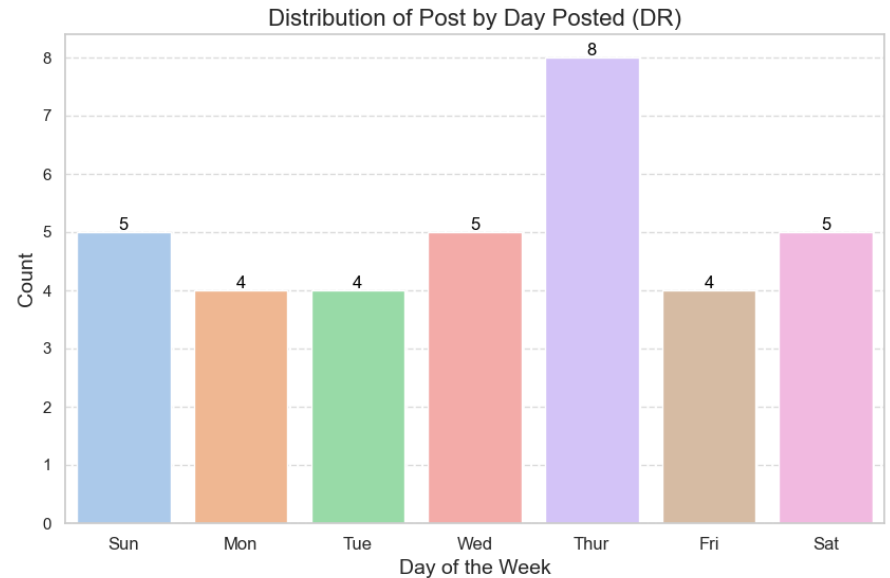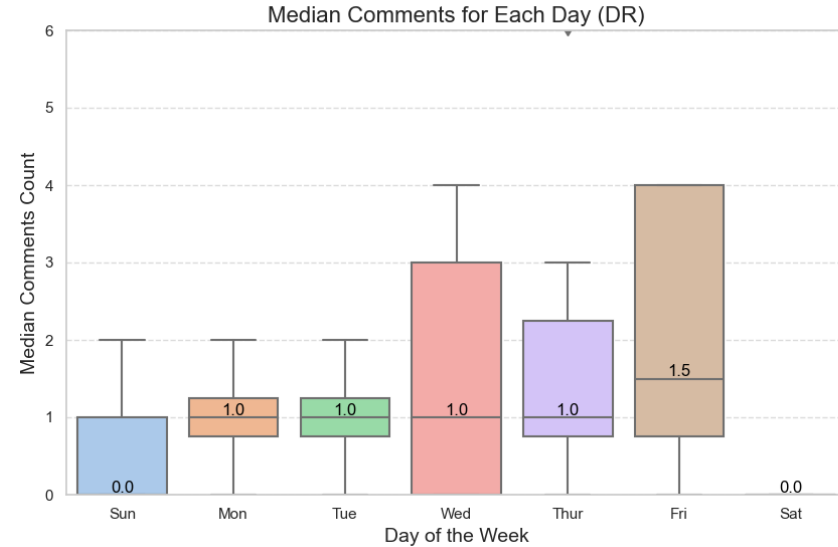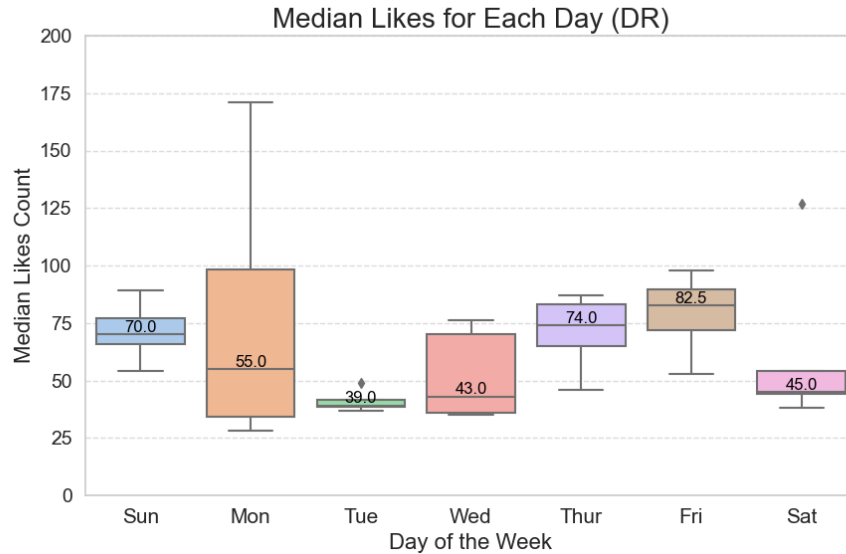
📙 **Friday, Thursday, Sunday** outputted best **likes**

📙 **Saturday, Sunday** has **horrible comment** engagement

Findings for Each Nonprofit

Direct Relief – Graphic Posts

Share of Graphics among Posts

81% Not/Other Post

9% Graphics

Someone To Talk To: Health Center Provides Support After Devastating Tornado
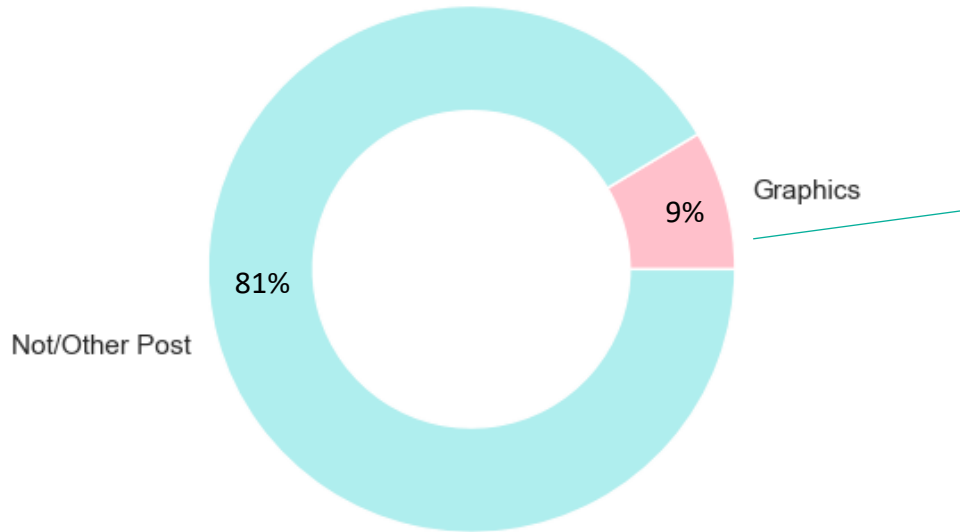
� **Engagement Increases:**

♡ 32% Decrease Likes

◯ 100% Decrease Comments

*Only 3 graphic posts, extremely small sample size

Findings for Each Nonprofit

Direct Relief – Graphic Breakdown & Images

Share of Graphics among Posts

Graphics

Not/Other Post
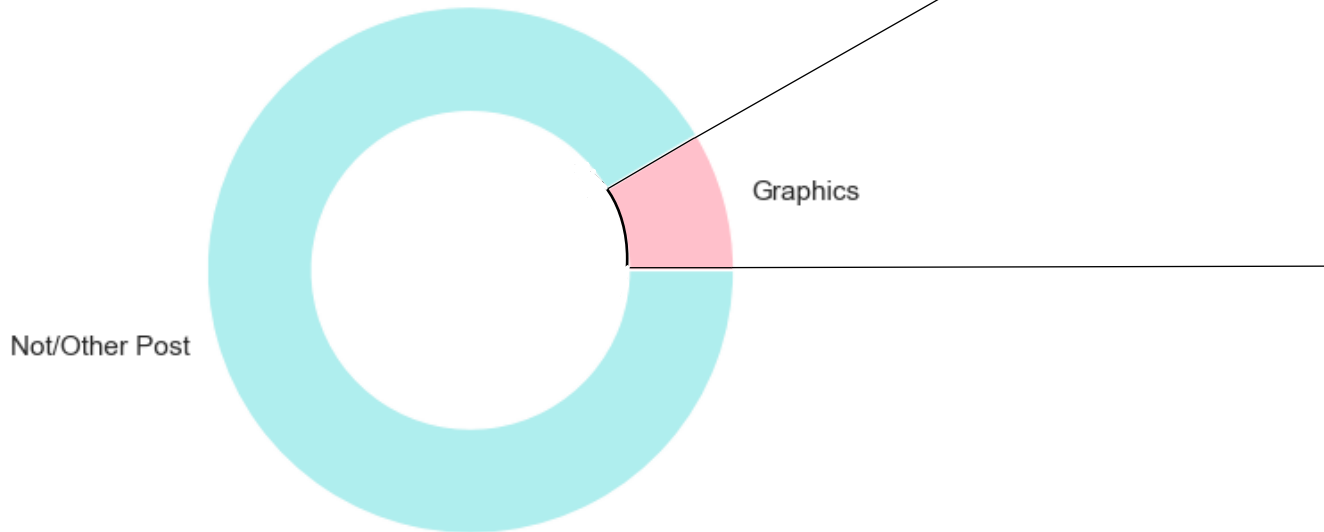
All 3 Graphics Posted are Carousels

All are Graphics with Real Images

Findings for Each Nonprofit

Direct Relief – Personal Story Posts & Engagement

Posts: Personal Story Posts

Not/Other Post

97%
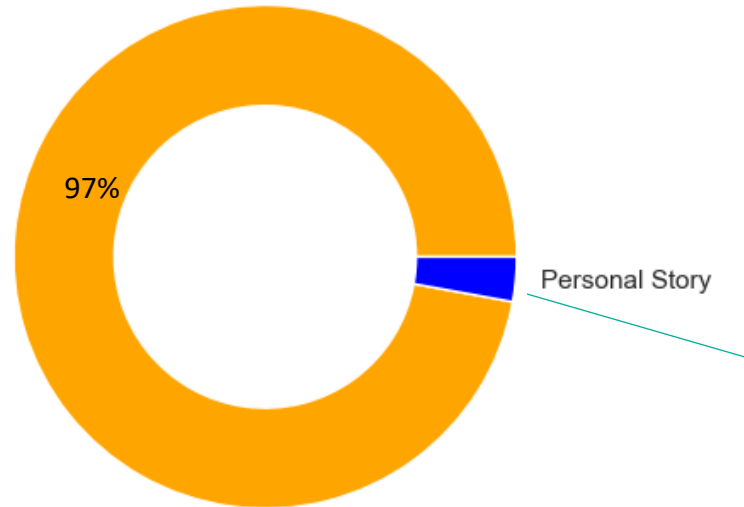
Personal Story

Engagement of Singular Personal Story post Compared to Overall:

♡ **12% Increase Likes**

◯ **No Change in Comments**

Findings for Each Nonprofit

Direct Relief – Video Breakdown & Engagement

Video Posts: Tik Tok Style vs. Regular Style

Regular Style — 93%
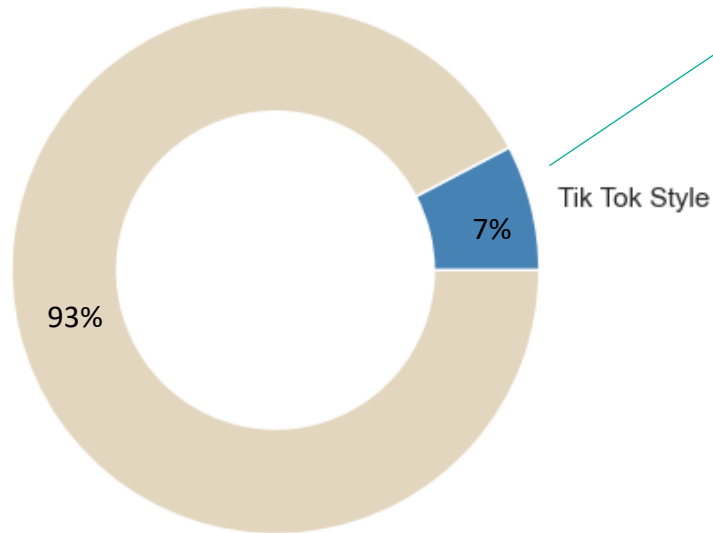
Tik Tok Style — 7%

Engagement of Singular Tik Tok Style Video Compared to Regular Videos:

♡ **151% Increase Likes**

💬 **100% Increase Comments**

Findings for Each Nonprofit

Direct Relief – Emoji/Hashtag

Direct Relief did not use any hashtags or emojis

Findings for Each Nonprofit

World Relief (WR)

25,900 Followers & **74 Posts** Analyzed

Findings for Each Nonprofit

World Relief – Post Type Distribution

- Content Strategy is **majority Photos**

Distribution of Post Types (WR)

Carousel 13.5% (9)

Video 20.3% (14)

Photo 66.2% (49)
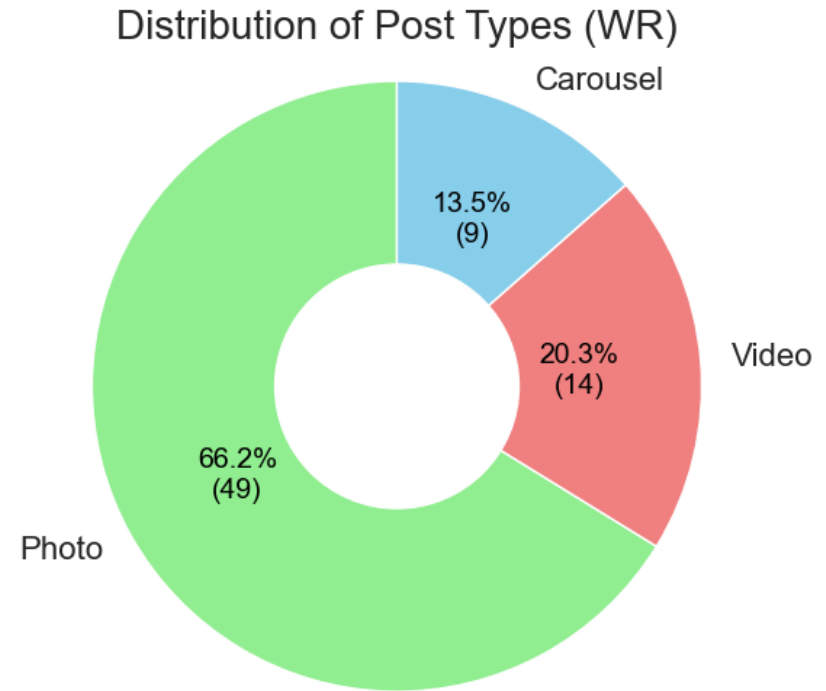
Findings for Each Nonprofit

World Relief – Post Types Engagement

Median Likes for Each Post Type (WR)
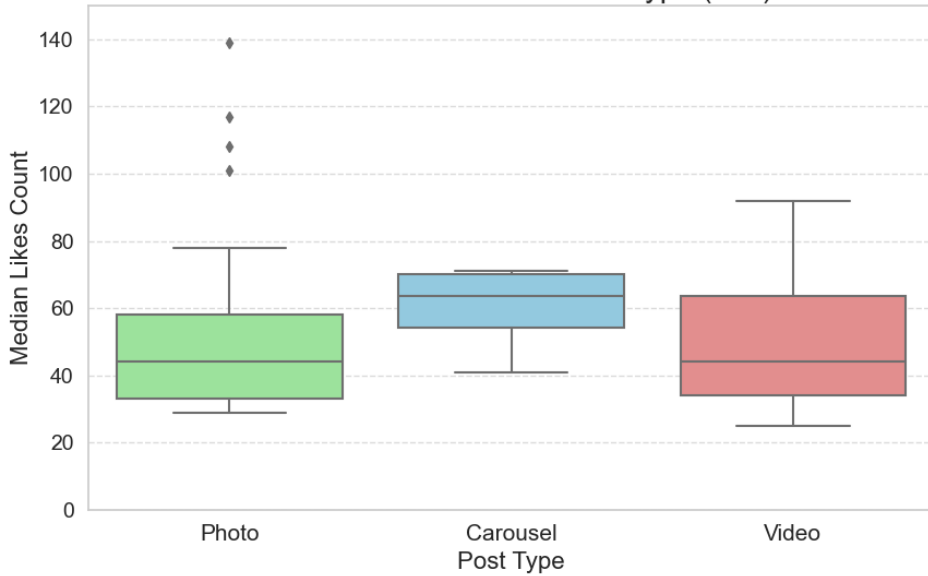
Median Comments for Each Post Type (WR)
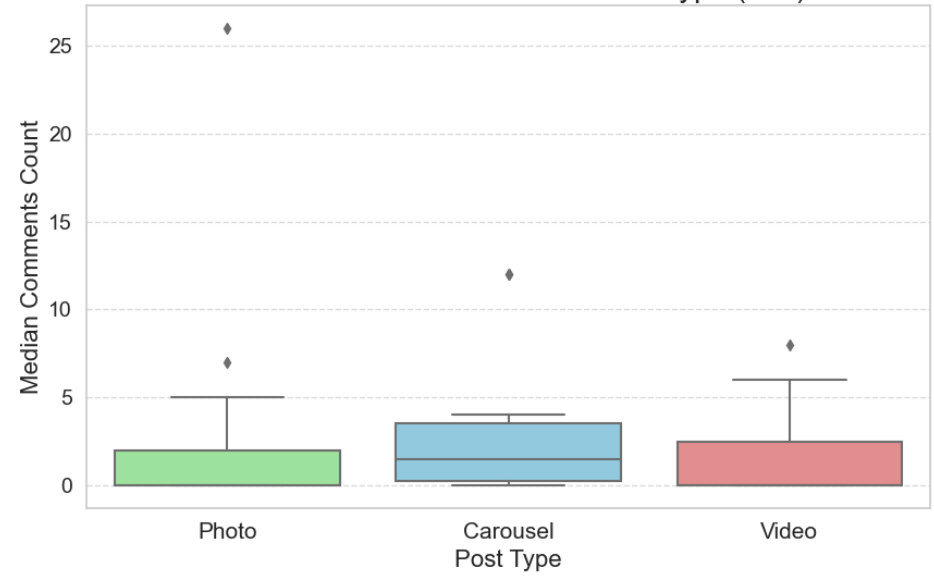
- **Carousels** have **best engagement**

- **Carousels** has the **only median above zero**

Findings for Each Nonprofit

World Relief – Week Day Distribution

- Posts **evenly** across the week, **decent influx** on **Tuesday** and **Sunday**

Distribution of Post by Day Posted (WR)
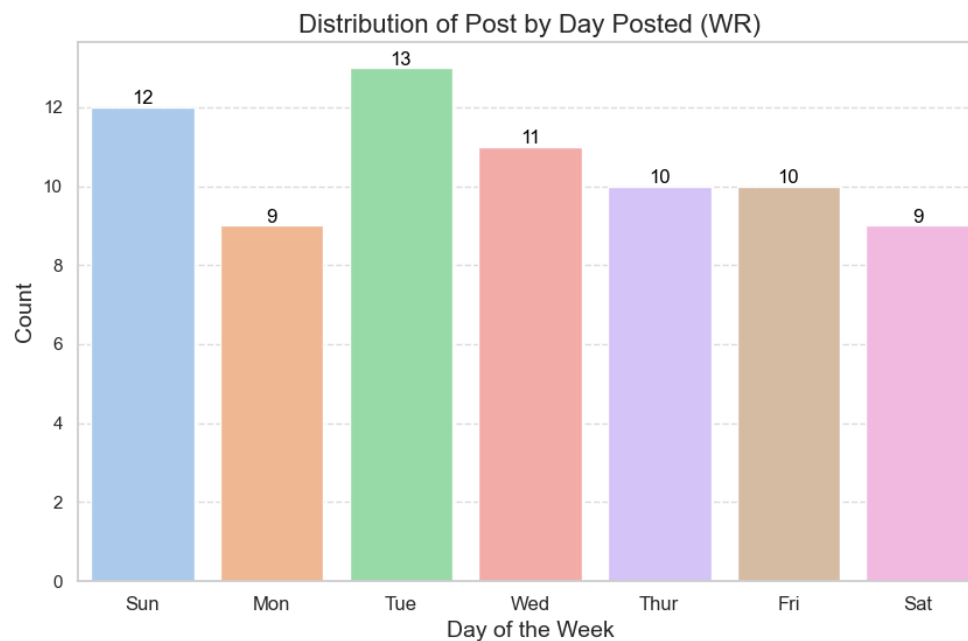
Findings for Each Nonprofit

World Relief– Week Day Engagement
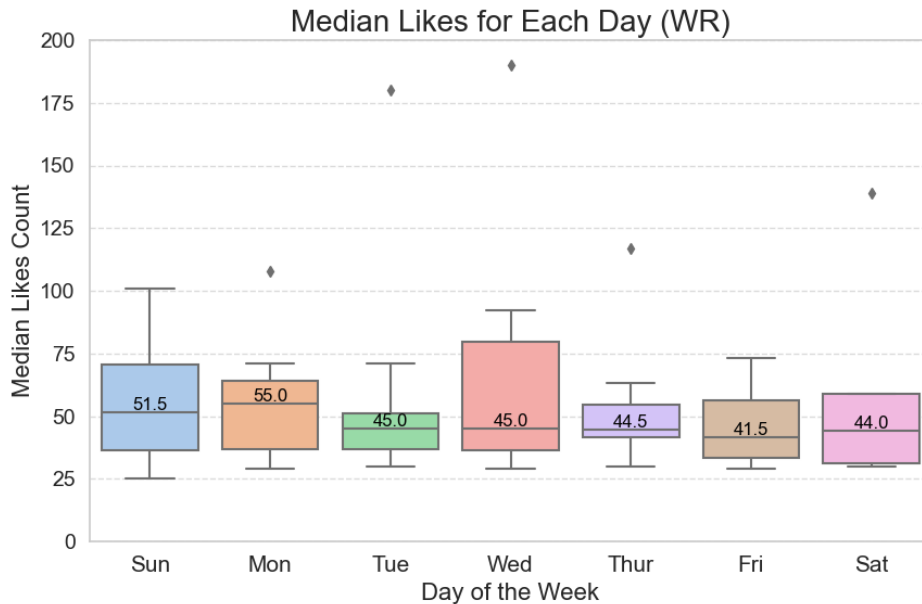
Even likes, slight **influx** on **Sunday, Monday**
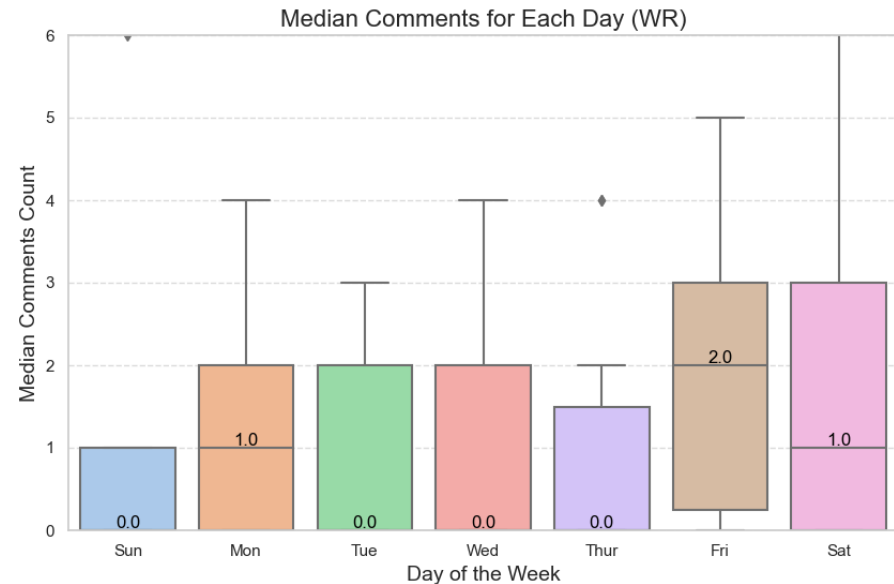
Friday, Saturday, Monday only days **Above zero**

Findings for Each Nonprofit

World Relief – Graphic Posts

Share of Graphics among Posts

Graphics 72%

18% Not/Other Post

WAS JESUS A REFUGEE?
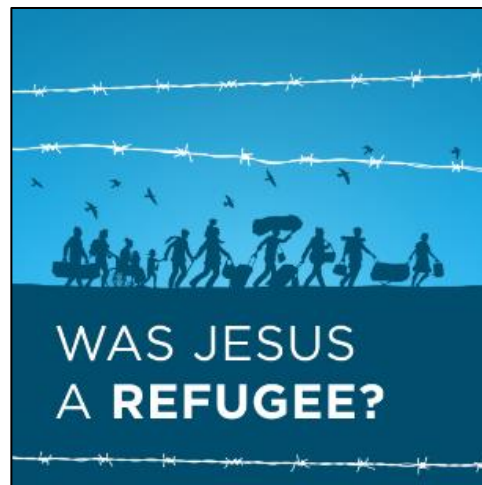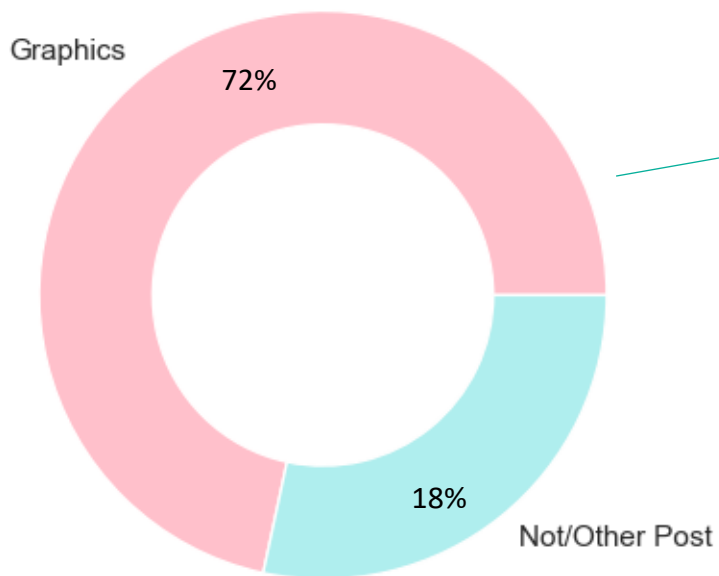
Engagement Changes:

♡ **5% Increase Likes**

🗨 **No Change in Comments**

Findings for Each Nonprofit

World Relief – Graphic Breakdown & Engagement

Graphic Posts: Photos vs. Carousels

Photos
81%

Carousels
19%

Median Engagement:
♡ **63.5 Likes**
💬 **1.5 Comments**

Median Engagement:
♡ **45 Likes**
💬 **0 Comments**
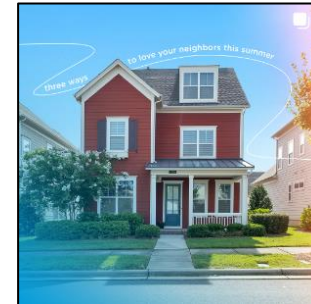
Findings for Each Nonprofit

World Relief – Graphics with Images Breakdown
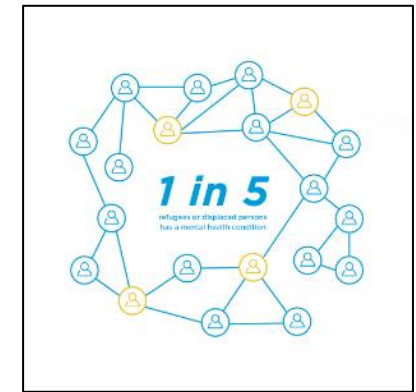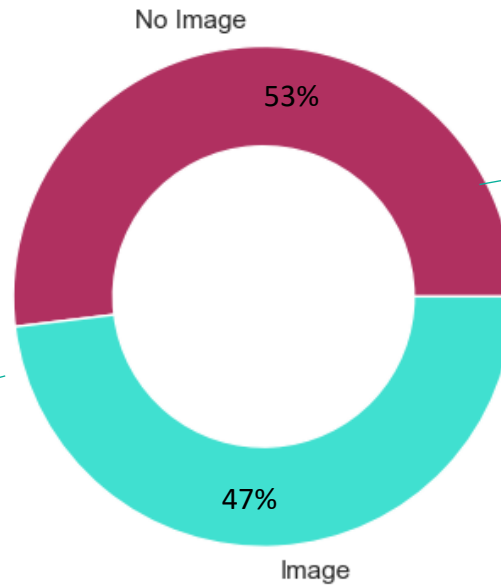
Graphic Posts: Real Photo Image Included

Findings for Each Nonprofit

Compassion International – Personal Story Posts & Engagement

Posts: Personal Story Posts

89%

Not/Other Post
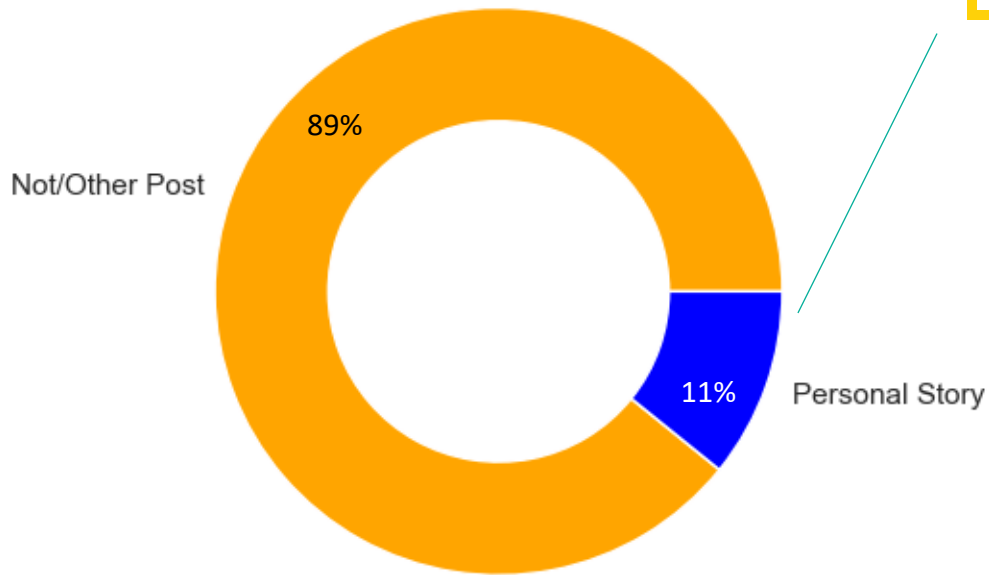
11%   Personal Story

Median Engagement of Personal Stories Compared to Other Posts:

♡ **-7% Decrease Likes**

◯ **0 ⟶ 1 Comments**
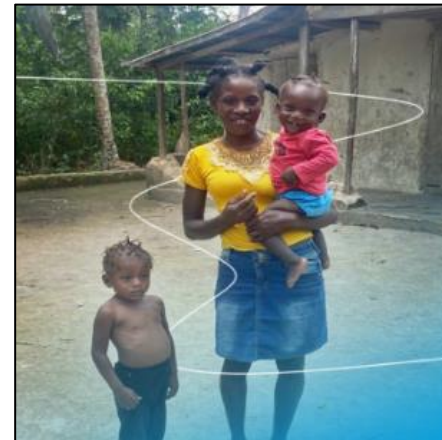
Findings for Each Nonprofit

World Relief – Video Breakdown & Engagement

Video Posts: Tik Tok Style vs. Regular Style

Today, we celebrate the strength, love and sacrifices of mothers and mother-figures all around the world.

7% Tik Tok Style

93%

Regular Style

Engagement of Singular Post:
♡ **411 Likes**
◯ **4 Comments**

Mbimbi was separated from his family for 7 years.
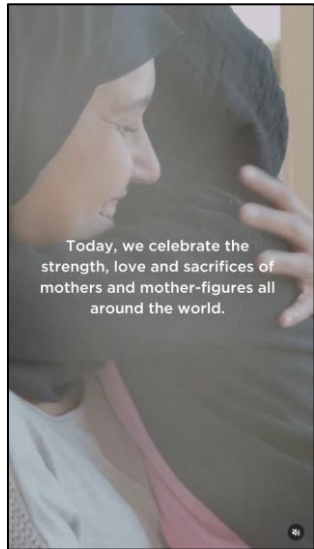
Median Engagement:
♡ **44 Likes**
◯ **0 Comments**

Findings for Each Nonprofit

World Relief – Hashtag Usage by Post Type

World Relief did not use any emojis

Usage of Hashtags by Post Type (WR)
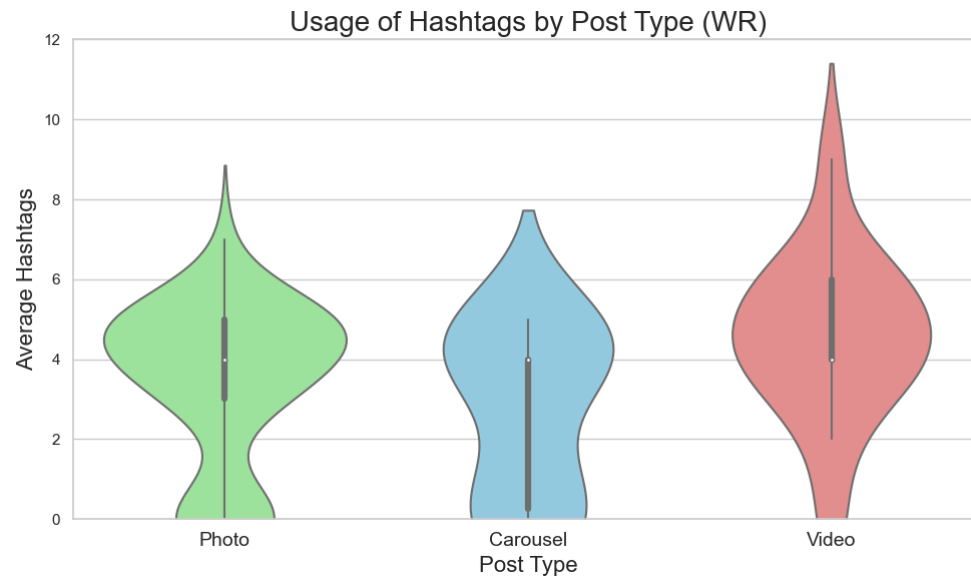
- **Even usage** of **hashtags** across all forms

Comparative Analysis

Compare and Contrast the metrics across the four nonprofits

Identify significant patterns and differences

Comparative Analysis

Post Type Distribution; Frequency of Post Types

- **Balanced Strategy**: None of the nonprofits completely ignored any post type, suggesting that they understand the importance of diversifying their content

- **CI's Video Emphasis**: Compassion International stands out as they have the highest focus on video content, constituting 70% of their posts

- **World Relief's** : Despite ranking last in median engagement, 66% of their content is through photos

Comparative Analysis

Post Type Engagement; Engagement of each Post Type

- **Carousel Dominance**: Carousels consistently outperformed other post types for both likes and comments

- **Video Engagement**: Demonstrated strong engagement as it secured the second-highest median likes and comments

- **Exceptional Behavior**: IRC stuck out as the only nonprofit that did not adhere to the common pattern

Comparative Analysis

Week day Distribution; Frequency of Posting through each Week day

- **Weekday Focus**: Monday-Friday, have relatively consistent posting frequency for all four nonprofits, suggesting a focus on weekdays for engaging with their audience

- **Day Preferences**: Wednesdays and Fridays seem to be popular posting days

- **Personal Post Frequency**: Compassion International and World Relief post much more frequently than International Rescue Committee and Direct Relief

Comparative Analysis

Week day Engagement; Engagement of each specific Week day

- **Limited Comments**: posts receive relatively fewer comments compared to likes, indicating that users are more likely to engage through likes

- **Weekend and Midweek Engagement**: both IRC and CI get a surge in engagement on one day of the weekends as well as one of the midweek days

- **Direct Relief's Low Engagement**: Direct Relief experiences low constant engagement throughout the week

Comparative Analysis

Graphic Posts & Engagement; Engagement of Graphics vs. Normal Posts

- **Impact of Visual Graphics**: For all the nonprofits besides Direct Relief, use of Visual Graphics resulted in increased engagement in terms of likes, however comments did not change significantly

- **IRC's Touch**: IRC's Visual Graphics stood out with a notable increase in comments, indicating that they are effectively encouraged audience interaction

- **Direct Relief has got some Work**: Direct Relief experienced a decrease in both likes and comments, but the sample size was extremely thin as they rarely posted Graphics

Comparative Analysis

Graphic Posts/Post Type & Engagement; Graphic Post Types and Engagement

- **Carousels Outperform Photos**: Carousels generally receive higher median likes and comments, suggesting they might be more effective in capturing audience attention

- **World Relief's Limited Comments**: World Relief's engagement in terms of comments were minimal across both formats

- **Compassion International's Balanced Engagement**: Has relatively balanced engagement across both photo and carousel posts

Comparative Analysis

Graphic Posts; Real Image or Not?

- **Frequent Real Image Graphics**: Besides Direct Relief, all nonprofits included real images in their graphics either half or well beyond of that

- **Direct Relief**: In it's very slim posting of graphics, all included real images

Comparative Analysis

Personal Stories; Frequency and Engagement of Personal Story Posts

- **Engagement Trends Vary**: The impact of personal story posts on engagement varies, some experienced increases while others saw decreases

- **Compassion International's Story Telling**: Compassion International saw significant boosts in both likes and comments, suggesting that their stories effectively resonate with their audience

Comparative Analysis

Video Breakdown/Engagement; Tik Tok Style vs. Regular

- **Tik Tok Style Videos Impact**: In general, Tik Tok Style videos exhibit higher engagement than regular style videos, the extent of this varies across nonprofits

- **IRC's Variation**: International Rescue Committee was the only nonprofit to demonstrate a decrease in both likes and comments

Comparative Analysis

Hashtag/Emoji Usage; Usage across Post Types

- **Videos used Emojis/Hashtags**: Across all nonprofits, emojis and hashtags were most prevalent on videos than carousels and photos

- **The Exceptions**: Direct Relief used neither emojis or hashtags, while World Relief only used hashtags

Comparative Analysis

Viral Features; Traits of Viral Videos

- **Holidays/Major News**: A post dedicated to these conditions will bring an influx of audience

- **Tik Tok Style Videos**: Tik Tok Style and short form videos go viral, its what the algorithm loves

- **It's up to the Algorithm but boost the chances**: 3 of the 4 viral videos were from IRC, they know and use what features the algorithm desires.

Recommendations

Guiding Steps for Amplifying Nonprofit Engagement and Connection

Recommendations

When it comes to Post Types

⌐ **Diversify Content Strategy**: Embrace a balanced approach, incorporating photos, carousels, and videos. Don't ignore other options.

⌐ **Educate/Inspire through Videos**: Videos consistently were the second highest yielding form for engagement. Create compelling video narratives.

⌐ **Leverage Carousel Posts**: Capitalize on the effectiveness on carousel posts as they received the highest engagement. Craft compelling sequences of images or information to capture attention.

Recommendations

When it comes to Week day Distribution and Engagement

⌐ **Capitalize on Peak Engagement Days**: Typically, there is a week day and weekend day that naturally surges. Maximize your efforts to capture the heightened audience.

⌐ **Stay Consistent on Week days**: Ensure a steady posting schedule throughout weekdays to foster engagement.

⌐ **Wednesdays/Fridays are Popular days**: Recognize the popularity of these days characterized by high posting frequency. Strategically align your content planning to the increased activity on Wednesdays and Fridays.

Recommendations

When it comes to Graphics

- **Amplify Likes with Visual Graphics**: Take advantage of the surge in likes driven by visual graphics. Emphasize the use of captivating visuals.

- **Maximize with Carousel Graphics**: Utilize the power of carousel graphics to generate higher likes compared to induvial photos. Take advantage of the feature by crafting appealing sequences.

Recommendations

When it comes to Videos

- **Get a Boost with Tik Tok Style Videos**: Recognize the higher engagement potential of Tik Tok Style Videos compared to regular formats. While the floor may be lower, the ceiling is much higher. Experiment with this dynamic and engaging video style.

Recommendations

When it comes to Emojis/Hashtags

⌊ **Enhance Video Reach with Emojis/Hashtags**: Incorporate relevant hashtags and expressive emojis to increase visibility with your content.

⌊ **Add a Personal Touch**: Embrace the benefit of adding a personal touch.

Recommendations

When it comes to going Viral

⌐ **Amplify through Holidays and Major News:** Recognize the power of holidays and significant news events as catalysts for impressions.

⌐ **Catapult with Tik Tok Style Videos:** Embrace the algorithm's affinity for Tik Tok style videos. Create quick paced, short cut, engaging videos.

⌐ **Enhance Virality Potential with Strategic Elements:** While algorithm influence is ambiguous, you can amplify your chances of a post going viral by following the observed traits

Conclusion

This analysis of nonprofit communication and content strategies on Instagram has illuminated vital pathways for engaging audiences and driving impact. As we navigated through the strategies of organizations like International Rescue Committee, World Relief, Direct Relief, and Compassion International, key insights emerged.

Diversifying content strategies by integrating photos, carousels, and videos offers a multifaceted approach to engagement. While videos stood out as strong engagement catalysts, the efficacy of carousel posts cannot be overlooked. By strategically timing posts on peak engagement days and maintaining consistency on weekdays, nonprofits can optimize audience reach.

Visual graphics, especially within carousels, attract higher likes, underlining the power of compelling visuals. The adoption of TikTok-style videos opens doors for modern engagement strategies, aligning well with platform algorithms.

Emojis and hashtags augment reach and personalization, while personal videos evoke emotional connections. Moreover, timing posts during holidays and major events capitalizes on increased impressions and sharing potential.

However, it's important to recognize that the digital landscape is ever-evolving. These insights provide a snapshot of current trends, which will inevitably evolve over time. Regular reassessments are crucial to ensure strategies remain aligned with the dynamic digital environment. By adapting to emerging trends and platform shifts, nonprofits can sustain their impact in the digital realm and effectively connect with their audiences.

In essence, our findings serve as guideposts for nonprofits to create meaningful and enduring connections online, but regular updates are essential to remain responsive to the dynamic digital landscape.

Methodology

Unveiling Insights Through Systematic Analysis

Methodology

Selection of Nonprofit Instagram Accounts

       In the meticulous process of selecting organizations for this study the intention was to curate a selection that would yield insights of relevance to the specific context of World Relief Sacramento, a Christian refugee resettlement agency. With this aim in mind, two Christian and two non-Christian organizations were chosen, considering the unique needs and perspectives that would align with World Relief Sacramento's mission. Furthermore, the selected organizations comprised two entities specializing in refugee resettlement and two engaged in broader humanitarian support. This deliberate choice provided a comprehensive outlook on nonprofit Content strategies while honing in on the distinct strategies employed in refugee support efforts.

Moreover, the selection was curated to feature both large-sized and medium-sized followings. This balanced approach ensured a nuanced analysis of both engagement strategies and follower interactions. The final selection of organizations - World Relief, International Rescue Committee, Compassion International, and Direct Relief - collectively offers a comprehensive representation of various nonprofit aspects, fostering a richer exploration of Instagram content strategies.

Methodology

Defining Research Objectives

1) **Identify High-Engagement Content Strategies:** This research aims to uncover effective content strategies by analyzing post types, times of postings, storytelling techniques, visual elements, and specific traits that contribute to heightened engagement on Instagram.

2) **Uncover Effective Brand-Building Techniques:** The study delves into how nonprofits establish and reinforce their brand identities on Instagram, examining visual consistency, aligned messaging, and strategic use of branding elements.

3) **Cultivate a Loyal Community:** This objective explores the qualitative traits that resonate with followers, fostering a sense of belonging and trust. By identifying these elements, the study provides insights into nurturing a loyal and engaged online audience.

4) **Build a Digital Following and Presence:** Beyond the digital realm, the research aims to translate findings into real-world impact, contributing to increased awareness and support for organizations' missions.

Through these research objectives, this study offers actionable insights and recommendations to enhance Instagram content strategies for nonprofit organizations, aligning particularly with the goals of World Relief Sacramento.

Methodology

Developing Coding Strategies

Coding Defined: Coding involves systematically categorizing both the quantitative and qualitative traits within each post. Specific labels or codes are assigned to quantify qualitative data.

1) **Identifying Categories:** Categories for coding are chosen, forming the basis for analysis. Refer to the key for category details. Best to have more variables recorded than less, will not use all.

2) **Creating Content Analysis Code:** A rigorous Content Analysis Code is established, providing standardized guidelines for coding. The code includes examples and outcomes (key at the end).

3) **Voided Content:** Some posts are excluded to prevent data skewing, ensuring analysis accuracy.

4) **Time Frame Collection:** A predetermined time frame to reliably record data

These coding strategies enable systematic analysis, revealing patterns and informing subsequent insights and recommendations.

Methodology

Developing Coding Strategies – Methods and Reasoning towards Selection of Code

Things that were considered in creating the code:

Variables that were considered, but ultimately not included

- **Stories feature:** Stories do not have engagement publicly displayed

- **Specific time posted:** International organizations operate in vastly different time zones

- **Emotion being conveyed**: Emotions are subjective, could lead to inconsistent reporting

- **Political Advocacy:** Falls under call to action category

Methodology

Developing Coding Strategies – Voided Content

Things that were considered in creating the code:

Voided Content:

- **Two Accounts Jointly Posted Together:** Posts would be shared with other accounts and would not rely purely on the community of the respective organization

- **Posts in different languages:** Difficulty in accurately interpreting sentiment

- **New branches/offices opening:** Deviates from the core analysis of engagement and content strategy, potentially inducing noise into the data set

Methodology

Developing Coding Strategies – Time Frame Collection

Things that were considered in creating the code:
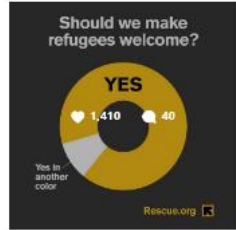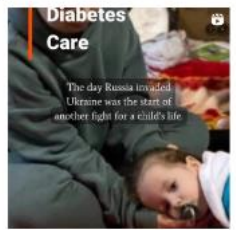
Time Frame Collection: April 1st – June 1st , 2023

- **Peak Engagement:** Posts selected have likely reached peak engagement, reflecting highest levels of audience interaction

- **Consistent Timeline:** Enable meaningful comparison between organizations, providing fair basis for analysis

- **Current Trends:** Captures current trends, aligning with the presentation of this report in August, and reflecting the most up-to-date insights

- **World Refuge Month:** Encompassing a significant even within the humanitarian sector

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Which nonprofit	What organization posted this post	World Relief	
		International Rescue Committee	
		Compassion International	
		Direct Relief	
Notes about this Content Characteristic			
- Straight forward; obvious how to code			

Content Characteristic	Description	Category Outcomes	
Post Type	What type of post is it?	Photo	
		Video	
		Carousel	
Notes about Coding this Content Characteristic			
- Straight forward; obvious how to code			

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Date Posted	The date of the post including day, month, and year	Date	
Notes about this Content Characteristic			
- Straight forward; obvious how to code			

Content Characteristic	Description	Category Outcomes	
Day of the week	Day of the week	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday	
Notes about this Content Characteristic			
- Straight forward; obvious how to code			

Content Characteristic	Description	Category Outcomes	
Engagement Metrics	Recording the Likes and Comments of each post	Likes	
		Comments	
Notes about this Content Characteristic			
- Only recording the quantitative metrics likes and comments			

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Partnerships	If there is a community figure, organization, and/or celebrity present in the post	Yes	
		No	
Notes about this Content Characteristic			
- Figures must not be a member of the organization - A significant member of the community			

Content Characteristic	Description	Category Outcomes	
Bible Quote	If there is a bible quote present in the post	Yes	
		No	
Notes about this Content Characteristic			
- Straight forward; obvious how to code			

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Number of Hashtags	Number of Hashtags are in the post, if any	0	rescueorg ● This is for the women who can't and won't wait. When leaders fail to act, policies take too long to change and conflicts rage on, women can't wait. They take action. Around the world every single day, women are standing up to fight for their rights, their families, and their local communities. This #InternationalWomensDay, we invite you to join them. Leave a '●' if you stand with women and girls–today and everyday. 19w
		1 - ∞	directrelief ● Today, Association Internationale de Coopération Médicale - Ukraine (AICM) and TAPS Ukraine @taps_ukraine each received an ambulance donated by Direct Relief. The vehicles will soon be operational in Ukraine, providing critical healthcare services to patients in need. (Photos courtesy of AICM) Edited · 27w
Notes about this Content Characteristic			
- How many hashtags are in the caption of the post if any			

Content Characteristic	Description	Category Outcomes	
Graphic	Does the picture or carousel have a graphic	N/A	
		Yes	If the earthquake struck the U.S... The impact would have been felt from New York to Washington. Rescue.org
		No	
Notes about this Content Characteristic			
- Graphic is only applicable to Photo or Carousel posts thus videos are not applicable			
- Posts that have minimal editing or just places their logo on the post is not considered a graphic			
- Bible verses are regarded as Graphics unless it is a video			

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Graphic with a real image included	Does the graphic contain a real photo, regardless if it's the background or only a small piece of it	Yes	
		No	
		N/A	
Notes about this Content Characteristic			
- Because graphics is only applicable to photo and carousel posts, if the post is a video it is N/A			

Content Characteristic	Description	Category Outcomes	
Tik Tok Style Short format Video	Does the video post have the typical and recognizable tik tok style short format video	Yes	
		No	
		N/A	
Notes about this Content Characteristic			

- If the post is not a video then it is N/A
- A video is regarded as a tik tok style short format if it is distinctable that the video follows some of these:
    - The video is under a minute
    - There are subtitles in bubbles that pop up as there is talking over the video
    - Quick cuts/transitions in the video; not just one long angle
    - Not unusual to be selfie style videos
    - Uses a popular/trendy tik tok audio
    - Uses a greenscreen head in front of horizontal screen format
- General sense of being made without a production team (not TV commercial quality)
- In short, if it is a video that you would not typically see in a TV commercial or documentary

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Includes people/person from respective organization	Does the post include someone that represents the organization?	Yes	
		No	
Notes about this Content Characteristic			
- Posts could range from an employee spotlight video, acts of service, etc - Includes volunteers if it is evident they are apart of the organization			

Content Characteristic	Description	Category Outcomes	
Statistic or Reporting	Does the post include a Statistic or Reporting	Yes	
		No	
Notes about this Content Characteristic			
- For videos, only considered Yes if the statistic or reporting is present in the beginning stages of the video			

Methodology

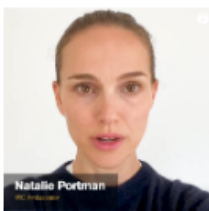Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Holiday	Is the post in celebration or recognition of a holiday?	Yes	
		No	
Notes about this Content Characteristic			
- Can be a national holiday, federal holiday, unofficial holiday, day of celebration, etc - A post that celebrates the start of an awareness month - Can be the organization's birthday - Includes religious holidays			

Content Characteristic	Description	Category Outcomes	
Person in need/Refugee in post	In the post is there a person in need or a Refugee present?	Yes	
		No	
Notes about this Content Characteristic			
- Straight forward; obvious how to code			

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Call to action	Does the post call to action? This can be to a politician, donation, petition, to join an event, to volunteer	Yes	PAVE THE PATH to hope and transformation
		No	Natalie Portman
Notes about this Content Characteristic			
- A call to action has a lot of different approaches, but it is generally when the post calls to its audience or a certain individual to take action about something specifically - Does not include praying or changing behavior/stigmas because they are not tangible actions - A concrete main focus of the post, not just throwing in a donation link at the end of every video			

Content Characteristic	Description	Category Outcomes	
Emojis in caption	Is there at least one emoji in the Caption?	Yes	rescueorg ● Need a little help navigating some difficult conversations at the dinner table this holiday season? We've got you. Here are some of the most common sticking points when it comes to talking about refugee and asylum issues. Swipe 📷 for some suggestions on how to respond. Share this post with anyone you think might need a little help from this guide this holiday season. 💜
		No	directrelief ● More medical relief departing soon for Ukraine via @FedEx, including items donated by the State of California (@CalOES) — a California Medical Station with beds, wound and IV kits, a defibrillator, wheelchairs, and other necessary supplies, one hundred oxygen concentrators, and personal protective equipment — and a message from @CAgovernor @GavinNewsom: "From California, with Love. Stay safe. More help is on the way." (Tony Morain/Direct Relief)
Notes about this Content Characteristic			
- There just needs to be at least one emoji			

92

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Methodology

Developing Coding Strategies – The Key (Variables to be recorded)

Content Characteristic	Description	Category Outcomes	
Personal Story	Is the post's purpose tell the story of an individual or group?	Yes	
		No	
Notes about this Content Characteristic			
- Do you meet the respective people - Names? What they do - Their personal story is the main purpose/intent of the post			

Data Collection/Analysis

Tools Used and Where to find them

3 Resources Were Used in this Content Analysis:

- **Instagram:**
    - Used to manually record the data

- **Excel:**
    - Found in Preston Conner's GitHub
        - World Relief Content Analysis Research Report Repository
        - World Relief Content Analysis Research Data Excel

- **Python:**
    - Found in Preston Conner's GitHub:
        - World Relief Content Analysis Research Report Repository
        - WRCAR.py

Limitations

Limitations to the study and findings

The limitations of this study encompass:

- Posts Featuring Multiple Brands: Content where two brands post together might be excluded as it could introduce complexities in isolating individual brand strategies.

- Shallow Caption Analysis: Captions are not deeply analyzed, focusing solely on emojis, hashtags.

- Limited Carousel Analysis: Only the first picture in carousel posts is analyzed due to constraints, potentially overlooking vital context in subsequent images.

- Emojis and Hashtags Variation: The presence or lack of emojis and hashtags may be influenced by branding guidelines, impacting uniformity across organizations.

- Strategic Diversity: Organizations may not consistently showcase their best traits in each post, to diversify the brand feed.

- Quality vs. Engagement: While high-quality posts tend to generate more engagement, the algorithm's behavior can't be guaranteed.

*Continued on next page

Limitations

Limitations to the study and findings

- Algorithm Unpredictability: There's no assurance that a post will perform well within the algorithm, occasionally leading to unexpected outcomes.

- Hidden Likes: In rare cases (4 instances), post likes are hidden, limiting the sample size of engagement.

- Post Quality Not Addressed: The study doesn't account for post quality, which can significantly impact engagement.

- Post Quality Variation: Direct Relief's posts were noted to lack diversity and quality, potentially affecting the breadth of insights.