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 From: Sapphire Solutions Inc.
 Subject: SWOT & Situational Analysis
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Communication Audit Report

Introduction

BoardSpace’s mission is to improve efficiency and productivity for global, volunteer-led boards of directors by delivering dynamic board management software (BoardSpace, 2023). The purpose of this audit is to provide BoardSpace with an overview of the company’s strengths, weaknesses, opportunities, and threats, as well as a social media analysis of audience data and content. This comprehensive audit also evaluates the organization’s current communication procedures to address and bridge the communication gaps between BoardSpace and its target audiences. Not only will this communication audit assess the effectiveness of BoardSpace’s current communication tools, but it will strategically pinpoint areas for improvement, enabling the organization to better reach their desired audiences, achieve business goals, and gain a competitive advantage in their field.

SWOT Analysis

This SWOT analysis evaluates BoardSpace’s competitive position by assessing internal and external factors, as well as BoardSpace’s potential for growth (Kenton, 2023).

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Owner has experience in the field • Easy to use compared to other board management software • Receptive to customer requests regarding changes • Affordable software • “Tagging” feature on software 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Very specific target audience • Social media marketing (No socials listed on website) • Does not offer free trial • No ads • Minimal reviews • Small budget • No separate SM manager • Website refresh needed
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Selecting a niche target audience • Increase the variety of services • Upgraded guides for new board members • Continuously upgrading technology within BoardSpace • SEO optimization and keywords to push BoardSpace to page #1 	<p>THREATS</p> <ul style="list-style-type: none"> • Threat of AI development that would compete with BoardSpace • Social media competition with other alike services • Social media follower loyalty and Internet service reviews • Competition uses paid keywords, increasing visibility

<ul style="list-style-type: none"> • New social media campaign • Leverage AI • Expanding into U.S. regions 	
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Strengths

BoardSpace has many strengths. The owner has years of experience working with board management software and governance within homeowner associations after volunteering upon purchasing her first condo. Users mention that BoardSpace is easy to use and receptive to customers' requests for change that can benefit both the user and the business. Compared to other board management software companies, BoardSpace is more affordable. BoardSpace also offers a “tagging” feature to help organize files that most other board management software's do not offer.

Weaknesses

BoardSpace is struggling to reach their target audience on social media; they do not have a strong social media presence, nor ads on any websites. While BoardSpace offers competitive pricing, the company does not offer a free trial, which could deter new customers. Additionally, there are minimal customer reviews, which takes a stab at BoardSpace's credibility. A lack of reviews can negatively sway the public's perception of BoardSpace's services and impact brand awareness, customer relations, as well as SEO (Indeed, 2023). BoardSpace also has a small budget, which hinders the ability to hire a dedicated social media manager or a public relations team. Consequently, the CEO dual hats as the senior manager and PR practitioner. Unlike the competition, BoardSpace doesn't have the same ability to spend money on advertising or additional employees. Furthermore, BoardSpace's website needs a refresh, with content that can appeal to wider audiences, and the company struggles with search engine optimization (SEO).

Opportunities

By selecting a niche target audience that is already actively searching for BoardSpace's service, BoardSpace can increase keyword optimization which in result can push BoardSpace to the first page of Google more consistently. Additionally, BoardSpace has so much opportunity in increasing the number of services that are offered to clients as well as upgrading guides and technology for new board members. There are opportunities for a new social media campaign and the possibility of leveraging artificial intelligence (AI), which will increase BoardSpace's efficiency and enhance brand awareness. BoardSpace also has opportunity to expand business into the United States. Lastly, BoardSpace offers one of the most competitive prices in the industry, which sets them apart from other management services like Easyboard. Easyboard offers a flat rate of \$145.5 per month, which is \$56 dollars more expensive than BoardSpace (EasyBoard, 2024).

Threats

In the realm of technology and services, threats are constant. BoardSpace faces a major challenge with the advancement of AI and the diminishing human touch in service. Moreover, the competition

is heating up with other companies making strides in both competition and new technology. Competitors with a larger budget are also a threat because they can increase their visibility, and thereby SEO, through paid keywords. Lastly, BoardSpace struggles with a shortage of followers, loyalty, and consistent views on its blog and social media channels, along with regular reviews from current and past clients. According to Capterra.com, BoardSpace has a total of ten reviews, while BoardPro, OnBoard, have over 500 reviews (Capterra, 2024).

Situational Analysis

BoardSpace has a specific target audience for social media marketing, which includes condo, homeowners' association (HOA), nonprofit and charity boards, as well as community associations. It is important to analyze your audience's online behavior, as well as their engagement and interactions with competitors.

Figure 1 (below) illustrates a snapshot of BoardSpace's social media platforms: Facebook, X, Instagram and LinkedIn, including audience demographics and associated engagement metrics. The current content strategy focuses on brand awareness to encourage business with condo, HOA, nonprofit boards, and similar associations. This is done sporadically through graphics, short videos and other imagery.

Analysis of BoardSpace's social media platforms indicates challenges with a consistent publishing schedule, as well as the ability to reach and engage target audiences and other stakeholders with original content. Research indicates that having a strong social media strategy and actively engaging audiences across multiple social media platforms enables business-to-business (B2B) commerce, as well as the opportunity to deliver ideal content to desired audiences (Digital Marketing Institute, 2022). Additionally, 90% of social media marketers use Facebook to promote their business, 90% of Instagram users follow a business, and 82% of B2B content marketers use X (Khoros, 2024).

While BoardSpace has an official LinkedIn account, the CEO's personal account appears to be intermittingly used as an official presence, promoting business-related messaging to a very large followership. Research indicates that it is recommended to separate personal and professional identities on LinkedIn and other social media platforms to maintain consistency and authenticity, and to effectively engage the right audiences (ABSN Newsroom, 2022). LinkedIn is the top social media platform for B2B marketing, with 92% of B2B marketers using LinkedIn for "organic social marketing" (Khoros, 2024), and is the premiere platform used by BoardSpace's top competitors.

Figure 1

BoardSpace Social Media Snapshot

Social Media Channel	Audiences and User Statistics:	Engagement
	Target Audience (all platforms): Condo Boards, HOAs, Community Associations, Property Management, Housing Corporations, Nonprofits	
Facebook @BoardSpace	FB User Statistics: #1 Platform for Adults 3.03 billion active monthly users 29.4% ages 25-34 22.6% ages 18-24 19.1% ages 34-44	Likes: 494 Followers: 609 Post Frequency (2023): 55 Most Likes on Original Post (2023): 1
X @BoardSpaceinc	X User Statistics: 666 million active monthly users 29.63% ages 25-24 28.35% ages 18-24 17.96% ages 35-44	Followers: 3,000 Post Frequency (2023): 91 Posts Avg Reach: 15 Users Most Likes on Original Post: 4 Avg Likes per Post: 1 Average R/T: 0
Instagram @boardspace	IG User Statistics: 2 billion active monthly users 30.8% ages 18-24 30.3% ages 25-34 15.7% ages 35-44	Followers: 1,325 Post Frequency (2016-2024) 85 total 2023: 0 Avg Likes on Cumulative Posts: 42 Most Likes on Original Post: 196 (2017)
LinkedIn BoardSpaceInc	IN User Statistics: Top SM platform for B2B marketing 310 million active monthly users 60% ages 25-34 21.7% ages 18-24 15.4% ages 35-54	Business Account Followers: 657 Post Frequency (2023): 6 Post Engagement: 0 CEO Account Followers: 6,800

Note: Data is as of January 18, 2024. User statistics per social media platform retrieved from Khoros (2024).

Figure 2 depicts a social media comparison of BoardSpace's top competitors – OnBoard Meetings and BoardPro Limited. While BoardSpace's competitors engage with shared audiences on fewer social media channels, OnBoard and BoardPro have significantly more followers and better two-way communication on their most active platform, LinkedIn.

Figure 2

Top Competitors' Social Media Snapshot

Social Media Channel	Facebook	X	Instagram	LinkedIn
OnBoard Meetings	Active Likes: 1,100 Followers: 1,100 Post Frequency (2023): multiple times per month Most Likes on Original Post (2023): 3 Handle: @OnBoardMeetings	Active Followers: 1,000 Post Frequency (2023): Daily Avg Reach: 35 Users Most Likes per Post: 4 Avg Likes per Post: 1 Handle: @onboardmeetings	Inactive as of 2022 Followers: 552 Post Frequency (2023): 0 Handle: @onboardmeetings	Very Active Followers: 8,000 Post Frequency (2023): multiple times per week Post Engagement: multiple likes, reposts and comments per post
BoardPro Limited	Inactive as of July 2023 Likes: 160 Followers: 172 Post Frequency (2023): 0 Handle: @BoardProLimited	Inactive as of 2022 Followers: 120 Post Frequency 2023: 0 Handle: @boardproLtd	Does not have IG account	Very Active Followers: 2,119 Post Frequency (2023): multiple times per month Post Engagement: multiple likes, reposts and comments per post

Objectives and SMART Goals

The following are BoardSpace's business objectives, as well as specific, measurable, achievable, relevant, and time-bound (SMART) goals for this communication marketing campaign. The SMART goals enable

BoardSpace to track and meet its business objectives, and each goal will be measured and further described in this audit.

Objective 1: Gain 10 times the number of current customers.

SMART Goal 1: Launch new content strategy by March 1, and generate 25% increase of likes, follows and reach across all social media platforms within the next four months.

Objective 2: Improve SEO and increase search rankings.

SMART Goal 2a: Increase search rankings for keyword “What is board management software,” moving BoardSpace to the first page of search results in six months.

SMART Goal 2b: Increase organic search traffic by 25% in six months.

Objective 3: Improve onboarding experience for customers.

SMART Goal 3: Launch #OnboardingMistakes, a social media campaign on LinkedIn, Facebook, Instagram, and X in one month.

Objective 4: Bring AI into at least two BoardSpace features within the next three to six months.

SMART Goal 4: Incorporate AI customer service bot on website within four months, reducing response time for uncomplicated customer requests and questions (Newberry, 2023).

Objective 5: Expand business into United States.

SMART Goal 5: Increase the number of qualified leads in the United States by 25 percent within the next four months.

Social Media Summary and Critique

Social media engagement can be improved to help BoardSpace meet some of its goals. The channel summary, below, illustrates how BoardSpace currently shares information and communicates with each audience across their social platforms. This summary will enable Sapphire Solutions Inc to provide thorough recommendations for an enhanced content strategy that meets business objectives.

Audience Demographics

Understanding the age demographics of an audience is essential to informing a strong social media strategy; age influences social media platform preferences (Barnhart, 2023). On average, 11% of board members are between the ages 30 and 40, and 89% are over 40 (Zippia, 2023a). Similarly, 22% of community association managers are between age 30 and 40, and 71% are over 40 (Zippia, 2023b). Approximately 53% of all board members are women and 47% are men, with the average age being 51 years old. The most common ethnicity is White at 76% followed by Hispanic or Latino, 7%; Asian, 7%; and unknown 3%. Additionally, 67% of board members have bachelor's degrees and 16% have master's degrees, which provides insight into the audiences' socioeconomic status (Zippia, 2023a).

Considering these demographics, Figure 3 (below) illustrates how BoardSpace currently uses social media channels to communicate with each specific audience.

Figure 3

Channel Summary and Audience Demographics

Target Audience	Social Media Channels
<p>HOA Boards Age Range: 30-65 Location: Canada and United States</p>	<p>Facebook: Short videos, infographics and other posts with imagery are used to share information to HOA boards. HOA hashtags are incorporated with posts. A few posts attempt to drive engagement with HOA board members via questions.</p> <p>BoardSpace.co: Blog posts educate HOA boards on how to be successful and why BoardSpace software is beneficial.</p> <p>LinkedIn: Educational posts about BoardSpace’s software and tips for HOA board directors and members. This channel is also used to host events, broadcasting webinars for HOA boards about board management software and how to effectively host HOA board meetings. Informative videos are available on this channel, but they are 3 years old. HOA hashtags are incorporated in posts.</p> <p>Instagram: Minimal posts/imagery directly relate to or target HOA boards. HOA-related hashtags are scarcely used in educational/informative posts with pictures about board management and BoardSpace’s capabilities.</p> <p>X: X has been minimally used over the past year. HOA boards were targeted with hashtags.</p> <p>*All social media channels primarily share information to HOA boards and attempt to spark two-way communication by questioning HOA board members in some posts. Responses/engagement from HOA board members appear non-existent in recent history.</p>
<p>Condo Boards Age Range: 30-65 Location: Canada and United States</p>	<p>Facebook: Short videos, infographics and other posts with imagery are used to share information to condo board members. Condo-related hashtags are incorporated with posts. A few posts attempt to drive engagement with condo board members via questions.</p> <p>BoardSpace.co: Blog posts educate condo boards on how to be successful and why BoardSpace software is beneficial.</p> <p>LinkedIn: Educational posts about BoardSpace’s software and tips for condo board directors and members. This channel is also used to host events, broadcasting webinars for condo boards about board management software and how to effectively host condo board meetings. Informative videos are available on this channel, but they are 3 years old. Condo board hashtags are incorporated in posts.</p> <p>Instagram: Imagery of condos and tips for condo boards are in the post descriptions. Posts incorporate condo-related hashtags. Educational posts with pictures on why BoardSpace’s services help condo managers and board members.</p> <p>X: X has been minimally used over the past year. Condo boards were targeted with hashtags.</p> <p>*All social media channels primarily share information to condo boards and attempt to spark two-way communication by questioning condo board members in some posts. Responses/engagement from condo board members appear non-existent in recent history.</p>
<p>Charity Boards Age Range: 30-65 Location: Canada and United States</p>	<p>Facebook: Charity boards are negligibly referenced/targeted on this channel. A few posts use charity-related hashtags. One post invites charity board members to attend a webinar.</p> <p>BoardSpace.co: Blog posts educate/inform all audiences, including charity boards, about board management software and offer board management tips.</p> <p>LinkedIn: Charity boards are not specifically targeted on LinkedIn. There are general educational/informational posts about BoardSpace’s software and tips for board</p>

	<p>members, which could include charity boards. This channel is also used to host events, broadcasting webinars about board management software and how to effectively host board meetings.</p> <p>Instagram: No posts target charity boards on Instagram. There are no charity or charity board-related hashtags.</p> <p>X: Charity boards were not targeted on this channel in recent history.</p> <p>*If a charity board is referenced/targeted, it is only to share information with this audience. There does not appear to be any form of two-way communication with charity boards.</p>
<p>Nonprofit Boards Age Range: 30-65 Location: Canada and United States</p>	<p>Facebook: Short videos, infographics and other posts with imagery are used to share information to nonprofit board members. Nonprofit-related hashtags are incorporated with posts.</p> <p>BoardSpace.co: Blog posts educate/inform all audiences, including charity boards, about board management software and offer board management tips.</p> <p>LinkedIn: Nonprofit boards are not specifically targeted on LinkedIn. There are general educational/informational posts about BoardSpace’s software and tips for board members, which could include nonprofit boards. This channel is also used to host events, broadcasting webinars about board management software and how to effectively host board meetings. There are minimal nonprofit-related hashtags, and informative videos on this channel are 3 years old.</p> <p>Instagram: There are two posts that target nonprofit boards on this channel with associated hashtags and caption verbiage.</p> <p>X: X has been minimally used over the past year. Nonprofit boards were targeted with hashtags.</p> <p>*If a nonprofit board is referenced/targeted, it is only to share information with this audience. There does not appear to be any form of two-way communication with nonprofit boards.</p>
<p>Community Associations Age Range: 30-65 Location: United States and Canada</p>	<p>Facebook: Short videos, infographics and other posts with imagery are used to share information to community associations. Community association hashtags are incorporated with posts. A few posts attempt to drive engagement with community associations via questions.</p> <p>BoardSpace.co: Blog posts educate/inform all audiences, including community associations, about board management software and offer board management tips.</p> <p>LinkedIn: Community associations are not specifically targeted on LinkedIn. There are general educational/informational posts about BoardSpace’s software and tips for all board members, which could include community associations. This channel is also used to host events, broadcasting webinars about board management software and how to effectively host board meetings. There are minimal community association hashtags.</p> <p>Instagram: There are two posts that target nonprofit boards on this channel with associated hashtags and caption verbiage.</p> <p>X: Minimal tweets reference community associations in the last year.</p> <p>*If community associations are referenced/targeted, it is primarily to share information with this audience. There are some attempts to spark two-way communication by questioning community association members in posts. Responses/engagement from community associations appear non-existent in recent history.</p>

Reaching your target audience is crucial for a company's success. BoardSpace’s main target audiences (as illustrated above) reside throughout Canada, but the organization also has significant reach within the United States.

BoardSpace Expansion

According to the Community Associations Institute (2024), condos and HOAs will see continued growth within the U.S., this year, as thousands of new communities are expected to be developed. More than 75.5 million Americans (nearly 30%) live in community associations (CAI, 2024). While BoardSpace has expressed interest in expansion within California, New York and Florida, the organization should also consider targeting two key states within the Midwest and Southwest regions: Texas and Illinois.

According to the U.S. National and State Statistical Review (2023), Texas has the third most community associations in the nation (22,300), followed by Illinois (19,550). More buyers in Texas have switched to condos as the housing costs increase. For example, in 2023, the average North Texas condo sold for \$272,000 (which is down 9% from the previous year), and a typical single-family home in the region is about \$401,000 (Sparber & Tsiaperas, 2023). Additionally, the number of condos sold last year increased by 12% while the number of single-family homes dropped 12%. In San Antonio, however, condo prices jumped 31% last year, and Austin saw an increase of 20%. These statistics should also be considered when targeting Texas community associations.

Chicago has the largest community association market in Illinois, and the condo market is expected to grow in the region in 2024 (Lalez, 2023). Chicago condos have a steady year-over-year growth, they are affordable, and they exist in diverse neighborhoods (Lalez, 2023), which makes them attractive to residents.

An extensive HOA management directory is available at HOA-USA.com, which will assist when targeting or pitching BoardSpace's services to Texas and Illinois community associations.

Social Media Critique

Because the age-range of board members and community members is large, between ages 30 and 65, multiple social media channels are most likely to engage this audience. 80% of LinkedIn users are between ages 25 and 65, 77% of this age group use X, 67% use Facebook, and 62% use Instagram (Zhou, 2024).

Multi-channel communication is the ideal way to share information and generate two-way communication with desired audiences. Facebook is the most popular platform for boosting brand awareness, generating leads and increasing sales, while Instagram is a great platform for photos, reels and live streams (Baluch & Main, 2023). X is also a valuable platform to build brand awareness through short, compelling messages and associated imagery or links (Baluch & Main, 2023). LinkedIn is the best platform for B2B, providing the opportunity to share the organization's capabilities, connect with employees within the industry, and generate leads (Baluch & Main, 2023).

It is also a good idea to compare your organization's social media performance and analytics to that of your competitors, identifying where your audience overlaps, where you differ, and whether your efforts are succeeding or failing (Zhukova, 2023). This analysis can also help you identify audiences you may not have engaged with or overlooked. You can gather demographic data for your current market and competitors using software like Google Analytics; you can also use website building and built-in analytics software (Zhukova, 2023). Our competitor analysis concluded that BoardSpace's top competitors use some of the same channels to communicate with shared audiences. BoardSpace's competitors are very successful in engaging audiences via two-way communication on LinkedIn and Facebook.

Understanding BoardSpace’s target audiences and the best channels to communicate with them, Sapphire Solutions Inc. recommends that BoardSpace continues to communicate with their audiences on the existing channels (LinkedIn, Facebook, Instagram, X, and the organizational website). We’ve assessed that BoardSpace is not reaching their desired audiences due to infrequent posting, the lack of two-way communication on social media channels, and the formatting of the website. Furthermore, content must be tailored to each social media channel to speak directly to the audiences that reside on those channels (Brinkley, 2023).

Sapphire Solutions Inc. recommends creating a new content strategy. We also recommend that BoardSpace uses its official LinkedIn platform (versus the CEO’s account) to communicate with target audiences, to maintain consistency and authenticity while executing the new content strategy.

Content Strategy

The strategies below aim to achieve BoardSpace’s goals by enhancing their reputation, driving engagement, and reaching desired audiences through a multi-echelon communication effort across key communication channels: Official Website, LinkedIn, Facebook, and Instagram. Key themes and messages, tailored effectively to each channel, reinforce what’s most important to BoardSpace and enable the success of this content strategy. This content strategy also serves as a method to reach BoardSpace’s overall goal of gaining ten times the number of current customers.

Theme 1: Call to Serve – Establish a recruitment social media campaign to attract, encourage and inspire volunteers to commit to their community by serving on their respective condo, HOA, charity, or nonprofit board. This strategy aims to attract a wider audience while inherently promoting BoardSpace’s board management software.

- *Hooray for HOAs!* Having an HOA means community and having a good, healthy community can benefit everyone who is a part of it. HOAs often get negative feedback; this campaign shares the positives of HOAs and how BoardSpace contributes to HOA boards’ efficiency. This campaign also aims to increase volunteerism, promoting reasons why one should serve as an HOA board member. Use associated hashtags *#Hooray4HOAs* and *#ConnectingCommunities*.
- *Spotlight Sunday:* Draw in business by spotlighting current board members, globally, who use BoardSpace software. Use the hashtag *#SpotlightSunday* on all social media platforms, sharing a graphic or reel featuring the board member of the week. Include a compelling quote or soundbite from that member stating why he or she volunteered to serve on their respective board. Tag associated organizations for increased reach.

Theme 2: About BoardSpace and Educational Content (Brand Awareness) – Increase awareness of software capabilities through consistent and frequent multi-media content on LinkedIn, Facebook, Instagram and BoardSpace’s website. Share BoardSpace’s story and relevant information to prospective customers (Melotti, 2022).

- *#WebinarWednesday:* Share a reel/short clip of a previous webinar hosted by BoardSpace CEO. Only use the most compelling soundbite from the webinar to highlight on LinkedIn, Facebook and Instagram, every Wednesday.
- *Website Refresh:*
 - Revise SEO throughout website (mainly homepage). Include wanting to expand into U.S. markets in NY, CA, and FL, as well as known interested markets within IL and TX.
 - Move “Recorded Demo” CTA in the center instead of next to “Request Demo” CTA as it’s already at the top of the page so it stands out.

- Update pre-recorded demo on website with less than 2-minute engaging video with voiceover.
- Add CTA or pop-up to request full demo after watching the 2-minute free demo.
- Add link tree to social media platforms.
- *#TestimonialTuesday*: Share client-success stories (Melotti, 2022) and content that features testimonials of how BoardSpace software enabled a particular board. Content should be in the form of a 60 to 120-second video clip on LinkedIn and Facebook, with a shorter 60 to 90-second clip on Instagram.
- *#OnboardingMistakes*: This campaign will bring awareness to and help organizations face the challenges associated with onboarding new members. This campaign aims to mitigate frustrations associated with using the new product (board management software) and provides tips and tricks to good condo/HOA/nonprofit/association/charity board onboarding practices. This campaign also serves to meet BoardSpace’s overall goal to improve the onboarding experience.
- *Blog Blurbs*: Reinvigorate current blogs; repurpose current blog content into bite-sized, visually engaging social media content to increase visibility, maintain consistency, and improve SEO (Vidakovic, 2022). Make associated imagery and infographics SEO-compatible. Schedule Blog Blurbs to LinkedIn, Instagram, and Facebook.

Theme 3: Humor and Engagement – Use humorous and engaging content to build rapport with audiences (Melotti, 2022).

- *Bill’s Board*: Use Bill the mascot as an influencer/tool for content marketing, which will attract audiences’ attention and boost BoardSpace’s reputation (Hassan, 2020). Bill represents BoardSpace’s brand and positively impacts brand management. Make the unicorn a major part of BoardSpace’s identity by incorporating the mascot in reels and other content to drive engagement and entertainment on Instagram. Tag @boardspacebill.
- *Engagement Polls*: Increase engagement, and thereby brand awareness, on LinkedIn and Facebook with board management-related polls. Polls will provide insight on customers’ needs, which could drive changes/updates to BoardSpace’s board management software.
- *Holidays*: Tap into popular hashtags for international and known holidays. Tie in humorous and engaging BoardSpace content to the holiday. Use associated holiday hashtags for wider reach.

Theme 4: News and Updates - BoardSpace should generate content that keeps audiences up to date with new releases, announcements, new services, and discounts (Melotti, 2022).

Hashtags - Use hashtags to drive engagement and reach a wider audience (Kowalewicz, 2023). Use branding hashtags that target all audiences, when appropriate, and tie into trending hashtags for a greater reach. Monitor hashtags to determine if they are effective (Kowalewicz, 2023). The following is a (non-inclusive) list of recommended hashtags to use with related content:

#condo #condoboard #condolife #condoliving #payitforward #4change #propertymangers
 #boardmembers #boardofdirectors #nonprofitlife #nonprofit #hoa #homeownersassociation
 #informationtechnology #software #charity #communityassociations #associationmanagement
 #community #onboarding

SEO Keywords - Competitors are optimizing their website, and creating sharable content mentioned in the strategy above will assist BoardSpace in optimizing theirs. Along these lines, using keywords is also great for SEO, but some keywords are simply too competitive (Lyons, 2022). One recommendation is to target question keywords, which are not necessarily competitive but effective because they are the questions your audience wants to know (Lyons, 2022). For example, keyword “Board Management

Software” or “Best Board Management Software” may be too competitive (has a high percentage of keyword difficulty), but a question keyword might not (Lyons, 2022). The following is a list of question keywords BoardSpace can incorporate to improve SEO.

“What is board management software? (enables Goal2a)” “How do you effectively manage a board?” “What is an example of board management?” “What application to use when creating a board meeting?”

These question keywords can be identified by typing in a difficult/competitive keyword in a Google search and scrolling down to the “People also ask” section (Lyons, 2022).

Proposed Content Calendar: March-April 2024

Below is a proposed 60-day content calendar supporting the above communication objectives. Embedded in the calendar are the universally preferred times to schedule content on LinkedIn (Nguyen & Riswick, 2023), Instagram (Cooper & Cohen, 2023), and Facebook (Newberry, Kwok & Cohen, 2023), as identified by Hootsuite. Of note, the proposed scheduling times have been adjusted to Ottawa, Canada’s time zone. These calendars provide BoardSpace with structure and the ability to manage multiple social media platforms consistently, which will bolster the organization’s credibility. (Note: Social media icon/images retrieved from Flaticon, 2024).

Social Media Hashtags and Communication Objectives		MARCH – Content Calendar							
		SUN	MON	TUES	WED	THUR	FRI	SAT	
<p>Strategy 1: Call to Serve</p> <p>#SpotlightSunday – highlight a condo/HOA/nonprofit board member from a separate organization per week. Include a compelling quote from the member stating why they committed to serve in their community.</p> <p>Hooray for HOAs! – HOAs often get negative feedback; this campaign share the positives of HOAs and how BoardSpace contributes to HOA boards’ efficiency. This campaign also aims to increase volunteerism, promoting reasons why one should serve as a board member.</p> <p>Use associated hashtags #Hooray4HOAs and #ConnectingCommunities</p> <p>Strategy 2: Brand Awareness</p> <p>#TestimonialTuesday – share content featuring 30-60 second video clips and/or graphics with pulled quote with board members sharing how BoardSpace enabled their respective board</p> <p>#WebinarWednesday – Pro Tips from CEO. Can reinvigorate current blogs with a bite-size soundbite or strong quote/tip.</p> <p>#OnboardingMistakes – campaign mitigates frustrations associated with onboarding new members and using new software and provides tips for good onboarding practices</p> <p>Bill’s Board – Drive engagement with influencer content using Bill the mascot.</p>							1 Launch new demo *World Complement Day	2 Engagement Poll	
		3 #SpotlightSunday	4 Bill’s Board	5 #Testimonial Tuesday	6 #Webinar Wednesday	7 #Hooray4HOAs #Connecting Communities	8 #Hooray4HOAs #Connecting Communities	9 *International Women’s Day (Spotlight CEO) Blog Blurb	
		10 #SpotlightSunday	11 Bill’s Board	12 #Testimonial Tuesday	13 #Webinar Wednesday	14 Onboarding Mistakes	15 #Hooray4HOAs #Connecting Communities	16 Blog Blurb	
		17 #SpotlightSunday	18 Bill’s Board	19 #Testimonial Tuesday	20 #Webinar Wednesday	21 Onboarding Mistakes	22 #Hooray4HOAs #Connecting Communities	23 Blog Blurb	
		24 #SpotlightSunday	25 Bill’s Board	26 #Testimonial Tuesday	27 #Webinar Wednesday	28 Onboarding Mistakes	29 #Hooray4HOAs #Connecting Communities	30 Engagement Poll	
		Content Schedule							
		Channel	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		in	7:00 AM	12:00 PM	7:00 AM	1:00 PM	3:00 PM	9:00 AM	5:00 AM
		ig	8:00 PM	1:00 PM	10:00 AM	12:00 PM	12:00 PM	3:00 PM	10:00 AM
		f	11:00 AM	6:00 AM	7:00 AM	7:00 AM	6:00 AM	7:00 AM	10:00 AM

Social Media Hashtags and Communication Objectives	APRIL – Content Calendar						
	SUN	MON	TUES	WED	THUR	FRI	SAT
<p>Strategy 1: Call to Serve</p> <p>#SpotlightSunday – highlight a condo/HOA/nonprofit board member from a separate organization per week. Include a compelling quote from the member stating why they committed to serve in their community.</p> <p>Hooray for HOAs! – HOAs often get negative feedback; this campaign share the positives of HOAs and how BoardSpace contributes to HOA boards' efficiency. This campaign also aims to increase volunteerism, promoting reasons why one should serve as a board member.</p> <p>Use associated hashtags #Hooray4HOAs and #ConnectingCommunities</p> <p>Strategy 2: Brand Awareness</p> <p>#TestimonialTuesday – share content featuring 30-60 second video clips and/or graphics with pulled quote with board members sharing how BoardSpace enabled their respective board</p> <p>#WebinarWednesday – Pro Tips from CEO. Can reinvigorate current blogs with a bite-size soundbite or strong quote/tip.</p> <p>#OnboardingMistakes – campaign mitigates frustrations associated with onboarding new members and using new software and provides tips for good onboarding practices</p> <p>Bill's Board – Drive engagement with influencer content using Bill the mascot.</p>	31	1 in @ f *April Fool's Day (Incorporate Bill into joke/skit)	2 in @ b #Testimonial Tuesday	3 in @ f #Webinar Wednesday	4 in @ f Stress Awareness Month – BoardSpace helps ease stress...	5 in @ f #Hooray4HOAs #Connecting Communities	6 in @ f Blog Blurb
	7 in @ f #SpotlightSunday	8 Bill's Board in @ #SpotlightSunday	9 in @ b #Testimonial Tuesday	10 in @ f #Webinar Wednesday	11 in @ f b Onboarding Mistakes	12 in @ f #Hooray4HOAs #Connecting Communities	13 in @ f Blog Blurb
	14 in @ f #SpotlightSunday	15 Bill's Board in @ #SpotlightSunday	16 in @ b #Testimonial Tuesday	17 in @ f #Webinar Wednesday	18 in @ f National Customer Appreciation Day	19 in @ f #Hooray4HOAs #Connecting Communities	20 in @ f *Volunteer Recognition Day
	21 in @ f #SpotlightSunday #NationalHighFive Day	22 Bill's Board in @ *Earth Day HOA post about caring for the environment	23 in @ b #Testimonial Tuesday	24 in @ f #Webinar Wednesday	25 in @ f b Onboarding Mistakes	26 in @ f #Hooray4HOAs #Connecting Communities	27 in @ f Engagement Poll
28 in @ f #SpotlightSunday #PayItForward Day	29 Bill's Board in @ #PayItForward Day	30 in @ b #Testimonial Tuesday	1 in @ f #Webinar Wednesday	2 in @ f b Onboarding Mistakes	3 in @ f #Hooray4HOAs #Connecting Communities	4 in @ f	
Content Schedule							
Channel	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
in	7:00 AM	12:00 PM	7:00 AM	1:00 PM	3:00 PM	9:00 AM	5:00 AM
@	8:00 PM	1:00 PM	10:00 AM	12:00 PM	12:00 PM	3:00 PM	10:00 AM
f	11:00 AM	6:00 AM	7:00 AM	7:00 AM	6:00 AM	7:00 AM	10:00 AM

Engagement Plan

The following plan aims to increase brand awareness, drive traffic to BoardSpace’s website, and generate leads.

Increase Brand Awareness: Enhancing brand awareness for BoardSpace.co entails a strategic emphasis on visual identity for immediate recognition. By incorporating their distinctive brand colors, fonts, and logos more consistently across all platforms, with a special emphasis on optimizing the website, the aim to foster a stronger connection with our audience but also reinforces our brand image, making BoardSpace instantly identifiable and memorable at first glance.

Drive Traffic: Strategically directing traffic to both the website and various social media platforms is pivotal for BoardSpace to expand its audience reach. This proactive approach aims not only to generate increased viewership but also to foster heightened interactions on posts, attract new clients, and post reviews from satisfied clients who have enjoyed BoardSpace's services. In tandem with this, a revision of the SEO strategy, coupled with the implementation of a revised landing page. This approach not only enhances online visibility but also ensures a more engaging and user-friendly experience for visitors.

Generate Leads: Post blog posts in the form of images or reels from BoardSpace’s social media accounts asking questions such as “Are you having trouble managing your minutes?”, “Looking for your next board management software? No longer! Click on the link to learn more about BoardSpace”, along with sharing the link in the description to find more information on BoardSpace.

Re-Leveraging: Utilize BoardSpace Bill by scheduling posts on his personal Instagram and each post will tag BoardSpace’s main Instagram account and link to the main homepage.

Content Interaction: BoardSpace will respond to customer questions and inquiries on blog posts by posting friendly, humorous responses, and advising consumers to check out BoardSpace’s website for more information. This can vary from linking to the landing page, the “About” page, and even to share the free demo available on the website.

Measurement Plan

A measurement plan will help BoardSpace track its return on investment (ROI), allowing the organization to assess if the content strategy is working to achieve their goals and objectives. Social media metrics provide data that measures how well the content strategy is performing and “ties your social media efforts to business goals” (Newberry, 2023). The following outlines key metrics that are critical for your measurement plan.

Engagement Rate: This includes likes, comments, shares, saves and reactions from followers and non-followers. Measuring your engagement rate will help you track your goal of a 25% increased followership within the next four months.

Reach: This is the number of people who have viewed your content (Newberry, 2023). Measuring reach includes analyzing how many followers and non-followers viewed the content; if non-followers are viewing your content, your content is doing well (Newberry, 2023).

Impressions: This is the number of times people saw your content. This metric is often higher than reach because people can view content more than once. High levels of impressions will indicate that content is resonating with or attracting viewers (Newberry, 2023).

Audience Growth Rate: This measures the number of new followers you receive within a certain time frame. Of note, new followers are measured as a percentage of the total audience on individual or combined platforms (Newberry, 2023).

Click-Through-Rate (CTR): CTR measures how often people click a link on your post to get to more content, (additional content could be on the website, blogs, etc.). CTR tells you how many viewers wanted to know more about the content you posted (Newberry, 2023).

Conversion Rate: This measures how often your content initiates the process of a subscription, download or sale of board management software (Newberry, 2023).

Average Response Time: This metric measures how long it takes for customer service to respond to questions that come in via social media channels or the website. This will also measure the success of the new AI customer service bot, which will help achieve your goal of incorporating AI within the next three to six months. This customer service bot can also ask customers to rate their satisfaction with your service and your software, which is another metric you can measure (Newberry, 2023).

Website Traffic: Measure how many people visit your website and assess your competitor's traffic through keywords.

Social Share of Voice (SSoV): This is important because it indicates a competitive analysis, measuring how many people are talking about BoardSpace in comparison to competitors. Metrics can also track social sentiment, which is if people are saying positive or negative things about BoardSpace (Newberry, 2023).

A holistic and efficient way to measure these social media metrics would be to find a provider or tool that measures all these metrics for you. Figure 4 (below) compares affordable social media management tools that can track the success of a social media campaign. Hootsuite can also combine analytics with efficient social media management and publishing, while Buffer is primarily an analytics tool (Lang, 2024). The features list is not all inclusive. *Note: Information in Figure 4 was retrieved from (Hootsuite, 2024).*

Figure 4

Affordable Social Media Management and Analytics Tools

Feature	Hootsuite	Buffer
Price	\$99 a month	\$6 a month
Platforms	7	7
Publish FB/IG/LinkedIn ads	Yes	No
Direct posting to social networks	Yes	No
Bulk scheduling	Yes	No
Recommend time to publish	Yes	No
FB/IG/LinkedIn/X analytics	Yes	Yes
Competitive benchmarking	Yes	No
AI-powered hashtag generator	Yes	No
Post templates	Yes	No
Product tags for IG posts	Yes	No
Content suggestions for reposting/content curation	Yes	No
Canva	Yes	No
AI caption writer	Yes	No
Alt text for X, LinkedIn and FB	Yes	Yes
Social listening	Yes	No
Sentiment analysis	Yes	No
Hashtag and mention monitoring	Yes	Yes
Boost FB/IG/LinkedIn posts	Yes	No
Ad campaign management	Yes	No
Inbox for private messages and comments	Yes	No
Chatbot support	Yes	No
Saved and suggested replies	Yes	For comments only
Manage reviews	Yes	No
AI content generation	Yes	No

Conclusion and Recommendations

Sapphire Solutions Inc thanks you for the tremendous opportunity to analyze the scope of your external communications and marketing strategy to include understanding your audiences' behaviors, as well as your strengths, weaknesses, opportunities, and threats, to develop a plan that will give BoardSpace a competitive advantage in the board management software industry. We want to help you achieve your business goals, and strategically leveraging social media can do just that. Promoting unique content through diverse channels (including your website) will help you engage, reach, and connect with your

target audiences. Leveraging social media will also provide you with valuable insight on how and where to drive communication with these audiences (Needle, 2020). A robust content strategy will help you showcase your brand and allows you to support your current and prospective customers with their needs. Furthermore, social media management tools and programs can make your job much easier and more efficient and will help you target and track your SMART goals, and ultimately enabling you to reach your overarching business objectives (Needle, 2020).

Based on the thorough analysis provided, below is a list of recommendations. We sincerely thank you again for the opportunity to serve your organization, and we appreciate your confidence in Sapphire Solutions Inc. Your satisfaction is our number one priority, and we look forward to serving you again.

Recommendations

- Continue to use current social media platforms; Implement new content strategy by March 1st.
- Purchase Hootsuite or similar social media management tool for efficient publishing and critical analytics.
- Consider expansion in key states: Texas and Illinois.
- Implement AI chat/customer service bot on website.
- Refresh website with recommendations provided in content strategy
- Coordinate user accounts so posts and replies come from a single business account

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Appendix

Team Check-in

Team Members:

Gabby Maxwell, Emma Messinger, Tanya Lumbar, Jennifer Tomkins, Noah King, Gary Hunter

Team Assignment:

Complete a Communication Audit Report for BoardSpace.

For each element of the deliverable, estimate team member contributions

Team Member Names	Assignment/ Task	% of Contribution to
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		total (out of 100%)
Gabby	Engagement Plan (and review/update entire brief)	20
Emma	Engagement Plan (and review/update entire brief)	20
Tanya	Measurement Plan (and review/update entire brief)	20
Jennifer	Measurement Plan (and review/update entire brief)	20
Noah	Communication Plan and Recommendations (did not do any part of this audit)	0
Gary	Goals and Objectives (and review/update entire brief)	20

How is this project going? What adjustments need to be made, or what additional support do you/we need?

Our team continued to use the previously established formats and methods to complete the Communication Audit Report. Dividing portions of the assignment, early on, and collaborating often throughout the week helped us achieve this objective.

What is most challenging about this project?

It is difficult (and stressful) to cover down for someone (last minute) who fails to communicate or assist with any of the tasks.

What is most interesting or enjoyable about this project?

-Collaborating with fellow students and brainstorming ideas for BoardSpace

-Providing solid recommendations for a client and anticipating her approval or reaction to those recommendations