

Bonn Turkington

Greene

ENG 553

6/8/21

Observational Log for CTA Community Supports

CTA COMMUNITY SUPPORTS	Twitter	FB	Word of mouth	Blog	Multimedia	Job Postings	IG
Frequency	Twitter posts have been sporadic at best. There are a couple years where the only post is during the holidays.	More frequently than Twitter, but still infrequent enough to make it ineffective.	Prior to 2020, word-of-mouth (WOM) was a primary source of news, information, and applications. From community members seeing the employees and clients in public, to job fairs, this was a common and useful method of getting the company's message across.	Was very frequent for about four years. But after a change in website management the blog itself was forgotten. It still exists and you can visit the old posts, but there is no active link on their homepage as of initial observations (hopefully that changes).	Most social media posts, from Twitter to Facebook, use a variety of images, videos, and text. However, there are things that could be used to highlight their company much more frequently. For example, they have a dog as a company mascot and it recently won a dog show. However, that news and any images are almost impossible to find.	Jobs listed everyday of the year, usually posted and removed in two-week intervals.	3. Just 3. Total. Forever.

<p>Length</p>	<p>Tweets usually reached high character limits and included pictures or links. Plenty of information was available both in the tweet and through the sources it linked to (such as direct links to donation platforms).</p>	<p>The Facebook posts are typically multi-paragraph stories about clients or their impact in the community. One story features a client and her artwork.</p>	<p>Job fairs lasted for a few hours, but word of mouth was usually done through in-person discussions as well. Length of time was usually irrelevant because employees would hand out informational cards or direct questions to the website or job boards (if they were interested in a career).</p>	<p>Blogs usually told a small story or covered some interesting part of the company's mission. Blog posts are very similar to FB posts, though at a more regular cadence.</p>	<p>Usually videos or pictures of clients and the staff who help them. None of the videos were more than a few minutes long.</p>	<p>Usually a couple of introductory pieces of information that highlight the job position and the history of the company (who they are and what they do). Bulleted lists of what the company offers and what they expect usually follow. Easily digestible size.</p>	
<p>Type</p>	<p>Often the tweets are donation requests or explain ways community members can help. Since these tweets usually only come around the holidays, they are focused on capitalizing on the community's giving nature during that time.</p>	<p>Most posts cover something unique happening within the company (such as highlighting a client and their artwork) or advertise new and important job openings.</p>	<p>Families and friends would share their success stories while in the public. Often times, members of the community would see clients and staff in public at events (like basketball games) or at the store and would ask what the employees were doing with clients.</p>	<p>Everything from client highlights to interactions with community. This was much more focused on sharing what was going on with the company than specifically promoting job positions.</p>	<p>Feel-good stories, highlights of a certain home or client.</p>	<p>Basic job info-nothing fancy.</p>	

			Staff would usually hand out little cards with job information on them.				
Style	Mildly formal. The tweets are not full of idioms or memes, but they aren't stuffy and dry.	Most FB posts are written semi-formally. Much like the tweets, they avoid casual language and memes, but they are more upbeat. These posts are written more like someone saying it to you than a written report.	Almost like religious missionaries-employees would carry cards when people asked what they were doing or were interested in their programs. People given cards would apply.	Blogs are written in a very friendly manner.	Varies by specific video or post, but usually they focus less on production quality and more on the message (the word potato camera comes to mind, but the content is what matters).	Very friendly and highlight the work and benefit the jobs would provide individuals and the community. Excitement is palpable in all the job listings and make the work sound very rewarding.	
Audience	Public, parents and people interested in autism follow the account. Many current or past employees also follow the account. Only 180 followers as of writing this.	Facebook posts usually target people outside the company, as a FB message has a wider audience. This is why they mix feel-good stories with job posting information.	Community local to a given group home, program (such as after school programs), and those at job fairs.	Anyone interested in autism services, people helping the community, healthcare, employees or potential employees who want to see what the company does.	Anyone with a heart. Really, the videos and images could melt the heart of anyone who saw them.	Usually entry-level employees, occasional management. Management usually comes from promotions than new hires, so job listings are addressed to those unfamiliar with the company.	
Trends	They need to tweet enough to even have a	Ditto for twitter. They do post a bit	2020 changed how outreach work since	Consistent for several years then stopped. The	Only trend is that they post feel-good	Very prompt about tailoring job listings to the	

	trend. If any trends exist, it's that they ask for donations during the holidays. But given this happens once a year, it's hardly a trend or habit and more an afterthought.	more often as they include job openings, but it's in no way consistent.	public interaction dropped, but before that it was consistent.	blog is no longer available through a link and the address must be typed in manually.	stories. Not frequent enough to say anything more.	company's needs and trends in employment in Utah. Jobs are updated at least weekly, sometimes daily.	
--	--	---	--	---	--	--	--

WRITE UP:

CTA is a company that can and should benefit from using writing technologies to reach potential employees and the community. However, I have found their strategy to be sorely lacking. In simpler terms, there is no real strategy. As shown above, their social media profiles post sporadically, randomly, or infrequently enough to be almost ineffective. It's a great shame, too; the company provides so much to the community and has such a great story to tell (helping people with autism and disabilities in the community is the type of feel-good news that is missing from the average local news outlets) but nobody is telling it. They do a great job with job ads, using writing strategies to effectively explain the job and the benefits of working at the company. But without a more robust social media and public presence, this is about the only thing they will continue to do well.

Looking at each of the content categories it's easy to see where the deficiencies are and how they could be improved. First, their Twitter profile is a great way to reach the community quickly and easily, but they post once a year. It's no wonder they have fewer than 200 followers. Their posts are usually around the holidays asking for donations, so the times they *do* use it are very appropriate. Facebook posts come a little more frequently and usually tell a more detailed story about a client or event. But the general infrequency makes it sound like these awesome events happen infrequently, which is not true; it's only the reporting of them that is infrequent. Word of mouth events have dropped since 2020, but that's a result of global circumstances and not their fault. Blog posts, much like Facebook, tell great stories. The problem is finding them. There is no active link to the blog page on the CTA website (you need to manually

add the /blog to the URL to reach it) and it has not been updated since about 2018. Before that, it was the most active part of the writing and publicity (outside of job listings, of course). Their job postings are fantastic and not much is needed in that regard. Finally, I just found out they *do* have an Instagram account but have only three total posts. It very much feels like someone created it just to cover bases and forgot about it. There is not much to say about it since it effectively doesn't exist.

I do have a bit of an inside look into the company and don't need to speculate as to why some things have fallen through the cracks. For starters, 2020 hit the company hard and word of mouth all but stopped. Second, the company hired a new publicity company to manage their social profiles. However, this work was outsourced and contracted out instead of onboarding an individual and having someone in the company produce their content. As a result, the work was slow, of poor quality, and never seemed to do them any good.

The most positive thing to say about CTA's writing and communication is that the fixes are easy, to begin with. By posting, writing, and creating more content their message will begin to spread and interest in the company will grow. Once that point is reached, they could then take a closer look at specific strategies for every category of communication. Until then, just writing more will work in their favor. They also have a wide audience they can reach; this means that they can implement any one (or more) of a number of strategies. They can focus on adult community members for donations, legislature for funding, young adults (their primary employee demographic) for more jobs, and parents with disabled children. That might be overwhelming to tackle all at once; but focusing on using social media for even one of those will do wonders almost immediately.