



# IMPROVING THE INTERNET PRESENCE OF COMMONSIDE

MCKENZIE BRUNELLE, JUAN PABLO DE LIMA,  
THOMAS FONG, DOMINIC REDDING



# INTRODUCTION

WHY THIS IS IMPORTANT FOR COMMONSIDE

56%

of people in the United Kingdom  
use some form of social media

97%

of nonprofit organisations are  
on social media

GOAL:

EVALUATE COMMONSIDE COMMUNITY DEVELOPMENT TRUST'S  
INITIAL INTERNET AND SOCIAL MEDIA PRESENCE AND  
DETERMINE HOW IT COULD BE IMPROVED

# OBJECTIVES

## 1. EVALUATE

## 2. IDENTIFY

## 3. PROTOTYPE

## 4. RECOMMEND

# METHODOLOGY

- Survey
  - Analytics Data
  - Interviews
- 
- Other organisations
  - Survey
- 
- Community Contributions
  - Candy Girls
- 
- Guidebook
  - Education
  - Website



78%

of survey respondents following  
Commonside on social media  
follow Commonside on Facebook

**Commonside Trust**  
@CommonsideTrust

Home  
About  
Photos  
Likes  
Events  
Posts

Create a Page

Like Follow Share

Contact Us Message

**About** [Suggest Edits](#)

**BUSINESS INFO**

Founded on March 31, 2002

**Mission**  
Creating a better future for ourselves, our families and our communities.

**CONTACT INFO**

Call 020 8764 9582

@CommonsideTrust [Message Now](#)

naomi@commonside.net

<http://www.commonside.net/>

**MORE INFO**

**About**  
A Community Development Trust in the heart of Pollards Hill, Mitcham.

**Products**  
Hall & Room Hire, Community Café, Lunch Club, Community Events, Community Projects.

**Community Organization**

**STORY**

The Commonside Trust is working to improve the lives and environment of people living in Merton. It does this by managing a community centre, running community events and a number of community development programmes. Commonside Community Development Trust is based in and manages the New Horizon Centre.

**Milestones**

2006 We merge with Pollards Hill Community Centre

2005 Commonside moves to the day centre.

2002 Founded on March 31, 2002

	Level of Engagement	Reach
With other media	0.0165	214
Without other media	0.0298	88
Total	0.0211	170





44%

of survey respondents following  
Commonside on social media  
follow Commonside on Twitter

**Commonside Trust**  
@CommonsideTrust  
Commonside Community Development Trust in Pollards Hill, Merton: a dynamic, creative & caring community hub in East Mitcham. Improving lives.  
Pollards Hill CR4  
commonsides.net  
Joined December 2013  
491 Photos and videos

**Pinned Tweet**  
**Commonside Trust** @CommonsideTrust · Jan 12  
Here's our new #CafeintheCentre menu. All welcome! Thanks to @unitedlivinggrp @LovePollards & @moathomes for support!

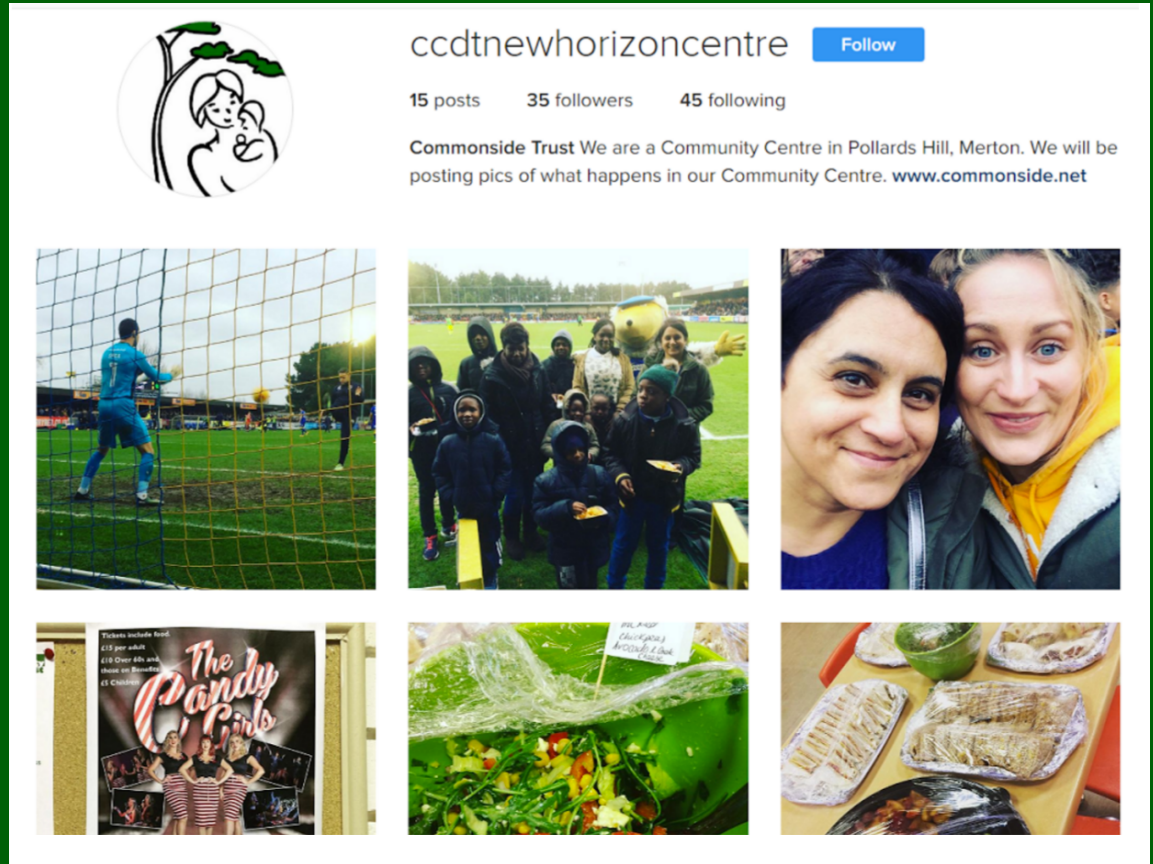
*Monday—Friday 1am—2pm*  
*New Horizon Centre, South Lodge Ave, CR4 1LT*

**Roll & Sandwiches**  
Bacon £2  
Sausage £2  
Egg £2  
Cheese £2  
Ham £2  
Tuna mayo £2

*Any additional filling is 50p  
Salad is free on request*

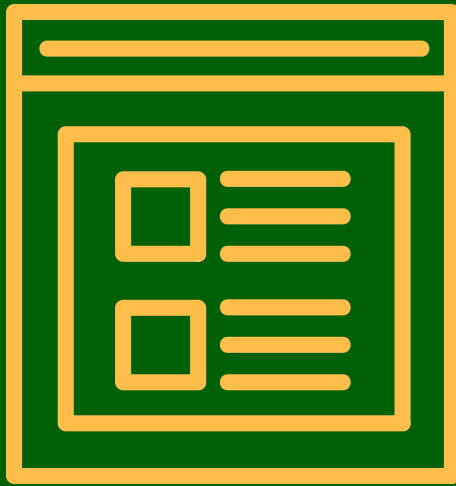
**Drinks**  
Tea 70p

	Level of Engagement	Reach
With other media	0.0398	223
Without other media	0.0169	200
Total	0.0258	209



28%

of survey respondents following  
Commonside on social media  
follow Commonside on Instagram



- Content, platform and plugins out of date
- Most accesses: Google
- Page with the most views: What's On

The screenshot shows the homepage of the Commonsides Community Development Trust. The header features the organization's logo (a stylized tree and person) and name, along with the tagline "Creating a better future for ourselves, our families and our communities". A search bar is located in the top right corner. Below the header is a navigation menu with links: HOME, WHAT'S ON, PROJECTS, NEWS, HIRE SPACE, ABOUT, CONTACT, and SPENDING DONATIONS. The main content area is divided into two columns. The left column features a large image of a colorful, abstract sculpture made of cardboard boxes, with the text "We run events every day - why not see what's on this week?" below it. The right column has a green banner for "OFFICE SPACE TO LET" with a "Click here for details" link. Below this is a section for "Commonsides 50P CAFE" featuring a cartoon illustration of a woman and a cup of coffee. The bottom right section lists several events for Thursday, 02, including "Busy Buddies Tots Group", "Shekinah Glory Prayer Centre", "Chair Exercise Class", "Royal Worship Centre", and "Suzanne's Theatre Dance". A green button at the bottom center says "To Donate click here".

**Commonsides Community Development Trust**  
Creating a better future for ourselves, our families and our communities

Search:

[HOME](#) [WHAT'S ON](#) [PROJECTS](#) [NEWS](#) [HIRE SPACE](#) [ABOUT](#) [CONTACT](#) [SPENDING DONATIONS](#)

We run events every day - why not see what's on this week?

The Commonsides Trust is working to improve the lives and environment of people living in Merton. It does this by managing a community centre, running [community events](#) and a number of [community development programmes](#).

**Our Vision**  
To create a better future for ourselves, our families and our communities.

If you would like to view the events that are coming up at Commonsides please view our calendar of events [here](#). If you would like to get in touch with someone at Commonsides please contact us [here](#).

**Donate**  
If you want to make a donation to Commonsides to help support us in the work we do, you can donate to our give.net account [here](#). Thank you for your support, it means a lot to us!

[To Donate click here](#)

**OFFICE SPACE TO LET**  
[Click here for details](#)

**Commonsides 50P CAFE**

**Thu 02** **Busy Buddies Tots Group**  
9am - 11am  
New Horizon Centre

**Thu 02** **Shekinah Glory Prayer Centre**  
10am - 12pm  
New Horizon Centre

**Thu 02** **Chair Exercise Class**  
11am - 12pm  
New Horizon Centre

**Thu 02** **Royal Worship Centre**  
12pm - 2pm  
New Horizon Centre

**Thu 02** **Suzanne's Theatre Dance**  
3pm - 7pm  
New Horizon Centre

[More events](#)

# OTHER ORGANISATIONS' SOCIAL MEDIA

	SYCT	Wolves	Wimble	<u>UKCF</u>
<b>Frequent Posting</b>	Occasionally	Usually/Always	Never/Rarely	Usually/Always
<b>Hashtag Use</b>	Occasionally	Usually/Always	Never/Rarely	Occasionally
<b>Posts with Images/Media</b>	Occasionally	Usually/Always	Occasionally	Usually/Always
<b>Interaction with Influencers</b>	Usually/Always	Occasionally	Never/Rarely	Usually/Always
<b>Links Between Platforms</b>	Usually/Always	Occasionally	Usually/Always	Usually/Always
<b>Uniformity</b>	Occasionally	Usually/Always	Occasionally	Usually/Always
<b>Key:</b> <span>□ = Never/Rarely</span> <span>■ = Occasionally</span> <span>■ = Usually/Always</span>				

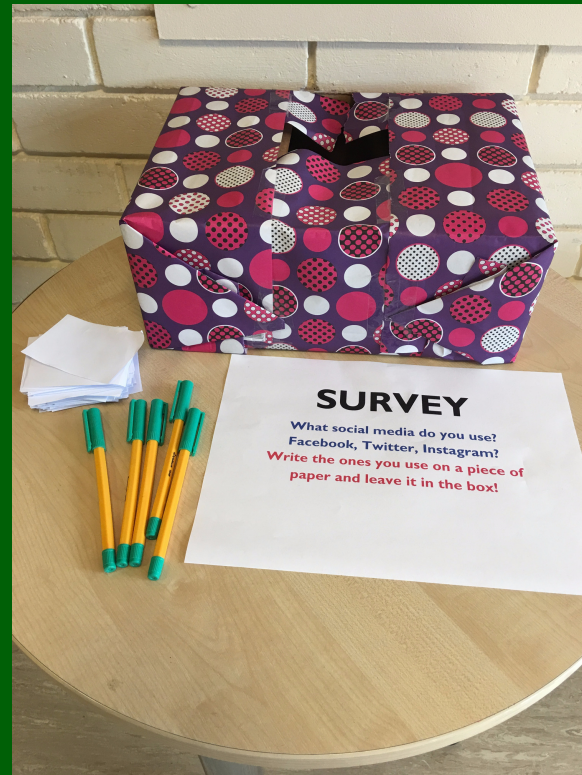
# SURVEY 1 & 2

## Survey 1:

- iPad and Social Media
- How people learn about events in the community
- Internet and social media use
- Commonsense's social media

## Survey 2:

Social media platforms



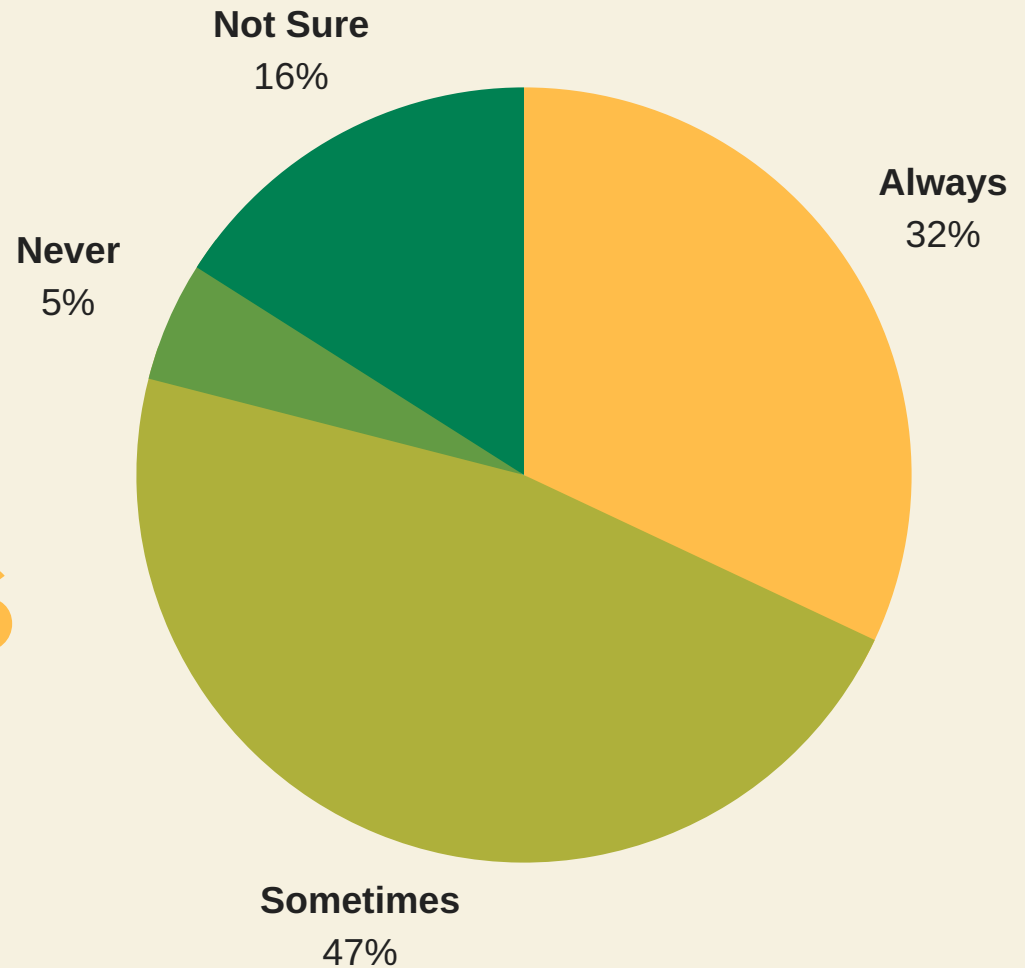


# 42%

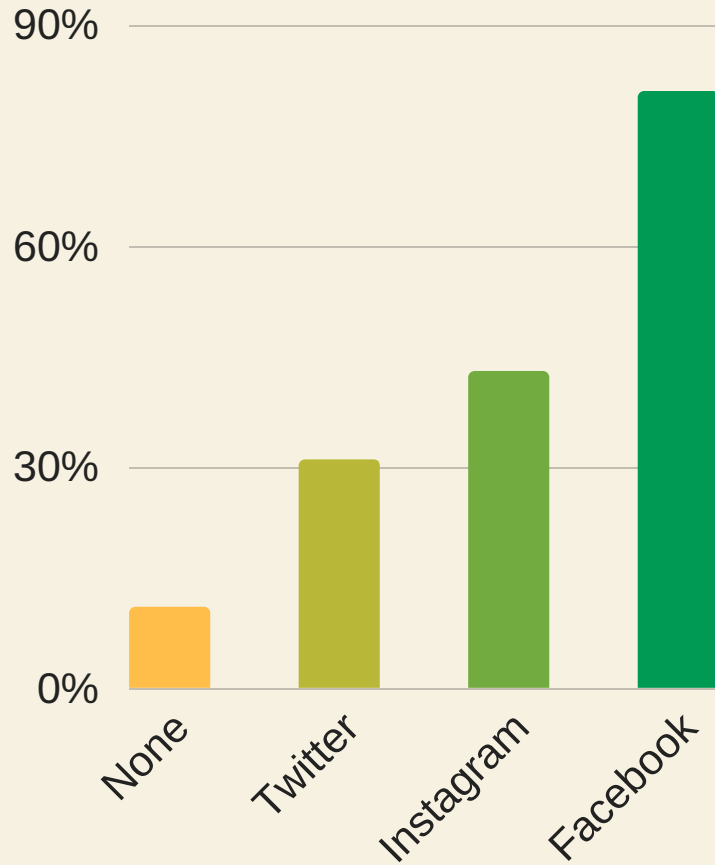
OF SURVEY RESPONDENTS  
THAT USE SOCIAL MEDIA  
FOLLOW COMMONSIDE



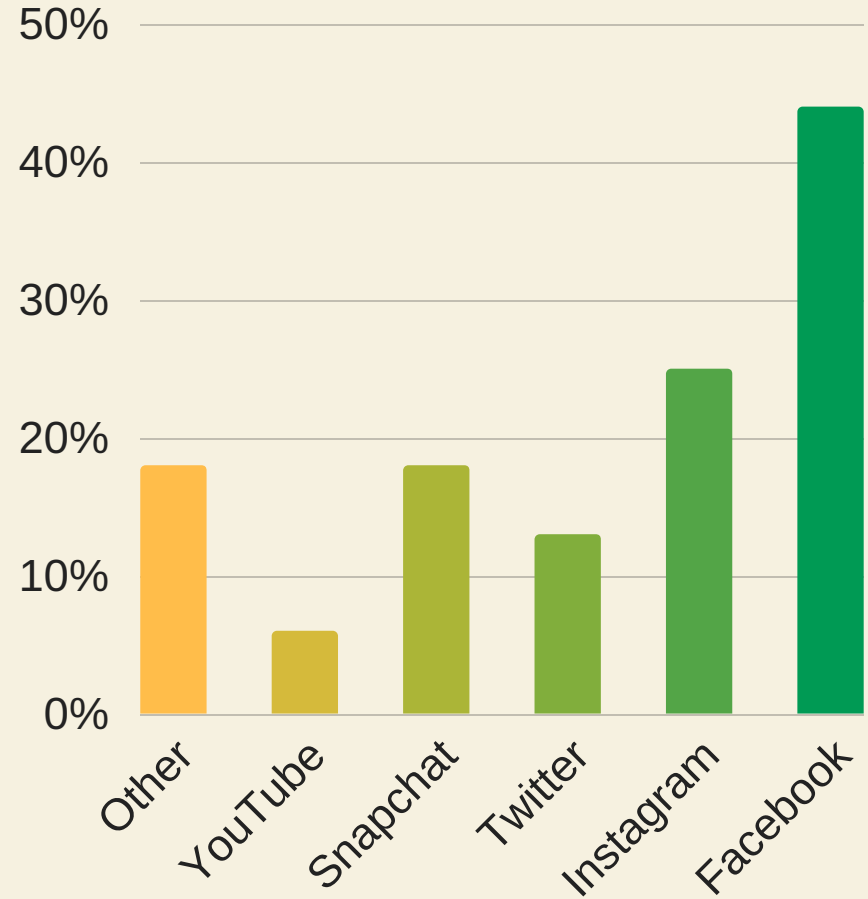
## HOW RELEVANT FOLLOWERS FOUND POSTS



# SURVEY 1



# SURVEY 2



# COMMUNITY CONTRIBUTIONS

## How we did this

- Theme: Showcase how Commonside serves the community
- #communitycontributions

## What we accomplished

- Volunteer of the month was well received
- Increased the reach of Commonside's internet and social media presence



Commonside Trust

Published by Hootsuite [?] · March 29 at 5:00pm · 🌐

Thank you to our volunteer of the month, Maureen Middleton.

Maureen has been volunteering since last June, and works in the New Horizon Centre's kitchen and cafe. See the full interview in the video on our website:

<http://bit.ly/2o6X7I9>

#CommonsideCommunity #ccdt #volunteering





# CANDY GIRLS

## How we did this

- Theme: 1940s-1950s
- #CandySide

## What we accomplished

- Level of engagement increased by 2% on Facebook



ccdtnewhorizoncentre  
New Horizon Centre

kenziebrun, elainetilby, katemumof4, 2w  
tfong90 and jdelima02 like this

ccdtnewhorizoncentre While you are out and about don't forget to stop by the New Horizon Centre and pick up your Candy Girl tickets #ccdt #NewHorizonCentre #CandySide

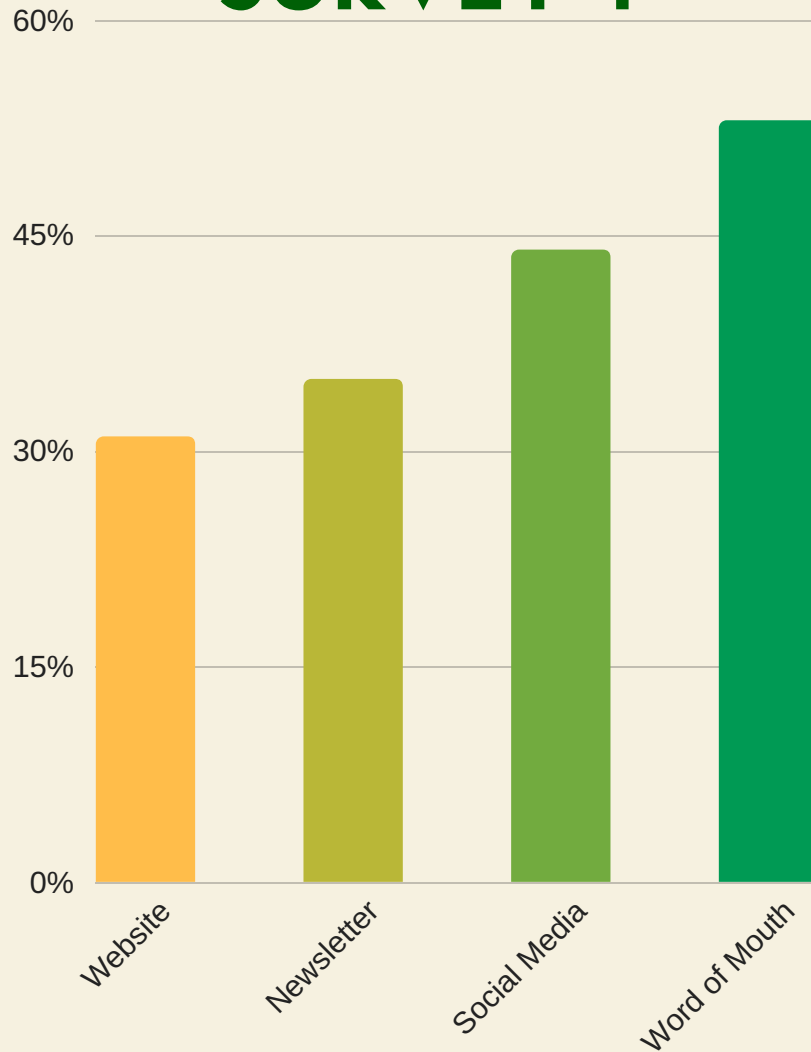


Add a comment...

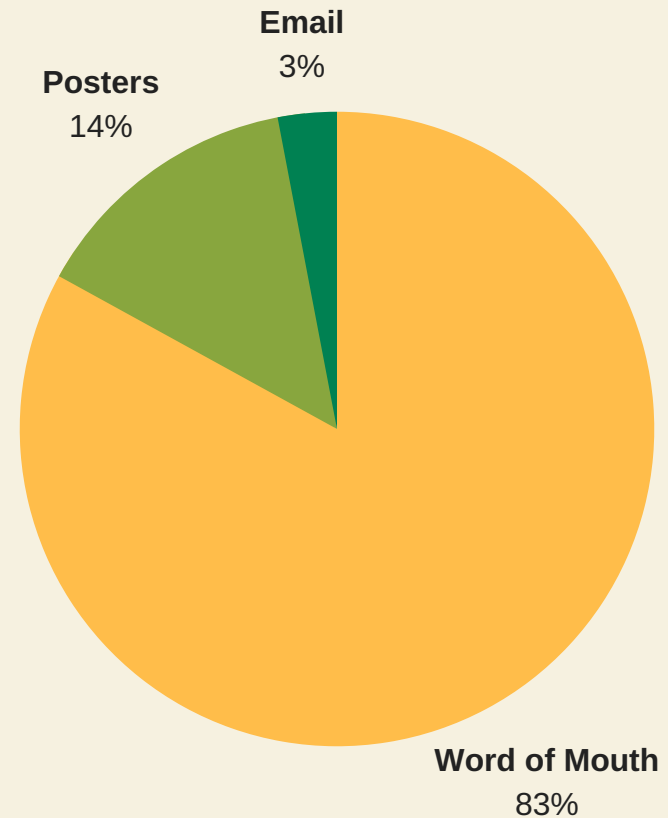


# HOW THE COMMUNITY FINDS OUT ABOUT EVENTS

## SURVEY 1



## CANDY GIRLS



# GUIDEBOOK



# EDUCATION

## CONTENT

- Social Networking and its Importance
- Audience
- Resources
- Planning content
- Campaigns
- Account Uniformity
- Platform Specific
- Dos and Don'ts

## TRAINING

- 1-2 staff members at a time
- Discussed guidebook sessions
- Demonstrated Hootsuite

## SUSTAINABILITY

Guidebook written to be used by future social media managers

# WEBSITE OPTIONS

Proposed Change	Option 1	Option 2	Option 3
Estimated cost of implementation	£0	£0	£52
<b>Updated Content</b>			
Staff members			
Home Page			
Partners Page			
Spending Donations Page			
Media			
Add social media links and widgets			
<b>Updated Design</b>			
Structure			
Theme			
Add a New Blog Page (keeping news tab)			

# OPTION #1 - THE REFRESHER



The Commonside Trust is working to improve the lives and environment of people living in Merton. It does this by managing a community centre, running **community events** and a number of **community development programmes**.

## Our Vision

To create a better future for ourselves, our families and our communities.

If you would like to view the events that are coming up at Commonside please view our calendar of events [here](#). If you would like to get in touch with someone at Commonside please contact us [here](#).

## Donate

## OFFICE SPACE TO LET

[Click here for details](#)

- |                         |   |
|-------------------------|---|
| <b>Tue</b><br><b>25</b> | <b>Everywoman's Club</b><br>2pm – 4pm<br>New Horizon Centre           |
| <b>Tue</b><br><b>25</b> | <b>Table Tennis Club</b><br>2pm – 4pm<br>New Horizon Centre           |
| <b>Tue</b><br><b>25</b> | <b>Indoor Football and Fitness</b><br>5pm – 7pm<br>New Horizon Centre |
| <b>Tue</b><br><b>25</b> | <b>Yoga</b><br>6pm – 7pm<br>New Horizon Centre                        |

To Donate  
[click here](#)



# OPTION #2 - THE CADILLAC



## COMMONSIDE COMMUNITY DEVELOPMENT TRUST

*Creating a better future for ourselves, our families and our communities*

[Home](#) [What's On](#) [Projects](#) [Blog](#) [Hire Space](#) [About](#) [Contact](#) [Spending Donations](#)

## Home



The Commonsense Trust is working to improve the lives and environment of people living in Merton. It does this by managing a community centre, running community events and a number of community development programmes.

### Tweets by @CommonsideTrust



**Commonside Trust**  
@CommonsideTrust



**#TriviaTuesday** answer: We have 35 wonderful volunteers at Commonsense. Thank you to all of them. **#cdt #CommunityContributions**

**At Commonsense, we  
have 35 wonderful  
volunteers!**

# OPTION #3 - THE PREMIUM CADILLAC



## Commonside Community Development Trust

[Home](#) [What's On](#) [Projects](#) [Blog](#) [Hire Space](#) [About](#) [Contact](#) [Spending Donations](#)

## Spending Donations

### How your money is used

At the Commonside Community Trust any amount of money that you give us goes a long way. Below is a list of how your donation helps our centre and the local community.

- **£15** pays for a week's snacks for families at our crisis drop-in
- **£30** pays for an exercise class for local young mums
- **£50** pays for live entertainment for older people at our **Lunch Club** is



Tweets by [@CommonsideTrust](#)



**Commonside Trust**  
[@CommonsideTrust](#)



**#TriviaTuesday** How many volunteers work at the NewHorizonCentre? **#ccdt**  
**#CommunityContributions**



18 Apr



Commonside Trust Retweeted



**Commonside Trust**  
[@CommonsideTrust](#)

Congratulations to Rob for winning best



# CONCLUSIONS

## General Considerations

- Organisation-specific hashtags to Twitter and Instagram posts
- Media in posts
- Links between profiles
- Post regularly, but not too much - HootSuite to schedule
- Have the right influencers

## For Campaigns:

- Strategize before posting: what and when
- Remember your audience. Be specific



# THANK YOU TO

Our advisors, Adrienne Hall-Phillips and  
Joshua Rosenstock

Our Sponsor, Commonsense Community Development  
Trust and Director Naomi Martin

Root7

The Pollards Hill Library

The community

# QUESTIONS?

commonsides-d17@wpi.edu

