

**Introduction:**

*Mission:*

Welcome Baby strives to strengthen families with young children by providing accurate child development information and emotional and practical support. Current research confirms that supportive family life is the greatest factor for a child's success in school.

*Overview:*

Welcome Baby is a nonprofit founded in October of 1988 in Durham, North Carolina. The organization strives to support new families in the challenges associated with raising children in the developmental stages from birth to 5 years old. Welcome Baby attempts to answer new parents' and caregivers' questions through informative and effective programming with the goal of strengthening families with young children. Services and programs offered by Welcome Baby include:

- Parenting Workshops: Weekly evidence-based workshops that addresses parents' and caregivers' child development questions.
- Staff Consultations: Parents and caregivers can meet one-on-one with a trained Parent Educator at Welcome Baby.
- Car Seat Safety Program: a program that teaches parents and caregivers how to safely install and use car seats. In addition, it provides education on current car seat laws and best practices.
- Cribs for Kids®: Welcome Baby is a national Cribs for Kids® partner. Welcome Baby purchases and distributes new Pack 'n Play porta-cribs for parents in need in the Durham community. Each family receives Cribs for Kids® safe sleep training before receiving a crib.

- Giving Closet: Families may receive clothing and accessories six times per program year for children ages newborn to 5 years. In addition, maternity items and breastfeeding accessories are available.
- Topical Developmental Newsletters: An online newsletter is published for new and expecting parents to discuss milestones and challenges of children from birth to 5 years.

In addition to these standard services and programs, specialty programming and events are also held. Information about these events and classes are on the Welcome Baby Facebook page.

Welcome Baby targets new parents, guardians and caregivers of children that are newborns to age 5. In addition, its programming can target groups that have a lower income. The programming also targets the Hispanic community with its classes being offered in Spanish. Welcome Baby is a program of the Durham County Cooperative Extension. It is financially supported by the Durham County Government, Durham's Partnership for Children and The Duke Endowment. The organization also relies heavily on volunteers to support a large number of its initiatives.

#### *Current Communication*

Welcome Baby has three main social media accounts. Facebook is the organization's main form of communication and is currently acting as Welcome Baby's website. On Instagram, Welcome Baby has 149 followers. The photo quality is poor, graphics are sometimes misused and captions lack a voice and proper detail. Some photos are not in the correct orientation. On Twitter, Welcome Baby has 212 followers. Its Twitter feed lacks a voice and will make references in a tweet but not have a link attached (i.e. a tweet from Feb. 28 that says "add this to your calendar of fun things to do in Durham" without a link). Welcome Baby shares a lot of its Facebook content on Twitter.

## **SWOT Analysis**

### *Strengths:*

Welcome Baby has many strengths that contribute to the overall approachability of the organization and its success in executing its mission. Welcome Baby is very responsive on its Facebook page, typically responding within a couple of hours. The organization has a strong mission statement that is available on their Facebook page in the 'About' section. Welcome Baby offers nearly all of its programs and information in both English and Spanish, which contributes to its overall strengths of accessibility and inclusivity. Another strength of Welcome Baby is the ease-of-use regarding its Facebook page. All of the information is in one place. The voice of the Welcome Baby Facebook page is colloquial, conversational and easy to understand. The presence of the organization seems inviting, wholesome and eager to help.

### *Weaknesses:*

Welcome Baby is an organization with the foundation to grow. A weakness that can be strengthened is the cohesion of the organization's graphics. Welcome Baby's current graphics lack style and personal branding. Its logo is in need of improvement and should maintain consistency throughout its appearance on any of the organization's media materials. More in-depth information and description should be provided for each resource found on the 'About' page of Welcome Baby's Facebook page. The language that currently exists is confusing, wordy and should contain more detail. Language used in these descriptions should be easy to understand to any reader. Although the voice of the Facebook page is inviting and conversational, it lacks professionalism. All photos and videos should have captions and titles that give insight into what they are about without having to click on each one.

*Opportunities:*

The biggest opportunity for Welcome Baby is to create a cohesive website. Having a website will help Welcome Baby have a central location for all of the organization's information, and having static pages will help with the overall cohesion of the information. In addition to a website, there is an opportunity to create a more cohesive brand and tone in graphics, visuals, fonts and language. Having standard graphics templates for closing and cancellation announcements as well as flyer templates for recurring events will help Welcome Baby make its brand more cohesive. There is also an opportunity for more efficient communication on its social media, particularly Facebook and Instagram. On Facebook, Welcome Baby can engage with the public even more than it does now. One opportunity is to develop a "community page" on Welcome Baby's Facebook so people who have utilized Welcome Baby resources in the past have a place to talk to others who have had similar experiences. Welcome Baby also has the opportunity to use its Instagram more to target its mostly young adult audience and has the opportunity to be posting the same announcements on Instagram as it does on Facebook.

*Threats:*

If Welcome Baby doesn't create a website, then it will lead to more confusion about the purpose and mission of the organization as a whole; it will threaten Welcome Baby's credibility and organization as a nonprofit. It might also prevent people from getting the resources they need from Welcome Baby, especially if some Durham County residents don't have a Facebook or know how to use Facebook properly. Since Facebook isn't organized in a way to display static pages, it makes finding Welcome Baby's organizational information difficult to navigate, which means they may not be able to adequately provide services for their demographic, and therefore, not fulfill its mission. In

addition, if branding issues aren't fixed, it could confuse the public about what is actually sponsored and coordinated by Welcome Baby, versus what Welcome Baby shares by reposting on its Facebook page. The cost of revamping these branding issues is also a threat - increasing image quality and generating informative and appealing graphics is expensive and time-consuming.

### **Recommendations:**

- Create a consumer-friendly website.
- Work toward consistency in brand image regarding color, style, tone, format and layout.
- Demonstrate an inverted-pyramid effect within the website. List the most important things first.
- Create easy-to-navigate tabs within the website to enhance user experience and usability.
  - About
  - Calendar
  - Resources
  - Contact
  - Donate Here
- Create a donation page where people can easily donate money.
- Create a calendar to post on the website.
- Include clear contact information.
- Allow people to sign up for email updates and newsletters.
- Add photos to accompany content (photos of staff, volunteers and the people they serve).
- Provide embedded social media links for Instagram and Facebook pages.
- Add a search function that will allow users to easily find specific content.