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## Page Insights



### Introduction/Purpose

- Facebook continues to be one of the most popular social media platforms for U.S. adults. (Axel & Anderson, 2021)
- Facebook is a helpful tool for nonprofit organizations to communicate with their members. (Bellucci & Manenti, 2017)
- AAAE strives to share useful information through its Facebook page.
- The purpose of this study was to examine what types of posts encouraged engagement in the 2020 and 2021 AAAE National Conferences.



### Conceptual Framework

- Lovejoy and Saxton's (2012) communicative functions that influence engagement:
  - Community Building
  - Information
  - Action
- These functions have been explored in research of nonprofit social media content. (Meyer et al., 2017)



\*Please refer to the abstract for references

## Page Summary 2020 & 2021 AAAE National Conferences



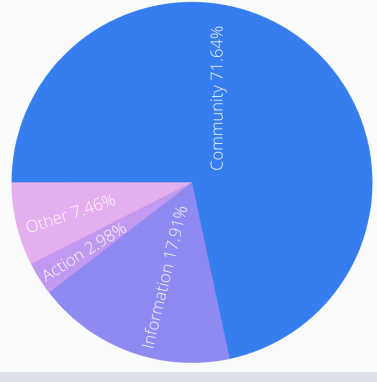
### Methodology

- AAAE Facebook post data were collected from the Facebook Insights page and exported to an Excel sheet.
- The date range for the data collection was set at the Friday before and the Friday after each national conference.
- Posts were coded into post categories using Lovejoy and Saxton's (2012) communicative functions.
  - Community:** posts featuring award winners.
  - Information:** posts featuring daily schedules or logistical information.
  - Action:** posts that encouraged audience engagement.
  - Other:** posts not in another category.
- Post impressions were identified from the **Lifetime Post Engaged Users** data.
- Audience engagement was identified from the Lifetime Engaged Users data.

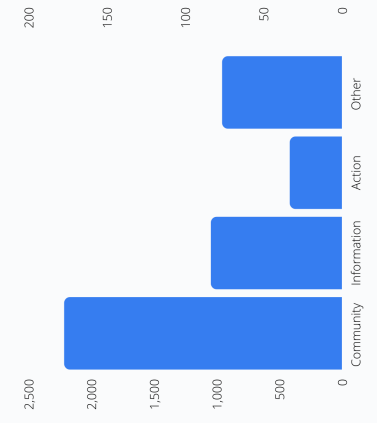


### Results/Findings

- RO 1: What communicative functions were used in the Facebook posts?**
  - Sixty-seven posts were provided during the 2020 (n = 34) and 2021 (n = 33) national conferences.
  - Of the 67 posts, 48 (71.64%) were Community Posts. Twelve (17.91%) posts were Information Posts, two (2.98%) posts were Action posts and five (7.46%) were Other posts.
- RO 2: How did audience engagement vary based on the post's communicative function?**
  - Community posts received the most engagement (M = 2215.8) followed by Information posts (M = 1,044.9) Other posts (M = 955.4) and lastly, Action posts (M = 415.5).
  - Community posts had the highest average number of engaged users (M = 175) followed by Information posts (M = 60), Action posts (M = 47) and lastly Other Posts (M = 43).



### Communication Functions



### Average Impressions



### Average Engaged Users



### Conclusions/Recommendations

- Community posts were the most engaging posts based on the average number of impressions and engaged users. This is in agreement with Saxton and Waters (2014) who found audience members were more likely to interact with Facebook content from nonprofits when they used community-building posts.
- These types of posts should continue to be created and shared to encourage audience interaction with AAAE's social media content.
- While the other communicative function posts did not garner the same level of engagement, they are still relevant posts that provide information and details.
- Additional research could examine what characteristics of AAAE Facebook posts (e.g., graphics, quotes, photos, videos) influence engagement.