

## SWOT Analysis for \_\_\_\_\_

## East Coast Greenway Alliance

**Website**

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>-The homepage is great. It's visually appealing and does a nice job of quickly explaining what the Greenway is, what ECGA does and why it's important. The links to social media sites and to pages for donations are also easy to find.</li> <li>-Hyperlinking throughout the website makes it very user friendly.</li> <li>-The entire website is very thorough. Users can find needed information on many of the pages on the site.</li> <li>-The website has many great resources for visitors such as cue sheets, maps, advocacy toolkits, etc.</li> </ul>	<ul style="list-style-type: none"> <li>-LinkedIn logo should link to the company <a href="#">page</a>, not the group.</li> <li>-The RSS link doesn't go to anything.</li> <li>-There are some grammar errors as well as consistency issues throughout the site.</li> <li>-Parts of the site need to be updated (i.e. the news clippings page)</li> <li>-Some of the pages could organize the information better.</li> <li>-It would be nice if there was a searchable "Trails Near Me" feature where users can type in a ZIP code.</li> <li>-Suggestions for types of activities, like Trails Good for Running, Trails Good For Skateboarding/Skating; Trails Good For Biking; etc. could be helpful.</li> </ul>	<ul style="list-style-type: none"> <li>-The blog could be improved with things like profiles on interesting people on the Greenway or on interesting sections of the Greenway. These could potentially be posted each week. Perhaps each region could have one week each month where they spotlight a person using the trail in their area in one profile and spotlight a cool part of the trail in another profile.</li> <li>-The lack of coverage beyond bicycling seems threatening to ECGA because it limits the appeal of the organization.</li> </ul>	<ul style="list-style-type: none"> <li>-It seems somewhat difficult to find trail locations. It would be helpful for users to have some sort of searchable map feature.</li> </ul>

**Twitter**

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>-Great engagement and interaction with followers—Retweeting, replying and mentioning will all help grow reach and engagement.</li> <li>-Great variety of content for the most part (related news, Greenway updates, showcases of parts of the trail, etc.)</li> <li>-Done a good job of adapting Facebook content for Twitter—It looks like earlier in the year, many Tweets were just coming straight from Facebook. The problem with that is that the Tweets can get cut off and that you can't engage and interact with users.</li> <li>-Fairly regular posting</li> <li>-Great job promoting your hash tags</li> </ul>	<ul style="list-style-type: none"> <li>-Content focuses too much on bikes.</li> <li>-I've noticed that you aren't always using Bitly to shorten your links. I would use this tool to make sure that you don't have long URLs taking up precious character space. You can also track clicks on links with Bitly.</li> <li>-Could post more regularly - There were just a few instances where nothing was posted for about a week.</li> </ul>	<ul style="list-style-type: none"> <li>-As we've discussed earlier, content could be expanded past bikes. Look into running, skating, horseback riding news and more. Runner's World, for example, might be a good account to follow on Twitter.</li> <li>-I would occasionally include links to blog posts too, especially to ones that we've discussed working on in the future (e.g. profiles on interesting people using the ECG, profiles on interesting locations of the ECG, etc.).</li> <li>-Consider reaching out to university-affiliated campus organizations (i.e. club cross country) through social media.</li> </ul>	<ul style="list-style-type: none"> <li>-The biggest threat right now is just focusing too much on bicycling. This focus might turn current followers away and prevent potential new followers from following.</li> </ul>

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**Facebook**

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>-Great job with promoting events</li> <li>-Great job with promoting ECGA news</li> <li>-Lots of great photos</li> <li>-The Facebook does a better job of providing content for different types of people who use the trail (e.g. bikers, runners, walkers, etc.)</li> <li>-Great engagement—lots of comments and shares!</li> <li>-I like the National Millennium Trail Contest—That's a great way to grow engagement and build interest in the trails.</li> <li>-Nice promotion of hash tags</li> <li>-I like the “happy bike” post from May 20. It's cute and made me smile. People love things like this.</li> <li>-Post fairly frequently</li> </ul>	<ul style="list-style-type: none"> <li>-Could post more regularly - There were just a few instances where nothing was posted for about a week.</li> </ul>	<ul style="list-style-type: none"> <li>-There's still an opportunity to add more content that isn't about biking. I want to hear some stories about people using unique kinds of transportation on the Greenway.</li> <li>-We could come up with more contest ideas to get people excited about the Greenway, like a contest on interesting stories people have about the Greenway.</li> <li>Submissions could be starting points for blog entries.</li> <li>-Promote blog articles on the Facebook page.</li> <li>-Consider reaching out to university-affiliated campus organizations (i.e. club cross country) through social media.</li> </ul>	<ul style="list-style-type: none"> <li>-The biggest threat right now is just focusing too much on bicycling. This focus might turn current followers away and prevent potential new followers from following.</li> </ul>

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East Coast Greenway Alliance

E-Newsletter

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>-Great content</li><li>-The visuals throughout are great.</li><li>-Great organization</li><li>-Great news clippings</li><li>-Great promotion of social media</li><li>-Great recognition of sponsors</li><li>-Donations are convenient</li><li>-Great outline at the beginning</li><li>-Keep members and those interested informed and up-to-date</li></ul>	<ul style="list-style-type: none"><li>-The E-Newsletters looks outdated.</li><li>-I don't like how the newsletter is flush left. It would be nice if it could be in the center of the window.</li></ul>	<ul style="list-style-type: none"><li>-Improve the look of the newsletter so that it visually aligns more with the website.</li></ul>	<ul style="list-style-type: none"><li>-Outdated, inconsistent design might turn some people away.</li></ul>

## **Communication Audit Overview**

*Mikala Whitaker*

### **Website:**

Overall, the website is excellent. It gives visitors a plethora of information, all of which is fairly well organized. Areas that could be improved are the blog and trail information. Adding spotlights on sections of the trail as well as on people using the trail would add interest to the blog and promote the use of the Greenway. Also, it would be helpful to add a map feature so that people could search for nearby trails by typing in an address or ZIP code.

### **Twitter:**

You have done fairly well with engaging and interacting with followers on Twitter. The main thing you should focus on with Twitter is increasing the variety of content. Your tweets about biking are great, but tweets about running, biking, horseback riding, etc. should be included as well. Also, you might want to consider reaching out to various organizations, such as university-affiliated environment or fitness groups.

### **Facebook:**

You use the Facebook well to promote events and news and to post photos. Similar to the Twitter, I would add more content about topics other than biking.

### **E-Newsletter:**

The E-Newsletter does a great job of keeping people informed about ECGA's work. It is also well organized, which helps keep the amount of information from being too overwhelming. The only thing I would change about the E-Newsletter is its appearance. It looks somewhat outdated, and the text being only on the left side is displeasing and uncomfortable to the eye.

### **Overall:**

Overall, ECGA has done a great job of establishing and utilizing these communication tools. The main thing I would focus on is increasing the variety of content. This may even run into your events and other things as well. You can expand audiences and followers by including the running community, in particular, as well as horseback riding, skateboarding and other communities. Including these communities in social media content and blog posts is a great place to start.