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RCC Scholarship Application

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Capturing Attention Through Social Media

It is a well-known fact that the internet has had a humongous impact on younger generations. Many schools today have included online work in their curricula to aid students in entering this new age of digital growth; this has led to a large portion of their lives being spent online. Such a heightened level of exposure during crucial learning phases of development has contributed to enhanced “internet literacy” for children and young adults. I believe that the Romanian Community Center can capitalize on this and drastically increase youth involvement via strengthening its internet presence.

The first, and most vital, step to growing one’s online status is promotion. The RCC’s social media accounts are not advertised nearly enough to draw followers and supporters. The monthly newsletter would be the perfect outlet to begin this social media revamp as it is consistently seen by most members. Including links to the most common platforms in the email thread would drastically improve site attendance and knowledge of the accounts. More importantly, online advertising is likely to draw more attention from adolescents than any other age range.

The current selection of social media accounts makes for a strong start, but there is certainly more to be done within these platforms. As of the time I write this, the only well-established platform is Facebook (with over 140 posts and 360 followers), which does not gain as much traffic from younger generations as platforms like X, Instagram, or TikTok. Expanding involvement in these “newer age” sites will make the RCC more appealing to younger individuals that do not use Facebook on a regular basis. This requires acute attention, time, and more consistent posting across all platforms, but there may be a solution.

To achieve the aforementioned suggestions, I think it would greatly benefit the RCC to offer internships or potentially paid positions to local high school students for an opportunity to develop the social media basis. Many students are comfortable with digital design platforms, such as Canva, and could design advertisements and posts for previous and upcoming RCC events. The intern(s) can provide live updates and capture key moments during events to later add to all social platforms. Not only would this grow the RCC’s social media presence but also allow members of the board to focus their efforts on internal growth, membership expansion, and the events themselves. Beyond this, the students would gain valuable experience in a marketing position that can be applied to other communications/design/marketing career opportunities.

Reaching a specific age group within a community can be incredibly difficult without the proper medium of connection. The ability to draw more youth involvement to the RCC lies in advertising, developing social accounts, and offering vital positions to young adults within the community. This will contribute significantly toward the RCC’s mission and the future of our young people.