

White Paper: Working with the GLAAD Organization

Nicholas Krasoski

State University of New York at Oswego

COM500: Intro to Strategic Communication

Dr. Katherine Thweatt

July 02, 2021

Abstract

This is a white paper to serve as a pitch for GLAAD to hire my company to help promote their Social Media Safety Index (SMSI). The issue that follows is how does GLAAD present its index in a way that can be easily consumed across all social media platforms they researched. By using specific platform strategies, my company will help GLAAD dissect its research on LGBT safety on social media. This paper acts as a solution posed by my company to help GLAAD obtain more views on their SMSI. My company will measure their competencies such as listening, leadership, and ethical normative competencies. After the suggested solutions with their competencies, my company will look at how GLAAD can use stakeholders, analytics, and constituents to promote their research on social media.

Keywords: Social Media Safety Index, LGBT safety, competencies, listening, leadership, ethical normative competencies, stakeholders, analytics, constituents

Social Media Company's Background

Our company, Tanjiro Consulting helps organizations publish specific articles and initiatives to the masses on social media. We help them carve out a campaign by using the power of analytics to strategically publish their content to places they can reach their highest audience.

GLAAD's Origins

Gay & Lesbian Alliance Against Defamation (GLAAD) was formed on November 14, 1985, because of the *New York Post's* defamatory rhetoric on their coverage of the HIV and AIDS crisis. Writers and journalists met on that November day to plan a near 1,000-person protest the *New York Post* (GLAAD, 2019). For over 30 years GLAAD's core mission is to be at the forefront of cultural change, accelerating acceptance for the LGBTQ community. Primarily with how people within the community are represented within the media (GLAAD, 2019). Right now, in the age of social media, GLAAD is looking to promote their Social Media Safety Index (SMSI) by presenting recommendations for social media companies to keep LGBT users safe across different channels like Facebook, Instagram, Twitter, YouTube, and TikTok. GLAAD is looking to for ways to strategically communicate these recommendations across their social media pages.

Problem Statement

Their problem is how do they precisely present their findings from their index to educate the masses and organizations on LGBT online safety. We want to help GLAAD in presenting their body of work to the masses.

Background

Social media is great for spreading the word. In 2012, people spend an average of 121.18 minutes per day on social media websites (Guesalaga, 2016). For the message to be understood,

different communication styles are necessary. Restaurants utilize competencies such as language coherency, examples include informal communication with millennials (Dossena et al., 2020). Fast-food chain Wendy's has an excellent Twitter team as they often reply with sharp commentary from tweets that mention them. Someone asked them why their burgers are square rather than circular, and they responded that they do not cut corners (Bikker, 2019). Social media is a strong growing force. Organizations evolving their competencies to maximize audiences is necessary to get their messages across.

Solution

With Tanjiro Consulting's assistance, we can assist GLAAD by going beyond the confines of the SMSI and use the index as groundwork to mend a better representation of practices regarding LGBT online safety. Starting with utilizing competency techniques like listening competency. "Organizations can use their sites to actively to work to maintain conversations rather than one-way information dissemination" (Maben & Gearhart, 2018, p. 107). Mabel & Gearhart (2018) say that resource sharing is one way a company can offer advice and perspective. Nordstrom promoted handbags that were linked to a charitable campaign. Someone on Facebook questioned the campaign and they responded with information such as where the bags were made and links to the project online. Since GLAAD has been one of the core agencies protecting the voices of the LGBT community. They can take a leadership route in their competency by creating cultural change to promote the use of social media as a strategic tool (Dossena et al., 2020). Likewise, by implementing ethical normative competencies (ENC). ENC creates an urgency of corporate social responsibilities by addressing challenges they are currently facing. This creates a competency that involves the ability to apply personal ethical standards and values while assessing related issues within the corporation (Osagie et al., 2019).

By using ENC, GLAAD can go behind the scenes and work with Twitter or Facebook on the challenges that affect LGBT safety.

Since GLAAD is a non-profit organization (NPO), strategies including social media and NPOs should be assessed. Stakeholder engagement of NPOs is important when communicating on social media. When stakeholders respond to NPO's tweets it shows a successful outcome of their social media campaigns. By NPOs promoting themselves, it enhances the probability of comfortable conversation amongst themselves in comment sections. It also lowers the risk of stakeholders ignoring one another (Ihm, 2019). By using social media as a means of communication for non-profits, cuts costs and saves from releasing forms of press releases via mail. It also increases engagement from vast audiences, but it all begins by analyzing available analytics. Many non-profits do not evaluate their presence on social media. It is handy to use analytics when assessing strategy so they can target specific stakeholder groups that align with their overall strategy (Maxell & Carboni, 2016). Finally, another strategy is taking the approach of the individual. If GLAAD were to utilize their constituents or primarily the authors of the index, it can reach beyond the followers on the singular page of their organization. Typologies of information, community, and action help increase engagement in a positive trajectory.

Information posts are for those who seek to give information about the group or its cause.

Community posts seek to build a sense of community among users and with the group. Action gets users to do something beyond liking or commenting. This includes sharing posts or donating to the group (Smith, 2018).

Conclusion

If GLAAD can partake in this blueprint, it can present the contents of the SMSI to reach deeply within these social networking communities. With our assistance, we can help GLAAD

dissect its index and create platform-specific infographics to share on all social media outlets it covers. That way we can help with their continuing mission of charting equality of the LGBT community within the media.

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