

**Ryan Noone**  
**Tim Frazier**  
**Isshita Patel**

### **Implementing Social Media in the Community**

For this project our group was asked to implement social media into a specific business or organization in our local community. Our group chose to work with the State College borough's Parks and Recreation department.

Parks and Rec is responsible for taking care of all the parks around the township as well as hold leagues and tournaments for residents of the area to participate in. The organization involves a good portion of the community in such things as adult and youth softball, a bocce ball league, basketball and flag football leagues as well as many others. For this organization it can be difficult to contact all participants when new events or teams are forming, or in other situations such as rain outs or game cancellations. Their office, located off of West College Avenue, receives call after call for information on games and leagues, making it tough for employees to work on other tasks.

Knowing all of this, our group thought it would be a smart idea to implement social media, such as twitter and Facebook to the department, allowing them to post all of this information, and be easily accessible for those looking for it. Using twitter, and linking it to Facebook will allow users on either social media site to view this information.

As the group met with Jeff Hall and Nikki Touscher, two of Park and Recs coordinators, we explained our ideas and they were very excited to implement them. They agreed to linking their Facebook and Twitter together on Hootsuit, as

they enjoyed the idea of presetting posts, allowing them to not have to constantly be on the website. Also, the two really enjoyed the idea of adding a Twitter link to the bottom of their page (which they weren't able to implement yet.)

The two also found our idea of putting their twitter handle on the bottom of posters and flyers for their events and leagues to be a good one; letting people know that updates and information on the event can also be found online.

Once our meeting had ending, our group went to work implementing the changes to the departments web presence by creating the twitter, then linking it to Facebook, and creating a Hootsuit account. Also, we began creating hashtags for different leagues.

After getting everything set up, we had another meeting, this time with Nikki and a woman from the office, and taught them how to work and utilize the new features to their department. Both were very grateful and said they really enjoyed working with us.

Connecting our project with class, we found that the Hallvarsson & Halvarsson article on how companies woo investors via social networks relates to our movement with Parks and Rec completely. Halvarsson believes that companies are now using social networking sites to reach a wider audience of existing or potential investors than they could attract to their own site. Which is what we are trying to do for Parks and Rec. We feel like the more we update their twitter and Facebook the more people will be get notified about the new events happening. The more people that know about Parks and Rec the better the organization will be. Hallvarsson also believed that social networks allow companies to exchange ideas

with customers or address criticism from them. This also goes for Parks and Rec because an updated twitter and Facebook allow them to stay connected with people and be able to listen to their concerns. This benefits everyone because CPRP can now put things out for the people and listen to their responses to help their organization to become a better and more-well known organization.

Overall we believe the project was a real success. We had a few ideas for the main website, however the head of the department was unwilling to change the site. In the future, they hope to post pictures of events as well as have others post pictures and their experiences at the parks and rec leagues and events. This may even draw more people to these, as they see how much fun it can be through the social media tools.

We enjoyed this project as a group, and were very glad we chose Parks and Rec as our organization to work with. This project not only taught us more about Internet use to connect with others, but also how to work with organizations to implement these tools. This was a success for both the group and the parks department.