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A Communications Audit of Selected Equine Assisted Activities and Therapies (EAAT) in Northwest Arkansas

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Abstract

Digital media, including websites and social media platforms, are becoming a staple in the marketing and communication field to reach consumers. Although digital media can offer high dissemination rates to a broad audience, it can also be time consuming without current training or resources to allocate to it. Nonprofits struggle to maximize their reach and effectiveness through social media due to limited staff, time, resources, and training (Bernritter et al., 2016; Bjork et al., 2016; Lovejoy & Saxton, 2012; Tao et al., 2021). Equine Assisted Activities and Therapies organizations in Northwest Arkansas selected for this study showed high use of digital media with 100% ($n = 6$) of the selected organizations having an Instagram and a Facebook account on behalf of the organization. However, inconsistencies across platforms and update frequencies show these organizations lack training or resources to utilize digital media to their full potential. Thus, marketing communications training would benefit those managing digital media accounts.

Chapter I: Introduction

Background of the Study

With 66% of online adults using social media, social media provides a great opportunity for businesses to reach their target audience (Smith, 2011). Social media offers an opportunity for consumers to interact and engage with other consumers as well as the brand to develop a full opinion of an organization before donating or participating (Dong-Hun, 2010; Bernritter et al., 2016). Consumer promoted marketing is seen as more trustworthy to other consumers, so the unique opportunity social media offers should be utilized by nonprofits (Bernritter et al., 2016; Mongold and Faulds (2009). Up to 18% of people say they use social media to connect with others who share the same hobbies or interests, and equine-assisted therapy organizations should capitalize on their online presence as a nonprofit (Smith, 2011; Bernritter et al., 2016; Bjork et al., 2016).

Nonprofits are unique in that they must solicit donations, meet stakeholder's expectations, and promote their services in a "warm" tone (Bernritter et al., 2016; Tao et al., 2021; Waters et al., 2009). As the number of web users continue to increase, the expectation of nonprofits being active online will also continue to increase (Tao et al., 2021). Without dedicated communications specialists on staff or dedicated marketing budgets, this task is increasingly challenging for nonprofits (Tao et al., 2021; Lovejoy & Saxton, 2012).

Equine-assisted therapy organizations are a sector of animal-assisted therapy, which covers equine therapy, hippotherapy, equine facilitated psychotherapy and equine assisted psychotherapy (Rothe et al., 2005). Facilities range in personnel and certification organizations. Equine Assisted Activities and Therapy (EAAT) organizations could have a health professional and an equine specialist, who are certified by one of many certification organizations, working

with every client, or the organization might have some combination of the staff. A single staff member can serve as both the equine specialist and the health professional; however, a health professional is not required for equine assisted activities and therapy services. Certification organizations include Professional Association of Therapeutic Horsemanship International (PATH), Equine Assisted Growth and Learning Association, and Certified Horsemanship Association among others (add citation). As of 2018, there were 4,800 PATH certified instructors and 881 therapeutic riding centers in the world (White-Lewis, 2019). PATH has helped 69,000 children and adults physically, mentally and emotionally annually (PATH, 2022).

Statement of the Problem

As social and digital media becomes increasingly popular, nonprofits have been hesitant to develop strong online presences (Bjork et al., 2016). An online presence including social media and a website are crucial to the future success of a nonprofit, but little information exists about the content and implications for EAAT digital marketing efforts (Bernritter et al., 2016; Bjork et al., 2016). By identifying current digital communications efforts, EAATs seeking to incorporate digital media can develop a baseline for what is used by other organizations and may guide the development of a digital marketing plan.

Purpose of the Study

The purpose of this study was to identify and describe current digital media used by selected EAAT organizations in northwest Arkansas. The goal of the study was to provide a better understanding of the online marketing approaches of equine therapy nonprofits and provide an evaluation to allow the development of an effective digital marketing plan. The following objectives guided this study:

1. Identify current digital media utilized by selected northwest Arkansas equine assisted activities and therapies (EAAT) organizations.

2. Describe the online presence of selected northwest Arkansas EAAT organizations and most recent update.

3. Describe the application of website best practices for selected northwest Arkansas EAAT organizations.

4. Identify the frequency of accessibility errors for the websites of each selected EAAT organization in northwest Arkansas.

Definition of Terms

AAA: "Animal Assisted Activity (AAA) is a planned and goal oriented informal interaction and visitation conducted by the human-animal team for motivational, educational and recreational purposes. Human-animal teams must have received at least introductory training, preparation and assessment to participate in informal visitations. Human-animal teams who provide AAA may also work formally and directly with a healthcare, educator and/or human service provider on specific documentable goals. In this case they are participating in AAT or AAE that is conducted by a specialist in his/her profession. Examples of AAA include animal assisted crisis response that focuses on providing comfort and support for trauma, crisis and disaster survivors, and visiting companion animals for "meet and greet" activities with residents in nursing homes. The person delivering AAA must have adequate knowledge about the behavior, needs, health and indicators of stress of the animals involved" (Jegatheesan et al., 2014 p. 5).

AAT: "Animal Assisted Therapy is a goal oriented, planned and structured therapeutic

intervention directed and/or delivered by health, education or human service

professionals, including e.g. psychologists and social workers. Intervention progress is

measured and included in professional documentation. AAT is delivered and/or directed

by a formally trained (with active licensure, degree or equivalent) professional with

expertise within the scope of the professionals' practice. AAT focuses on enhancing

physical, cognitive, behavioral and/or socio-emotional functioning of the particular

human recipient either in the group or individual setting. The professional delivering

AAT (or the person handling the animal under the supervision of the human service

professional) must have adequate knowledge about the behavior, needs, health and

indicators and regulation of stress of the animals involved" (Jegatheesan et al., 2014 p. 5).

EAT: Equine-assisted therapy is treatment that incorporates equine activities and/or the equine

environment. Rehabilitative goals are related to the patient's needs and the medical professional's

standards of practice (PATH Intl., 2022).

EAA: Equine assisted activities that are facilitated by equine professional and may provide

opportunities for participants to experience therapeutic benefits (PATH Intl., 2022).

EAAT: Equine assisted activities and therapies is a "therapeutic modality that incorporates

equine activities and/or the equine environment and complements other, more traditional,

therapies" (One Heart Equestrian Therapy, Inc, 2018, p.??).

PATH: Professional Association of Therapeutic Horsemanship International. "PATH Intl.

accredits centers and certifies professionals, so you have the best and safest services our

industry offers. PATH Intl. accredits centers and certifies professionals so participants

can experience the best and safest services in the EAS industry" (PATH Intl., 2022).

Limitations to the Study

This study only included equine-assisted therapy organizations, which were registered nonprofits, located in Washington or Benton County in northwest Arkansas, and offered equine-assisted activities and therapies. This study could be replicated on a wider basis to include more EAAT organizations at the state, regional, or national level to expand the audit results.

Basic Assumptions

The researcher utilized similar audit strategies for each EAAT.

Chapter II: Literature Review

The Importance of An Online Presence

Social media and web presence have become the "media of choice all across the world" (Dong-Hun, 2010). With over 4.5 billion people on social media or 75% of the eligible individuals, businesses must have a strong, active online presence where the average individual spends 15% of waking life (Keipos, 2022). Although differences exist, online participation is high across most age groups, education levels, income brackets and other major demographics (Auxier & Anderson, 2021). Regardless of a business' target audience, they should prioritize a strong, consistent online presence through social media and a website.

Having an online presence should be focused on engaging with the audience in an open line of communication (Kaplan & Haenlein, 2010). Customers on social media want to see an active organization that is interesting, humble, professional, and honest (Kaplan & Haenlein, 2010). As Kaplan and Haenlein (2010) stated,

> Social Media allow firms to engage in timely and direct end-consumer contact at relatively low cost and higher levels of efficiency than can be achieved with more traditional communication tools. This makes social media not only relevant for large multinational firms, but also for small and medium sized companies, and even nonprofit and governmental agencies (p. 67).

However, having an online presence must be developed from a strategic plan. Dong-Hun (2010) identified four aspects to conclude why businesses should have an online presence: time, audience, cost, and relations. Without a strategic plan, these four aspects cannot be achieved even while being active online. Social media is also ever changing, so efforts must be made to stay up-to-date with trends (Kaplan & Haenlein, 2010).

Nonprofits often have limited staffing and budget, but they have a large potential target audience and a high expectation to develop strong relationships within the community (Tao et al., 2021; Lovejoy & Saxton, 2012). Social media allows easier dissemination of information to a larger audience than traditional mass media, and often at lower costs with the voluntary nature of consumer interactions on social media (Dong-Hun, 2010). Social media creates a unique opportunity to utilize word-of-mouth marketing on a global scale or the "new era of World of Mouth" (Dong-Hun, 2010). These online platforms create a sense of connectedness between customers, donors, and the organization. Consumer to consumer marketing is seen as less biased by most consumers, so offering the online hub to gather reviews from consumers and product promotion from the organization enables a better opportunity to grow the clientele base (Bernritter et al., 2016). Mongold and Faulds (2009) said "first, social media enables companies to talk to their customers, and second, it enables customers to talk to one another" (p. 358). However, care must be taken to choose the social platforms carefully as nonprofits have limited resources to allocate to social media, and being active on the platform is one of the most important aspects of success on social media (Kaplan & Haenlein, 2010).

Nonprofits in The Online World

Nonprofits, such as the selected EAAT organizations in this study, have started to utilize digital marketing. Nonprofits have the opportunity to build clientele base, fundraise, interact with donors and volunteers, and educate the public about their organization (Bjork et al., 2016; Lovejoy & Saxton, 2012; Waters et al., 2009). Nonprofit organizations are at a unique advantage in digital marketing compared to other businesses as consumers online prefer "warm" content over competent, and nonprofits are often seen as "warmer" but not any less competent (Bernritter et al., 2016).

Nonprofit organizations are under a constant financial battle and must prove they are a reasonable cause for donations, and this an opportunity to utilize an online presence to reach a larger audience (Tao et al., 2021). However, nonprofits are often working with a limited staff base and off of a limited marketing budget if any, so efforts must be streamlined and effective (Bernritter et al., 2016; Bjork et al., 2016; Tao et al., 2021; Lovejoy & Saxton, 2012). Tao et al. (2021) said many nonprofit social media efforts leave room for improvement as most channels are used to broadcast information rather than to host conversations about the nonprofit, which requires trained staff that many nonprofits do not have access to.

The lack of dedicated resources for online marketing left nonprofits giving up features on each platform (Waters et al., 2009). According to Waters et al. (2009), research, dissemination and involvement strategies were largely ignored by the 275 nonprofits in the study while disclosure was the most common content. These included adding the organizations contacts, website link, mission statement and so on. Nonprofits must continue to grow their online presence as more consumers begin to rely on social networking for news consumption and stakeholders' expectations for online content continue to rise (Waters et al., 2009).

Equine Therapy

Horses have been used in the health and therapy industry since the 1970s, but their use is growing substantially with the exposure of equine-assisted therapy increasing (Rothe et al., 2005). EAAT is a more specific branch of animal assisted therapy (AAT). These organizations are typically nonprofits that offer versions of therapy in combination with a health professional. Rothe et al. (2005) described therapy with equine as encompassing equine therapy, hippotherapy, equine facilitated psychotherapy and equine assisted psychotherapy.

In addition to the trained health professionals, mental health peer-to-peer support is becoming increasingly popular on social media channels as Naslund et al., 2016 found,

> People with serious mental illness report benefits from interacting with peers online from greater social connectedness, feelings of group belonging and by sharing personal stories and strategies for coping with day-to-day challenges of living with a mental illness. (p. 1)

This could be an opportunity for EAAT organizations to create a discussion on social channels and maximize the social media outreach (Tao et al., 2021). As mentioned, there are a wide variety of certification organizations. With 881 PATH certified EAAT centers around the world and many others with other certifications, a wealth of opportunities exist for online discussion to promote equine-assisted activities and therapies (White-Lewis, 2019). Although PATH is one of the largest organizations, it is only one of these certification programs. The community to expand the social interactions and foster those relationships is much bigger than the single organization.

Chapter III: Methodology

This section discusses the methodology used to collect the data, complete an analysis, and how participants were chosen. The process of each objective is described in detail. There are many ways to evaluate digital media, so the methods used in this study are explained in the following section to clarify the chosen methods.

Research Design

This study sought to analyze the digital media, including website and social media, used by the EAAT organizations included in the study. The objectives that guided this study were:

1. Identify current digital media utilized by selected northwest Arkansas equine assisted activities and therapies (EAAT) organizations.

2. Describe the online presence of selected northwest Arkansas EAAT organizations and most recent update.

3. Describe the application of website best practices for selected northwest Arkansas EAAT organizations.

4. Identify the frequency of accessibility errors for the websites of each selected EAAT organization in northwest Arkansas.

A quantitative digital media audit, which included website and social media content analyses, was used for objectives one (identify current digital media), two (describe the online presence), three (website best practices), and four (accessibility error frequency). Social media audits give staff tangible evidence to make decisions regarding social media management and "replace their intuition with formal analyses" (Gattiker, 2012 p. 9). Social media and websites were evaluated individually as social platforms have become so ingrained in modern society (Gattiker, 2012).

For objective one (identify current digital media), codes were created for each digital

platform (web-1, Facebook-2, Instagram-3, etc.) and entered into a spreadsheet. The digital

presence of each EAAT in the study was analyzed, the digital media usage of each EAAT was

recorded in the spreadsheet for analysis. Descriptive statistics were reported for this objective.

For objective two (describe the online presence), each EAAT's social media profile was

analyzed and content posted in 2022 was evaluated for each organization. The following social

media metrics were collected for each platform: likes/followers, following, frequency of updates

during the selected three-month period (daily-1, weekly-2, two to three times per week-3, two to

three times per month-4, monthly-5, less than monthly-6). The codes were recorded in a

spreadsheet and analyzed to report descriptive statistics. For objective three (website best

practices), web design details evaluated were based on the "Web Design Best Practices

Checklist" from Morris and Ed (2014). The chosen categories were page layout which included

consistent site header/ logo, consistent navigation area, informative page title that includes the

organization name, page footer area that includes copyright, last update, and contact email, and

responsive page layout for various displays (mobile, tablet, and desktop devices) (Morris & Ed,

2014). The EAAT websites were evaluated for "yes, present" or "no, absent" for each category,

entered into the spreadsheet, and descriptive statistics were reported for each. For objective four

(accessibility error frequency), accessibility of each website was evaluated using the WAVE:

Web Accessibility Evaluation Tool. WAVE evaluates websites for accessibility based on six

categories that evaluate the content compared to the Web Content Accessibility Guideline

(WCAG) standards of accessibility. The WAVE tool gives web designers the opportunity to

provide a higher level of support for the disabled community without navigating the full set of

standards by flagging potential accessibility breaches in the identified website (Riley-Huff,

2012). Four of the six categories WAVE observed were evaluated for each EAAT website. According to WebAIM (2020), these categories included: 1) errors which indicated issues that will impact certain users or fail to meet WCAG requirements, 2) contrast errors which indicate if accessibility standards for color contrast were met, 3) features refers to positive features that improve accessibility for users, and 4) ARIA which flagged features that were used incorrectly and reduced accessibility. Four common website pages were assessed using WAVE. These pages included home, team, volunteer, and donate for each EAAT website. The frequencies of the four categories were recorded in the spreadsheet. Descriptive statistics were reported for each.

Rigor

Rigor was established by clearly defining the objectives data was gathered on, using anonymous aliases for the organizations in data collection and reporting, and having multiple evaluators analyze the data. Descriptive statistics were reported to develop a foundation of information to supplement future research.

Participants

Web searches were conducted for "equine assisted therapy + NW Arkansas," "equine therapy in NW Arkansas," and "equine assisted activities and therapy in NW Arkansas." After cross referencing these three searches and eliminating any EAATs outside of Washington and Benton Counties, six organizations appeared on each list and were selected for analysis. The selected organizations include (alphabetically), with their identifiers, Corral Coaching & Counseling, PLLC (EAAT 1), Courage Therapeutic Riding Center (EAAT 2), Equestrian Bridges (EAAT 3), Healing by Horseback (EAAT 4), Horses for Healing NWA (EAAT 5), and Unbridled Pediatric Therapies (EAAT 6).

Data Collection and Analysis

A spreadsheet was used to record and manage data for the media audit. The predefined categories and codes for each objective, as described above, were recorded for each of the six EAATs for each objective. Evaluator 1, the primary researcher, created the codebook and conducted the initial analysis, and Evaluator 2, the advisor, checked the coding to ensure accuracy. Descriptive statistics including frequencies and numbers were calculated using Excel. In the following section, the findings by objective are presented.

Chapter IV: Findings

Objective One: Identify current digital media utilized by selected northwest Arkansas

equine assisted activities and therapies (EAAT) organizations.

The researchers found 83% (*n* = 5) of the sample had an active website. One organization

did not have an active website (EAAT 4), even though links were provided from other digital

platforms to a website. Use of those hyperlinks revealed the domain was listed as available for

purchase or renewal. This indicates the EAAT may have had a website at one point, but not

currently.

Each of the selected organizations, (*n* = 6), had both Facebook and Instagram social

media accounts. Researchers found 17% (*n* = 1) had TikTok. Similarly, 17% (*n* = 1) had an

online newsletter and a YouTube account. Although the same organization had the only online

newsletter and YouTube account (EAAT 6), EAAT 4 had the only TikTok presence. See Table 1

for digital media utilization.

Table 1
EAAT Current Digital Media Usage

Digital Media	*f*	*n*
Website	83%	5
Facebook	100%	6
Instagram	100%	6
TikTok	17%	1
Online newsletter	17%	1
YouTube	17%	1

Note. This table represents the popularity of each social media platform and website presence for

each organization.

Objective Two: Describe the online presence of selected northwest Arkansas EAAT organizations and most recent update.

Only 33% (n = 2) had copyright dates listed on the website, and these dates ranged from 2020-2022. One organization, did not have an active website to evaluate. The researcher collected data on likes/followership, most recent update, number of posts, and the frequency of updates from each organization as seen in Table 2.

Table 2

Online presence for EAATs.

	EAAT Identifier					
	EAAT 1	**EAAT 2**	**EAAT 3**	**EAAT 4**	**EAAT 5**	**EAAT 6**
Website						
Copyright	2022	2020	-	not active	-	-
Facebook						
Likes	2,624	1,417	550	371	85	3,928
Most recent update	3/29/22	3/21/22	3/21/22	3/29/22	5/25/20	3/29/22
Update frequency	3	4	6	3	6	5
Listed as…	Nonprofit	Nonprofit	Nonprofit	Physical Therapist	Social Service	Nonprofit
Instagram						
Following	2,081	1,110	3	139	54	33
Followers	1,277	1,001	13	474	64	288
Most recent update	3/29/22	3/21/22	3/21/22	3/29/22	8/13/21	12/25/21
Number of posts	429	311	1	150	13	69
Update frequency	3	4	5	3	6	4

| | EAAT Identifier | | | | | |
	EAAT 1	EAAT 2	EAAT 3	EAAT 4	EAAT 5	EAAT 6
TikTok						
Following	0	0	0	37	0	0
Followers	0	0	0	1067	0	0
Most recent update	-	-	-	3/2022	-	-
Update frequency	0	0	0	3	0	0
Online newsletter						
Most recent update	-	-	-	-	-	2/1/22
YouTube						
Most recent update	-	-	-	-	-	4/2021
Number of uploads	0	0	0	0	0	6

Note. This table shows the social media and website analyses statistics for each organization. The bottom line denotes the code guide for the frequency of updates listed on each social platform.

On Facebook, the number of likes ranged from 85 likes to 3,928 likes, with an average of 1,496. Of the sample, 83% ($n = 5$) had updated their Facebook in March 2022, but this ranged from May 2020 to current. Researchers found 67% ($n = 4$) of the organizations categorized themselves as a nonprofit organization, 17% ($n = 1$) was listed as a physical therapist, and 17% ($n = 1$) was listed as a social service. Although 83% ($n = 5$) of the organizations had updated their page in the last month, only 33% ($n = 2$) updated more than one time per week. This was matched by 33% ($n = 2$) updating the Facebook page less than monthly.

On Instagram, the number of followers ranged from 13 to 1,277, with the average being 520 followers, and the number of accounts the organization pages' follow on Instagram ranged from 3 to 2,081. With EAAT 4 being the only organization with a TikTok, there were 1067 followers, and new posts were added two to three times per week. The most recent newsletter from EAAT 6 was published in February 2022, but the YouTube had not been updated since April 2021 with six uploads total.

Objective Three: Describe the application of website best practices for selected northwest Arkansas EAAT organizations.

Researchers found 83% ($n = 5$) met the requirements outlined by Morris and Ed (2014) for consistent site header and logo and consistent navigation area. Again, only 83% ($n = 5$) had websites to evaluate. Of the sample, 33% ($n = 2$) had an informative page title that included the organization name. None of the participants met the footer requirement that included copyright, date of last update, and a contact email.

Objective Four: Identify frequency of accessibility errors for the websites of each selected EAAT organization in northwest Arkansas.

The accessibility errors or features of each website was evaluated using WAVE as seen in Table 3. The researchers found the accessibility errors ranged from zero errors to seven errors, and 50% ($n = 3$) had zero main errors. Contrast errors ranged from 0 – 28. The average was 10.2 contrast errors. Features ranged from 4 to 19, ARIA ranged from 0 to 81 ARIA alerts.

Table 3

WAVE Accessibility for Errors, Contrast Errors, Features, and ARIA.

EAAT Identifier						
	EAAT 1	**EAAT 2**	**EAAT 3**	**EAAT 4**	**EAAT 5**	**EAAT 6**
Errors	0	0	2	-	7	0
Contrast Errors	10	28	0	-	6	7
Features	12	19	5	-	4	9
ARIA	44	81	1	-	0	29

Note. This table shows the frequency of occurrences of the four observed categories on the WAVE Accessibility tool (errors, contrast errors, features, and ARIA) for each of the six selected organizations.

Chapter V: Conclusions and Recommendations

This research study sought to describe the digital media usage of selected EAATs organizations in Northwest Arkansas. As Dong-Hun (2010) described, social media has the opportunity to reach a large audience with a multitude of content, but nonprofits have limited resources and training on best practices in digital marketing (Waters et al., 2009). Creating an online profile for the organization is not the only task, but profiles must be actively monitored, regularly updated, and a solid marketing plan in place to maximize the opportunity of digital media (Kaplan & Haenlein, 2010).

All six of the selected EAAT organizations had websites linked to the respective social media accounts, but the website linked for EAAT 4 was an expired domain. This could be due to lack of unawareness by staff of the requirements to maintain a domain. Moreover, the organization might not know about the website being inactive. EAAT 4 was the only organization that did not have a live website, but it was also the only EAAT with a TikTok account, on which the organization posted multiple times per week. Only two of the five active websites listed a copyright date in the footer, and only EAAT 1 had a current copyright date of 2022. The other listed copyright was 2020 for EAAT 2, and the other three websites were missing a copyright date entirely. This prevented users from knowing if the content was accurate and up-to-date or if the organization was still active.

Similar inconsistencies were observed on social media. EAAT 1, EAAT 2, EAAT 3, and EAAT 6 were listed as nonprofit organizations on Facebook, but EAAT 4 was listed as a physical therapist and EAAT 5 was listed as a social service. This might not reflect the full scope of EAAT 4 and EAAT 5, might limit donations, and skew the suggested audience by the algorithm on Facebook. Attention should be given to assess if this label is a full description of

the services each organization offers and how that affects donations. Although 100% ($n = 6$) had a Facebook and an Instagram account, few were consistently updated to create the active engagement with followers needed to be successful on social media (Kaplan & Haenlein, 2010).

Inconsistencies were noted between the given platforms for each organization. EAAT 6 had the largest following on Facebook (3,928 likes compared to the average of 1,496) but fell in the middle of the Instagram audience (288 followers compared to the average of 520). Organizations should be promoting every platform account and keeping each active by posting the recommended times daily. The most recent update from EAAT 6 on Facebook was on March 29, 2022, but the most recent post on their Instagram was December 25, 2021. Platforms should be chosen carefully and reevaluated for appropriateness if there is any doubt (Kaplan & Haenlein, 2010). Facebook did have larger audiences for 100% ($n = 6$) of the organizations over Instagram.

EAAT 4 was the only organization with a TikTok, but the TikTok account had over double the followers compared to the Instagram or Facebook page for EAAT 4 (TikTok: 1067 followers; Instagram: 474 followers; Facebook: 371 likes). Further research should be done to determine if the TikTok audience is local to EAAT 4 to engage in services offered, potential donors to the program, or just engaging in an active conversation. This could be used to determine if TikTok is worth the resources that would be spent by other EAAT organizations before creating a TikTok account based on each of the organization's goals for digital media.

EAAT 6 was the only organization with a YouTube account, but no uploads had been posted since April 2021. EAAT 1 did appear in a search on YouTube as multiple videos had been posted by a professional third party, but EAAT 1 did not have an account of their own. Although videos from the third-party account could be linked and presented on the website or

similar platforms, it was more difficult for users to find all the videos in one place without an account of their own. Videos, if allowed by the third party, could be housed on an organization YouTube account to be referenced when customers are looking and for staff convenience.

Recommendations for Future Research

Future research should be conducted past a surface level evaluation of the accessibility of each selected EAAT organization including browser compatibility, general website features, accessibility for all users including keyboard navigation, screen readers, etc., and other key features to ensure legal accessibility requirements are met and surpassed. Websites should be evaluated with the full list of best practices from the "Web Design Best Practices Checklist" from Morris and Ed (2014).

To determine the effectiveness of the profiles of each organization, an audience analysis should be done to fully understand demographics and purpose of following the organization. If this audience does not match the target audience defined by the goals of the organization, the platform or content posted should be reevaluated for consistency with the brand. Once the target audience is clearly defined, the social media platforms should be compared and either prioritized or eliminated for each organization.

To fully understand the needs of EAATs, data should be collected on staff size, resources available, and priority placed on digital media for the organization. Data should be collected about who is managing and creating content for social channels and the training or experience level of each. These findings will inform the needs of EAATs for affordable trainings on digital marketing for nonprofits.

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