

Organization	<p>List all the social media platforms they're on (some of these orgs don't update their websites to even if they don't have a link to a certain platform on their website, it may be worth searching them out on the platforms. For example, the StreetSquash website does not list the org's Threads, or TikTok accounts at the moment but we are on both platforms)</p> <p>Which social media platform has the most followers and how many? please add today's date when logging this data)</p> <p>How are they using each platform? Do they post the same things on each platform? Is content created specifically for each platform? Do they post with the same frequency on each platform?</p> <p>What is the general frequency of their posts? Are they posting daily? Weekly? 2-3 times per week? Does it change based on the time of the year?</p> <p>Can You Link to Some Posts that you like?</p> <p>What do you like about each post? How can StreetSquash implement some of the good things you like?</p> <p>In most of their posts, many of the students were featured in an engaging way. They had one video which was a student led day of programming, walkthrough. It also featured some text comments from the CEO of SQB and another SQB participant. It highlighted what the program offers, what participants gain from it, and just the overall fun/drama of what goes down. At StreetSquash, we can implement this to showcase to the public and our donors how impactful StreetSquash is through the lens of the participants. I think we should do a highlight series for their Marathons and other programs, who they are and for what they are doing. I think we can implement this at StreetSquash with our annual NYC Fall Marathon. Instead of just posting one flyer on our accounts leading up until the day, we can highlight each runner that joins to raise their fundraising efforts. Overall, implementing more content involving the participants and displaying the community at StreetSquash can be a positive addition to our strategy.</p> <p>I like that they post weekly recaps and on the cover of each that they did a headline to get attention. I think adding headlines like this would be effective because when someone visits our page they can quickly see what each post features.</p> <p>CitySquash's page also had another example of a runner highlight post to raise funds.</p> <p>The TikTok recap video was a fun and trendy visual that StreetSquash can create more for its TikTok page and Instagram also. The Made the Team interviews is another engaging video StreetSquash can implement to bring in more content. Their X account also foster cooler content among their participants. I think we can see like a cool infographic in our Instagram page. If a fun fact series seems too boring, we can also try a sort of trivia series on Instagram where each week we'll post a fun trivia question for the audience to try and answer in the comments.</p> <p>For the SEA Team Nationals Recap video, they left in the original sound and added some background music. This seemed like a more authentic take on a highlight video rather than taking out the original sound completely. I believe the viewers would be able to hear the game too. The Spend the Day with Me. I think we can do a similar video for Instagram that highlights the real life and social media of our students, especially TikTok and Instagram. As for the collage post, it's a fun graphic to share multiple pictures at once.</p> <p>The stretching tutorial video is a good way to connect with the community and students outside of StreetSquash. Providing short How to videos is a good way to engage our followers. The student interview was also a good addition so it could provide a student perspective. Additionally, the day in the life video can be effective for TikTok. People like to see the real life of someone and how they spend their day. This could provide a good way to connect with participants into a day at StreetSquash and show the culture post has been implemented by our organization on their social media as well. It would be a creative way to our feed more visually appealing, it allows viewers to see multiple images at one glance rather than having to scroll through ten pictures in a photo gallery. I like that they allowed the students to lead the trip. It made it more relatable and engaging to the participant audience. This is something that we can implement when the participants go on their trips, to the tournaments, and local trips. Their use of video content seems to receive some of the most engagement. The trip highlight recaps were a good way to implement more video on StreetSquash's social media. This content also seems like the fun, short video content that our audience enjoys.</p> <p>For the most part they seem to be posting daily and if not, then every two or three days. It appears to be consistent in frequency on their Instagram and Facebook account mostly. Those are also the two accounts promoted the most on their website as well.</p> <p>Their Instagram and Facebook are the most active and the content is the same on both platforms. They have more content related programming highlights, and donor/partner shoutouts. The last post on their X account was 3 years ago, where they mainly posted shoutouts and event/fundraiser notices. Their YouTube page mainly features promotional videos and their last post was in May of 2024.</p>	<p>SquashBusters serves urban youth in Boston, MA, Lawrence, MA, Providence, RI. They serve middle school and high school students at all three locations from over 15 schools across the areas.</p> <p>Instagram: squashbusters (1,853 followers); Facebook: Squashbusters (11k followers); X: SquashBusters (616 followers); YouTube: squashbusters34 (22 subscribers - last post in 2023)</p> <p>Their Instagram account has 1,853 followers. (March 21, 2025)</p> <p>Instagram and Facebook are their most active accounts. There hasn't been any activity on their X account since 2022 and on their YouTube page since 2023. They post the same content to Instagram and Facebook, so it doesn't seem tailored to each platform.</p>	<p>CitySquash serves youth in the Bronx and Brooklyn area and recruit from third grade to college.</p> <p>Instagram: citysquash (2,065 followers); Facebook: CitySquash (1.1k followers); TikTok: citysquash (58 followers); X: CitySquash (110 followers - no activity since 2023); YouTube: citysquash3 (38 subscribers - last post in 2019)</p> <p>Their Instagram account has 2,065 followers and is the most active. (March 24, 2025)</p> <p>Instagram and Facebook are their most active accounts. The content is not specific to each platform, they used the same posts to both platforms.</p>	<p>Capitol Squash</p> <p>Instagram: capitsquash (865 followers); Facebook: Capitol Squash (802 followers); TikTok: capitsquash (58 followers); X: Capitsquash (110 followers - no activity since 2023); YouTube: capitsquash743 (30 subscribers - last post in 2019)</p> <p>Their Instagram account has 865 followers. (March 24, 2025)</p> <p>Their TikTok content is tailored for that platform. It's all youthful, trendy, and fun. Their X account is used to report to other posts relating to them and to shoutout their posts on other platforms like Instagram. On Instagram and Facebook the content is the same and they post more frequently on these platforms.</p>	<p>SquashMarts is based in Philadelphia, PA. They serve children from the 12th grade.</p> <p>Instagram: squashmarts (1,356 followers); Facebook: SquashMarts (1.3k followers); X: SquashMarts (454 followers - last post in 2021); YouTube: SquashMarts (3 followers - posted since 2023)</p> <p>Their Instagram account has 1,356 followers. (March 27, 2025)</p> <p>Their Instagram and Facebook are not content specific since they share the same content with the same frequency. Their X account has been active since 2021, but they haven't posted any content on their website or programs and event planning. Between the two platforms, Instagram and Facebook had new events content since 2023, but they would usually post highlight videos and live videos that were specific to the platform.</p>	<p>Access Youth Academy</p> <p>Instagram: accessyouthacademy (2,746 followers); Facebook: Squash Youth Academy (17.1k followers); X: AccessYouthAcad (488 followers); TikTok: accessyouthacademy (60 followers); YouTube: accessyouthacademy (3 followers)</p> <p>Their Instagram account has 2,746 followers. (March 27, 2025)</p> <p>Their Instagram and Facebook both have the same content which is mainly flyers, student photos, programming highlights, and squash news. They have not been active on their X account since 2024. Their X account was mainly used for fundraising and shouting out their participants. Between the two of their TikTok accounts, they haven't had any new content since 2024. The content they have posted seems very specific to the platform. It's very targeted towards the participants. The frequency of their posts is unique to the platform as well. They seem to post to Instagram more frequently.</p>	<p>Squash Urbano</p> <p>Instagram: squashurbanocolombia (2,571 followers); Facebook: Squash Urbano Colombia (284 followers); YouTube: squashurbanocolombia7702 (49 subscribers - last post 10 months ago); TikTok: SquashUrbanoC (136 followers - last post in 2022)</p> <p>Their Instagram account has 2,571 followers. (April 1, 2025)</p> <p>Squash Urbano Colombia is based in Cartagena, Colombia. They serve youth from elementary through university graduation.</p> <p>Instagram: squashurbanocolombia (2,571 followers); Facebook: Squash Urbano Colombia (284 followers); YouTube: squashurbanocolombia7702 (49 subscribers - last post 10 months ago); TikTok: SquashUrbanoC (136 followers - last post in 2022)</p> <p>Their Instagram account has 2,571 followers. (April 1, 2025)</p> <p>Squash Urbano Colombia is based in Cartagena, Colombia. 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