

# Nonprofits Case Study

In an effort to gain perspective on other groups doing similar things and improve ourselves, we perform case studies on various organizations and Instagram accounts. If you'd like to see a case study on a particular organization/Instagram account let us know. If you'd like to participate in the process, we have templates available for each, and as long as you have an account, anyone can edit the pages for greater clarification. If you have comments on the process, reach out! We are always working on ourselves and our organization.

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# Changemaker Xchange

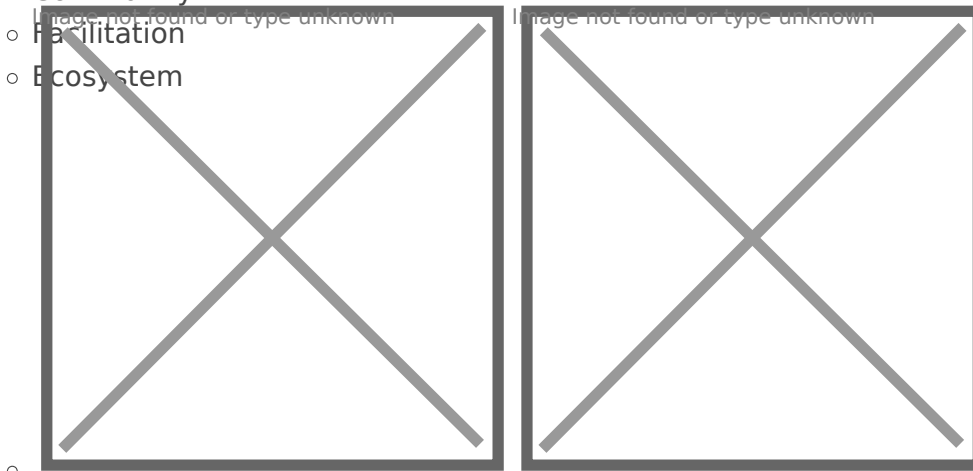
- what do they do
  - Community building, change
  - We're on a mission to provide safe, supportive, fun, and empowering spaces for changemakers. We foster profound and lasting connections, nurture wellbeing, and enable peer-learning and meaningful collaborations so that changemakers may create, sustain and scale positive change.
  - With a focus on climate change
- who's their audience
  - Changemakers, anyone

- what are their approaches

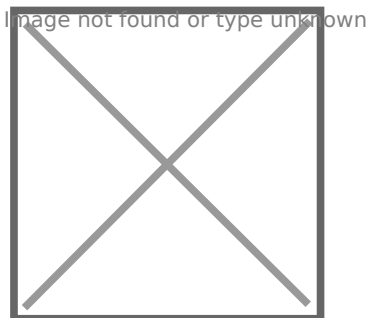
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- what's their current program/project

- Community
  - Facilitation
  - Ecosystem



- 



- whats their organizational structure

- Like apex center
- who fund them
  - Note: The large majority of our Funding in 2020 comes from Foundations (± 60%), Corporate Partners (20%), Individuals (15%) and Business Activities / Wirtschaftlicher Geschäftsbetrieb (5%)
- what else stands out
  - Legal:
    - <https://changemakerxchange.org/transparency/>
      - Name, registered office, address and year of foundation
      - bylaws
      - tax privileges
    - <https://changemakerxchange.org/data-privacy/> - data privacy
    - <https://changemakerxchange.org/imprint/> - Imprint
    - <https://changemakerxchange.org/duediligence/> - Due Diligence

# Lookup.live

- what do they do

Provide funds for youth change-makers who is providing solution to youth mental health crisis

- who's their audience

youth change-makers

- what are their approaches

Provide funds and support, through these programs

1. Grants for Innovators,
2. Podcast to Amplify,
  1. Spotify Podcast

3. Events,
4. Give Youth a Platform

- what's their current program/project

## 1. Timely

1. Timely is a skill-sharing platform that connects users with others locally based on mutual skills, hobbies, or activities and helps coordinate a time/place to do them together.
2. <https://lookup.live/timely>

## 2. Write it Down

1. Communicating the power of journaling to be an agent of self comprehension and healing.
2. <https://lookup.live/writeitdown>

## 3. Ctrl + Z: The Climate Mental Health Podcast

1. Winners of the exposure labs storytelling grant
2. Youth are carrying the burden of the world's future and being asked to fix it. Ctrl+Z: The Mental Health podcast takes a deep dive into the intersecting issues that youth are grappling with and centers stories about youth resilience in the face of the climate crisis.
3. <https://lookup.live/ctrlzpodcast>

#### 4. GoYogi

1. We aim to increase access to proactive, mindfulness-based mental health education. Utilizing technology, GoYogi works to integrate custom stress management techniques, breathing exercises, and mindfulness practices directly into the school's culture and curriculum.
2. <https://lookup.live/goyogi>

#### 5. Growing Digital with Jules Terpak

1. Winners of the exposure labs storytelling grant
2. Growing Digital with Jules Terpak is a media platform that helps people understand how human-computer interaction is evolving.

#### 6. Highlight Reel

1. Who's behind the highlight reel? Highlight Reel is an exhibit exploring how the perfected versions of ourselves that we post on social media are only a fraction of the picture.
2. <https://lookup.live/highlightreel>

#### 7. Impact Playground

1. Winners of the exposure labs storytelling grant
2. Impact Playground aims to develop personalized and comprehensive social-justice education that empowers and equips youth to pursue diverse pathways to social impact.
3. <https://lookup.live/impactplayground>

#### 8. Know The System

1. We are a collective of activists that utilize the power of storytelling to shift the narrative on mental health and advance real solutions through policy, culture, and communication.
2. <https://lookup.live/knowthesystem>

#### 9. Others

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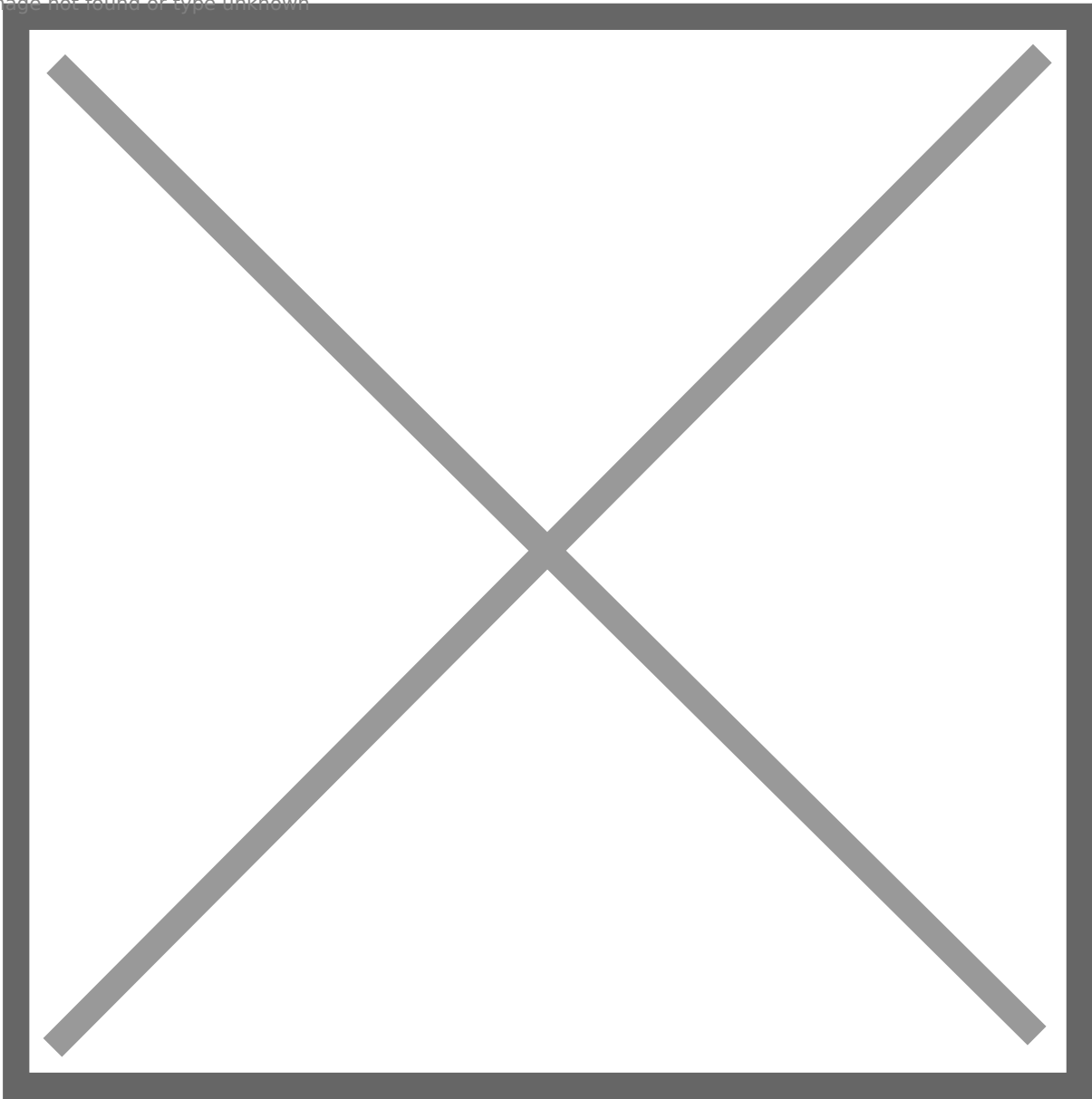
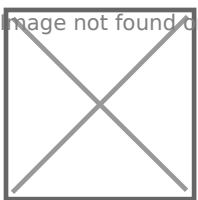


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- whats their organizational structure
  - Like Apex center at VT
- who fund them
- what else stands out
  - Contact past grant winner leaders? <https://lookup.live/innovators22>

[https://www.instagram.com/lookup\\_live/](https://www.instagram.com/lookup_live/)

<https://www.linkedin.com/company/lookup-live/>



# Force Of Nature

Organization Name: Force Of Nature

Organization Country: UK, with a student network spanning 50+ countries

Link to their website: <https://www.forceofnature.xyz/team>

- What do they do?

They “help their community channel climate anxiety into agency; develop the skills to make a difference; and inspire change at the systemic level.”

- Who’s their audience?

Their audience is youth, but they also work on “intergenerational exchange,” connecting youth with (old people) policymakers. “This means bringing together the energy of youth, with the knowledge of experience.”

- What’s their approaches?

3 pronged approach:

- Working with businesses
- Working with educators
- Platforming youth voices

- What’s their current program/project?

Climate Cafes, youth can host cafes to discuss climate change related issues. They have a micro grant program for people who want to host but can’t afford to.

#ClimateConfessions: basically like halfthetory but the videos and posts are focused around climate change anxiety

- What’s their organizational structure?

Business-like, very structured within the organization. Everyone has specific roles and works underneath someone(s) else. Not sure if they’re a nonprofit, but they are always looking to work with nonprofits. They were founded in 2019 and seem to have come a long way since then.

- Who funds them? (can be hard to track down, make an educated guess)

Multiple Fortune 500 companies, including P&G, Pepsico, and Unilever, as well as government funding and donations.

- What else stands out?

They, like many other organizations that have been analyzed, have a “2022 impact report” detailing what they did in 2022 to further their mission. Website is weird and sometimes hard to navigate.

# GenZ Talks

Organization Country: U.S.

Link to their website: <https://genztalks.com>

- What do they do?

Giving the youth voice a seat at the table, through Live Events, Reverse Mentoring and Content Production.

- Who's their audience?

Youth entrepreneur and corporation

- What's their approaches?

To collaborate with organisations to deliver the most fun, engaging and impactful events that bring together Gen Z talent and companies in a 50/50. split audience.

Connect 10,000 entrepreneurially minded Gen Zs to forward thinking companies, to increase innovation, skills and intrapreneurship in the workplace.

Help SME and corporate companies better engage and retain the younger generation and become a youth friendly employer.

- What's their current program/project?

Conference, talks,

There is no information on the youth start ups

- What's their organizational structure?

Real founders not on website

- Who funds them? (can be hard to track down, make an educated guess)

Company sponsorship

- What else stands out?

We can learn from their website structure

# The Empathy Alliance

**Organization Country:** United States

**Link to their website:** <https://www.theempathyalliance.org/>

## **What do they do?**

Make education safer and more inclusive for LGBTQ+ youth

## **Who's their audience?**

Educators, students, LGBTQ+ youth

## **What's their approaches?**

The founder partners with various organizations (like the white house) to spread awareness, and the founder often does speeches/talk shows/interviews to further spread awareness, and ensure that nobody else has to go through what he did. Their three approaches are: spreading awareness, educating educators, and transforming communities.

## **What's their current program/project?**

Speaking at events geared towards educators and youth-serving professionals.

## **What's their organizational structure?**

Seems like one leader (Sameer Jha) and a host of unnamed donors and supporters. The group partners with many other organizations to spread the message of LGBTQ+ acceptance and identity.

## **Who funds them? (can be hard to track down, make an educated guess)**

Likely CA based donations, and certainly federal grants.

## **What else stands out?**

Seems like the website hasn't been updated since 2022. Much of this work seems awareness focused, and they mention that they have "reached over 1 million people" through their work. It's hard to measure the success of this organization, but they're doing something right if Biden invited Sameer to the White House to "advise on the needs of trans youth."

# The Climate Initiative

**Organization Country:** United States

**Link to their website:** <https://www.theclimateinitiative.org/>

## **What do they do?**

Provide education and tools for engagement towards the end of transitioning regular communities to climate resilient communities. Education and empowerment initiatives are community based.

## **Who's their audience?**

"Young climate champions" – People who care about the planet and its people, and are young.

## **What's their approaches?**

They educate and engage communities with their programs/resources

## **What's their current program/project?**

There are nine programs:

- Learning Lab (educating high schoolers about climate change and cc solutions)
- Ambassadors (training people to connect with and educate people of all ages)
- Stories of Change (same thing as half the story but with a story about what inspired people to act on climate change)
- Climate Career Fellowships (helps youth become politicians, i guess)
- Educator Retreats (professional development days for teachers that are centered around climate change and teaching it well)
- Community Conversations (starting conversations in your own community and "discovering the places your community values")
- Our Beautiful Planet (films from climate scientists)
- Climate Courage (a workshop where youth can talk about their feelings on climate change)

## **What's their organizational structure?**

Staff made up mostly of youth, with a few adults (leaders, maybe)

Advisory Board made up of middle aged to old people

Board of directors that mostly dinosaurs with a smattering of younger people

**Who funds them? (can be hard to track down, make an educated guess)**

Likely the dinosaurs on the board of directors, with some donations

**What else stands out?**

They partner with a lot of corporations, have a “join the movement” link in the footer of every page, and have about 45 people within the organization, between the three different levels of the organizational structure.

Their main deliverable: “TCI aims to educate, empower and activate 1 million youth to reach this goal by 2025.”

All of these questions were easily answered in about 10 minutes of going through their page. We need to be similar.

# The Steve Fund

## What do they do

Support the mental health and emotional well-being of young people of color by promoting programs and strategies

## Our Goals

Our goals are: A robust national dialogue; adoption of effective programs by colleges and universities; greater knowledge and utilization of campus mental health services; and the increased competency of families and mental health organizations serving our demographic.

## Who's their audience

Young people of color

## Approaches

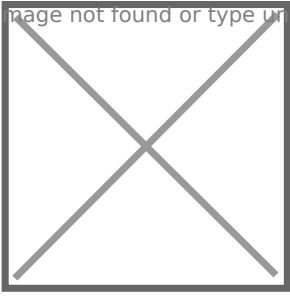
The Fund holds an annual conference series, Young, Gifted & @Risk, and offers a Knowledge Center with curated expert information. With multicultural mental health experts it delivers on-campus and on-site programs and services for colleges and non-profits, and through tech partnerships it provides direct services to young people of color.

1. Building knowledge and thought leadership
2. Creating programs and strategic partnerships
3. Promoting awareness and dialogue
4. Producing immediate impact for students through tech innovations

- what's their current program/project
  - Seminars & Workshops
    - For Staff, Administrators, Instructors and Providers
    - For High School Students and College Students
  - Equity in Mental Health on Campus Initiative
  - Consultation Services

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# United We Dream

**Organization Country:** United States

**Link to their website:** [unitedwedream.org](https://unitedwedream.org)

## **What do they do?**

They are the largest immigrant youth-led network in the country, and they fight for the dignity and respect of all immigrants

## **Who's their audience?**

Immigrant youth, people who are passionate about their cause, and policymakers.

## **What's their approaches?**

They organize rallies, demonstrations, legal campaigns, and social media campaigns to stop people from getting deported and give them a future in the United States.

## **What's their current program/project?**

Undeniable! campaign, pushing for policymakers to write legislation that would:

- Citizenship for all 11 million undocumented immigrants in the US
- Defund ICE, CBP, and police (so based)
- Reinstatement and expansion of DACA and TPS
- COVID-19 relief that doesn't discriminate on grounds of immigration status
- A moratorium on enforcement, and the release of people in ICE and CBP camps

## **What's their organizational structure?**

Grassroots movement with millions of roots and a central leadership who holds the legal powerhouse

## **Who funds them? (can be hard to track down, make an educated guess)**

Regular people, donations

## **What else stands out?**

These guys are very effective and quite large. We should include immigration resources on the wiki.

# We R Native

**Organization Country:** United States

**Link to their website:** <https://www.wernative.org/>

## **What do they do?**

We R Native is a resource page for native youth, by native youth. It's literally us but specifically for native youth.

## **Who's their audience?**

Native youth

## **What's their approaches?**

They offer lots of online resources available to anyone, and do outreach via community projects, sending ambassadors to conferences, and inviting any native youth to contribute as much or as little as they like on the website. There are mental health resources, career resources, and more.

## **What's their current program/project?**

"Ask your relative," and a few different programs/articles for LGBTQ native youth, a group which is doubly more likely to commit suicide than being part of either single group.

## **What's their organizational structure?**

A central group that runs the website and provides "incentives" (money) to anybody who wants to be an ambassador for We R Native. Again, very similar to us.

## **Who funds them? (can be hard to track down, make an educated guess)**

"funds from the Indian Health Service and the Minority AIDS Initiative Fund, and by a GLS suicide prevention grant from the Substance Abuse and Mental Health Administration."

## **What else stands out?**

Website is kinda chunky, but overall the organization is REMARKABLY similar to what we want to do.

# Youth Climate Lab

## **What do they do**

Provide youth with skills, financial support, and policy knowledge in order to aid in the fight against climate change.

## **Who's their audience**

Young stem people looking to help with climate change and create a climate-resilient future

## **What's their approaches**

Radical collaboration, providing youth with the 3 things they believe are necessary to creating just, climate-resilient futures: policy knowledge, financial support, and necessary skills.

## **What's their current program/project**

<https://www.youthclimatelab.org/impact>

Two programs: Cohorts and Collectives

Cohorts: Four to eight-month fellowship-style programs for participants to build the skills, knowledge and relationships they need to become lifelong climate leaders.

Collectives: Large-scale, multi-partner initiatives focused on creating the enabling conditions, such as finance, connections, and knowledge, to scale youth-led climate action.

## **Whats their organizational structure**

One executive, 6 managers. A board of directors who likely has significant influence on their actions, as well as a group of "associates" that are likely companies/scientists that they partner with. There seem to be no people older than 40 anywhere in their organizational structure.

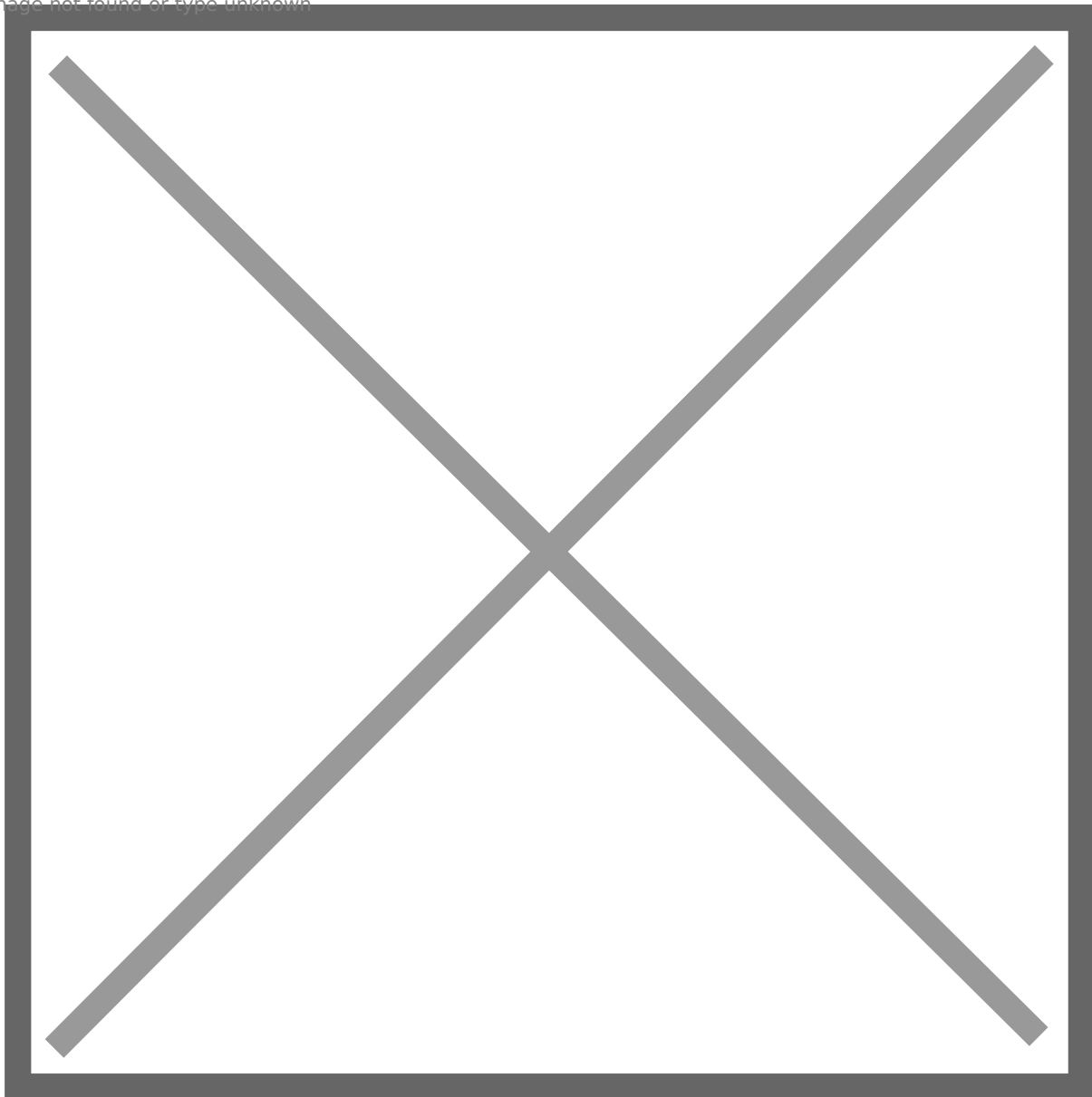
## **Who funds them**

Hard to say, likely some crowdfunding and the majority is a mix of government grants and private donations

## **What else stands out**

They have an excellent “Impact” page, which shows everything that they’ve done in a way that inflates their sense of success to the viewer. It’s very flattering and well done/persuasive. They also have a blog page that is similar to our wiki page but not as cool.

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This is present at the bottom of every page.

Overall, YCI is a great example of what we should try to emulate. They have three core approaches to their mission of teaching policy knowledge, skills, and providing financial support/knowledge. They involve the community as much as they can, and essentially do the same as us, break down barriers to human flourishing, but their flourishing is a future where the planet doesn’t hate us.

# The Cybersmile Foundation

## Organization Name:

The Cybersmile Foundation

## Organization Country:

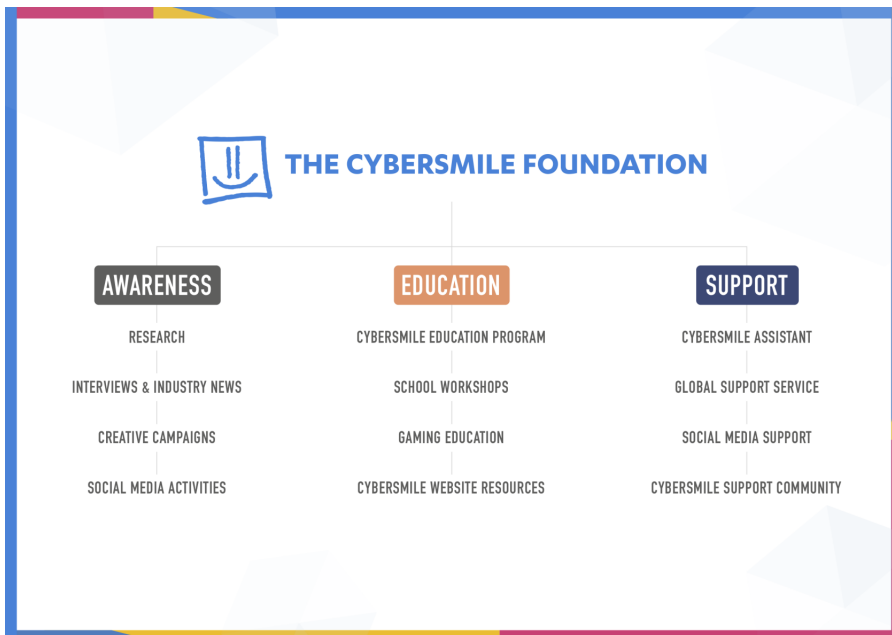
U.S. and U.K.

## Link to their website:

<https://www.cybersmile.org>

## What do they do?

digital wellbeing and tackling all forms of bullying and abuse online





## Who's their audience?

youth

## What are their approaches?

advocacy through influencers

use testimonies to drive their donations

## What's their current program/project?

companies can find them to make a one-off awareness campaign <https://www.cybersmile.org/what-we-do/corporate>

STOP CYBERBULLYING DAY 2023

## What's their organizational structure?

ADVISORY PANEL

Our panel of world renowned experts ensure that we are always leading the way through



innovation and expertise.

#### AMBASSADORS (famous people)

Our growing team of Cybersmile Ambassadors work together to promote our campaigns and initiatives to millions of people around the world.

#### PARTNERS

We work alongside some of the worlds leading brands to make the internet truly inclusive for users of all ages.

#### PATRONS

Our network of Patrons and Vice-Patrons play an integral part in the year-round activities of Cybersmile.

#### TESTIMONIALS

We love hearing from people that we have helped! See what people from all over the world are saying about the impact Cybersmile has had on their lives.

## **Who funds them? (can be hard to track down, make an educated guess)**

Unknown

## **What else stands out?**

Celebrity and influencer driven

# Championing Youth Minds

## Organization Name:

Championing Youth Minds

## Organization Country:

U.K.

## Link to their website:

<https://www.championingyouthminds.com>

## What do they do?

We aim to provide a platform through which young people can help other young people care for their mental wellbeing.

Through free online resources accessible to all schools, parents and youth, workshops and social media, we help our youth understand mental health and effective strategies that work best for them.

## Who's their audience?

**PRIMARY, SECONDARY,** Higher education, All other ages, experiences and backgrounds

## What are their approaches?

education

## What's their current program/project?

podcast, workshop

## What's their organizational structure?



**LinkedIn Member**

Final Year BSc Sociology Student at LSE  
United Kingdom



**Tanya Marwaha** • 3rd+

Baton of Hope UK | Founder @ CYM | Analyst @ WTW | LinkedIn T...  
United Kingdom

Talks about #equality, #diversity, #inclusion, #disability, and #mentalhealth  
Provides services - Public Speaking, Blogging, Diversity & Inclusion

Follow



**LinkedIn Member**

Social Media & Marketing Assistant at CombiniCo  
Edinburgh

**Who funds them? (can be hard to track down, make an educated guess)**

no idea

**What else stands out?**

last Instagram post 23 weeks ago

not 501 c 3

# Youth Mental Health Project

**Organization Name:** Youth Mental Health Project

**Organization Country:** United States

**Link to their website:** <https://ymhproject.org>

## **What do they do?**

1. EVENTS AND SUPPORT <https://ymhproject.org/screenings-and-events/>

2. EDUCATIONAL MATERIALS

- <https://ymhproject.org/learn-more/#free-materials>
- Understanding Youth Mental Health – Questions Parents Frequently Ask
- Feelings & Emotions: Mental Health 101 - Talking with Kids
- Understanding and Supporting Youth Mental Health Booklet
- fact sheets on Addiction, ADHD, Anxiety, Depression, Mental Health Learning Disabilities, OCD and more
- Infographic: Mental Health For Children

3. FILM

### **NO LETTING GO**

A compelling film about one family's journey to understand and seek help for their son's emotional instability and erratic behavior.

<https://www.imdb.com/title/tt3438208/>

4. THE PARENT SUPPORT NETWORK

<https://ymhproject.org/parent-support-network/>

## **Who's their audience?**

parents

## **What are their approaches?**

advocacy

## What's their current program/project?

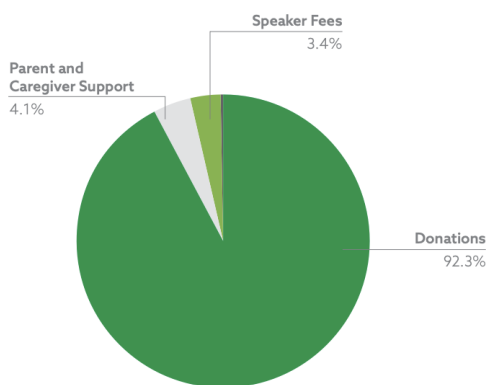
none

## What's their organizational structure?

Program Director, Interim Executive Director, Administrative Manager, Founder --> Board of Directors

## Who funds them? (can be hard to track down, make an educated guess)

[https://ymhproject.org/wp-content/uploads/2022/03/YMHP-AnnualReport-FINAL\\_3.21.22.pdf](https://ymhproject.org/wp-content/uploads/2022/03/YMHP-AnnualReport-FINAL_3.21.22.pdf)



### DONORS

#### Champion of YMHP (\$5,000+)

Chuck and Vanessa Ames  
Valerie Barton and Sean Schofield  
Jesse Cody  
Christine Moghadam  
Randi Silverman and Irv Stern  
Stance, Inc.  
Ultimate Medical Academy

#### Partners of YMHP (\$1,000 - \$4,999)

Jenny Collins  
Christine & Gabe Dassa  
Evie Goldman  
Linda Hall  
Penny Johnston-Foote  
Mika Minots  
Pace Foundation  
Stephanie Spiegel  
Reginald Williams II

#### Advocates for YMHP (\$500 - \$999)

Eileen Ahumada  
Donna & Jim Bozzuto  
Polly Carpenter  
Art Chang  
Philip Chassler  
Hailey Gilmore  
Linda Gross  
Worth Herrell  
Kindhumans PBC  
Steve and Laura Koller  
Mimi Leibner  
Linda Levine  
Mauvais Garcon  
Jordan Seff  
Doug Spinella

## What else stands out?

not active in 2023? last post in Instagram is 8 weeks ago

<https://www.instagram.com/ymhproject/?hl=en>

# AmeriCorps

Organization Country: United States

Link to their website: <https://americorps.gov/>

- What do they do?

Americorps connects both youth and older folks with opportunities around the US where they can contribute to local community growth and development. They spawned out of the Civilian Conservation Corps (CCC), created during the Great Depression by FDR, in order to provide jobs for the jobless and build necessary infrastructure at the same time. Their listed goal is to “make service to others an indispensable part of the American experience.”

- Who’s their audience?

Their audience is all Americans, but especially youth.

- What’s their approaches?

They have 6 focuses: Disaster services, education, economic opportunity, environmental stewardship, healthy futures, and veterans and military families.

- What’s their current program/project?

There are 10s of programs within each of their 6 approaches. Each program is locally focused, and Americorps connects them.

- What’s their organizational structure?

They are a government program that both directly connects with youth and with other, more local organizations. An example of this is Kupu, a program in Hawaii focused on environmental stewardship. Kupu has 6 month and one-year programs that are essentially paid internships, and Americorps provides the funding that pays the interns, and Kupu provides the direction.

- Who funds them? (can be hard to track down, make an educated guess)

Government funding + private sector donations.

- What else stands out?

Americorps does much of what we aim to do, but for more than youth, and they largely only work with other organizations to provide them with people. The biggest difference is that Americorps is a government program, whereas we are not.

<https://thewowfoundation.com/young-leaders-directory-2022>



# Instagram Page of @bymariandrew

**Organization/Individual:** Mari Andrew, Author of "AM I THERE YET" and "MY INNER SKY"

**IG Handle:** @bymariandrew

**Followers:** ~925k

**Engagement (% of followers liking average post):** Unknown, like counts hidden

**How often they post slides/photos:**

1-2 per month

**How often they post reels:**

N/A, no reels posted

**What kind of content?**

Personal photos and writings, each with a form of personal meditation attached

**What ratio of content?**

Roughly 1:1 ratio of Personal : Writing posts

**Other notable features:**

She has a newsletter, and seems to have such a large following by virtue of her writing, rather than her social media presence.

# Instagram Page of @gemmacorrell

**Organization/Individual:** Gemma Correll, an artist who does comics on mental health (and pugs)

**IG Handle:** @gemmacorrell

**Followers:** 950k

**Engagement (% of followers liking average post):** 1-10%

**How often they post slides/photos:** Once per week

**How often they post reels:**

No reels posted since 2022.

**What kind of content?**

Almost all mental health comics, with very rare personal posts

**What ratio of content?**

No ratio needed, generally only one kind of content

**Other notable features:**

Lots of story highlights, as well as an Instagram guide. An Instagram guide for each region that we operate in would be a good addition to our page, with each guide containing local resources. One guide with resources that are available in most US locales would be a good place to start.

# Color of Change

**What do they do?/What are their primary activities?**

**What are opportunities for young people to participate in the organization/in the field?  
- if there are specific opportunities who is the point of contact?**

Who's their audience?

What are their approaches?

What's their current program/project/work?

What's their organizational structure?

Who funds them? (can be hard to track down, make an educated guess)

What else stands out?

# Instagram Page of @brenebrown

**Organization:** “Unlocking Us” podcast and a few books, the page is the author’s personal page and showcases their various projects, as well as awareness for a few different social causes.

**IG Handle:** @brenebrown

**Followers:** 4.9 million

**Engagement (% of followers liking average post):** 1-5% (50k likes average per post)

**How often they post slides/photos:**

Once every few months, but no posts since February 2023 as of July 2023

**How often they post reels:**

Very rarely, no reels posted since April 2022

**What kind of content?**

Most of the content on this page promotes the author and their projects, with some story highlights. The story highlights are announcements about upcoming projects, her daily life, her dog, and some touring that she did.

**What ratio of content?**

No memes, all serious content with relatively low engagement. Every post is about one of her books or a new episode of her podcast dropping.

**Other notable features:**

Despite the lack of recent stories and posts, this page is very populated and welcoming. Story highlights add a level of humanity to the account that her posts do not.

# Instagram Page of @cocktailsandcapitalism

**Organization:** Cocktails and Capitalism (Podcast)

**IG Handle:** @cocktailsandcapitalism

**Followers:** 39k

**Engagement: (% of followers liking average post):** 2-20%

**How often they post slides/photos:**

Daily

**How often they post reels:**

Daily

**What kind of content?**

Posts are almost all memes with a slide or two at the end with a clip from their podcast, and a promotion slide, maxed out images per post

Some posts promote rallies or events going on (strikes/protests/legislation)

**What ratio of content?**

The memes blend information and funny stuff

Ratio of memes : self-promotion : strictly informational is roughly 7:1:1

**Other notable features:**

AN array of story highlights promoting podcast episodes, the STOP COP CITY movement, Palestine, and a bunch of other movements, as well as one that is strictly for the page owner's "private" life.

# Instagram page of @allira.potter

**Organization:** This page is for an individual. They're an author and model.

**IG Handle:** @allira.potter

**Followers:** 49k

**Engagement (% of followers liking average post):** Unknown, like counts on posts have been removed.

**How often they post slides/photos:**

2-3 times per week

**How often they post reels:**

3-4 times per month

**What kind of content?**

The content is mostly Allira's daily life, with a few plugs for sponsored products, as well as some mental health focused content, daily affirmations and such.

**What ratio of content?**

Ratio of personal : sponsored : mental health is roughly 3:1:3

**Other notable features:**

Not many highlights, but lots of daily stories are posted.

# Managing a Nonprofit Organization by Thomas Wolf

Chapter 1 : <https://docs.google.com/presentation/d/1ICQGocT8pXgZVpL-wDjkgdBAs0qsLPyJn0xdegSXndI/edit?usp=sharing>

Chapter 3: <https://docs.google.com/presentation/d/1JE6cKCvhcXhhQWVez2xoL9jsHLjzHUc99FAi-PsL8l4/edit?usp=sharing>

# Instagram Page of @dearmyanxiety

**Organization/Individual:** dearmyanxiety is a podcast run by Stefania Rossi, this page is largely focused on the podcast.

**IG Handle:** @dearmyanxiety

**Followers:** ~400k

**Engagement (% of followers liking average post):** 1-5%

**How often they post slides/photos:**

1-2 times per week

**How often they post reels:**

Roughly once per month

**What kind of content?**

Podcast plugs, personal posts, and mental health tips/strategies

**What ratio of content?**

The ratio of podcast : personal : MH strategies is around 1:1:6

**Other notable features:**

Many story highlights that started and ended at varying times, with a few that get new things added more regularly. There are a few scattered memes throughout the page, but most of the content is material that Stefania has created to help others with the mental health issues that they have had throughout their life.



# Instagram Page of @makedaisychains

**Organization/Individual:** Hannah Daisy, a queer illustrator and occupational therapist from the UK

**IG Handle:** @makedaisychains

**Followers:** ~155k

**Engagement (% of followers liking average post):** 1-10%

**How often they post slides/photos:**

3-4 times per week

**How often they post reels:**

1-2 times per week

**What kind of content?**

Mental health, disability, and LGBTQ awareness. Lots of cute cartoons about different social issues, especially surrounding LGBTQ youth. Some twitter screenshots, photos from their life.

**What ratio of content?**

Almost all comics with a different thing about every 8 posts.

**Other notable features:**

Lots of story highlights and seemingly daily posts to their story.

# July 18 week Instagram Case Studies

## Adele

<https://docs.google.com/document/d/1ILRJQd0zf0jejQybhGB54BYlwKD3U98seVO9cQEYQVY/edit?usp=sharing>

## Connor

<https://docs.google.com/document/d/14aKlclW2xFCzMf5QMh56atyqcqAU5XH3omCwj0H4dmM/edit?usp=sharing>

## Joanna