



# Client Research Presentation

## **Boston Bridge**

Husky Communications





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<b><u>Organization Analysis</u></b>	Internal information about the organization
<b><u>Stakeholders</u></b>	Identify primary target audiences and potential audiences
<b><u>Channels</u></b>	Review existing channels, comparison of current communication practices with the PESO model
<b><u>Messages</u></b>	Existing communications messages and any messages that are desired but not yet communicated
<b><u>Industry</u></b>	Actual and potential competitors identified in the research
<b><u>SWOT Analysis</u></b>	Strengths, weaknesses, opportunities, threats
<b><u>Recommendations</u></b>	Initial ideas/discussion of next steps





# Scope

## Our Purpose

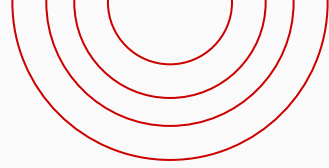
The purpose of this project was to conduct research for Boston Bridge on its public relations and communication practices

## Our Role

Husky Communications analyzed the organization's internal and external situation, stakeholders, channels, messages and industry



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**Situation**





## Political Factors

- Boston Bridge not being directly affected by political policy.
- By analogy, the National Institute on Aging (NIA) is cited as a similar entity with a wide-ranging influence on aging, through research support, resource allocation, and health communication.
- Boston Bridge's approach is likely similar to the NIA's, taking a holistic stance on aging by combining research with practical measures, and shaping its strategies around public policy and political decisions, showing a multi-layered engagement with aging-related issues.

## Environmental Factors

- Aims to mitigate environmental and health risks, improve the quality of life, and support the elderly in New England communities through targeted grants.
- The demographic shift of older people underscores the need for programs like Boston Bridge, which provide resources and engagement opportunities tailored to the senior population's evolving needs.
- The rise in literacy among older adults allows for more advanced educational and development options, fostering greater involvement in personal and community health and lifelong learning.

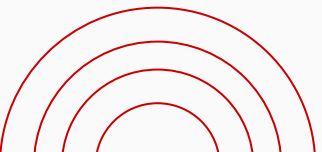


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# Organization





## Background

- History
  - Founded on the friendship of Elana Kieffer and Barbara Friedman
- Mission
  - Provides opportunities for professional development
- Vision
  - Energize professionals to shape the future of aging in America
- Key Leader
  - Taylor Patskanick
- Key customers
  - Aging people

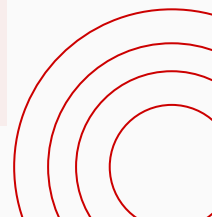
## Organization Structure

- Membership
  - Different between other NPO
- Structure growth

## Communication Network

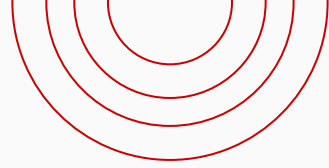
- Internal Communication
  - Email
  - G Suite Integration
  - Collaborative Sharing

## Mentor Program

- Professional Training
  - Experienced Matching
  - Interest Focus
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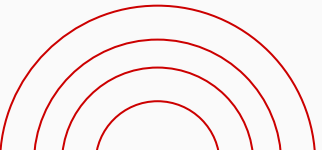


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# Stakeholders







## Primary Stakeholders

**Board**

**Current Membership**

**Mentors**

**Companies/organizations  
cooperating to provide  
careers for older adults**

## Potential stakeholders (target audience)

Start-up groups of aging

Organizations

University departments of gerontology

Volunteer groups

Communities

American Association of Retired Persons

Boston University Gerontology Center

University of Massachusetts Boston

Action for Boston Community Development

Community Work Services New England

Beacon Hill Village





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# Channels





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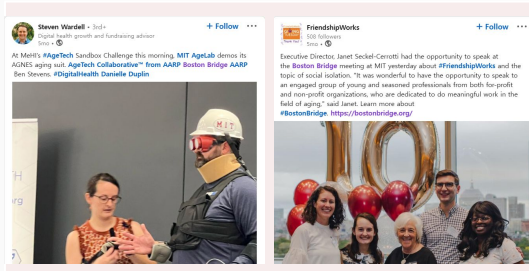
### Paid Media

Consider disseminating public articles through reputable media outlets to enhance accessibility and credibility.

### Earned Media



### Shared Media



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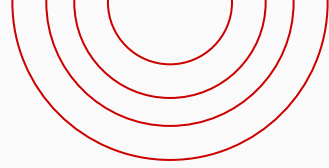
### Owned Media

- The website and LinkedIn profiles diligently maintain current information
- The cohesive visual presentation across all platforms, using the signature logo
- Content optimization on LinkedIn is evident through unique modifications and image integration, broadening content diversity

- X exhibits signs of inactivity through dated posts
- User engagement remains minimal



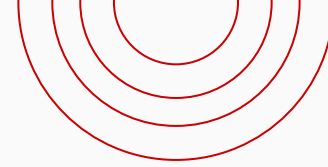
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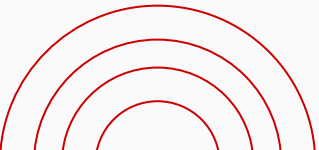
# Messages



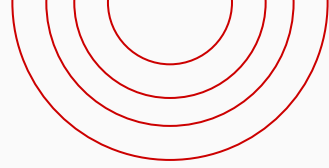


# Research Findings

- Powerful sentiments on Boston Bridge's website can be reiterated on X and LinkedIn accounts
- Organizational LinkedIn content is posted regularly; communication on X has decreased in past months
- Boston Bridge's social media platforms stand as potential avenues to highlight the organization's interest in recruiting new members

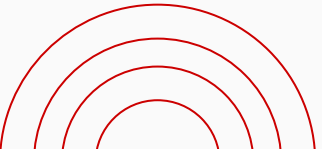


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**Industry**





## Competitors

- **Central Boston Elder Services**  
Active on social media



- **Aging Life Care Association New England Chapter**  
Strong collaborate partners



- **Cambridge Council on Aging**  
Support from government

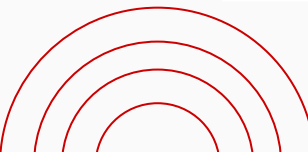


## Partners

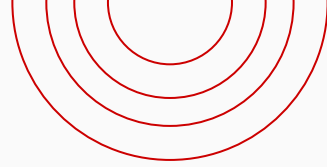
- **MIT AgeLab**  
Great academic support



- **American Society on Aging**  
Strong partner in industry



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# SWOT Analysis







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- The organization does a good job of regularly providing meeting announcements on its website.
- Boston Bridge's website "About" section provides a compelling background story that is easy for external audiences to digest and relate to.
- Boston Bridge features consistent content on its LinkedIn account, including relevant job postings and noteworthy events connected to the field of aging

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- **Limited Public Visibility:** While Boston Bridge is doing commendable work, there's an opportunity to enhance public awareness. Currently, there's a scarcity of reports and coverage that could captivate the public's interest and shed light on the valuable initiatives undertaken by the organization.
- **Strengthening Communication Efforts:** The organization's presence in social media and public relations could be more active. By nurturing these channels, Boston Bridge can effectively communicate its mission, activities, and the significance of its engagement in the field of aging. Gentle improvements in these areas could make a significant difference.
- **Monthly Meeting Content Structure:** Gentle refinement in the content of monthly meetings can be considered. (least successful)



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- Platforms like Slack can facilitate real-time collaboration, file sharing, and group discussions to promote ongoing communication and knowledge exchange among members.
- Educational institutions: cooperate with universities, this can facilitate exchanges, provide talent to the industry, and help Boston Bridge play its role in shaping the future of aging professionals.
- Community Outreach Program: Engage directly with older adults. The Boston Bridge demonstrates a commitment to the community and strengthens ties with the population it serves.

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- Economy: the economic downturn may influence the funding and budget for programs and services.
- Aging society: Changes in the proportion of aging groups in the social structure will lead to changes in the customer base and demand for more demanding services.
- Technological development: Failure to adopt and integrate new technologies could result in outdated services and loss of competitiveness.





# Recommendations

## **Fostering Membership Engagement:**

Highlighting membership benefits and running promotional campaigns can effectively raise awareness.

## **Ensure consistent messaging across channels:**

Leveraging X for increased reach and enhancing visibility & engagement on LinkedIn are both important.

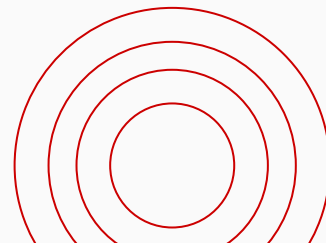
## **Highlight long-term partnerships:**

Especially beyond MIT, and providing clearer information on collaborative projects.





# Q&A





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