

# Plant Powered Positivity

by **Taylor Wilson**

## My Topic and Why I Chose It

I have been a vegetarian since I was 13-years-old. I turned 21 this year, and I just discovered the horrors of the egg and dairy industries after so many years of consuming them. I believe this was because of the lack of information out there about these industries, since vegetarianism is much more popular. I was lucky enough to come across Essena O'Neill's YouTube channel (now deleted), where she documented her vegan journey. She shared a lot about her life, from when she first found out about the lifestyle, to new recipes she tried, to her frustration with the world when she realized that not everyone is going to understand why she made this lifestyle change.

For a few years now, I've been inspired by these online personalities, particularly on YouTube and Instagram. I have found more vegans to look up to, and to get inspiration from. However, I never had the motivation to make my own, and often times I have been scared to share my life online. Who knows who will see it? This class project was the motivation that I needed to create a platform to share what I am passionate about—the vegan lifestyle. I wanted to share my life as a college vegan, buying food on a budget and being completely transparent about what I eat and do. If I am not eating healthy one day, I am not going to lie to the people who subscribe to or follow me and pretend that I am something I am not. That is a whole other topic in itself.

A lot of people on social media are very fake with the pictures that they post. They are highly edited, and create unrealistic expectations for how people should live their life. No one looks good all of the time, no one eats perfectly healthy every single day, and sometimes as a college student you just don't have enough money to make a balanced meal. That's okay, and that is what I hoped to portray through my social media sites—perfection is not necessary.

## My Goals

Goal: To motivate my audience, particularly college students, that eating vegan makes you feel great, is cheap and easy, and is great for the environment.

Objective: To frequently blog, vlog, and Instagram several times per week on different topics, as well as interact with other people about these topics by liking, commenting, etc.

Digital Engagement Strategy: To interact with my audience via Wordpress, Instagram, Twitter and YouTube. I have no target age group, but hope to resonate with college-aged students who shop on a budget.

## My Shortcomings

I really enjoyed this assignment, and the thought of filming or editing a video, or writing a blog post gets me so excited. I will definitely continue posting to these sites after this project is over. However, as a senior, this has been my busiest semester yet. When I originally began this project, I planned on posting very frequently—uploading to YouTube and Wordpress once per week, and posting a picture to Instagram and tweeting every single day.

This was simply too much to handle for me. While I love all aspects of this assignment, I found it very hard to keep up with the goals that I had set for myself, especially when I had other tests and assignments to deal with on top of that. I am a perfectionist, and I didn't want to post any content that I am not proud of. Therefore I focused mostly on quality, not quantity. I have so many ideas for blog posts and YouTube videos, but finding the time between work and school was difficult. That is why I want to continue with this project after this semester. There are so many other things that I have yet to share.

## The Future of My Sites

Like I said before, I do not post content that I am not proud of just for the sake of posting it. This spring and summer, I plan on “upping my game” with my social media sites because I will have a lot more time on my hands, with a lighter course load next semester and plenty of time over the summer.

I do not think that I will continue my Twitter account, because it is my least favorite form of social media and I do not feel connected to any of my followers there. For my Instagram, I hope to continue with my new “theme,” and gain more followers since that is one of the most popular forms of social media, and I can share my blog and YouTube content from there. For my Wordpress, I will continue to write “my thoughts” posts when something is on my mind, as well as using it as a platform to showcase all of my other sites in one. For my YouTube, I hope to increase the frequency of my videos, as I will have more time, improve the lighting quality of my videos and gain genuine subscribers. I may even try “vlog” style videos after I get more comfortable in front of the camera.

Overall, I am very happy with the success of my sites so far, and I hope to see more in the future. While it is an ambitious goal, I would love to be able to make money off of these sites, because they revolve around something I am passionate about. There are a lot of people today making a living off of YouTube videos, and that is what I think is so beautiful about this digital generation—we can make money off of something that we are passionate about, and we pretty much have the power to change the world. Even though it is a far-off goal, possibly years in the future, I am willing to continue to work for it.

## My Event

Something that I think is really important to consider as a vegetarian or a vegan is to not push your beliefs on others. It's a touchy subject, and people are easily offended or annoyed when you tell them that you don't eat meat because you care about animals, or you care about the environment. Immediately, they feel as if you are insulting them for not caring as much. This is never my intention, and this is something that I kept in mind when planning my event.

I could have gone the easy route, and handed out flyers on campus talking about Meatless Mondays, or going vegetarian or vegan. However, I knew that this would not be an effective way to make people see veganism differently. I have seen people this semester handing out booklets about eating vegan in college, or people handing out copies of the New Testament, and they both had the same result—booklets and bibles scattered around campus, in classrooms, hallways, and bathrooms, unread.

I could have set up a booth on campus with information about going vegan, but there was no way to tell if people would actually come up to it. Knowing the nature of my topic, I had to carefully choose just how I was going to prove to others how great this lifestyle is. That is why I decided to host an all vegan Thanksgiving dinner at my house, the Sunday before Thanksgiving break. That way, people could actually taste the food, instead of learning about it. November was the perfect time of year for me to host this event, because I could turn traditional holiday dishes vegan, proving that any food can be made vegan and it will still taste good.

My roommates agree with me when I say that the event could not have gone better. I was overly ambitious, cooking 20 dishes as well as sides with only the help of my cousin, Sam. I was very nervous that my dishes would not taste as good as their non-vegan counterparts; that I wouldn't be able to cook everything on time; or worse, that no one would show up. All but three people that I invited came to dinner, and I had over 20 people eating my vegan food and telling me how great it tasted. It was an awesome feeling, and I wish that I had the time and money to host a Christmas dinner, as well.

I was planning on making a YouTube video about my dinner, so that I could share it with my followers. However it was such a busy morning, and such a fun night that I barely got any footage, and barely any pictures! I was busy entertaining and enjoying the company of my

friends, so I settled for sharing two of my holiday dessert recipes in a YouTube video. I think that I will make more recipe videos closer to Christmas, because a lot of the dishes that I served could be for either holiday.

I am so happy with how my event turned out, because I was nervous about hosting an event in the first place. I know that a lot of other people in the class had problems with getting people to come to their event, and I am grateful that my friends came over and supported my project. I was shocked by how many people asked me about this assignment, and what I had to do, and how awesome they thought it was that I got to do this for school. My friends learned a lot at this event, and a lot of them are cutting their meat consumption, or thinking twice about their meals! Things like that give me the motivation to continue posting to my social media sites.

## Social Network: Wordpress

Goal: To provide easy to understand facts, recipes, and tips to my readers about the vegan diet through my “Helpful Links” section, and to post my thoughts about veganism and social media. To use this blog as a way to showcase all of my other social media sites, particularly my YouTube channel.

Objective: To post frequently and be active in the vegan Wordpress community.

Target Audience: The vegan Wordpress community, with no age range.

Strategy: Be myself, post what I am passionate about and not what I feel forced to share. Link my blog in my YouTube downbar, as well as my Instagram and Twitter bios.

Tactic 1: Post to the blog once per week or two weeks, whether it is an actual blog post or a post about a new YouTube video

Example 1:

Posted on November 26, 2015

Example 2:

Posted on December 9, 2015

Example 3:

Posted on October 26, 2015

*Evaluation:* Effective in driving traffic to my YouTube channel. Giving time between posts allows people to look at each post. If I crowd my page with too many posts, they will not all get looked at.

*Average Likes:* n/a

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 0

*Average Responses (by you):* 0

Tactic 2: Use professional, high-quality pictures and/or videos

Example 1:

Photo taken with Nikon DSLR camera.

Example 2:

Photo taken with Nikon DSLR camera.

Example 3:

Video filmed with Sony a5000. Note the “HD” viewing option.

*Evaluation:* A very effective tactic. People are always drawn to high quality photos and videos, because it makes the site look more professional and it makes the content creator seem more serious about their work.

*Average Likes:* n/a

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 0

*Average Responses (by you):* 0

Tactic 3: Use the “Stats” section of Wordpress to evaluate views per month

Example 1:

Monthly views on Wordpress.

Example 2:

Wordpress November views—used this feature for every month.

Example 3:

All-time posts feature let me know what got the most views.

*Evaluation:* This was a helpful tool when I was trying to see if posting about my blog on other social media sites would drive traffic to it. It was relatively effective.

*Average Likes:* n/a

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 0

*Average Responses (by you):* 0

Tactic 4: Use tags and categories to drive traffic to my blog

Example 1:

Tags I used in one of my blog posts.

Example 2:

Tags I used in another blog post.

Example 3:

The tag and category option Wordpress has when posting your blog post.

*Evaluation:* I think this tactic is effective because it helps people who are serious about Wordpress to find my posts, which I like.

*Average Likes:* n/a

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 0

*Average Responses (by you):* 0

## TARES Analysis

Truthfulness

Q1 Does the page have emails listed for contact?

Analysis Yes, in my About Me section.

Q2 Do I allow questions on my site?

Analysis Yes, anyone can ask me questions through my e-mail or my comments. However I did not receive any questions during this project.

Q3 Is my site professional?

Analysis Yes. I always want to maintain a balance between professionalism and personalization on this blog, because I want it to look nice for any potential employers while still being genuine and myself.

1–2 Illustrative examples

E-mail listed for contact.

Authenticity

Q1 Do I use my own voice in my posts?

Analysis Yes, that is very important to me for this site, since it is the main site that showcases the rest of my social media accounts. I want people to know what kind of person I am.

Q2 Do I engage with my followers and ask them what they want?

Analysis I was not able to ask any of my followers questions, because I did not achieve much interaction on the Wordpress site itself. However, if I was to gain a larger following, I would definitely take requests.

Q3 Do I respond to other people?

Analysis I have not received any comments to respond to, but I would if I received them.

1–2 Illustrative examples

Using my own voice in a recent post.

Using my own voice in my “About Me” section.

## Responsibility

Q1 Do I treat my followers with respect?

Analysis I treat my followers and non-followers with respect throughout all of my social media sites. I believe that I treat all of my readers with respect through the words that I choose to use in my posts. Instead of speaking in an accusatory tone, I approach the topic of veganism with the intention to educate, not force anyone to do anything.

Q2 Do I answer everyone that asks questions?

Analysis I have not received any questions on this site.

Q3 Am I withholding information about how much I am getting paid to post?

Analysis No. I do not work with brands (yet!), and if I did, I would be completely transparent and only work with brands that I genuinely enjoy.

## 1—2 Illustrative examples

Treating my followers with respect.

Treating my followers with respect.

## Equity

Q1 Does my information take advantage of others' weaknesses?

Analysis No, the information that I share is not meant to put anyone down, rather to bring them up.

Q2 Is this information on my page presented in a convoluted fashion?

Analysis No. All of the information on my site is easy to understand, so that people are more inclined to read it.

Q3 Am I being paid to post about things I do not actually like?

Analysis I am not paid to post anything on my site.

1–2 Illustrative examples

Easy to understand links section.

Social Responsibility

Q1 Is my information harmful or beneficial to individuals?

Analysis The information that I post will only ever be beneficial to individuals.

Q2 Is my information presented clearly?

Analysis Yes. My headlines and tabs are clearly organized so that viewers can navigate the website with ease.

Q3 Do I encourage ethical behavior?

Analysis Yes. The entire point of my site is to encourage ethical behavior.

1–2 Illustrative examples (screenshots)

Easy navigation on my website.

## Overall Wordpress Account

My goal for Wordpress was to provide easy to understand facts, recipes, and tips to my readers about the vegan diet through my “Helpful Links” section, and to post my thoughts about veganism and social media. I also hoped to use this blog as a way to showcase all of my other social media sites, particularly my YouTube channel.

I created this blog with the intention to not focus on followers, rather on posting informative content and trusting that the followers will come with time. I have seen an increase in the number of views that I get from month to month, but I think that blogs take longer to grow than sites like Twitter or Instagram. It is very important to post about my blog on other sites, or else people may never find it, unless they are an active Wordpress user.

I posted all of my YouTube videos to Wordpress, because I kept wanting to make a blog post about a certain recipe, and then thought it would be easier to follow if I included a video in it. I will continue to do this in the future.

The “Helpful Links” section of my blog was very successful, with 20 views. I think this is because I posted the link to this page of my blog on my Instagram bio. I find that when I post links to blog posts in my Instagram bio, it helped drive more traffic to the post. My post “15 Immunity Boosting Plant Based Foods” go the most views of all of my posts, and that is because

it was on my Instagram bio for an extended period of time.

Overall, I am proud of the successes that I have had on Wordpress, and how to continue to see successes in the future. Once I gain more followers, I plan on buying my own domain so that I can customize my website more than Wordpress allows.

## Evaluation Metrics

Views on my posts.

Views per day.

Views per month.

People who clicked the links on my site.

Countries where viewers come from.

Social Network: Instagram

Goal: To provide aesthetically pleasing and informative information about plant-based diets, the importance of mindfulness, happiness, and positivity that will motivate others to try this lifestyle

Objective: To post at least once per week and interact by following others and liking, commenting, or sharing other's photos every day

Target Audience: Vegans and non-vegans ages 13 to 30.

Strategy: Post frequently, make sure that my feed looks cohesive, comment/like/follow other accounts similar to mine. Use tags to draw attention to my pictures.

Tactic 1: post quality photos once per week

Example 1:

Quality photo.

Example 2:

Quality photo.

Example 3:

Quality photo.

*Evaluation:* This is an important tactic because when your feed is full of high-quality pictures on Instagram, people are likely to follow. This is because Instagram is largely picture based, so having nice photos is imperative.

*Average Likes:* 30

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 1

*Average Responses (by you):* 1

Tactic 2: share pictures on other social media

Example 1:

Shared on Twitter.

Example 2:

Shared on Twitter.

Example 3:

Shared on Twitter.

*Evaluation:* I posted my pictures on my blog and my Twitter, and I believe that Twitter was more successful in bringing people to my page.

*Average Likes:* 5

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 1

*Average Responses (by you):* 1

Tactic 3: like and comment back on other's photos to engage with the community

Example 1:

Like on this photo.

Example 2:

Comment and like on this photo.

Example 3:

Like on this photo.

*Evaluation:* This is important because it makes people feel a connection with you, lets you know that you like their feed, and encourages them to check out your's.

*Average Likes: 3*

*Average Favorites: n/a*

*Average RTs: n/a*

*Average Comments: 1*

*Average Responses (by you): 1*

Tactic 4: participate in “shout out” competitions to drive traffic to blog

Example 1:

Shout out competition that I won.

Example 2:

Shout out competition that I entered.

Example 3:

The first shout out competition that I entered.

*Evaluation:* I found this tactic effective when I entered my third shoutout competition and won, gaining around 20 followers.

*Average Likes:* 30

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 2

*Average Responses (by you):* 2

Tactic 5: use iconosquare.com to evaluate who is seeing my pictures and what to post more of  
Example 1:

Iconosquare review.

Example 2:

Iconosquare evaluation of followers.

Example 3:

Iconosquare exclusive features.

*Evaluation:* Iconosquare is very helpful because it shows you if you are losing followers, what posts people like the most, and the percentage of people who visit your feed but are not following you.

*Average Likes:* 57

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 3

*Average Responses (by you):* 3

## TARES Analysis

Truthfulness

Q1 Does the page have emails listed for contact?

Analysis I do not have my email listed on my Instagram due to a lack of space in the bio section. However I make sure to keep my blog link in my bio, where my e-mail is listed.

Q2 Do I allow questions on my site?

Analysis Yes. I answer all questions that are commented.

Q3 Is my site professional?

Analysis My site is professional in the sense that I do not use profanity and I am generally positive and informative. However, I always make sure that my feed represents my personality.

1—2 Illustrative examples

Email listed for contact.

Authenticity

Q1 Do I use my own voice in my posts?

Analysis Yes. This I think is the what people are most attracted to and most likely to follow—people who are open and honest, and true to themselves.

Q2 Do I engage with my followers and ask them what they want?

Analysis I engage with my followers through the comments section of either mine or their's. I do not have the level of followers where I ask people for requests.

Q3 Do I respond to other people?

Analysis Yes! I try to respond to everything I receive, because I am grateful for the feedback.

1–2 Illustrative examples

Using my own voice.

Responsibility

Q1 Do I treat my followers with respect?

Analysis Yes, I always treat my followers with respect, and make sure I do not come across as condescending for my beliefs.

Q2 Do I answer everyone that asks questions?

Analysis Yes, I try to answer all questions that I receive.

Q3 Am I withholding information about how much I am getting paid to post?

Analysis No, I am not paid to post anything on my Instagram.

1–2 Illustrative examples

Commenting back.

Equity

Q1 Does my information take advantage of others' weaknesses?

Analysis No, my feed is meant to inform them and brighten their day rather than bringing them down.

Q2 Is this information on my page presented in a convoluted fashion?

Analysis No, my comments are easy to understand using everyday language that people of all ages could comprehend.

Q3 Am I being paid to post about things I do not actually like?

Analysis No, I am not paid to post yet. I will never work with a company just for the money.

1–2 Illustrative examples

Easy to understand information.

Social Responsibility

Q1 Is my information harmful or beneficial to individuals?

Analysis My information is only beneficial to my audience.

Q2 Is my information presented clearly?

Analysis Yes, my information and links to my website are presented clearly.

Q3 Do I encourage ethical behavior?

Analysis Yes, that is the premise of the vegan community on Instagram, which is why it is my favorite form of social media.

1–2 Illustrative examples (screenshots)

Information/link to my video presented clearly.

### Overall Instagram Account

My goal for Instagram was to provide aesthetically pleasing and informative information about plant-based diets, the importance of mindfulness, happiness, and positivity that will motivate others to try this lifestyle. I met my goal with the help of my tactics.

I think my Instagram account was my most successful account, and that is because there is a large vegan community on this site. Since I have followed so many vegan accounts on my personal Instagram for so long, I had envisioned the type of pictures that I would post if I was to ever make an account. I think the reason why my Instagram was so successful was because I was truly excited to interact with the community on there. And by interacting with them, I was able to gain more followers.

I exceeded my goal of 120 followers, and my photo composition and quality improves with each post. Tactic 3 was my best tactic, as that is what helped drive the most traffic to my page. I found Tactic 4 effective when I was chosen in a shout out competition, from which I gained around 20 followers.

## Social Network: YouTube

Goal: To provide quality content including recipes, vlogs, grocery hauls, and other informative videos about the vegan lifestyle.

Objective: To post frequently to keep people coming back and rethink the way they eat/look at it differently.

Target Audience: Vegans and non-vegans ages 13-30.

Strategy: Use high-quality videos and creative editing, as well as commenting and liking others' videos. Subscribe to similar channels.

Tactic 1: post quality videos once every few weeks

Example 1:

Posted November 26.

Example 2:

Posted November 2.

Example 3:

Posted October 26.

*Evaluation:* Keeping the posts consistent but not too often helps when potential subscribers come to my page. They will not need to think as hard about what video to watch, because they will not be extremely overwhelmed by too many low-quality videos that they may not even click one.

*Average Likes:*1

*Average Favorites: n/a*

*Average RTs: n/a*

*Average Comments: 1*

*Average Responses (by you): 1*

Tactic 2: share videos on other social media

Example 1:

Shared on Twitter.

Example 2:

Shared on Twitter.

Example 3:

Shared on Instagram.

*Evaluation:* This is definitely an effective tactic, because it is hard to get discovered through YouTube alone.

*Average Likes: 1*

*Average Favorites: n/a*

*Average RTs: n/a*

*Average Comments: 1*

*Average Responses (by you): 1*

Tactic 3: respond to all comments on my videos via a like or comment to engage with my viewers

Example 1:

Responded to comment.

Example 2:

Responded to comment.

Example 3:

Liked comment.

*Evaluation:* This is of course a very important tactic, as it lets my viewers know that I appreciate them.

*Average Likes:*1

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 1

*Average Responses (by you):* 1

Tactic 4: like or comment on other's videos to engage with the community as a whole

Example 1:

Liked this video.

Example 2:

Commented on this video.

Example 3:

Liked this video.

*Evaluation:* This tactic is effective because when you are having a good conversation with someone or just simply being nice to them in a comment, they will be more likely to check out your channel.

*Average Likes:* 1

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments: 1*

Tactic 5: use “Analytics” section of YouTube to evaluate my success based on views, minutes watched, and likes

Example 1:

Example 2:

Example 3:

*Evaluation:* I found this tool useful because it allowed me to see how long people were watching my videos, so that I can adjust the length of them for next time. I also like that it shows you your top videos, so you know what gets more views.

*Average Likes:* 1

*Average Favorites:* n/a

*Average RTs:* n/a

*Average Comments:* 1

*Average Responses (by you):* 1

Q1 Does the page have emails listed for contact?

Analysis Yes, my email is listed in my description.

Q2 Do I allow questions on my site?

Analysis Yes, questions are always welcomed in my comments.

Q3 Is my site professional?

Analysis Yes, my site is professional and appropriate for all ages.

1–2 Illustrative examples

Email listed for contact.

Authenticity

Q1 Do I use my own voice in my posts?

Analysis Yes, I talk about the opinions that I am passionate about through my videos.

Q2 Do I engage with my followers and ask them what they want?

Analysis I do not yet have enough followers for requests, but will take them when the time comes.

Q3 Do I respond to other people?

Analysis Yes, one of my tactics is to respond to all people via a like or comment back.

1–2 Illustrative examples

Engaging with follower.

Responsibility

Q1 Do I treat my followers with respect?

Analysis Yes, I treat my followers and viewers as equals, only with hopes to educate.

Q2 Do I answer everyone that asks questions?

Analysis Yes, I answer all questions to the best of my ability.

Q3 Am I withholding information about how much I am getting paid to post?

Analysis No, I do not yet have any sponsored videos.

1–2 Illustrative examples

Treating commenter with respect.

Equity

Q1 Does my information take advantage of others' weaknesses?

Analysis No, I hope to inspire people to eat healthier in my videos, not make them feel bad about themselves.

Q2 Is this information on my page presented in a convoluted fashion?

Analysis No, I show and explain things in an easy to understand way so that people will be more motivated to try the recipes or foods in my videos.

Q3 Am I being paid to post about things I do not actually like?

Analysis I am not being paid to post or talk about anything in my videos.

1–2 Illustrative examples

Easy to find information.

## Social Responsibility

Q1 Is my information harmful or beneficial to individuals?

Analysis I promote a healthy lifestyle, which is only beneficial to my viewers.

Q2 Is my information presented clearly?

Analysis Yes, all information is presented clearly, with more information links in the downbar.

Q3 Do I encourage ethical behavior?

Analysis Yes, my site revolves around ethical veganism, as well as being friendly to the environment.

1–2 Illustrative examples

Other places to find me presented clearly.

## Overall YouTube Account

My goal for YouTube was to provide quality content including recipes, vlogs, grocery hauls, and other informative videos about the vegan lifestyle, and I think I achieved this with slight success. I found it very hard to get subscribers and viewers on my YouTube channel, and I think that this is because there are so many other people making YouTube videos, as well. While my tactics were all successful, it is going to take time for me to gain subscribers, because that is just the nature of YouTube. The tactic that I found the most effective was posting my videos on my other social media sites. I posted about every video on my blog, and post links to them in my Instagram bio. This drives people to my channel, instead of simply relying on them to find my videos on YouTube's website, which is very difficult due to the number of videos being posted to YouTube every day.

Another tactic that I realized that I was unintentionally doing was spreading my channel through word of mouth. It has brought people to view my videos, and it even has helped me network. My friend Katie is a social media manager for a brand, who has suggested that she use my videos on her network, and give me credit. That would be a great opportunity.

Overall, I think that I need to wait longer to see how successful my YouTube channel will become. My tactics were successful, they just bring in viewers slowly. I know that if I continue to use these tactics I will continue to gain subscribers on YouTube.

## Social Network: Twitter

Goal: To tweet informative facts, links to YouTube, Wordpress and Instagram accounts in order to interact with the community on another platform with possibly an older audience

Objective: To have conversations with the Twitter community that will further build my brand and raise awareness for the vegan lifestyle

Target Audience: Vegans and non-vegans 20-30 years old

Strategy: Retweet and like often, responding to other Twitter users when I have something to contribute

Tactic 1: Tweet quotes, thoughts, and/or links to Instagram, Wordpress, and YouTube posts at least once per week

Example 1:

Example 2:

Example 3:

*Evaluation:* This tactic was effective but I could have benefitted from tweeting more.

*Average Likes:* 0

*Average Favorites:* 1

*Average RTs:* 1

*Average Comments:* 0

*Average Responses (by you):* 0

Tactic 2: Reply to other's tweets/retweet when I find something inspiring or that I want to share with my followers

Example 1:

Example 2:

Example 3:

*Evaluation:* This tactic was effective because oftentimes the people I retweet would follow me, and it is also a great way to spread the word about important topics that I did not think to share.

*Average Likes:* 0

*Average Favorites:* 1

*Average RTs:* 1

*Average Comments:* 0

*Average Responses (by you):* 0

Tactic 3: Interact with the people I follow by tagging them

Example 1:

Example 2:

Example 3:

*Evaluation:* This tactic was important for me because when I tag people, they often respond back, and people from their page will check out mine.

*Average Likes:* 0

*Average Favorites:* 1

*Average RTs:* 1

*Average Comments:* 0

*Average Responses (by you):* 0

## TARES Analysis

### Truthfulness

Q1 Does the page have emails listed for contact?

Analysis No. While I'm not sure if anyone will actually e-mail me, I have added my e-mail to my bio just in case.

Q2 Do I allow questions on my site?

Analysis Yes, but no one has asked me questions yet.

Q3 Is my site professional?

Analysis Yes, my Twitter is professional in the fact that I don't use foul language. However, I still want my tweets to be authentic and not business-like.

### 1—2 Illustrative examples

Email listed for contact.

### Authenticity

Q1 Do I use my own voice in my posts?

Analysis Yes! This is very important to me because I want to seem like a real, relatable person.

Q2 Do I engage with my followers and ask them what they want?

Analysis I have not done this yet because I have felt like I don't have a large enough following.

However, given the new Poll feature on Twitter, I will try this out in the future.

Q3 Do I respond to other people?

Analysis Yes, I respond to the few messages that I get. I have not been mentioned yet, but even if someone is messaging me to thank me for following them, I make sure to reply.

1—2 Illustrative examples

Engaging with followers.

Responsibility

Q1 Do I treat my followers with respect?

Analysis Always, as that is a core belief in the vegan lifestyle.

Q2 Do I answer everyone that asks questions?

Analysis I have not been asked questions yet, but if someone is asking a general question to the public in their tweet/running a poll, I will participate and answer.

Q3 Am I withholding information about how much I am getting paid to post?

Analysis No, I do not get paid to post. If I am ever paid to post anything, I would make sure that I genuinely like the company that I am working with, and I will be upfront about the fact that I am getting paid to post. This is because a lot of people online only post when they are sponsored by a company, making it seem like they love a product even if they do not use it. I never want to be that person.

1—2 Illustrative examples

Treating my followers with respect—I believe in them.

Equity

Q1 Does my information take advantage of others' weaknesses?

Analysis No, as that would be contradictory to the message that I am trying to send about loving others and loving yourself.

Q2 Is this information on my page presented in a convoluted fashion?

Analysis No, I try to make my information as easy to understand as possible. If it's difficult for someone to understand, it is likely that they will not take the time to figure it out and my message will not get across to them.

Q3 Am I being paid to post about things I do not actually like?

Analysis No, I condone that behavior and will never do it myself.

1—2 Illustrative examples

Not paid to post, I just appreciate this brand.

Social Responsibility

Q1 Is my information harmful or beneficial to individuals?

Analysis Beneficial, because with what I promote they can only leave my page learning more.

Q2 Is my information presented clearly?

Analysis Yes, I try to make my purpose as simple and easy to understand as possible.

Q3 Do I encourage ethical behavior?

Analysis YES! That is the entire purpose of my site.

## 1—2 Illustrative examples (screenshots)

Beneficial to others—promoting healthy alternatives.

### Overall Twitter Account

Twitter was definitely my least favorite social media account. I do not enjoy using it, and it is hard to find people to follow, or to get people to follow you. Also, the way Twitter is set up makes the timeline very crowded and hard to read. However, I was still able to exceed my goal of 20 followers, ending the project with 30. My tactics were all successful, and I am glad that I changed them from my original tactics because they were much more effective to the small audience that I had. I think posting my Instagram pictures to my Twitter helped people to find my Instagram account.

While I like Twitter in a social sense, where you can connect with your friends, I don't feel like it is right for my platform, as you can't tell about a person's hobbies or interests from the Twitter page. In the future, if my platform continues to grow, I may start using this account again to let people know when I am posting videos or blog posts. That was my original intention

when starting this site, however a lot of my followers from other forms of social media do not use Twitter, and do not follow mine. This account may have been successful in bringing one or two people to my other sites, but I don't think it has been effective enough to keep it.

Something that may have made my Twitter more successful would be to tweet more frequently, or every day like I originally planned. I believe that the downfall of Twitter is not having a big enough bio section, so a lot of people probably had no idea what my account was for.