

Cory Blazer, Austin Sbarra, Kyle Fischer

Dr. Susan Haas

Civic Media

December 2015

Sunday Breakfast Rescue Mission Civic Case

Study Final

Sunday Breakfast Rescue Mission is a community (non-political) organization and is also classified as a non-profit. Their website holds our findings to be true when they say, "Sunday Breakfast Rescue Mission, a non-profit organization, ministers in the name of Jesus Christ to the physical and spiritual needs of homeless and disadvantaged people in the Philadelphia area."

In 1878, several Christian men living in Philadelphia start feeding breakfast each Sunday to homeless men prior to attending church. Over 250 men attend the first official meeting at 11th and Wood Streets. In 1908, 1200 people attended a dinner for the homeless on New Year's. 1929 was the beginning of the Radio Ministry and in the 1930's, during the Great Depression, the organization purchased a building at 1120-22 Vine Street in order to house more people. In 1942, Sunday Breakfast Rescue Mission moved to 6th and Vine and then to 302 North 13th Street until 1973. In 1992, Wayne Hall opened and in 1996 two thrift stores opened. In 2011, the Bucks County Outreach Program was initiated.

The website gives information about what the organization does for the homeless in the Philadelphia area. The site gives the facts about homelessness and has contact information as well. The Facebook, Twitter, LinkedIn, Pinterest, and Instagram involves updates where people can interact with the organization on social media. Social media gives updates on the organization as well as homeless information in order for more people to help with the issue of homelessness.

On their homepage, Sunday Breakfast mainly uses online space to educate and give easy access to action for their supporters and potential supporters. Every page has educational information in dutiful form. For example, the “Financial Information” section under the “About Us” tab has links to the 2015 Annual Report and various other financial documents. The website also makes dutiful calls to action. Every page of the website has links to donate and sign up for an email newsletter. Three of the eight tabs at the top of the page are explicitly about giving money or time to the program. The website is severely lacking in any kind of actualizing knowledge or action. There’s not room for feedback to the administration or program in any way, with one exception. The only time the company is encouraging supporters to contact them is on the “Financial Information” page; they direct supporters to send questions about the company financials to the Development Director, Rosalyn Forbes.

Website-<http://www.sundaybreakfast.org/>

Facebook-<https://www.facebook.com/phillyhomeless>

Twitter-<https://twitter.com/phillyhomeless>

LinkedIn-<https://www.linkedin.com/company/sunday-breakfast-rescue-mission>

Pinterest-<https://www.pinterest.com/phillyhomeless/>

Instagram-<https://instagram.com/phillyhomeless/>

2013-2014 Audit (General Financial Summary):

<http://www.sundaybreakfast.org/wp-content/uploads/2014/08/FY13-14-Audit.pdf>

2013-2014 990 Form (Tax Exemptions):

<http://www.sundaybreakfast.org/wp-content/uploads/2014/08/FY-2013-2014-990-Form.pdf>

Throughout our civic study of Sunday Breakfast Rescue Mission, our group used several methods to gather and analyze data. Our team, Austin, Cory, and Kyle, researched the civic organization online. We found out the mission of Sunday Breakfast, the history, the contact information, and their social media accounts. We also exchanged several emails with the main leaders of the organization, including the executive director, director of programs, and the director of development in order to construct interviews.

The website offers a great deal of information on the organization and its operations. They are very open about their mission and ways the organization serves and interacts with its target community. From their website, we could gather general information, such as their mission, the organization's leaders and what they do to help the homeless. The site also included their financial report, so transparency was not an issue. The way they formatted the website made it easy to gather data to offer a thick description of the civic organization. For instance, having all of the names of leadership made it easy for us to get in

contact with them. Having their financial report, history, and mission clearly stated made it easy for us to come up with questions during those interviews.

We also gathered data by searching Sunday Breakfast's social media pages. This gave us more of an idea of how they interacted with the community, or those who supported them and their efforts. Their presence on Instagram, Twitter, Facebook, and Pinterest gave us a wide array of data. This data helped us determine what their target audience was and how they interacted with that audience.

We used the ideas of dutiful and actualizing types of social media to analyze the information. Our group also used this information to determine the level of participation the organization has in the media and how people interact with the organization via social media. Based on the conversation among stakeholders on social media, we recognized that the community supports the organization. For example, (insert sample posts -- linked -- from each social media platform account).

Finally, we conducted interviews to get more information about the organization and to deepen the understandings we gleaned from the organization's civic communication. Interviews were conducted with X, Y and Z.

The overall efficacy of the Sunday Breakfast Rescue Mission can be summarized in one sentence: In the physical space, Sunday Breakfast does an outstanding job at giving a temporary home for those who need it, but in the digital space, Sunday Breakfast falls short on entering and participating in the civic conversation about homelessness in Philly.

In the analog world, Sunday Breakfast thrives. It provides 200 beds for men, women, and children that need a place to stay who may be in a tough situation. It also feeds people who come in for meals at breakfast, lunch, and dinner each day. Financially, the Mission remains in the black. According to their 2014 report (what report is that? Form 990 posted on their website? Annual financial statement? Offer title and cite), they have a steady stream of revenue, both donated and earned. About 80% comes from donors. The other 20% comes from two thrift stores the Mission opened as another source of income to underwrite operations.

In the digital world, Sunday Breakfast isn't doing as well as they are in the analog. In social media especially, Sunday Breakfast is holding a one-sided dialogue that does not encourage participation from their audience or other organizations around the civic issue of homelessness. Although they have accounts with many social media platforms, our description will focus on the three platforms that get the most attention (insert: from ___?): Twitter, Facebook, and Instagram.

On social media, in contrast to its web site, Sunday Breakfast encourages a bit more personal interaction and actualizing information -- but not much. The Twitter page mainly spreads information about events or news by creating original tweets, sharing articles, and occasionally retweeting another account. For example, ... (brief textual quotes/examples needed here, linked as well). This knowledge and call to action is all dutiful. They don't encourage actualizing styles of participation by stakeholders, but there are some hints toward such a style.

For example, the retweeting and sharing of others' tweets (list brief example, example) starts to open the door to more interaction with supporters and followers, but doesn't explicitly do so.

The Facebook page offers less interaction than the Twitter account. On Facebook, Sunday Breakfast doesn't do much more than share articles written by local news organizations or share pages from Sunday Breakfast's own website. Examples of this more dutiful style of informing followers include (insert brief textual examples). There are also posts that contain action appeals for organization-planned events; for example, (insert quoted text examples, come to an event, etc.). However, no posts encourage actualizing or more participatory involvement on the part of followers.

On Twitter, the Sunday Breakfast Rescue Mission, @phillyhomeless, feeds their follower base of 728 roughly two or three tweets a day. The typical Sunday Breakfast tweet follows one of four different models: the event notification/recap, the general information on homelessness, the article share, and a post from another social media platform. This is disappointing to supporters, workers, and maybe even the people involved in the program. The first model, event notification, looks something like this:



This type

of tweet is a very good example of a call to dutiful action. It encourages people to take part in an event. The second model, general information on the homeless, looks like this:



This kind of tweet is an example of dutiful knowledge. However, this specific tweet also illustrates a lack of effort visible in Sunday Breakfast's Twitter account. A simple misspelling, "luxery" instead of "luxury", is the type of mistake that simply shouldn't be overlooked in order to gain credibility and a more serious following online. The third model tweet, the article share, looks like this:



Sunday Breakfast @phillyhomeless · Nov 4

On Saturday, October 31st, the Women's Basketball Team returned to the Sunday Breakfast Rescue Mission [pinterest.com/pin/3938539298...](https://www.pinterest.com/pin/3938539298...)



[View summary](#)

Article shares are a form of dutiful knowledge. Dutiful knowledge is important, but the Sunday Breakfast Twitter account doesn't do a good job of diversifying their messaging style. They display almost no actualizing information and almost all dutiful information. The fourth model, share of a post from a different social media platform, looks like this:



Sunday Breakfast @phillyhomeless · Nov 9

Homeless Death Review Team, including Sunday Breakfast's CEO, takes a close look at deaths. po.st/xSKL0c @Vellastrations



[View summary](#)

This type of tweet is fairly disappointing. It simply takes a lead from another social media post and copy/pastes into a tweet. Most of the time, the lead is cut short due to Twitter's character limit, meaning the follower doesn't get any actual information in the tweet.

The Sunday Breakfast Facebook page, with 1,208 likes, looks a bit more polished than the Twitter account but it essentially offers very similar kinds of

information as the Twitter account. As the Twitter account offered four models of tweets, the Facebook page offers, in general, only two models of posts: the article share and the share of a post drawn from other social media platforms. Both models are analogous to the models used on Twitter, but seem more substantial because of Facebook's unrestricted character count.

The first model used on Facebook, the article share, makes up a majority of the posts; for example:

This type of post, much like its Twitter counterpart, offers only dutiful knowledge

and nothing actualizing. The brief description in the body of the post offers a bit more information than

Twitter which is an example of one. The Facebook post, the another social media example:



the article shares on improvement but not second model share of a post from platform, follows this



This type of post isn't necessarily a bad thing, it's just not the best use of the specific platform attributes and possibilities offered by Facebook. If a social media account is merely sharing another platforms posts, it becomes unnecessary to follow both accounts and doesn't encourage further participation.

The Facebook and Twitter accounts both offer similar types of information that don't really push the audience of Sunday Breakfast to do more than remain unformatted as to the activities and media coverage of the organization itself, and to show up to an event or two.

The Sunday Breakfast Instagram account is, by far, the best use of social media by the organization. This can be seen in the follower count, totaling 1,915, the highest attained by any of the organization's social media accounts. The account shares powerful photos on a wide range of subjects, anything from an event to daily operation to a feature on a member of the executive staff, because of the showing of workers with the homeless and the fact that their pictures are clear on what the organization does. The Instagram account encourages participation, not directly by writing captions like “let us know what you think,” but in the subject matter of the photos and their subtly encouraging captions. An example of a post that uses an indirect call to actualizing information and action looks like this:

This post
 smiling
 volunteer
 meal service
 background



uses a
 with a
 in the
 as its

main content. This makes people want to be a part of what is happening at the Sunday Breakfast Rescue Mission. In fact, someone asks how to volunteer in the comment section and the Sunday Breakfast Instagram RESPONDS:

[ohhjuliann](#) How do you volunteer for things like this in Philly?

[phillyhomeless](#) [@ohhjuliann](#) You can volunteer with us anytime! Just email volunteer@sundaybreakfast.org and our Volunteer Coordinator will help you get started. We would love to have you!

This

means the

Instagram account is encouraging and gaining participation. That instance isn't the only time commenters ask about how to volunteer with an appropriate response from the account. See this example:

[iamlollygalvin](#) [@phillyhomeless](#) id like to help...do you need volunteers?

[kristyn_brown_photo](#) [@phillyhomeless](#) amazing work you do here. Let me know if you ever need photos or images. I would love to donate some of my abilities.

[phillyhomeless](#) [@kristyn_brown_photo](#) I would love to hear what you had in mind. PM me and we can talk!

[phillyhomeless](#) [@purplewindow](#) We can always use more volunteers! Email our Volunteer Coordinator at

This is exactly the kind of response an organization like Sunday Breakfast wants from its social media.

Interviews:

Mr. Steve Brubaker, Director of Programs

The interview with Mr. Steve Brubaker took place on November 11th at noon. Early in the interview, Mr. Brubaker said that he had virtually nothing to do with the social media accounts of Sunday Breakfast. The interview switched directions to highlight some of the broader goals and intentions of the company and of Mr. Brubaker himself. There was one central theme that ran throughout the interview: Faith. Almost every question posed to Mr. Brubaker was eventually taken into the realm of Faith, more specifically, Christianity. This offers an area of question. Mr. Brubaker made it seem as if Faith was the main goal of Sunday Breakfast. On social media however, faith plays a minor role at the most. This means that Mr. Brubaker and the contributors of social media share different views on Faith and possibly on the main goals of the organization.

Q. What are your daily operations as Director of Programs?

A. Oversee anything to do with the residents directly. We have a men's division that is in this building on 13th, we have a director of men's ministries that I oversee and he oversees a quarter of chaplains, which is our history. As long as Sunday B has been around there have been chaplains involved, a spiritual dimension to the whole thing. I also oversee a women's program up in Germantown that's not nearly as big. It's more of a home kind of environment. Women that are near homeless or have been homeless. It's not an emergency shelter, it's more of a long term discipleship program. We also have outreach efforts out in Bucks County and Montgomery County where we're actually trying to do homeless prevention. We're trying to get to a family before they get pushed

out of their house. Or we're trying to get to the guys in homeless camps up in Bucks County to see what their needs are. So I oversee that piece too. We'll also do direct service. Obviously we do meals every day, open to anybody. I think we're the only agency in Philly that serves 3 meals a day every day of the year. And then we have a clothing bank and a furniture bank up in Bucks County, trying to supplement people on the edge... So meeting physical needs on an ongoing basis and then hopefully getting to some of the deeper needs: the spiritual needs, the counseling needs, the case management needs. I kind of have my fingers in all of that stuff.

Q. Do you have a personal mission with Sunday Breakfast?

A. I think part of my job is to challenge mostly suburban conservative Protestant churches with their need to be involved with this issue... Part of our job is to challenge the broader church, whether it's Catholic or Protestant, to remember this issue, because it was important to Jesus... Once I can see that I'm broken too - even though I'm sitting here in this organization with the resources, I have the food, I have access to the shelter that these guys need - but once I realize I have a poverty of relationship also, I can come alongside the guy who is financially poor right now with some measure of humility because God is working on me too. Maybe I have a fat wallet, not really because I'm a social worker, but I realize that I'm broken relationally too, just like the guy in the gutter. Even though I have all the resources and he doesn't, he doesn't understand the system and I do, I can come alongside him with a little more measure of humility

so hopefully I can establish a relationship with him. More than just giving out food and that kind of stuff, even though that's incredibly important.

Q. Is the organization trying to grow or are you trying to maintain what you have now?

A. I think we're trying to do better what we're doing now, so we're trying not to get bigger but we're trying to get better. We have a lot of opportunity for improvement. There's nothing on the board to expand. I actually wonder if we've done too much already, being in Bucks and Montgomery County right now, which is depleting resources from here. We're certainly trying to get more donations. Supporting this infrastructure is a challenge. This building in and of itself is unbelievably old and we're always having to fix something and it's a challenge just to maintain. So I would say better not bigger right now.

Q. What do you think the overall purpose of Sunday Breakfast is?

A. Our historic purpose is to share the Gospel of Christ, which sounds like a church kind of thing, and it is actually. That's the history of pretty much any rescue mission around the country. Any city of any appreciable size will have a rescue mission... The clichés are 'soup and salvation.' You want to get a guy in and feed him physically, we also want to feed him spiritually. I'd say that's our ultimate goal. Even when we're meeting physical needs, sometimes the physical needs actually provide a doorway into the heart where the deeper needs reside like identity issues, the need for salvation, the need for healing from abuse... the

ultimate thing is we want to share the Gospel, that someone can find meaning in life through Christ. All the other tertiary needs are important too but we want to get to that ultimate need at some point in time.

Director of Development: Rosalyn Forbes

The interview that Cory and Kyle had with the director of development, Rosalyn Forbes, gave us more information about The Sunday Breakfast Mission. The director said in the interview that there is a Communications and Marketing Department that runs the social media, which informs people about homelessness and what is actually happening with homelessness. The organization gives legal financial information and an auditory audit for legal purposes and for not hiding anything about the organization. The faith that is involved with The Sunday Breakfast Mission is that they believe in Jesus Christ helping you out even though it does allow all people in the organization's program. The goal with faith is to spiritually lift the homeless people up. Rosalyn wanted to work with The Sunday Breakfast Mission because she grew up working with the homeless and that she believes in what she sells. The main reason she is a major contact on the website is that she is in charge of the donations, in which other workers in the organization do not do. Rosalyn loves to see lives transformed through their program, which is difficult because during the first month the people in the program have to stay inside The Sunday Breakfast Mission in order for rehabilitation.

Throughout the interview, we saw how much passion Rosalyn had for the company. One could only assume others had that same passion. Sunday Rescue Mission was very interesting to study, because we could see the switch from older forms of civic media, to the forms we regularly see today because the group is over 100 years old. Below is the transcribed interview with Rosalyn. We can see that the move to social media was made in the attempt to gain more name recognition and that there are many different moving parts to make this organization as successful as it is. The things that they do as a group both help the homeless and people that want to advocate for the homeless.

Q. The switch from old form of civic media to new form, what went into it?

A. “We have a new person in Marketing and communications who runs those and they're young, so that's a plus!”

Q. When did the move start?

A. “We have had social media campaigns for a while, but only about a year and a half ago did we start putting more effort into it.”

Q. What made you think that there needed to be this change?

A. “It's more about getting people to understand the homeless population in Philadelphia than anything else. Because you see them, but you don't necessarily know what exactly what to do about it. So really what we are trying to

do with our social media campaigns is to increase awareness about what is actually going on and the practical steps you can legitimately take to help.”

Q. Are there any future goals or campaigns in the future, or going on right now that will help further the company online or civically?

A. “Well, we have a lot of things that are going on. Honestly it comes down to name recognition, so that people understand that we are here because we are the oldest homeless shelter or service provider of any kind in Philadelphia and 3rd oldest in the country. We are the only service provider of three meals a day every single day of the year, and yet we really want our name to be more synonymous with that.”

Q. Why do you post your financial information on your website, including what your C.E.O. makes?

A. “Well legally we have to do that for some of the grants we get and also it allows us to have transparency with our donors. For instance, we go through a voluntary audit every year to make sure that our donors understand exactly what we are doing with their money and that we don’t hide anything, like we put on our website how much our C.E.O makes because we don't want anyone to think that we are hiding anything.”

Q. Why are you the go to person for company inquiries?

A. “Because I a lot of the inquiries that come in are about donations, and I directly deal with donations.”

Q. What is the role of faith throughout the company?

A. “We believe that integrating Jesus Christ into your life will drastically help you in the process. We don't expect anyone who comes here for services to be religious in any way, but we believe that it really helps, so that is the way it integrates in. We kind if want to serve the entire person and not just they need food, so let's feed them. That's just one part of a person, we want to spiritually lift them up. We want to give them a community of people who are helping them and we believe faith is a very important part of that.”

Q. What made you want to work here?

A. “I grew up working with homeless people because my mother was the board on a homeless shelter, so every Monday and Thursday of my entire childhood, I was in a shelter, even though I was not a guest. So, when I graduated from college, I really knew I just wanted to get back into that line of work because I didn't want to sell something for someone I did not believe in and I believe in I'm selling here.”

Q. What is the best part about your job?

A. “The best part about working here is working directly with the men who come here because this is a primarily male shelter. We also have a women's, but

it is over in Germantown. So, just seeing their lives transformed and seeing them come in and seeing them months later with a completely new perspective, to eventually seeing them graduate from the program is a blessing.”

Q. What is the amount of time you dedicate towards the physical aspect of recovery, as compared to the mental aspect?

A. “We have a lot of men that just come in for a bed and a meal, but we really want to start to develop relationships with them. They could come in 5 times, they could come in 100 times, they could come in for years, and we eventually learn their names, we greet them individually and eventually will come to trust us because living on the street, you do not have much trust for people, for systems, so we want to build that and let them eventually join our long term program, so we can legitimately change their life.”

Q. How do your thrift stores contribute to your rescue mission?

A. “They contribute financially, but they also give jobs to the men who graduate our program. For instance, one of our graduates is the assistant manager of the BeeHive location. He completely runs that half of the store.”

Q. Do you advocate politically to local mayors or senators?

A. “Well our C.E.O is in a lot of different committees, so he can advocate for us. Back when they were talking about the outside public feeding ban, we were

involved in that discussion. It didn't actually affect us because we do all of our feeding inside, but we still wanted to be involved in that."

Q. We know the mission statement on the website, but do you have anything to add on to that, from you personally or from your department?

A. "What we really focus on is that we want the people that we love, rescue, and train, to become that ones that love, rescue and train. So we want to give them as much love, train them up in the way that they should go, not only religiously, but also for work experience. We eventually want to have them be the ones that do that for other people. A lot of our Chaplains came through our system program, so we really want it to flip over and we want them to be very integrated in the process."

Part III: Reflection and Suggestions

_____ Sunday Breakfast Mission is a very old organization that is learning the ways of modern civic engagement. The Communication and Social Media Department started running social media only a year ago. The purpose of the social media is to get people to understand homelessness and what is actually happening, but according to our findings, the media aspect is not well-known among the community.

Right now, The Sunday Breakfast Rescue Mission is posting tweets that do not get much civic engagement. They are only following 169 people on Twitter and have 735 followers on Twitter. One of their tweets had one retweet, one favorite, and no replies on November 17. There are times when their tweets

do not get any response from the followers, which results in less civic engagement.

The Facebook page is not getting much civic engagement as well. They have 1,229 likes and not many people respond to their posts. For example, there was a post on November 12 about Thanksgiving donations that only got two shares and two likes. There was also a post about there being only ten days until Thanksgiving and needing meals (same as the tweet that day) and it only got five likes and one share. One post on October 30 about addiction and it being wrong only got nine likes and two shares. These posts have resulted in less civic engagement within the community.

The Sunday Breakfast Rescue Mission is getting more civic engagement on Instagram. They have a decent amount of images on their Instagram and these images have a great quality to them. The videos show the homeless shelter that they are serving the customers in a professional manner along with the photos. The Instagram account also included a Philadelphia Phillies bobblehead with the chaplain which got people to like the photo. The account even showed people eating at the shelter and used the hashtag #PopeinPhilly to include more engagement.

The homeless shelter has an effective and longstanding program to help out the homeless, though. According to Rosalyn Forbes, the Director of Development, they offer a program for the homeless and offer three meals a day. The program is hard at the beginning; for one month the people in the program have to stay inside Sunday Breakfast Rescue Mission for rehabilitation. This

program is designed to help the homeless get back on their feet and to provide the help they need to live successfully in life. The organization involves faith in Jesus Christ in their organization by spiritually lifting the homeless up as well. Rosalyn really enjoys seeing lives transformed after the program and help that the organization offers.

With that said, Sunday Breakfast Rescue Mission has room for improvement in order to be more involved in civic engagement. The organization could use the actualizing form of knowledge and action. This involves appealing to supporters to share more information and knowledge about the organization. It also includes appealing for feedback from the supporters of the organization. The actualizing form of action involves appealing to supporters to share ideas of action for the organization. Therefore, for Twitter and Facebook, the organization could increase on the posts that people could share. These posts could state the statistics of homelessness in Philadelphia and state that they need help out of consciousness in helping others, and then posting a tweet about how people could help. They could also have more retweets for Twitter and responding to comments on Facebook of people who discuss the facts on homelessness. The organization could also allow more followers that have to do with homelessness and share their thoughts. This would allow more civic engagement within the community through the actualizing form of knowledge and action for Twitter and Facebook. If all the other accounts followed the example of the Sunday Breakfast Instagram account, which is their best social media engagement as of

right now, other social media accounts would be a huge area of growth for the organization.

Sunday Breakfast Mission could also add links that point to their social media (besides Facebook), website, point to destinations in and out of the organization. The organization could offer links to posts for Instagram and Twitter for photos, videos, and statuses. For example, they could tell the volunteers and supporters vital information, through connecting links on Facebook to other social media where the specific help is needed within the organization. This could involve details about the main program within the shelter, or helping out with the meals (setting up, cleaning, helping with cooks, etc). The organizations could add locations to their posts to know where certain workers are helping others if they are not at Sunday Breakfast Mission.

Transparency as a whole must be expanded throughout Sunday Breakfast Rescue Mission. In the interview with Rosalyn Forbes, She mentioned that they value transparency with their donors and followers, by posting their financial gains and how much their C.E.O makes. This is great to have, but if an organization has transparency in one section of their civic engagement, that must be held true in almost all forms of civic engagement. This means Sunday Breakfast should think about allowing civic professionals and their followers into what they are trying to do civically. Many can see that they are making the shift towards more of a social media approach, but they do not know why. If people who care about Sunday Breakfast Rescue Mission's mission can transparently

see what they are trying to do civically, then they are more likely to lend help in spreading their name.

Last but certainly not least, the biggest change we think Sunday Breakfast Rescue Mission may need to think about is their name. The name gives an outsider many implications about the organization. First, it implies that they are only open for breakfast on one day of the week, but in reality they offer three meals a day, every day. Second, only having the food aspect in the name sells short the amazing programs that are conducted within the organization. People may not know that every member has a bed to sleep in, or that there is an extensive program that each resident goes through, to help aid in their recovery. Third, only using Sunday, somewhat implies that it is strictly a faith based organization. Sunday Breakfast Rescue Mission believes that faith can really help it's members, but it is not mandatory to practice Christianity. One word of the name works, and that is rescue, other than that, it seems like the name must go through the modern change that the rest of the organization is going through.

Throughout our extensive study into Sunday Breakfast Rescue Mission, our civic media group has learned many things. First, even though an organization has several social media accounts, that same organization may not have very good civic engagement. These types of organizations need to obtain more people to be supporters and engage more on social media. Sunday Breakfast Rescue Mission needs to have proper spelling and not so many mistakes on their posts, which for an organization should be important as we learned. Another lesson is that they need to have one name; we went to Sunday

Breakfast Mission and they had a few different names for the organization on their building. Rosalyn emphasized that the organization is called Sunday Breakfast Rescue Mission, and they should emphasize that to the public. This leads us to reflect on how much we have learned about both the organization and civic media in general. It is amazing how much outsider can offer an organizations that may not see any flaws in it's business operations.

Works Cited

"Sunday Breakfast (@phillyhomeless) | Twitter." *Sunday Breakfast (@phillyhomeless) | Twitter*. Twitter, 2015. Web. 15 Oct. 2015
<<https://twitter.com/phillyhomeless>>.

"Sunday Breakfast Rescue Mission." *Sunday Breakfast Rescue Mission*. Facebook, 2015. Web. 15 Oct. 2015
<<https://www.facebook.com/phillyhomeless>>.

"Sunday Breakfast Rescue Mission." *Sunday Breakfast Rescue Mission*. Sunday Breakfast Rescue Mission, n.d. Web. 15 Oct. 2015
<<http://www.sundaybreakfast.org/>>.

"Sunday Breakfast RescueMission (@phillyhomeless) • Instagram Photos and Videos." *Sunday Breakfast RescueMission (@phillyhomeless) • Instagram Photos and Videos*. Instagram, 2015. Web. 15 Oct. 2015.
<<https://www.instagram.com/phillyhomeless/>>.

Wells, Chris. *The Civic Organization and The Digital Citizen: Communicating Engagement in a Networked Age*. London, United Kingdom: Oxford UP, 2015.

Print.