



COCA Feedback and Recommendations
2023 COCA Membership Project
Sach Media Internship

Website

- Increase Transparency
 - Input a “Become a member” tab to make it easier to find.
 - Transparent dashboard layout
 - Simplify the dropdown menus

Instagram and Facebook

- Sponsored Ads for COCA
- Videos or reels highlighting individual artists or groups
 - Use the collaboration feature on Instagram when highlighting artists
- Shorter, more impactful captioning
- Interactive stories/videos that highlight COCA events
- Create posts that highlight the tangible benefits of becoming a member
- Create posts that show COCA supporting other causes or nonprofits to emphasize the importance of COCA in the community