

## **Parr Center of Ethics Communication Audit**

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## **Executive Summary**

The Parr Center for Ethics at UNC - Chapel Hill has a strong reputation for fostering ethical discussions, but its communication strategies could be enhanced to increase visibility and audience engagement. Our audit reveals that while the Center's social media platforms provide consistent updates about programming and events, engagement remains low across most platforms. The Center also lacks sufficient video content and interactive media that resonates with UNC-CH students and older adults.

Key strengths include the Center's passion for ethical discussions, clear and effective messaging on Instagram, and diverse content formats, such as scholarly discussions on YouTube. However, areas for improvement include more-engaging content, especially short-form videos to attract Gen-Z students, along with a more-consistent posting schedule, particularly during the summer months. The audit also noted that while Instagram maintains a distinctive visual theme, there is potential to improve the use of interactive features like polls and Q&A sessions to boost follower participation.

Our analysis also identified opportunities for collaboration with external organizations, particularly on social media, and the need for more interactive posts to increase engagement. In the long term, the Parr Center should enhance its website and digital presence to encourage donations and alumni engagement, supporting sustainable growth.

We recommend increasing the frequency of social media posts, utilizing more-engaging formats like Instagram Reels and TikTok, and strengthening collaborations with external partners to increase visibility and engagement with broader UNC-CH and local communities.

## **Communications Analysis**

### **Introduction**

The University of North Carolina's Parr Center for Ethics has been focused on the professional and academic development of ethical decision-making for students at UNC-Chapel Hill since the organization's establishment in 2004. Located on the Chapel Hill campus at Caldwell Hall, 240 E. Cameron Ave., the Center sprouted out of the Ethics Fellows Program in the College's Institute for Arts and Humanities, which itself was founded in 1997. The organization shares a goal to inspire fruitful discussions about ethics amongst intersectional university students, faculty, and community members.

### **Research**

The Parr Center provides resources and learning opportunities under the platform, "ethics is everywhere." With a mission to nourish and foster ethical reflection both on campus and beyond, the Parr Center targets the audience of students and older-adults. Between their undergrad and graduate fellowship programs, the Parr Center aims to attract students by their second year of attendance to promote the two-year fellowship programs and increase engagement within the ambassador program.

Off-campus, the Parr Center strives to match older adults with college students for extracurricular activities and learning experiences. Prior activities include staged readings of Shakespeare plays and mentorship programs with former Tar Heels. Along with older adults, the Parr Center also partners with local prisons to match students to inmates for letter writing,

similar to that of a “pen pal.” With the initiatives set by the Parr Center thus far, their outreach has grown significantly, but still needs to reach a larger audience in order to excel. The following analysis reveals how their social media channels impact and/or hinder their on-campus and community outreach.

## **Social Media Analysis**

Facebook:

- Content: The majority of their content is duplicated across Facebook and Instagram. Their content promotes their programming, social accounts and special events.
- Target Audience: Their target audience is split between UNC students and the Intercollegiate Ethics Bowl Community. They post information about events as well as information for joining their programs.
- Frequency of Posts:
  - During the school year: 1-2 posts per week
  - During the summer: 1-2 posts per month
- Engagement:
  - 1-10 likes across all posts (3 likes on average)
  - 0 comments on any post
  - 1-2 shares per post
- Followers: 789 Followers
- Positive/Negative Comments: The posts are very straightforward and informative. Not a ton of creativity or variation between each post site. A lot of graphic templates are used. Not a lot of video or audio content available.

#### Instagram:

- Content: Their content mostly highlights the Intercollegiate and High School Ethics Bowl and events (such as the Speaker Series, TED Talks, Lunch and Learn, etc.) happening at the Parr Center.
- Target Audience: Younger audience, most likely UNC students and other involved in the Ethics Bowl community
- Frequency of Posts:
  - During the school year: 3-4 posts per week
  - During the summer: 1-2 posts per month
- Engagement:
  - 15-30 likes across all posts
  - 0 comments across all posts
- Followers: 1,153 Followers
- Positive/Negative Comments: The posts are very appealing and easy to read. There is a lack of engagement and limited interaction with the followers.

#### X (Twitter):

- Content: The tone of the content is friendly and informative. They congratulate current employees and volunteers, and frequently repost important announcements that would benefit the ethics community.
- Target Audience: The target audience is aimed for current students active at the Center and students interested in working with the Center.

- Frequency of Posts: They post about 3-5 times every week.
- Engagement: 1-10 likes, reposts, and comments per post.
- Followers: 1,126 followers
- Positive/Negative Comments: This social media channel does not populate comments. If there are any comments made, they are published as reposts.

#### YouTube:

- Content: The content primarily focuses on a forum series where scholars and other participants gather together to discuss ethical issues.
- Target Audience: Students and faculty at UNC
- Frequency of Posts: 11 videos ranging from 1-4 years ago
- Engagement:
  - 20-355 views across all posts
  - 0-8 likes across all posts
  - 0-1 comments across all posts
    - @beatricekelly-russo487 3 years ago: “Thank you for posting this! Learned a lot.” [here](#).
- Followers: 41 Subscribers
- Positive/Negative Comments: The videos are pre-recorded of panelists presenting in a classroom, at a Zoom meeting with other faculty, or in a group meeting in an auditorium. Students are not likely to watch the videos due to their long run-time.

## **Audience Feedback**

Based on the social media analysis and a survey conducted through [Qualtrics](#), there is a lack of knowledge of the Parr Center. All respondents surveyed are UNC students ranging from sophomores to graduate-level. In the survey, when UNC students were asked if they were familiar with the Parr Center's existence, 26% responded yes, and the other 74% had not heard of it before. Along with the knowledge of the Parr Center, 93% of respondents had said they would be interested or possibly interested in learning more about ethics. Six percent of respondents were not interested in learning more about ethics. The target audience is interested in discussions and events surrounding ethics; however, the lack of programming knowledge through the Parr Center will ultimately hinder client engagement.

## **SWOT Analysis**

After review of the Parr Center's communication channels and audience feedback, the results have been summarized in a SWOT analysis.

### **Strengths:**

- The YouTube videos produced by the Center highlight the Center's enthusiasm for the topics discussed on the channel relating to ethics.
- Their X account has a good and functional usage of hashtags, external links and captions for their photos. Additionally, the Center makes use of enthusiastic language choices when posting.
- The Instagram account is effective at notifying their followers of upcoming events such as the Parr Heel interest meeting that took place on August 29th. Overall, their Instagram has a distinctive theme, and the branding is coherent. Of all of the Center's social media



accounts, their Instagram is by far the most successful account for follower engagement averaging around 25 likes per post, with lows around 15 and highs around 90.

#### Weaknesses:

- The YouTube Channel hasn't uploaded any video content in over one year, so the content isn't current. When the channel was actively posting, the videos were too long to hold the average audience member's attention. Furthermore, the content misses the target audience, which is Generation Z college students. A transition to TikTok or other trendier platforms could be beneficial.
- Although their X account has over 1,000 followers, the page's engagement (likes, reposts and comments) is extremely low relative to their follower count. On the appearance of content, it seems as if the account posts in a format that is more recognizable to Instagram posts compared to the typical formatting of X posts. X posts are typically short and "fun." Additionally, the account doesn't engage or repost content related to ethics to boost their page engagement, i.e., the account should perhaps repost content created by other organizations or students that discuss philosophy or ethics.
- The Parr Center for Ethics' Instagram does not actively engage with other Instagram pages or content on a daily or regular basis. During the school year, they post either once or twice weekly, with an obvious lull in post frequency during the summer months. This could be important recruiting months for incoming students for the fall semester. Thematically, the content that is produced sporadically could come off as unengaging to a younger audience due to the transition of what online content registers as engaging to a Gen Z audience.

- They have limited staff, which makes it difficult to keep up with various social media accounts on a daily basis.

#### Opportunities:

- It would be prudent of the Center to create collaborative videos with external organizations, which could either be on-campus groups or other organizations that align with the messaging the Center wants to broadcast. Another recommendation would be creating YouTube shorts that could be posted on the Center's X and Instagram accounts.
- The Parr Center for Ethics X account could engage and interact with external brands on a daily or near daily basis to improve their engagement levels. If the Center retweeted posts by students in the philosophy department or content related to ethics, it's likely that they will see an increase in followership and/or the more-probable outcome of content engagement from followers.
- It would be beneficial if the Center posted more interactive content on their Instagram to promote content engagement from their current followers. Similarly to other suggestions made for the other primary platforms, the supplementation of video content in the form of Instagram reels would most likely be of greater appeal to Gen Z students.

#### Threats:

- Due to change in management and name, X lost more than 15 million users in 2023, dropping 3.9% in users. In 2024, it has been projected to lose more than 18 million users, totaling more than 32 million users in 2 years (Clark 2022). With this loss, maintaining X

as a vital communication channel can end up negatively impacting the Parr Center's communications.

- Overall, lack of community engagement can lead to unclear messaging within Parr Center's brand and what they stand for. This can also lead to insulation away from the UNC community in which they reside.

## **Recommendations**

### Short-term Recommendations:

- The Parr Center for Ethics should increase its social media output frequency for consistent engagement with audiences. On Instagram, daily posting would ensure a stronger relationship with students, featuring events, as well as student experiences and behind-the-scenes activities. Instagram Stories can post interactive content, such as Q&A sessions or polls. In the same way, Facebook could be used to share personal stories, testimonials and any valuable resources that might interest students and faculty. Additionally, the X account may benefit from using trending hashtags related to ethics and higher education to enhance visibility. Engaging with similar organizations and retweeting relevant content will help increase the Parr Center's reach.

### Medium-term Recommendations:

- The Parr Center for Ethics should refine its content strategy to align with Gen Z's preferences. They should shift to shorter, more dynamic content on YouTube, showing event highlights, mini-podcasts and interviews. Incorporating bite-sized videos is more

likely to catch the attention of a younger audience attracted to straightforward content.

Posting content such as “ethical dilemmas of the week” could help generate conversation.

- On Instagram, hosting live events during key panels or workshops can boost engagement and enable real-time interaction with followers.
- Lastly, Parr Center’s campaigns would benefit from increasing its engagement by tagging faculty members or related organizations and reposting relevant content to amplify its visibility while encouraging ethical conversation on social platforms.

#### Long-term Recommendations:

- The Parr Center for Ethics should leverage structural changes to its digital presence and alumni relations. A significant opportunity awaits in strengthening its website by adding a dedicated “Giving” tab that may inspire donations and sponsorships to provide a sustainable financial future for the Center, including tiered donation options linked to specific programs that may incentivize patrons at various levels. Another long-term recommendation would be strengthening alumni relations by promoting greater post-graduate involvement. This includes opportunities for alumni to stay in touch with the Parr Center’s mission, such as networking events or mentorship programs. Finally, having collaborations with outside organizations – like partnering with educational platforms or creating joint content like Ted-Ed videos - could further strengthen its visibility in the digital space.

Increasing social media engagement and tailoring content for Gen Z will reinforce the Parr Center’s online presence. At the same time, cultivating alumni relations and developing external

partnerships will drive long-term growth. These strategies will improve visibility and secure the Center's future success.

## Appendix

### Brand Recognition Survey



**THE UNIVERSITY**  
*of* **NORTH CAROLINA**  
*at* **CHAPEL HILL**

What is your first thought when you think of the word "ethics"?

Do you consider "ethics" to be an important topic?

☐ Definitely not

☐ Probably not

☐ Might or might not

☐ Probably yes

☐ Definitely yes

Do you consider yourself to be an ethical person?

☐ Definitely not

☐ Probably not

☐ Might or might not

☐ Probably yes

☐ Definitely yes

If UNC offered a center for ethics, would you be interested in learning more?

☐ No

☐ Maybe

☐ Yes

Have you ever heard of the Parr Ethics Center?

☐ No

☐ Yes

Would you be interested in attending any of these events:

<https://parrcenter.unc.edu/events/>

☐ No

☐ Maybe

☐ Yes

What year are you?

☐ Freshman

☐ Sophomore

☐ Junior

☐ Senior

☐ Grad Student



Brand Recognition Survey Results

Q1 - What is your first thought when you think of the word "ethics"?

What is your first thought when you think of the word "ethics"?

Morals
Morals and laws that are universal
Morality; right or wrong
morality
society's moral view of norms
Media ethics
Morals
standards of right and wrong
Morals
Honesty
Morality, how you treat others and how others should treat you
Rules, Customs, The right thing
Morality
Morals
morals

Q2 - Do you consider "ethics" to be an important topic?

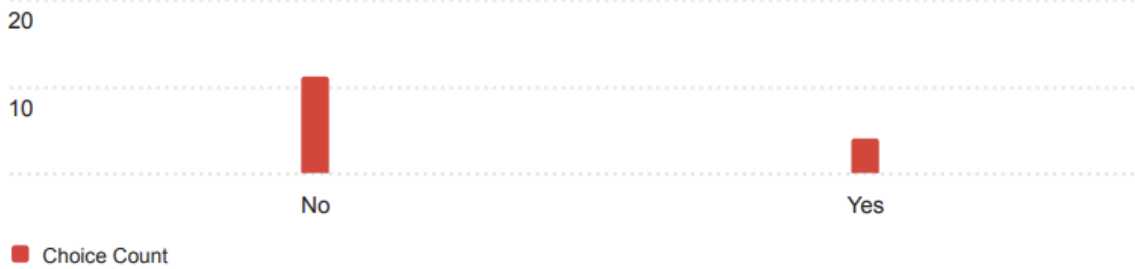


### Q3 - Do you consider yourself to be an ethical person?

Print



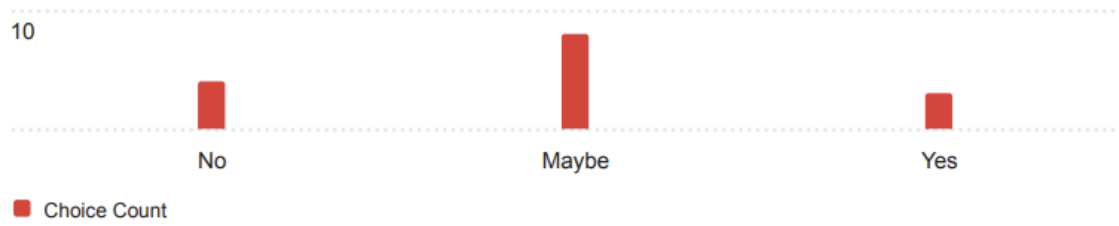
### Q5 - Have you ever heard of the Parr Ethics Center?



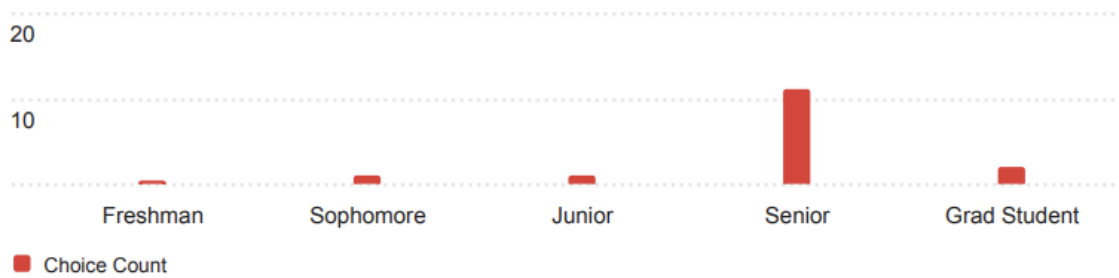
### Q6 - If UNC offered a center for ethics, would you be interested in learning more?



Q7 - Would you be interested in attending any of these events:  
<https://parrcenter.unc.edu/events/>



Q8 - What year are you?



## References

- Clark, Douglas. "Twitter Will Lose More than 32 Million Users Worldwide by 2024 amid Turmoil." *EMARKETER*, EMARKETER, 13 Dec. 2022, [www.emarketer.com/press-releases/twitter-will-lose-more-than-32-million-users-worldwide-by-2024-amid-turmoil/#:~:text=Following%20essentially%20flat%20growth%20in,tracking%20the%20company%20in%202008](https://www.emarketer.com/press-releases/twitter-will-lose-more-than-32-million-users-worldwide-by-2024-amid-turmoil/#:~:text=Following%20essentially%20flat%20growth%20in,tracking%20the%20company%20in%202008).
- "Qualtrics XM - Experience Management Software." *Qualtrics*, 15 Oct. 2024, [www.qualtrics.com/](https://www.qualtrics.com/).
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Mariam Ali

### FAQ for the Parr Center Scholars and Ambassadors Program

Target Audience: Prospective undergraduate students interested in the Parr Center's program.

#### **Q1: What are the Parr Center Scholars and Ambassadors Programs?**

**A:** [The Parr Center Scholars](#) and [Ambassadors Program](#) is designed to empower undergraduate students interested in ethics, philosophy, and public engagement.

**Scholars** participate in enriching discussions, projects, and activities, engaging deeply with ethical issues through seminars, presentations, and workshops. They work closely with faculty and guest speakers to enhance their understanding of topics like health justice and virtue ethics.

**Ambassadors** help promote the Parr Center's initiatives and engage the community. They plan and organize events, contribute to outreach campaigns, and serve as

representatives of the Parr Center at campus and community events, using their communication skills to foster public discussion about ethics.

**Q2: How can I apply to be a Scholar or Ambassador?**

**A:** Applications are typically accepted once a year. Check our websites ([The Parr Center Scholars](#) and [Ambassadors Program](#)) for specific dates and the application process, which includes submitting a personal statement and recommendations.

**Q3: What are the benefits of joining this program?**

**A:** Participants gain valuable experience in public speaking, leadership, and ethical reasoning. Additionally, you'll have networking opportunities with faculty, guest speakers, and community leaders and access to exclusive events and workshops.

**Q4: Do I need prior experience in ethics or philosophy to apply?**

**A:** No prior experience is required! We welcome students from all disciplines who are passionate about ethics and eager to learn and engage in meaningful discussions.

**Q5: Are there any costs associated with the programs?**

**A:** There are no fees to apply or participate in the program. However, some events may have associated costs, which will be communicated in advance.

**Q6: What time commitment is expected from Scholars and Ambassadors?**

**A:** Scholars and Ambassadors are expected to participate in regular meetings, events, and activities, usually around 5-10 hours a month, depending on individual involvement and project participation.

**Q7: Can I participate in other extracurricular activities while being part of the program?**

**A:** Absolutely! We encourage a well-rounded experience. Many of our Scholars and Ambassadors balance other clubs, jobs, and academic responsibilities.

**Q8: How do the programs impact my career prospects?**

**A:** Being a part of the programs enhances your resume and provides you with tangible skills in leadership and ethical reasoning that employers highly value. Networking opportunities can open doors for internships and jobs in various fields.

**Q9: Who can I contact for more information?**

**A:** For more details, contact our program coordinator via the contact form on our website or attend one of our informational sessions listed on the [events calendar](#).

**Q10: Can I follow the Parr Center on social media?**

**A:** Yes! Follow us on our social media platforms @theparrcenter to stay updated. It's a great way to engage with our community and learn about upcoming events.

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## **Parr Center Contacts**

### **UNC Center for Bioethics**

Focuses on advancing bioethics through interdisciplinary collaboration. They support educational programs and ethical consultations.

Website: [bioethics.unc.edu](https://bioethics.unc.edu)

Contact: Brandy Elsenrath, Center Coordinator | [brandy\\_elsenrath@med.unc.edu](mailto:brandy_elsenrath@med.unc.edu)

### **Carolina Public Humanities**

Promotes public engagement with humanities topics, fostering dialogue across disciplines.

Website: [humanities.unc.edu](https://humanities.unc.edu)

Contact: Max Owre, Director | [mowre@unc.edu](mailto:mowre@unc.edu)

### **Institute for Global Health and Infectious Diseases**

Focuses on global health research and education, addressing pressing health challenges worldwide.

Website: [globalhealth.unc.edu](https://globalhealth.unc.edu)

Contact: Myron S. Cohen, Director | [myron\\_cohen@med.unc.edu](mailto:myron_cohen@med.unc.edu)

### **HHIVE Lab (Health and Humanities)**

Integrates humanities and health sciences, fostering interdisciplinary research and curricula.

Website: [hhive.unc.edu](https://hhive.unc.edu)

Contact: Jordynn Jack, Director | [jjack@email.unc.edu](mailto:jjack@email.unc.edu)

### **Center for the Study of Retired Athletes**

Conducts research on the health challenges of retired athletes, integrating ethical considerations into their studies.

Website: [csra.web.unc.edu](http://csra.web.unc.edu)

Contact: Candice Goerger, Associate Director of Operations | [cgoerger@email.unc.edu](mailto:cgoerger@email.unc.edu)

### **North Carolina Translational and Clinical Sciences Institute (NC TraCS)**

Supports research translating laboratory discoveries into clinical applications and community engagement.

Website: [tracs.unc.edu](http://tracs.unc.edu)

Contact: Mary Beth Cassely, Director of Innovations Program | [marybeth\\_lister@med.unc.edu](mailto:marybeth_lister@med.unc.edu)

### **Center for Women's Health Research**

Focuses on health issues unique to or predominantly affecting women, with an emphasis on ethical implications.

Website: [med.unc.edu/cwhr](http://med.unc.edu/cwhr)

Contact: Benjamin Chi, Interim Director | [bchi@med.unc.edu](mailto:bchi@med.unc.edu)

### **Carolina Women's Center**

Advocates for gender equity and supports initiatives addressing ethical and social justice issues.

Website: [womenscenter.unc.edu](http://womenscenter.unc.edu)

Contact: Dr. Shauna Harris, Director | [shauna.harris@unc.edu](mailto:shauna.harris@unc.edu)

### **UNC Center for Genomics and Society**

Explores ethical, legal, and social implications of genomic research, fostering interdisciplinary discourse.

Website: [www.med.unc.edu/elsi/](http://www.med.unc.edu/elsi/)

Contact: Gail Henderson, Director | [gail\\_henderson@med.unc.edu](mailto:gail_henderson@med.unc.edu)

### **Kenan Institute for Ethics**

Supports interdisciplinary ethical research and public engagement, focusing on moral and social issues.

Website: [kenan.ethics.duke.edu](http://kenan.ethics.duke.edu)

Contact: Jac Arnade-Colwill, Director | [jac.arnade-colwill@duke.edu](mailto:jac.arnade-colwill@duke.edu)

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alimariam18@gmail.com

## **MEDIA ADVISORY**

Release Date: 12/12/2024

### **ETHICS AROUND THE TABLE: REBECCA WALKER DISCUSSES “DOCTORS IN PRISONS”**

**CHAPEL HILL, N.C.** — The Parr Center for Ethics at the University of North Carolina at Chapel Hill will host its next *Ethics Around the Table* series on Tuesday, Feb. 4, 2025. Rebecca Walker, a professor in UNC-CH’s Philosophy Department with a joint appointment in the Department of Social Medicine, will explore the ethical challenges faced by healthcare providers working in correctional settings. Her lecture will focus on health justice and virtue ethics, emphasizing the unique dilemmas in medical care within prisons. For more details about the event and series, visit [Parr Center for Ethics](http://ParrCenterforEthics).

#### **WHAT:**

Rebecca Walker will deliver a keynote lecture as part of the *Ethics Around the Table* series, exploring the complex ethical dilemmas encountered by doctors working in prisons.

#### **WHO:**

Rebecca Walker, Professor, Philosophy and Social Medicine, UNC-Chapel Hill

#### **WHEN:**

Tuesday, February 4, 2025, 12:30 PM – 1:30 PM

#### **WHERE:**

Toy Lounge, Dey Hall, University of North Carolina at Chapel Hill

200 South Rd, Chapel Hill, NC 27514

#### **DETAILS:**

Lunch will be provided to attendees.

#EthicsAroundTheTable #EthicsAroundTheTable #HealthJusticeDialogue



The Parr Center for Ethics fosters critical reflection, public discussion, and scholarship on ethical issues. Through events like Ethics Around the Table, the center promotes interdisciplinary dialogue on important ethical challenges in society.

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## **Job Description**

### **Strategic Communication Intern (Part-Time, On-Site at UNC-Chapel Hill)**

Location: Chapel Hill, NC

Reports To: Director of Strategic Communication, UNC Hussman School of Media and Journalism

Job Type: Part-Time (Spring Semester Internship: January - May, with potential for extension)

#### **About Us:**

The UNC Hussman School of Media and Journalism is a premier institution dedicated to educating the next generation of media and communication leaders. Our mission is to equip students with the skills and knowledge to effectively communicate across platforms, drive change, and build impactful narratives. We're seeking a passionate intern to join our team and contribute to our strategic communication efforts.

#### **What You'll Do:**

As an intern, you'll work closely with the Director of Strategic Communication, assisting in the development and execution of communication strategies that align with our goals. You will gain hands-on experience in content creation, media relations, social media management, and campaign planning.

#### **Key Responsibilities:**

- Assist in creating content for the school's website, social media channels, newsletters, and other digital platforms.
- Support media relations efforts, including drafting press releases and managing media inquiries.
- Participate in brainstorming sessions to develop creative strategies for campaigns and outreach.

- Monitor and analyze digital and social media engagement metrics, and make recommendations for improvements.
- Help maintain the editorial calendar to ensure timely content updates and releases.
- Stay informed on current trends in media, communication, and digital strategy, bringing fresh insights to the team.
- Collaborate with faculty and student teams on projects to enhance the strategic communication efforts of the school.

### **Who We're Looking For:**

- Currently pursuing a degree in Communications, Strategic Communication, Media Studies, or a related field.
- Some experience with content creation, social media management, or media relations through internships, coursework, or personal projects.
- Strong writing, editing, and storytelling skills.
- Familiarity with social media platforms (Twitter, LinkedIn, Facebook, etc.), content management systems, and analytics tools.
- A creative, organized, and proactive mindset with a passion for communication and storytelling.

### **Bonus Points:**

- Knowledge of SEO and digital marketing practices.
- Skills in graphic design, video production, or multimedia content creation.
- Previous involvement in student media, PR clubs, or relevant extracurricular activities.

### **What We Offer:**

- Hands-on experience in a fast-paced, professional environment.
- Opportunities for mentorship from industry professionals.
- Building a portfolio of work and references that support future career goals.
- Flexible, part-time work schedule to accommodate classes.

For more details about this internship opportunity, email Emily Krumberger at [krum@unc.edu](mailto:krum@unc.edu)