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# CULTURX

## COMMUNICATIONS REVIEW

CONDUCTED BY: A. H., J. O., S. S., J. V.-A.

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# Executive Summary

CulturX wishes to increase their engagement in the Latin community through their social media efforts, with the aim to raise awareness of the extensive programming and resources the organization offers.

This communications review analyzes and assesses CulturX's various social media marketing channels to provide recommendations as to how they can achieve their goal of higher social media engagement and increased awareness of their programming efforts.

The findings show consistent themes across all channels of external communications. The first being the need to establish a clear mission vision and values for the organization. The second is a lack of consistency in brand identity that is present among all communication channels. The third is an inconsistent mix of the Spanish and English languages across external communications.

However, there are significant opportunities for CulturX to implement the attainable suggestions we have offered in this review to improve communication practices, increase engagement, and ultimately raise awareness of their non-profit organization.

# Introduction

CulturX is a non-profit organization that was established in March 2020. Founded by David Ayala and Maria Daniella, they recognized a lack of Latin representation in London. As such, they initially launched a website that promoted Latin-owned businesses throughout the city as a space to celebrate and unite the Latin community.

The past four years have brought substantial growth and success towards achieving their mission to celebrate London's Latin community. CulturX provides a wide range of different programming and initiatives to disseminate knowledge about the vibrant Latin culture found within the city, while also fostering connections within the London community. This programming includes: Mapa de Sabores, Casa Latina, Noti London, Proyecto Ayuda and Spanish Speaking Circle.

At the time of its inception, Ayala and Daniella ran the organization together. With time, they moved their media presence onto other major platforms including Facebook, Instagram, and LinkedIn. Since July 2024, Ayala has become the sole CEO and runs its social media platforms alone.

While CulturX maintains a social media presence that further promotes its various projects to a multitude of different audiences, there are areas in which improvements can be made, in both design and strategies. These improvements will allow the organization to better reach the appropriate audiences and promote their initiatives while keeping their brand and core values intact.

# Description of Review Process

This communications review will analyze CulturX's external communications conducted from the past six months, focusing on their website and all active social media accounts (Instagram and Facebook). As their LinkedIn page appears inactive, it will not be reviewed in this document.

The purpose of this review is to evaluate the effectiveness of CulturX's current external communication practices through a strengths, weaknesses, opportunities, and threats (SWOT) analysis. This analysis will identify strengths and weaknesses in their strategy and key messaging, uncover potential opportunities for growth and highlight potential threats to the organization.

Following the SWOT analysis for each communication platform, we will provide tailored solutions and recommendations to support the organization's growth, enabling them to reach more appropriate members of London's Latin community and others who wish to celebrate alongside them.

# Review & Recommendations

## Audience, vision, mission and values

### AUDIENCE



CulturX targets two main audiences through its social media platforms: London's Latin population and those interested in learning more about the Latin community.

### VISION, MISSION AND VALUES (MVV)

CulturX does not clearly state their mission, vision or values (MVV). Instead, they have four pillars that guide their organization, including: Support, Connection, Education and Celebration.

A clear mission, vision and values sets the foundation for any organization. Drawing from their existing pillars, we have created an example of what this could look like:



### VISION

To foster a vibrant and inclusive community in London, where Latin culture is celebrated by all, in the interest of creating unity and mutual respect among diverse backgrounds.



### MISSION

Our mission is to create and preserve a strong connection to our Latin culture, honoring our heritage while also embracing the growth and evolution of our community.



## VALUES

**Support:** We value **supporting** those who represent our culture, from local businesses to community organizers. At CulturX, our initiatives help to uplift the community.

**Connection:** We believe community growth depends on staying **connected**; through events, resources, and most importantly, each other. CulturX fosters valuable connections through our initiatives, community partnerships and resource sharing.

**Education:** We believe in sharing our culture and heritage with everyone, welcoming people from all cultures and backgrounds to join our conversations and celebrations. At CulturX, we **educate** others about Latin diversity and create opportunities for cultural exchange.

**Celebration:** We believe there is value in creating spaces for vibrant **celebrations** and community gatherings where everyone feels a sense of belonging. We promote these spaces by championing diversity and inclusion, and curating events to celebrate our culture and heritage.

## Social Media analysis introduction

After conducting our review, CulturX conveys these key messages:

1. They offer a variety of different programming to promote Latin culture;
2. They invite everyone to participate in the celebration of Latin culture;
3. They engage in partnerships throughout London to foster community amongst the city's Latin population.

As CulturX's social media platforms target London's Latin community and the general public through its communications, the organization's messaging

could be more specific. The goal of this review is to suggest ways for CulturX to reach a larger audience through more specific messages and social media strategies.

## Website

### *Analysis*

During this communications review, the CulturX website was undergoing maintenance and updates. This analysis evaluates the website as it was presented during mid- to late- November 2024.

The website is overall informative and explains the breadth of programming and events that the organization offers. It offers vibrant, eye-catching graphics, animations, and links to their other social media pages. It has a user-friendly design when using a computer, with an intuitive menu at the top that has an organized drop-down menu feature. There are also appropriate calls to action buttons (*see appendix 1*), such as “read more” for their articles and “click here” to make donations.

The main weaknesses of their website stem from a lack of organization and consistency. They don’t have a clear MVV; at the top of the homepage is a vague sentence (*see appendix 2*) that alludes to their mission, but does not give visitors a clear idea of what the organization stands for. There is also a lack of consistency in the aesthetics and language they use; some of their pages feature different designs and tones (*see appendix 3*), while others alternate without consistency between Spanish and English (*see appendix 4*).

As the website remains a bit disorganized and inconsistent, it runs the risk of not reaching its intended audience and excluding potential visitors.

The lack of a MVV can potentially drive away future donors or community partners, as CulturX doesn't make its intentions clear. The language barrier could confuse or frustrate those visiting and looking for more information. The inconsistency in tone could be interpreted as unprofessional as well and take away from the organization's credibility.

We have listed below a few easily implementable suggestions as to how the organization can take advantage of their areas of improvement:

### *Recommendations*

01

#### **Create a clear MVV page**

It is essential that CulturX establish guiding principles in order to have a clear identity and focus. They can draw from their existing pillars to create a clear MVV to guide their philanthropic efforts, strategic planning, and programming, going forward.

A well-articulated MVV that resonates with donors, volunteers and community partners will be integral to the organization's success.

02

#### **Create a branding guide**

Creating a branding guide ensures that CulturX creates content and communications that are consistent and cohesive, thus creating a stronger brand identity.

This also streamlines the design process of future material, as it establishes creative decisions and guidelines for all staff and volunteers to abide by when creating content.

The appropriate elements to include in the kit could be a colour palette, logo guidelines, typography, and tone and voice guidelines.

03

### Turn the website fully bilingual

A fully bilingual (Spanish and English) website would allow CulturX to reach a wider audience and reflect the linguistic diversity of the organization's stakeholders.

This would help provide a more inclusive environment, ensuring all community members can access the information and resources being offered by CulturX.

This would also lend a more professional look to potential donors and community partners, as it demonstrates CulturX's commitment to serving both linguistic communities.

## Instagram Analysis

CulturX's Instagram page has many strengths, including a good use of

graphics, a mission post pinned at the top of the page, a mix of English and Spanish posts, and 2,190 followers. It's clear they want to capture attention by using interesting colours and larger fonts. The mission post introduces viewers to the concept of their organization from the beginning of the page. They also use this page as an outlet to communicate their events as they are announced.

Their weaknesses include inconsistency in language usage, using the page only to promote events, and not having a consistent theme to their posts and overall page. While some posts are entirely in Spanish, others are entirely in English; only a select few use both (see *appendix 4*). Posts are also made about a month apart from each other, usually whenever there is an event coming up (see *appendix 5*). While the page is overall colourful, there is no consistent theme to each individual post.

Their Instagram page is currently facing two threats: low engagement and inconsistency in their posts. Out of 2,190 followers, they only receive a few likes and comments on their posts; this likely means that their shares are down as well. As they only post when there is an upcoming event, there is nothing keeping their viewers engaged in the interim. Some of their Instagram posts also redirect users to Casa Latina, a physical space that hosts some of CulturX's events, but is actually a separate entity from the organization.

As there are areas in which CulturX can improve their Instagram presence, we have listed a few recommendations as to how they can implement change:

### *Recommendations*

01

**Create opportunity for engagement**

A video explaining that CulturX is pronounced “kool-too-ra” could be helpful in boosting engagement by getting viewers to react to the video.

Putting a face to the organization to highlight the history and culture involved in it could also give viewers someone to look forward to seeing on their screens, thus boosting engagement.

02

## Cross-check branding between platforms

As CulturX occupies various different social media platforms, it is important for them to maintain a consistent voice in each space.

While both the website and Instagram page contain colourful designs and fonts, there is no clear relation between both platforms. A simple solution to this would be to follow a standard guide to ensure that formatting remains consistent, regardless of where a visitor is receiving their information.

## Facebook

### *Analysis*

The organization’s Facebook page has one main strength in that it is quite

active for a Facebook page. Currently, the Facebook page has 923 likes and 1.3k followers. Most of the posts are graphics about upcoming events or are reposts from other pages, advertising events that are being hosted in collaboration with CulturX. Therefore, one main strength of CulturX's Facebook page is that it receives a lot of cross-promotion (*appendix 7*).

However, the current set-up on this platform also serves as its greatest weakness in that it is not able to reach a larger audience. As its posts focus so heavily on events, it does not offer actual insight as to what the organization stands for and limits the kind of engagement visitors can have on that site (see *appendix 8*). Additionally, the page is set up in a manner that is similar to Casa Latina's Facebook page. This makes it difficult to distinguish the two organizations as separate entities.

Their current weaknesses risk excluding groups that could be actively interested in involving themselves in CulturX's vision. With a lack of resources as to the extensive types of programming and initiatives the organization is involved in, they are limiting themselves to a much smaller audience.

## *Recommendations*

01

### **Include English translations of posts**

This way translations aren't being automated, which could potentially lead to inaccurate translations.

Additionally, this will reduce the risk of excluding English speakers who may be interested in learning more about CulturX or Latin culture.

02

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## Post a greater variety of content

This could include posting more photo albums to recap events (similar to what was done for Latin Community Festival) and posting more resources to tap into a larger audience.

Additionally if there were more posts explaining CulturX's values and mission, this would help to further distinguish the page from Casa Latina's.

# Conclusion

CulturX is doing a good job with their communications efforts, especially considering almost everything is done by only one co-founder.

Ayala has communicated that things have been busy for him as he is undertaking all aspects of internal and external communications, including all social media efforts and the redesign of the website. Thus, it is understandable that the external communication initiatives of the organization leave room for improvement.

A reasonable place to start that would bring the most value to the organization and their strategic planning efforts would be to revisit their vague mission statement and write a corresponding vision and values for the organization. This would help to establish a theme that remains consistent across all platforms of communication and is the foundation for clear messaging and strong branding of the organization.

Simple and attainable suggestions, as we have outlined in this review, provide CulturX with valuable opportunities to strengthen their position as a reliable and professional non-profit organization. This in turn, allows CulturX to carryout more initiatives that serve London's Latin community and are aligned with the organizations core purpose.



# Appendices

## APPENDIX 1: CALL TO ACTION BUTTONS ON THE CULTURX WEBSITE

ACCIDENTE DE BUS ESCOLAR  
DEJA 5 NIÑOS HERIDOS EN  
WOODSTOCK

[READ MORE →](#)

Mar 5, 2024



## APPENDIX 2: TITLE PAGE AND MESSAGE OF CULTURX WEBSITE

# AQUI CELEBRAMOS

LATINOS HAVE BEEN IN LONDON FOR OVER 40 YEARS, ITS TIME TO CELEBRATE OUR COMMUNITY

## APPENDIX 3: EXAMPLES OF CONTENT THAT COULD BE REWRITTEN FOR CLARITY, TONE & DESIGN

### Who we are

Culturx (pronounced Cultura) was born with the purpose of **celebrating Latin culture and sharing it** with everyone else. Because being Latina / Latino/ Latinx in Canada means something different to everyone, for those who just moved to this country and for those who have been here longer or were born here. With that idea and based on our own experiences, we wanted to create a platform for **our community** to get together, have a space to **support** each other, **share** ideas and **celebrate**.

Also, we wanted to create a space where non-Latinos can **learn** about our culture; inviting them to participate in the multiple events that take place in the city, find information and ultimately celebrate together.

**Wanna join the team?  
Submit your application here!**



## APPENDIX 4: LANGUAGE INCONSISTENCY EXAMPLES

### EL MAPA DEL SABOR:

El Mapa del Sabor fue creado para **apoyar a los negocios Latinos locales** y cerrar las brechas culturales en nuestra comunidad. Cada uno tiene algo único que ofrecer y representa la diversidad gastronómica que hay en Latinoamérica. Esperamos que disfrutes de los sabores que nuestra comunidad tiene que ofrecer.

### FLAVOUR'S MAP:

The flavour map was created to **support local Latin-owned** businesses and to bridge cultural gaps in the community. Each one has special offerings and represent the diversity of food that there is in Latin America. We hope you enjoy the flavours our community has to offer.

Estratégicamente ubicada en el corazón del centro de la ciudad, en la animada intersección de Dundas y Richmond, Casa Latina ofrece **1880 pies cuadrados** de espacio cultural de concepto abierto. Ubicada en la planta principal en **150 Dundas St.**, cuenta con una ubicación frente al vibrante Dundas Place, a pocos pasos de Market Lane y Covent Garden Market.



Las opciones de estacionamiento incluyen estacionamiento en la calle y accesibilidad a través de todas las principales rutas de autobús, lo que facilita la llegada tanto para usted como para sus invitados. Casa Latina está lista para ayudarlo a organizar sus celebraciones, con la flexibilidad y las comodidades que necesita para cualquier evento.

### OUR STORE:

The products in our store are the product of partnerships, research and an intensive effort to **celebrate** our culture, bring a little bit of our Pueblos to Canada and **support** small family-owned businesses across Latin America and Canada. With your purchase, you are helping families who make less than \$1 a day, who will use that money to pay their kids' education, basic living needs and so much more.

Learn more about them in each Collection's Page.

## APPENDIX 5: ENGLISH & SPANISH CAPTIONS



## APPENDIX 6: EVENT PROMO



## APPENDIX 7: EXAMPLE OF CROSS PROMOTION

The image is a composite of two promotional materials. On the left is a vertical poster for 'Fragments: An Art Compilation' featuring a colorful abstract background and text about the exhibition opening on October 18, 2024. On the right is a horizontal calendar for 'Soothing Art' showing various artists and their exhibition dates from October 18 to February 28, 2025. A photo of Lois Kelly holding a dog is at the top of the calendar.

**Fragments: An Art Compilation**  
Opening 18 October, 2024

A capturing art exhibit exploring the idea that we are all fragments of a larger story. Original paintings, stunning photography, works from some of London's most talented artists. Best artists will be showcased every two weeks.

**ARTISTS CALENDAR 2024-2025**

October 18 to November 23: Lois Kelly  
November 10 to November 30: Kris Popolek  
November 30 to December 14: Luiza Popolek  
December 14 to December 28: Jair Garay  
January 11 to January 25: Amsa Yaro  
January 25 to February 8: Barbara Hamilton  
February 8 to February 28: Tammy B. Ford

**Soothing Art**  
150 Dundas St. London, On.

## APPENDIX 8: RECENT PHOTOS PROMOTING EVENTS

**Photos** [See all photos](#)

The image is a grid of nine promotional photos for different events:

- DIA DE LAS Velitas LONDON, ON**: Features candles and the text "7 DE DÍA @ 6PM - MARKET LANE PARK 150 DUNDAS ST. LONDON, ON MUSICA - COMIDA - COMUNIDAD".
- Fragments: An Art Compilation**: Features a colorful abstract background and the text "Opening 18 October, 2024".
- PUPUSAS FESTIVAL LONDON, ON**: Features a large sun and the text "DUNDAS PLACE - MARKET LANE OCTOBER 12TH 12PM - 11PM FOOD VENDORS - BEER - LIVE MUSIC - CONTEST AND MORE".
- DAV BRAZIL**: Features a photo of a man and the text "7PM FOOD VENDORS - BEER - LIVE MUSIC - CONTEST AND MORE".
- ORLANDO VALENCIA'S LATIN ELEMENT DANCE BAND**: Features a photo of two men and the text "7PM FOOD VENDORS - BEER - LIVE MUSIC - CONTEST AND MORE".
- GENERACIONES GRUPO DE PROYECCION Y DANZA FOLKLORICA**: Features a photo of a group of people in traditional dress and the text "5:30PM FOOD VENDORS - BEER - LIVE MUSIC - CONTEST AND MORE".
- DJ GALEANO**: Features a photo of a man and the text "7PM FOOD VENDORS - BEER - LIVE MUSIC - CONTEST AND MORE".
- PIRATAS FOR KIDS**: Features a photo of a man and the text "2PM FOOD VENDORS - BEER - LIVE MUSIC - CONTEST AND MORE".
- PUPUSAS FESTIVAL LONDON, ON**: Features a large sun and the text "DUNDAS PLACE - MARKET LANE OCTOBER 12TH 1PM - 11PM FOOD VENDORS - BEER - LIVE MUSIC - CONTEST AND MORE".