

SWOT Analysis

Turn weakness/threats into opportunities :D

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• Consistent color palette over website and social media • Clear vision and mission • Good reputation and trusted within communities • Have lots of research and journals • Partners with a lot of other organizations • Has a lot of programs to help/connect with audiences • Hosts many events and effectively advertises them • Provides many opportunities to donate on website	• Have to cover lots of ground/information • Focus mostly on preventing type 2 diabetes rather than type 1 • Focuses a lot on lifestyle changes rather than new technologies • No drop down menus, information can be hard to find • Some Insta posts are poorly formatted and do not fit grid	• Create more info about type 1 diabetes • Insulin politics/pricing • Make site navigation easier • Give the Instagram grid a theme and post appropriately to the platform • Lean in to the slogan "Connected for life" and community focus, which makes us unique	• Similar organizations