



The Winch and the Belsize Community Library Social Media Strategy

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Winch



Belsize
community
Library



The Winch and Belsize Community Library Social Media Strategy

Recommendations

1. Advertising Social Media Accounts

Promote social media handles to beneficiaries, and major donors.

- The Winch should actively communicate that they have social media accounts to beneficiaries and major donors. This will give them more of an opportunity to increase followers on all of their social media platforms.

Paid targeted advertisements

- Using the advertising tools on social media platforms will help the Winch reach new audiences online for all of their social media platforms.

Link social media platforms together

- This will make it easier for followers of one platform to easily access the other platforms.

Add handles to any informational content

- Adding handles to informational content like newsletters, flyers, promotional material, group text chains, and email chains will help spread each social media platform.



Recommendations (cont.)

2.1. Improving Engagement Across Platforms for the Winch

Post Timing

- Instagram
 - Posts should occur on Sundays, Tuesdays, and Thursdays to capitalize on audience activity.
 - Posts should be made during commuter hours (8:00 AM, 12:00 PM, and 4:00 PM)
- Facebook
 - Posts should occur on Sundays, Wednesdays, and Fridays to capitalize on audience activity
 - Posts should be made during commuter hours (8:00 AM, 12:00 PM, and 4:00 PM)
- X
 - Posts should occur on Sundays, Mondays, and Thursdays to capitalize audience activity
 - Posts should be made during commuter hours (8:00 AM, 12:00 PM, and 4:00 PM)
- LinkedIn
 - Since LinkedIn does not provide dates of content that has been posted we recommend following the already existing strategy (Monday, Wednesday, Friday)
 - Posts should be made during commuter hours (8:00 AM, 12:00 PM, and 4:00 PM)

Types of Posts by Platform

- Instagram
 - Post more on how their services have impacted their community, the services they have to offer, and promoting events using photographs, videos, and infographics
 - Post about staff members
- Facebook
 - Post about events that have passed and their staff members using photographs, videos, and digital designs
- X
 - Post about how their services impact the community, activities and services that have passed, and how their organization champions DEI using photographs and videos
 - Post more about promoting events using videos and infographics
- LinkedIn
 - Post about staff and activities and services that have passed using photographs and videos

Recommendations (cont.)

2.2. Improving Engagement Across Platforms for the Belsize Community Library

Post Timing

- Instagram
 - Posts should occur on Sundays and Wednesdays to capitalize on audience activity.
 - Posts should be made during commuter hours (8:00 AM, 12:00 PM, and 4:00 PM)
- Facebook
 - Posts should occur on Monday, Thursday, Friday and Saturday to capitalize on audience activity
 - Posts should be made during commuter hours (8:00 AM, 12:00 PM, and 4:00 PM)
- X
 - Posts should occur on Tuesday and Thursday to capitalize audience activity
 - Posts should be made during commuter hours (8:00 AM, 12:00 PM, and 4:00 PM)

Types of Posts by Platform

- Instagram
 - Post about staff members, the impact their services have on the community, and events after they have passed.
 - Use photographs, videos, and images.
- Facebook
 - Post about their staff and the impact they have on their community.
 - Use photographs and videos.
- X
 - Post more promotional content for events.
 - Use videos and infographics.



Recommendations (cont.)

Increased Communication Between Organization and Followers

- Use social media features including story posts
 - Ask questions on stories
 - Follower can then answer the question, which can then be added back to the story
 - Add a space for the followers to ask questions
 - Use polls on Instagram stories
 - allows the organizations to understand the opinions of followers
 - Use post captions to ask the followers to comment on a post
 - Organizations can use this to spark a conversation in the comments of their posts

3. Tackling Constraints

- To combat the Winch and the Belsize Library's resource obstacles, the organization should encourage collaboration from a team of employees on their social media content. This team should be overseen by marketing officers.
- The social media committee can help generate content by brainstorming types of posts and compiling material like photographs, videos, and images that can be posted by the main profiles and the Winch's Youth Team accounts.



Audience Profiles

1. Donors

- Donors are not very active on social media and tend not to follow the organizations they support on their platforms.
- Most likely to use LinkedIn or X.
- Donors who provided insight on the Winch's social media use recommended to post more content that involves videos focused on the activities and programs at the Winch.
- Donors also expressed interest in seeing the employees from the Winch and highlighting their story, roles, and reasons for working with the Winch.



2. Parents

- Many parents heard of the Winch by word of mouth. With 61% of parents surveyed not following the Winch on any platform.
- Majority of parents use Instagram and Facebook with those two platforms being the platforms parents follow the Winch on the most.
- Parents expressed interest in seeing the services provided by the Winch through posts about their work, events, and overall vision.



3. Youth

- The youth overwhelmingly use Instagram, TikTok and Snapchat.
- Youth team participants want to know about the programming and events that have been planned by the Winch youth team staff.
- Youth are more likely to use social media the older they are.



Audience Profiles (cont.)

4. Library Patrons

- Patrons used Instagram the most with Facebook being the second most used.
- A smaller minority used LinkedIn and Facebook.
- Belsize should promote their events by using photographs and videos.
- Post more about the history of the community work the library has performed and more posts on different books available at the library.



Example Posting Calendars

THE WINCH EXAMPLE CONTENT CALENDAR

SEPTEMBER 2024

- INSTAGRAM
- FACEBOOK
- X
- LINKEDIN
- HOLIDAYS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
"Programming" 01 "Event Photo" "DEI"	"Event Photo" 02 "Staff"	"Impact" 03	"Programming" 04 "Service Photo"	"Service" 05	"Staff" 06 "Service Photo" "Event Photo"	07
"Programming" 08 "Event Photo" "DEI"	"Event Photo" 09 "Staff"	"Staff" 10 World Suicide Prevention Day	"Programming" 11 "Service Photo"	"Service" 12	"Staff" 13 "Service Photo" "Event Photo"	14
"Programming" 15 "Event Photo" "DEI"	"Event Photo" 16 "Staff"	"Quotes" 17	"Programming" 18 "Service Photo"	"Service" 19	"Staff" 20 "Service Photo" "Event Photo"	21
"Programming" 22 "Event Photo" "DEI"	"Event Photo" 23 "Staff"	"Impact" 24	"Programming" 25 "Service Photo"	"Service" 26 EU Day of Languages	"Staff" 27 "Service Photo" "Event Photo"	28
"Programming" 29 "Event Photo" "DEI"	"Event Photo" 30 "Staff"	"Staff" 01	"Programming" 02 "Service Photo"	"Service" 03	"Staff" 04 "Service Photo" "Event Photo"	05

Int. Literacy Day

Autumn Equinox

World Heart Day

Int. Day of Peace

BELSIZE COMMUNITY LIBRARY SEPTEMBER 2024

EXAMPLE CONTENT CALENDAR

- INSTAGRAM
- FACEBOOK
- HOLIDAYS
- X
- LINKEDIN

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
"Programming" 01 "Staff" "Programming"	"Programming" 02	03	"Impact Photo" 04 "Impact"	"Service" 05 "Programming"	06	"Programming" 07 "Impact Photo"
"Programming" 08 "Staff" "Programming"	"Programming" 09	10	"Impact Photo" 11 "Staff"	"Service" 12 "Programming"	13	"Programming" 14 "Impact Photo"
"Programming" 15 "Staff" "Programming"	"Programming" 16	17	"Impact Photo" 18 "Quotes"	"Service" 19 "Programming"	20	"Programming" 21 "Impact Photo"
"Programming" 22 "Staff" "Programming"	"Programming" 23	24	"Impact Photo" 25 "Impact"	"Service" 26 "Programming" EU Day of Languages	27	"Programming" 28 "Impact Photo"
"Programming" 29 "Staff" "Programming"	"Programming" 30	01	"Impact Photo" 02 "Staff"	"Service" 03 "Programming"	04	"Programming" 05 "Impact Photo"

Int. Literacy Day

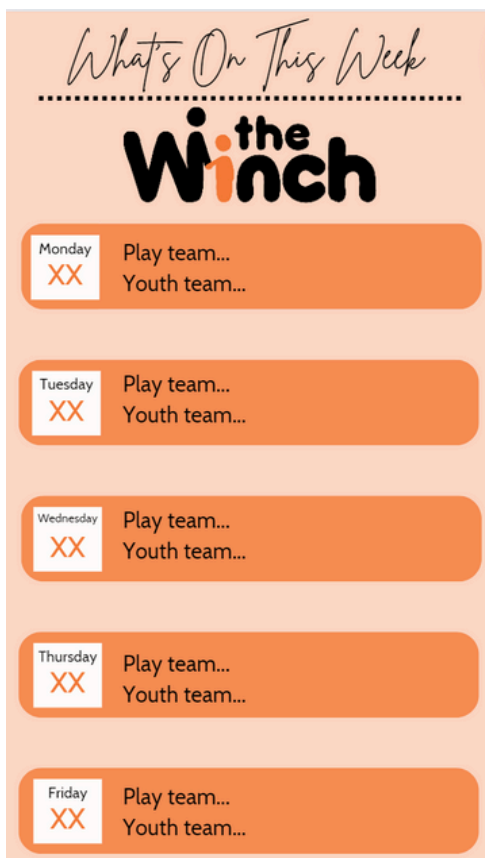
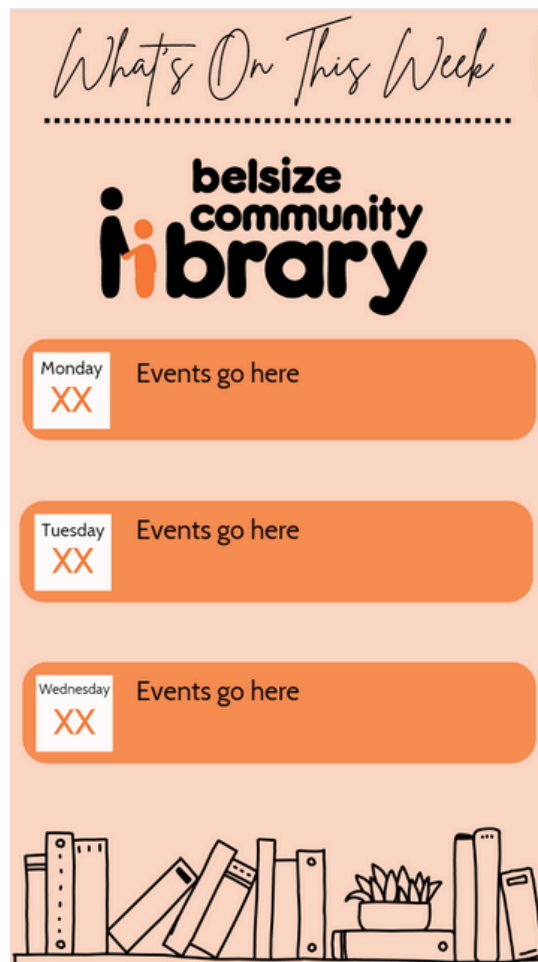
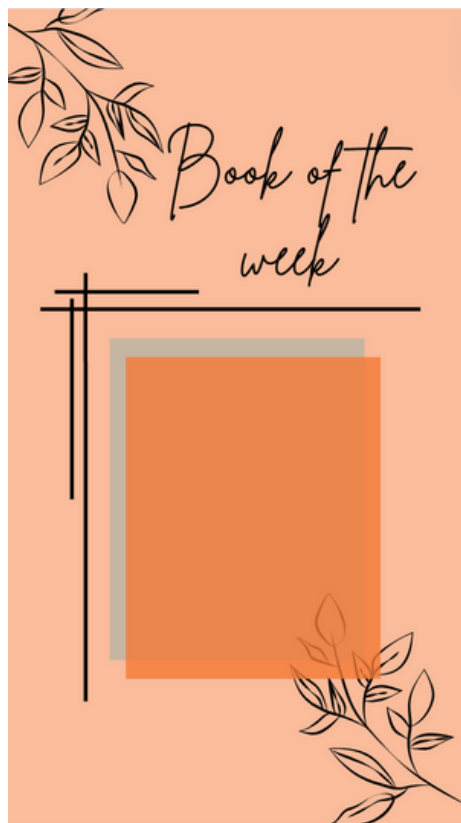
World Suicide Prevention Day

Int. Day of Peace

Autumn Equinox

World Heart Day

Example Content Templates



Example Content Templates cont.



Example Content Templates cont.

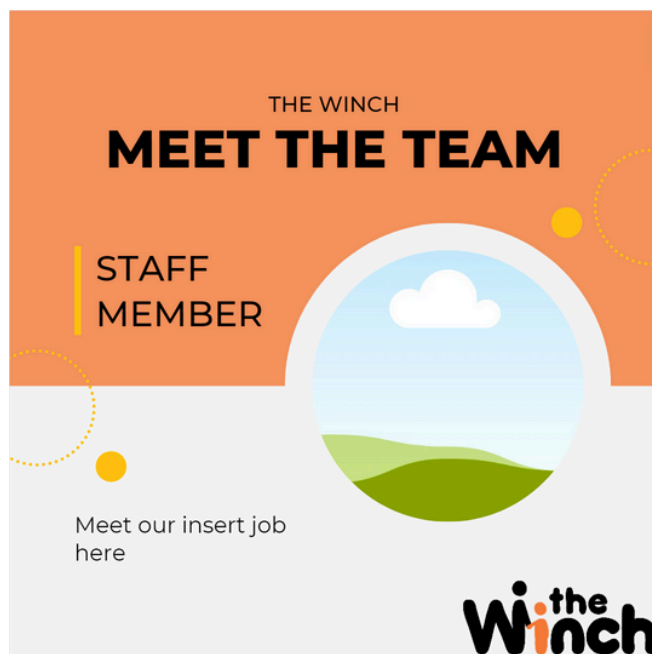


Belize
BOOK CLUB
Monthly Meeting



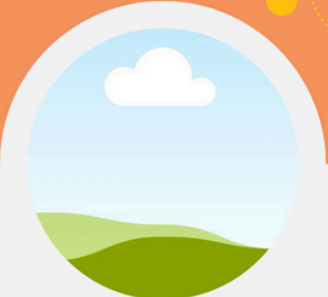
24 May | 4 PM
123 Anywhere St., Any City

Belize Community
library



THE WINCH
MEET THE TEAM

STAFF
MEMBER



Meet our insert job
here

the
Winch



Check out xyz's
story

Just one of the many amazing
families we support

the
Winch

Example Content Templates cont.

