

Enhancing Social Media Strategies at the Winch and the Belsize Community Library

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The Winch



"Cradle to Community"

Services at the Winch & the Belsize Community Library



Parent & Family
Groups



Child Groups



Young Adult
Groups

Challenges

●
Lack of
active
followers



●
Lack of
engagement



●
Staffing



●
Resources



Social Media Use by the Winch and the Belsize Library



839

2,679

642

506



5

1

14

5



409

1,457

1,559

-



2

3

8

-

Project Goal

Evaluate the current social media strategy at the Winch and the Belsize Community Library and develop new strategies to increase engagement of current and future donors and beneficiaries.



Objectives

1

Assess best practices for non-profit social media.

1. Social media coding of other community centers and libraries.
2. Interviews with staff.

2

Evaluate the Winch's and the Belsize Library's current social media presence.

1. Social media coding and analytics.

3

Determine the opinions of staff and followers regarding the current social media and outreach.

1. Surveys.
2. Interviews.

Community Centers and Libraries Social Media Interview Findings

- ✿ Regular consistent posting increases engagement.
- ✿ Collaborative events can help promote social media.
- ✿ Monthly posting schedule to organize posts.
- ✿ Delegating work increases creative and ability to post.



Social Media Coding

- ✿ Manual coding of the last 50 posts of 5 community centers and 4 community libraries.
- ✿ Tracked day of the week posted, total reactions, content type, and posting method.





Codes for Content Types and Posting Methods



- * Examples of Content Types Observed:
"Programming", "Service", "Staff", "DEI", "Impact"
- * Examples of Posting Methods Observed:
Photographs, Videos, Designs, Infographics, Images, and Text

Community Centers and Libraries

Social Media Coding Findings

- ✿ Posting content on the impact on the community and past services does best.
- ✿ Videos and photographs are the best methods to post.
- ✿ Weekends are the best time of the week for content.



The Winch Social Media Coding Findings

Platform	Best Content Types	Best Post Methods
Instagram	Impact, Services, Programming	Photographs, Videos, Digital Designs
Facebook	Services, Staff	Photographs, Videos, Digital Designs
X	Impact, DEI	Photographs, Videos
LinkedIn	Staff, Services	Photographs, Videos

The Belsize Community Library Social Media Coding Findings

Platform	Best Content Types	Best Post Methods
Instagram	Staff, Impact, Services	Photographs, Videos, Images
Facebook	Staff, Impact	Photographs, Videos
X	Programming	Videos, Infographics

The Winch Social Media Analytics Findings

- ✿ Steady growth of followers and engagement since September.
- ✿ Growth correlated to when a marketing officer was assigned.



161 posts

645 followers

435 following

The Winch

Charity Organization

Our mission is to help each child succeed, regardless of their circumstances, by giving them the opportunities and support they need.

linktr.ee/thewinchcamden2023

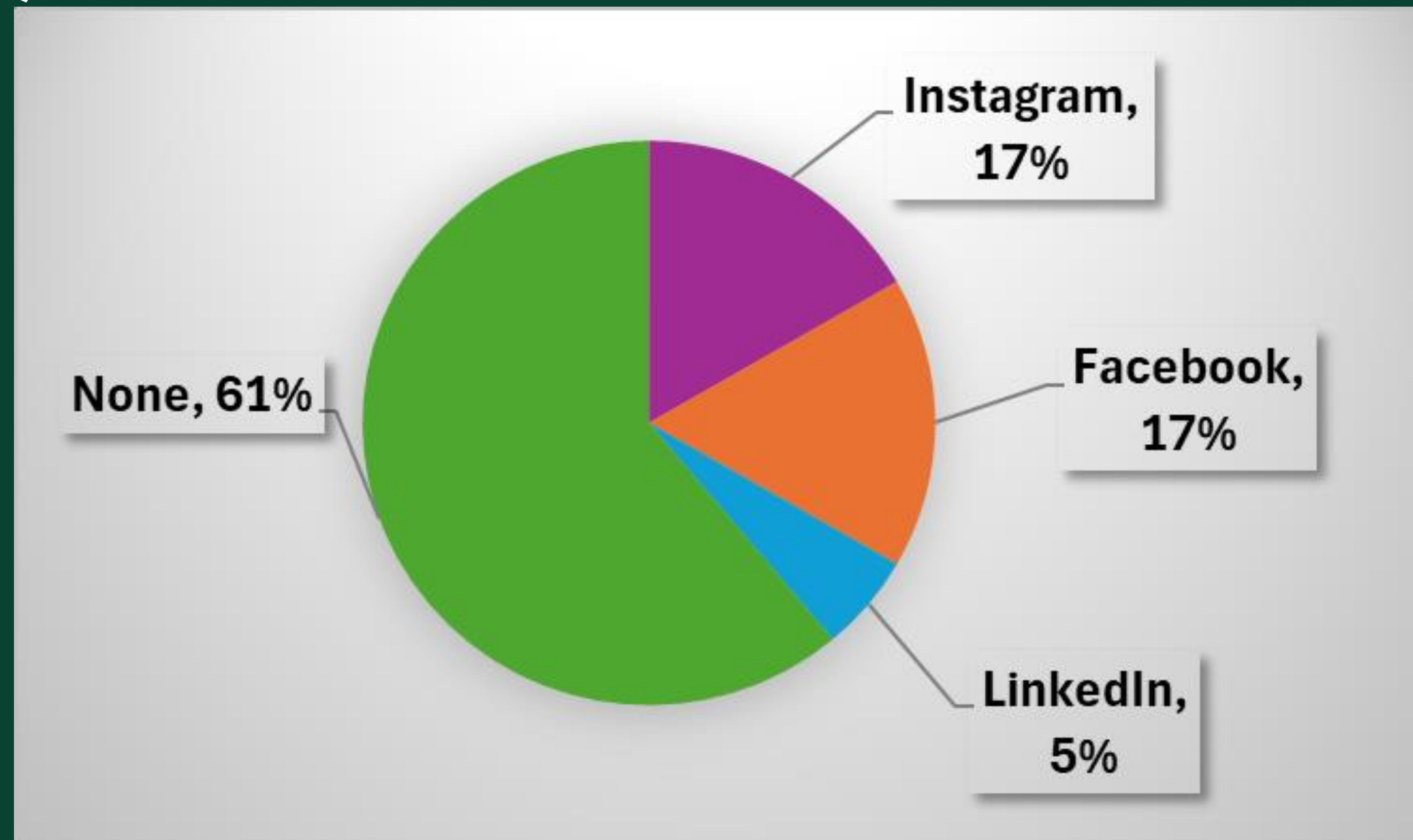
The Winch and Belsize Community Library Staff Interview Findings

- ✿ Most staff do not follow the organizations.
- ✿ Not enough frequency in posting → lack of engagement.
- ✿ Would like to see posts on impact and services.
- ✿ Should use more quick forms of social media.
- ✿ Highlight beneficiaries stories → make them the heroes.



The Winch Parent Survey Findings (n = 16)

- ✿ Many did not know the Winch had social media.
- ✿ Would like to see photos of children, staff, and activities.



Winch's social media platforms that parents follow

The Winch Youth Team Conversation Findings

- ✿ Many do not follow the Winch on social media.
- ✿ Mainly use Instagram, Snapchat, and TikTok.



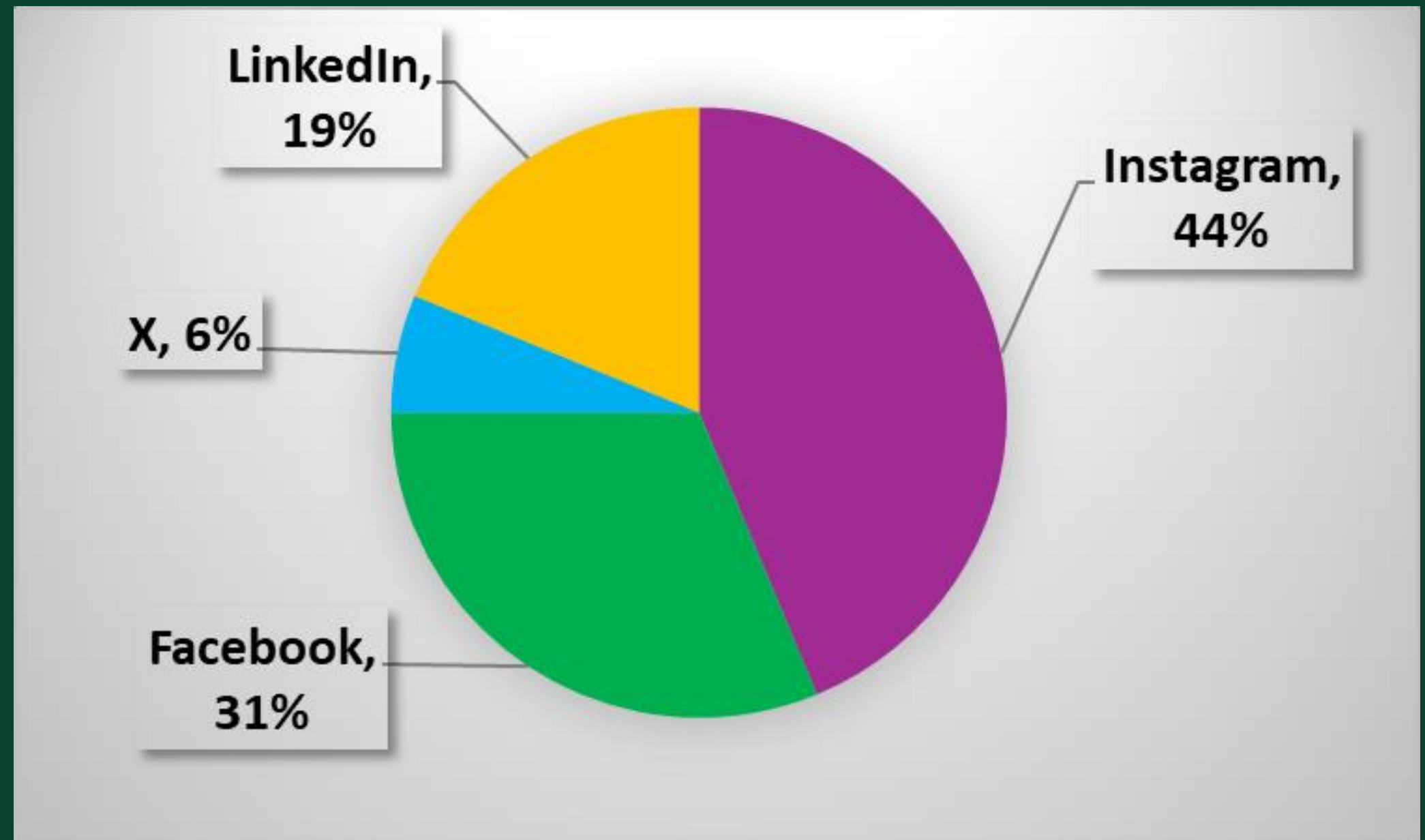
The Winch Major Donor Survey and Interview Findings

- ✿ 2 out of 4 do not use social media.
- ✿ Mainly use Instagram and LinkedIn.
- ✿ Post more in-depth videos and photos on staff and activities.
- ✿ Social media does not play a part in their decision to donate.



Belsize Community Library User Survey (n = 44)

- ✿ 40% found the library through word of mouth.
- ✿ Post more videos and photos about events and hours.
- ✿ 30% always use Instagram stories.



Social media platforms library patrons use

Improving Follower Counts Across Platforms

- * Put social media handles on all information text sent to beneficiaries, donors, and library patrons.
- * Paid targeted ads on platforms.



Improving Engagement Across Platforms

Audience Profiles - Donors

- ✿ Post videos that promote activities.
- ✿ Highlighting the staff members.



Audience Profiles - Parents

- ✿ See posts about the different services.
- ✿ Highlight the different events.



Improving Engagement Across Platforms

Audience Profiles - Youth

- ✿ Posts about programming and events.
- ✿ Post on Instagram.



Audience Profiles - Library Patrons

- ✿ Promote events using videos and photos.
- ✿ Posts about history of the community work and book highlights and availability.



Improving Engagement Across Platforms

Post Timing

Platform	Day of the Week	Time of Day
Instagram	Sundays	-
	Wednesdays	Commuting Hours
Facebook	Weekends	-
	Wednesdays	Commuting Hours
X	Weekends	-
	Thursdays	Commuting Hours

Improving Engagement Across Platforms

Types of Posts by Platform

- ✿ The Winch and the Belsize Community Library should be using the best content types and posting methods found during our social media coding.

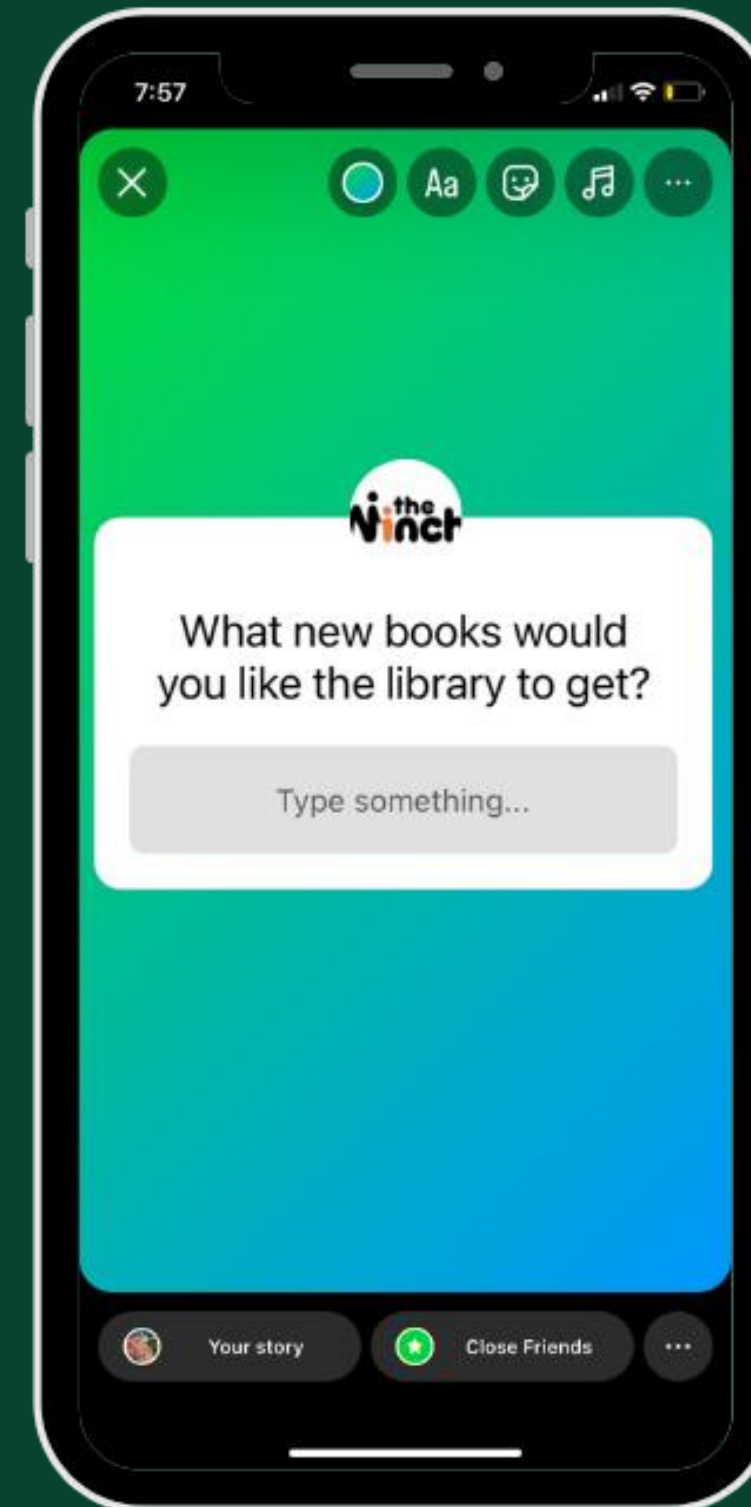
“Programming”, “Service”, “Impact”, “DEI”, “Staff”

Photographs, Videos, Digital Designs

Improving Engagement Across Platforms

Increased Communication

- ✿ Story posts with embedded questions.
- ✿ Use of polls on Instagram stories.
- ✿ Caption posts to promote comments from followers.



Staffing Capacity

- ✿ Encourage collaboration amongst employees.
- ✿ Increase creativity and posting frequency.



Example Posting Calendars

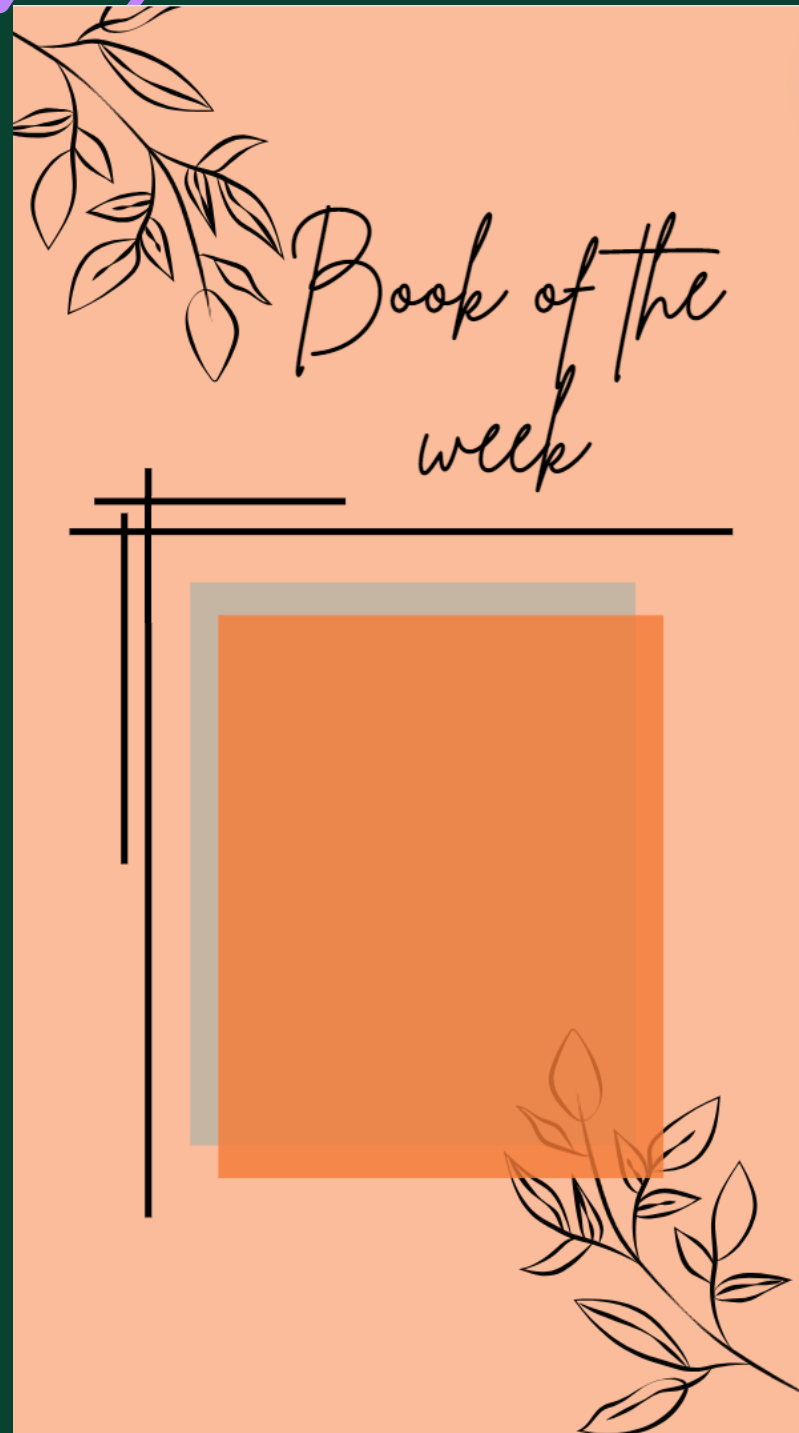
THE WINCH EXAMPLE CONTENT CALENDAR

SEPTEMBER 2024

- INSTAGRAM
- FACEBOOK
- HOLIDAYS
- X
- LINKEDIN

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” Int. Literacy Day	“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 Int. Day of Peace
“Programming” 22 “Event Photo” “DEI” Autumn Equinox	“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” World Heart Day	“Event Photo” 30 “Staff”	“Staff” 01	“Programming” 02 “Service Photo”	“Service” 03	“Staff” 04 “Service Photo” “Event Photo”	05

Example Content Templates



Recommendation Document

The Winch and the Belsize
Community Library

Social Media Strategy

Date: 4/23/2024

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Thank You!

Questions?