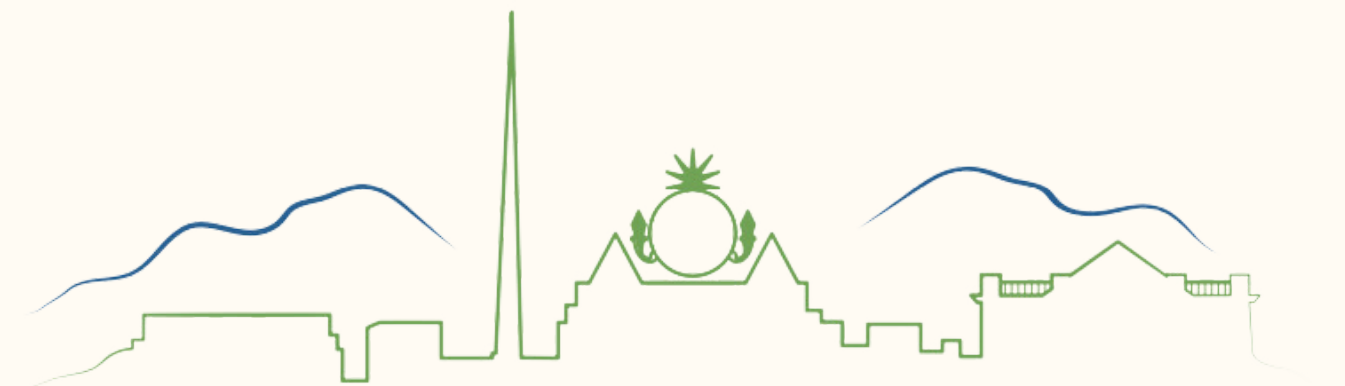




# STEAMTOWN CONSULTING

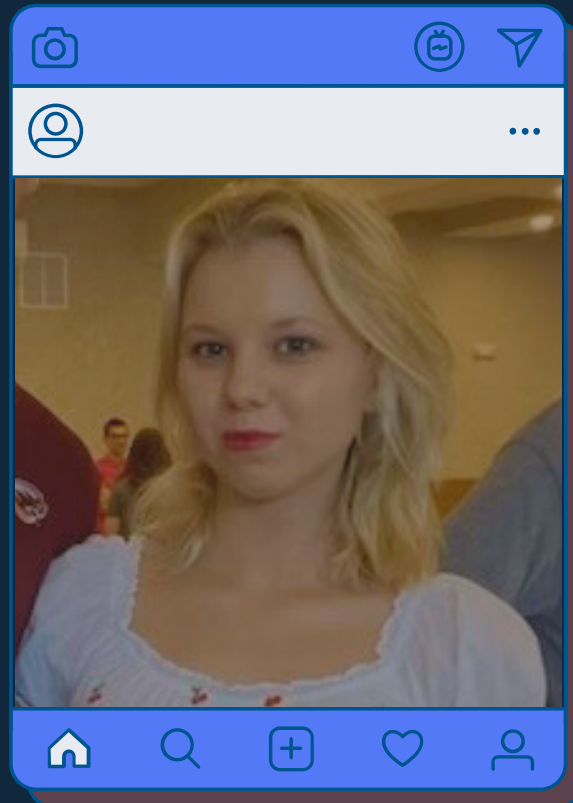


SCRANTON AREA  
COMMUNITY FOUNDATION

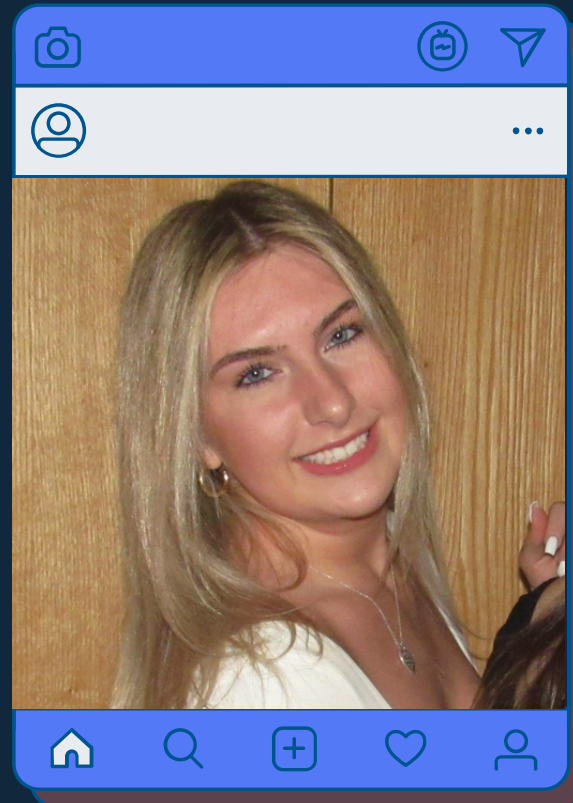
CREATING CHARITABLE CONNECTIONS SINCE 1954



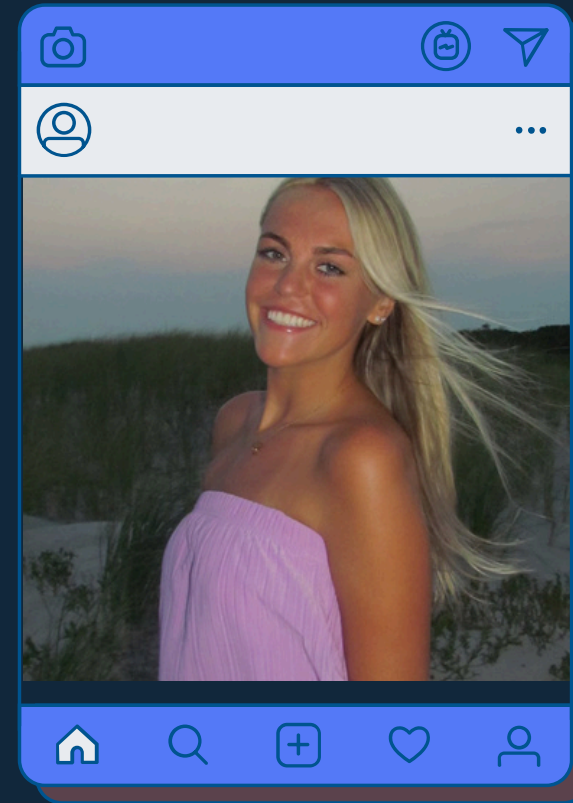
# #MEET THE TEAM



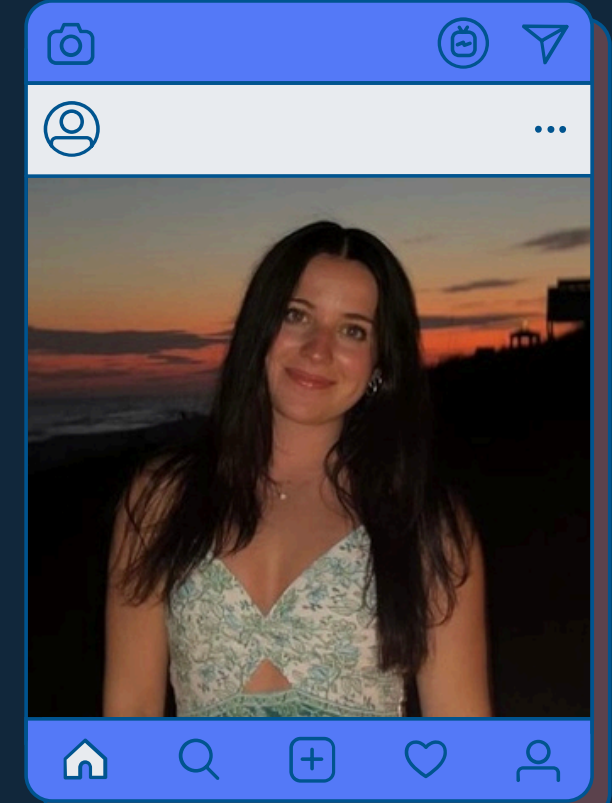
Marilyn Butler



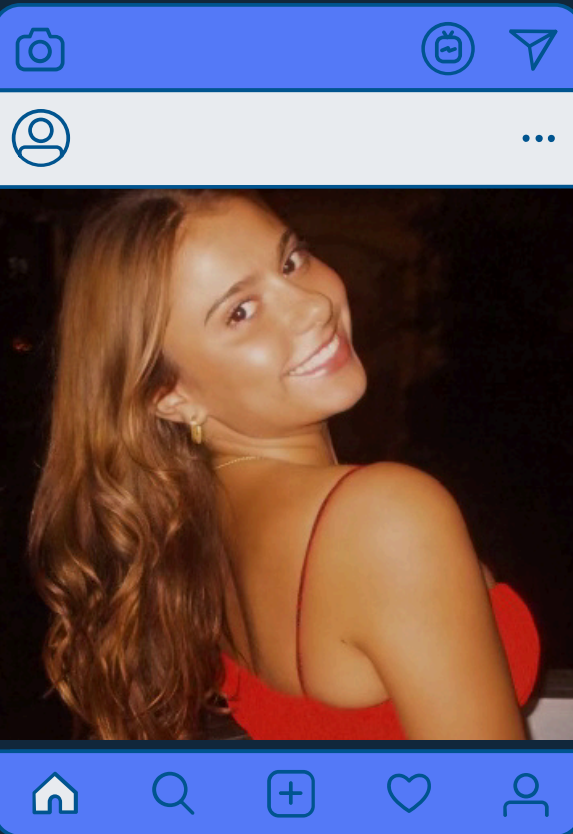
Ava LaBelle



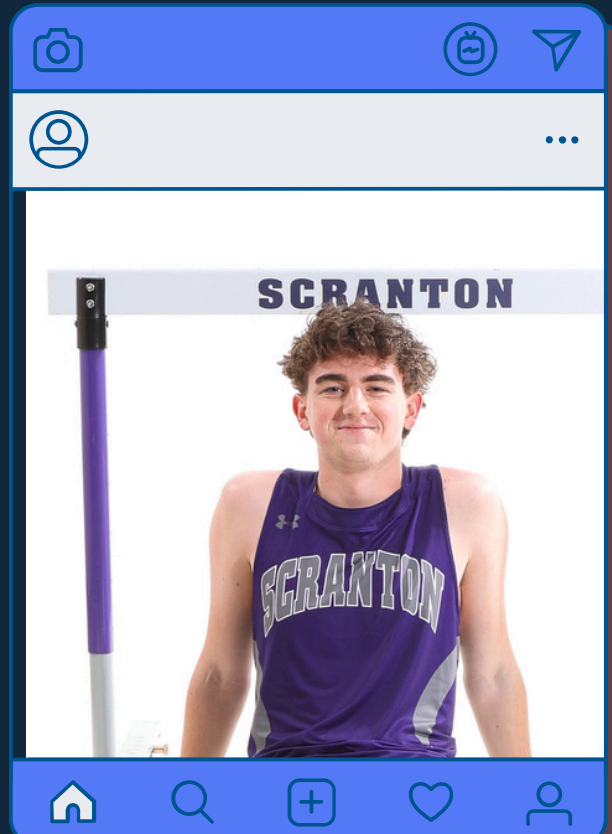
Elise Doherty



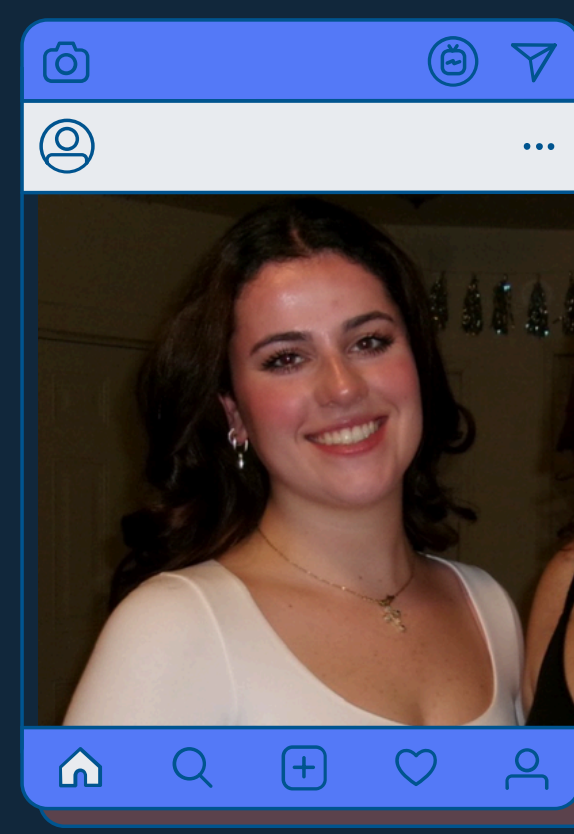
Ava Aversa



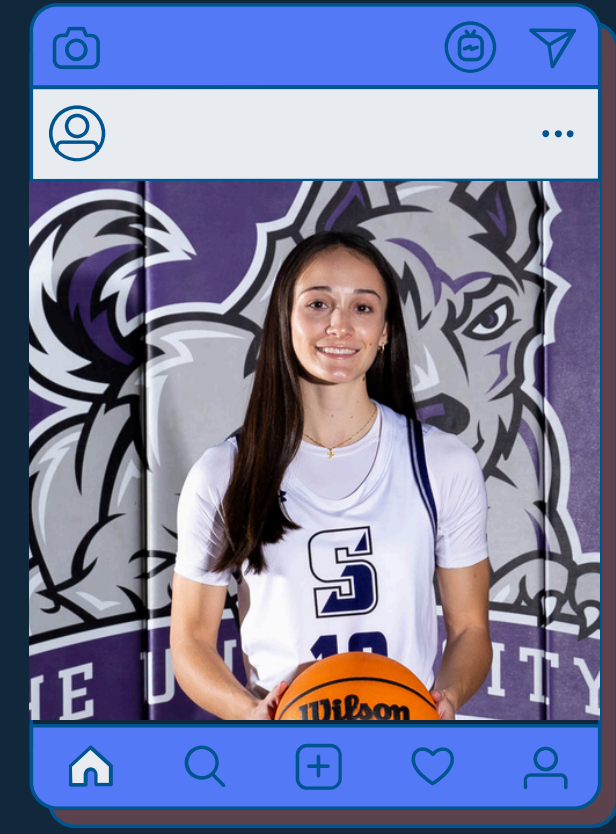
Erin McKearney



Brendan Perez



Caitlin Hannan



Jenna Sloan



# SOCIAL MEDIA STATS



## Facebook

Jan. 1- Oct. 3, 2024 Hootsuite

Overview

Audience

Highest engagement posts







# RECENT STATS



**Facebook**

**Oct. 3–Nov. 20, 2024 Hootsuite:**

- 17 posts
- 4,491 followers
- 3.8k fans
- 4.7 posts/month with above 10% engagement



# RECENT STATS



## Facebook

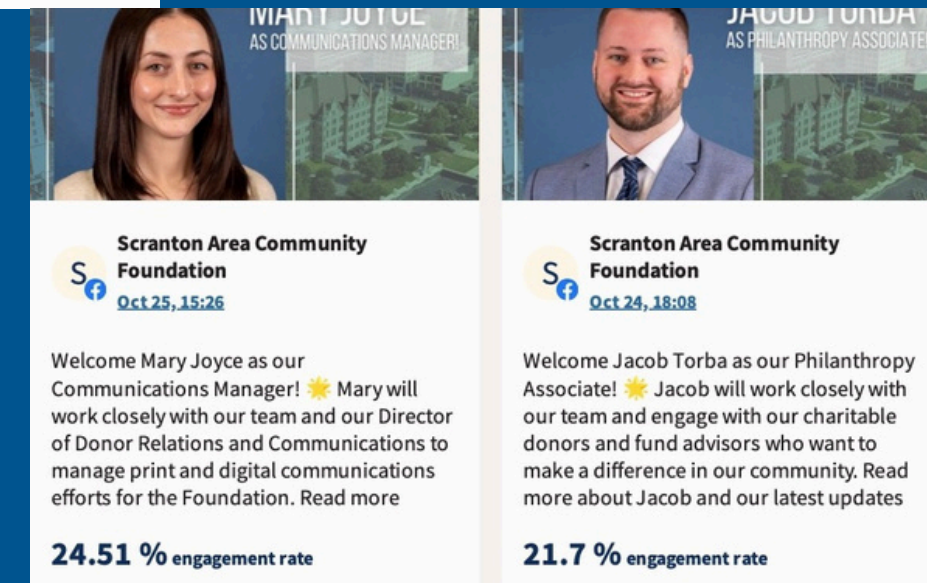
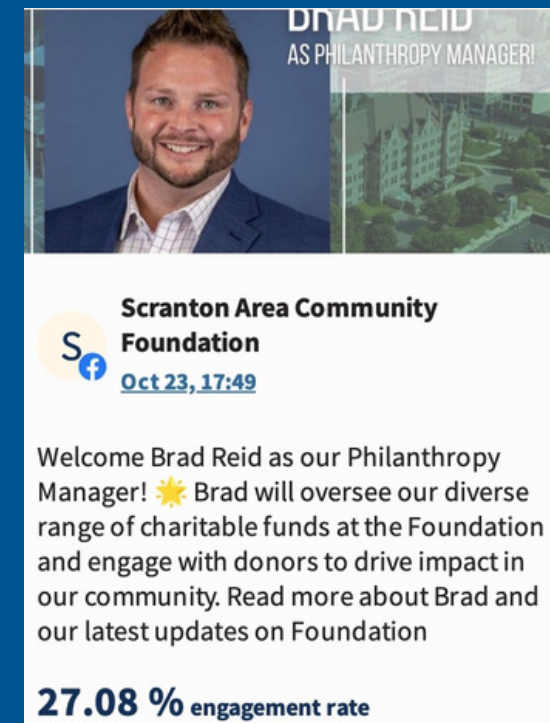
Up Stats:

**Posts:**

17 new posts in  $\approx$  1.5 months  
 $\approx$  11.3 new posts/month

**Up compared to Jan. 1–Oct. 3, 2024:**

62 new posts in  $\approx$  10 months  
 $\approx$  6.2 new posts/month





# RECENT STATS



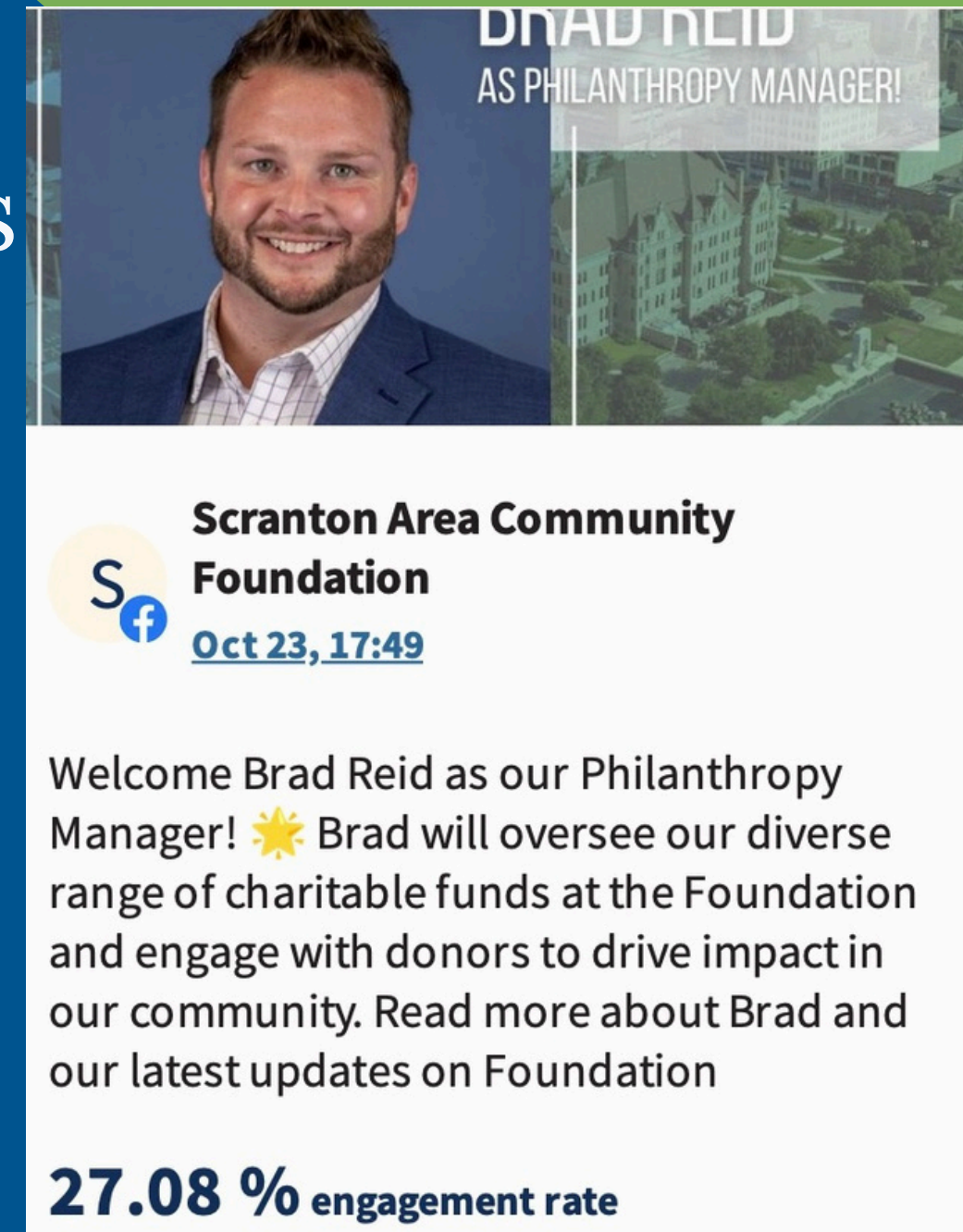
Facebook

## Engagement:

7 posts with above 10% engagement in  $\approx$  1.5 months  
 $\approx$  4.7 posts/month

## Up compared to Jan. 1-Oct. 3, 2024:

10 posts with 10% or higher rate in  $\approx$  10 months  
 $\approx$  1 post/month



# RECENT STATS



Facebook

## Engagement:

Fewer posts– 41.2% get higher than 10% engagement rate.

Up compared to Jan. 1–Oct. 3, 2024:

More posts– only 16.1% get higher than 10% engagement rate.





# CONTENT EXAMPLES:

 **Countryside Conservancy**  
August 28 · 🌐

**\*\*New Preserve Alert\*\*** - introducing the Peck Preserve: a 420-acre property in Lenox Township, Susquehanna County!! This incredible property features a 40-acre lake at the center with massive rock outcroppings & cliffs around the perimeter of the preserve. Purchased with funds from the [Pennsylvania Department of Conservation and Natural Resources](#), the Robert H. Spitz Foundation (administered by the [Scranton Area Community Foundation](#)), the Eureka Foundation and a 50% discount by the sellers. Over the next 6-12 months, the Conservancy will be clearing and building parking and sustainable hiking & biking trails, but the property is not open to the public until those features are in place. Watch here for updates and MANY thanks to our members and donors whose support helps to make acquisitions like this one possible! [Join as a member today](#) to help Countryside do even more of this work in Lackawanna, Susquehanna and Wyoming counties: <https://countrysideconservancy.org/>



 **Greater Scranton YMCA**  
August 26 · 🌐

Our new playground equipment at our Early Learning Center in Olyphant is installed! We cannot thank the [Scranton Area Community Foundation](#) and the Women in Philanthropy Initiative Fund of the Scranton Area Foundation enough for their grant funding to support the purchase of this playground equipment! We are so lucky for incredible community partners like you! ❤️

Ready, set, PLAY! 🎈





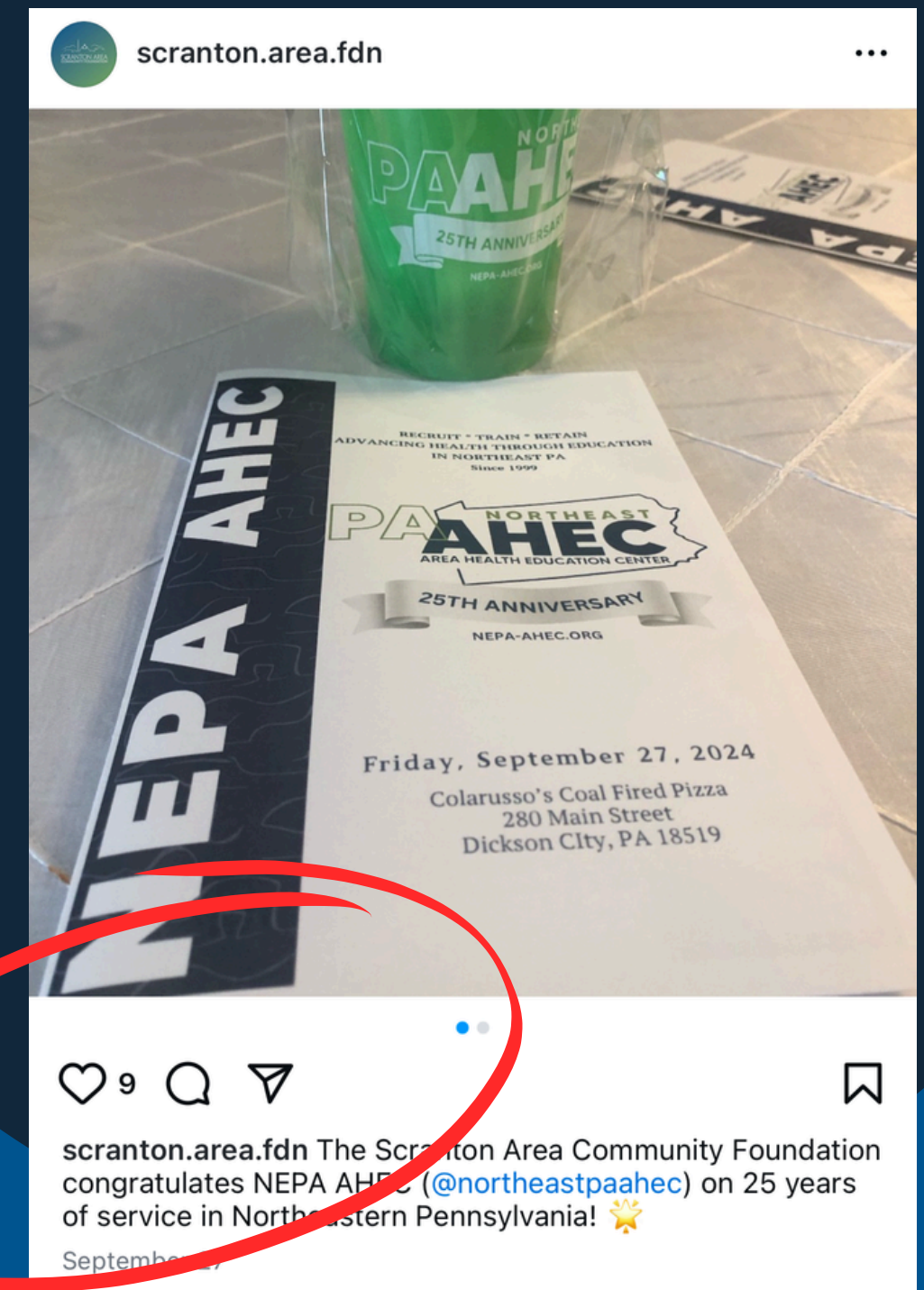
# INSTAGRAM

**Jan. 1-Oct. 3, 2024 Hootsuite Overview:**  
37 posts, 1,715 followers, 534  
engagements and 0 post video views

**Audience:** Non-profits and millennials in  
the Scranton area

## Highest engagement posts:

Photos showcasing events and featuring  
photos of real people: audiences connect  
strongly with personal, relatable content.



# RECENT STATS



**Instagram**

Oct. 3–Nov. 20, 2024 Hootsuite:

- 13 posts
- 1,723 followers
- 2.7 posts/month with above 10% engagement





# RECENT STATS



**Instagram**

## Down Stats:

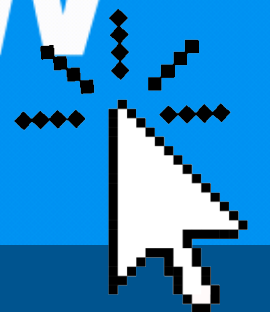
### **Followers:**

8 new followers in  $\approx 1.5$  months  
 $\approx 5.3$  new followers/month

**Down compared to Jan. 1-Oct. 3, 2024:**

84 new followers in  $\approx 10$  months  
 $\approx 8.4$  new followers/month

**Follow**



# RECENT STATS-



## Instagram

Up Stats:

**Posts:**

13 new posts in  $\approx$  1.5 months  
 $\approx$  8.7 new posts/month

**Up compared to Jan. 1-Oct. 3, 2024:**

37 new posts in  $\approx$  10 months  
 $\approx$  3.7 new posts/month





# RECENT STATS-



## Instagram

### Engagement:

4 posts with 10% or higher rate in  $\approx$  1.5 months  
 $\approx$  2.7 posts/month

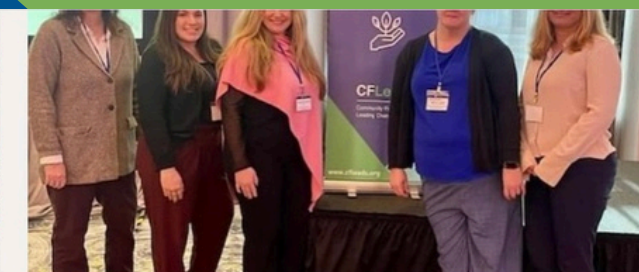
Up compared to Jan. 1-Oct. 3, 2024:  
6 posts with 10% or higher rate in  $\approx$  10 months  
 $\approx$  0.6 posts/month



 **scranton.area.fdn**  
[Nov 15, 20:22](#)

We had an incredible evening of empowerment at Women in Philanthropy's 10th Annual Celebration! ✨ Congratulations to award-winners, Carol Shoener and Marylou Grogan, and thank you to our wonderful Supporters for a

**13.28 %** engagement rate



 **scranton.area.fdn**  
[Nov 14, 16:13](#)

Our team headed to Charlotte, NC, to meet for the first in-person meeting as a part of CFLeads' Economic Mobility Action Network (EMAN) Advanced Cohort. 🌍☀️ We are grateful to collaborate with community foundations nationwide to boost our

**13.19 %** engagement rate



 **scranton.area.fdn**  
[Oct 25, 15:33](#)

Welcome Mary Joyce as our Communications Manager! ☀️ Mary will work closely with our team and our Director of Donor Relations and Communications to manage print and digital communications efforts for the Foundation. Read more

**11.91 %** engagement rate



 **scranton.area.fdn**  
[Nov 11, 17:47](#)

Today, we honor and thank all the veterans in our community for their service and sacrifice. Your courage and dedication inspire us every day. #VeteransDay 🇺🇸

**10.53 %** engagement rate

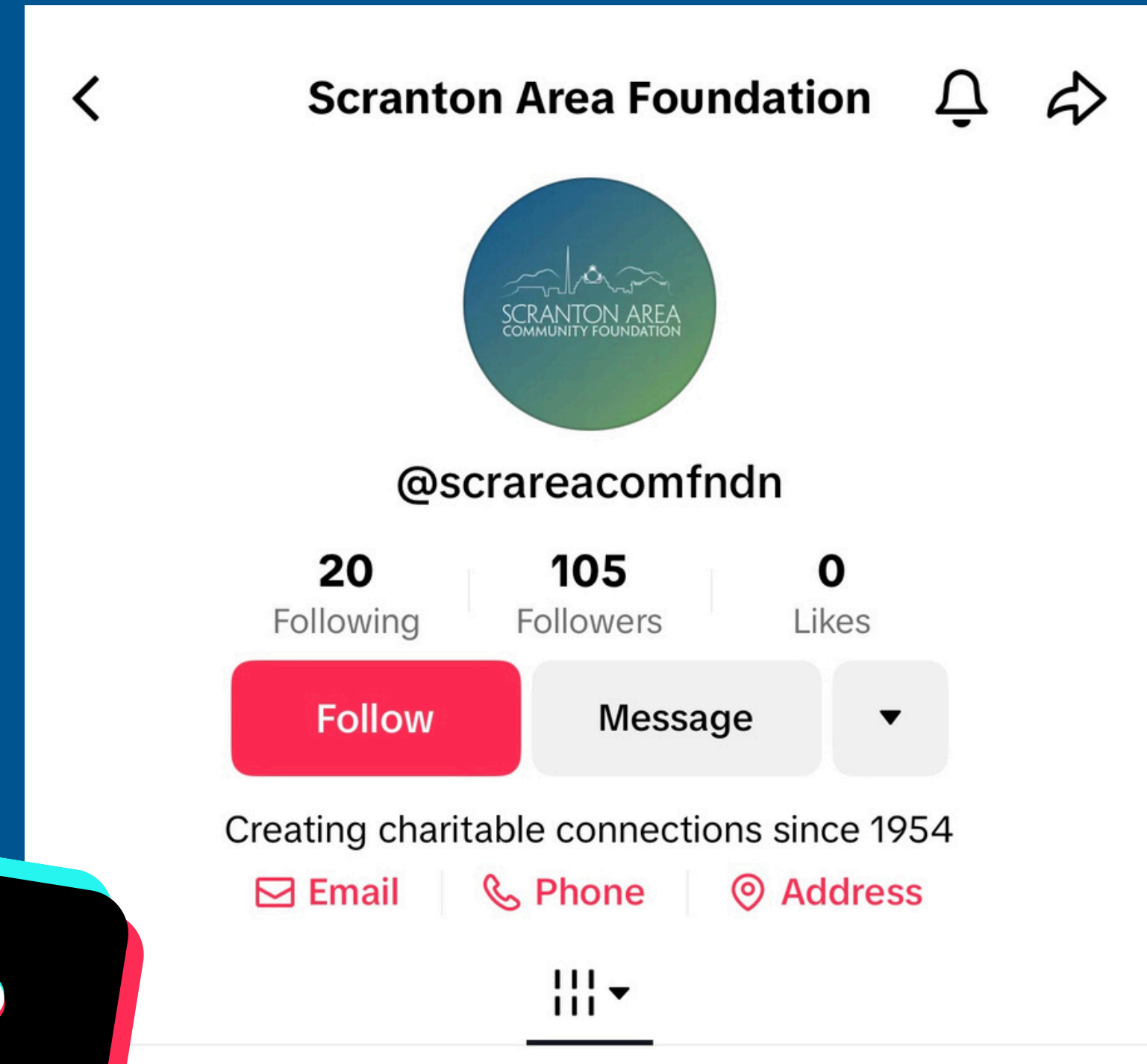


# TIKTOK

0 posts, 105 followers and 0 engagements

**Audience:** Colleges, universities, local businesses and bigger companies

**Desired Audeince:** Local high schools, students and parents.





# **BRAND IDENTITY:**



## **CONNECTIVE**

## **TRUSTWORTHY**



## **PROGRESSIVE**



# SWOT ANALYSIS:



**STRENGTHS**



**WEAKNESSES**



**OPPORTUNITIES**



**THREATS**



**RECENT UPDATES**

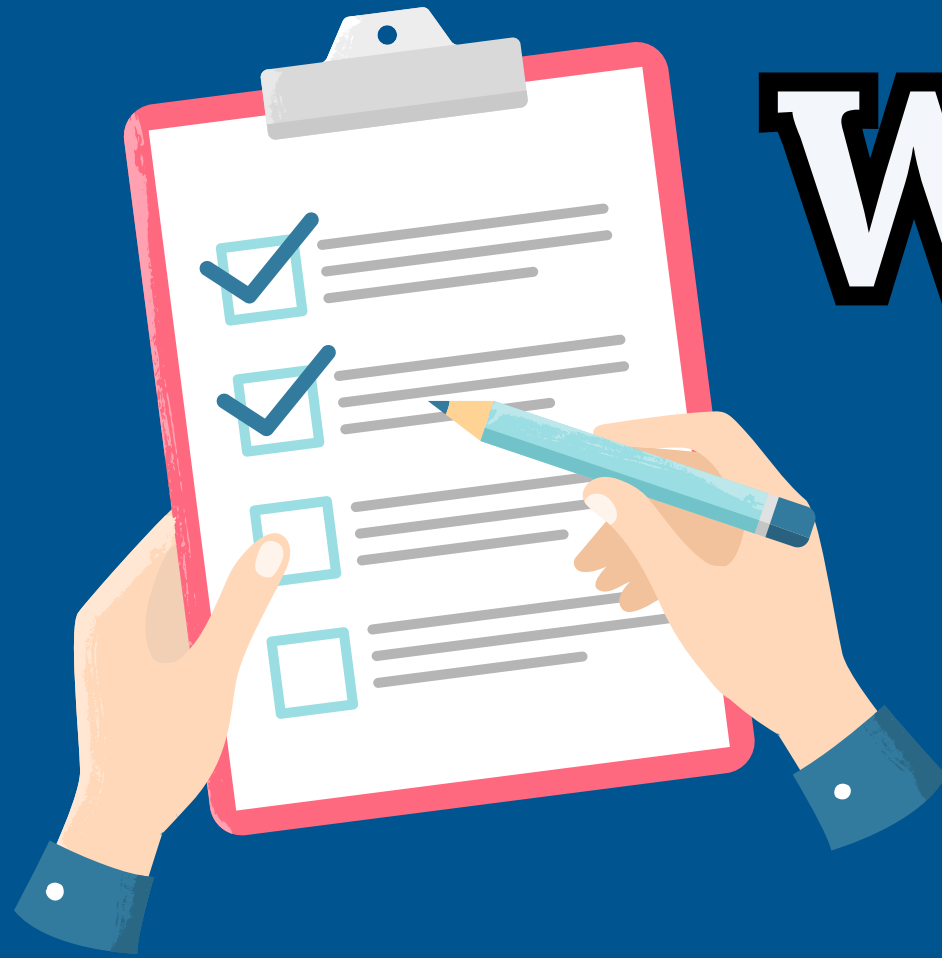


# STRENGTHS



- No direct competitors
- Established community trust
- Storytelling ability





# WEAKNESSES

- Lacking social presence
- Weak brand identity
- Lacking recognition
- Website layout
- Dependency







# OPPORTUNITIES

- Collaborate
- Increase brand awareness
- Tell success stories
- Take advantage of each platform





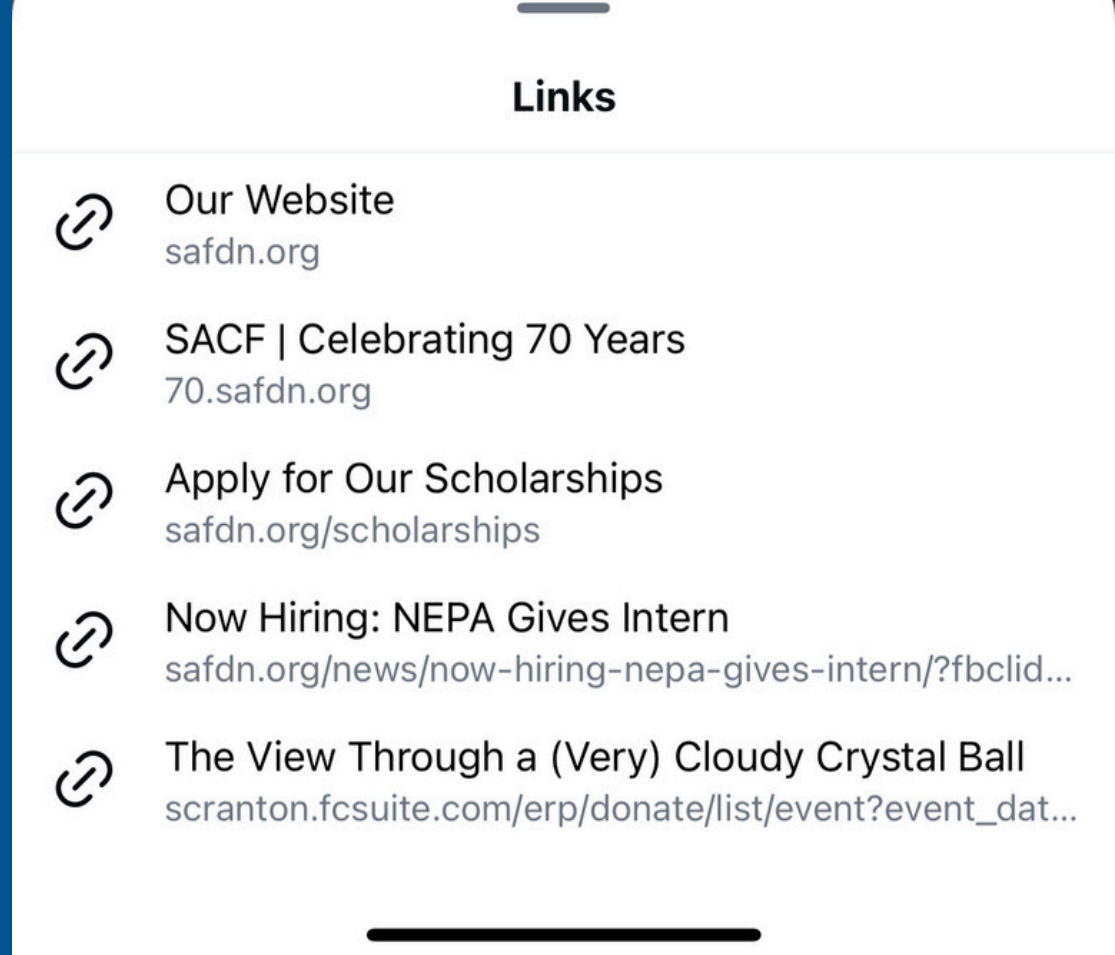
# THREATS

- Competition for donors
- Limited awareness
- Financial constraints





# RECENT UPDATES/SUCCESS



- Created a link tree to connect accounts to put links to events and put into bio description across all platforms
- Introduced new employees and board members through instagram
- Linked Instagram and Facebook to share posts simultaneously



# RECOMMENDATIONS

- Combine all of the SACF Instagram pages into one page
- Utilize Instagram stories and highlights for each section of the SACF with a logo as the cover photo and title.
- Example: Women in Philanthropy, NEPA Moves, NEPA Gives, etc.
- Every Instagram Story or Reel is added to the highlight





# CAPTIONS AND HASHTAGS

## Keep Captions:

- Professional
- Quirky
- Lighthearted
- Positive

- **#ScrantonAreaCommunityFoundation**
- **#NEPA**
- **#Nonprofit**
- **#Scranton**
- **#SACFScholarships**

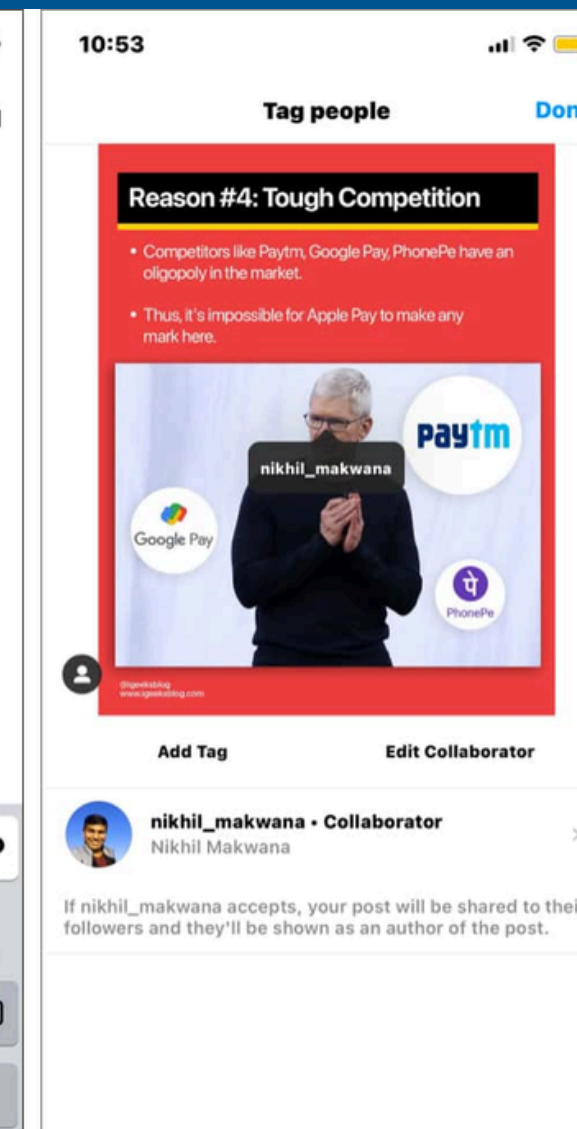
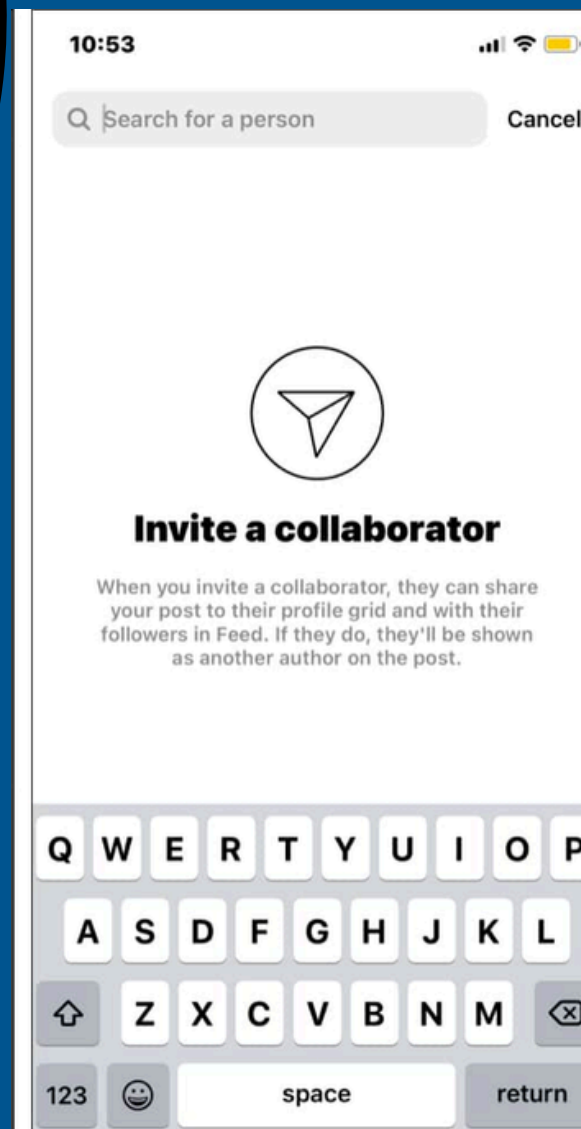
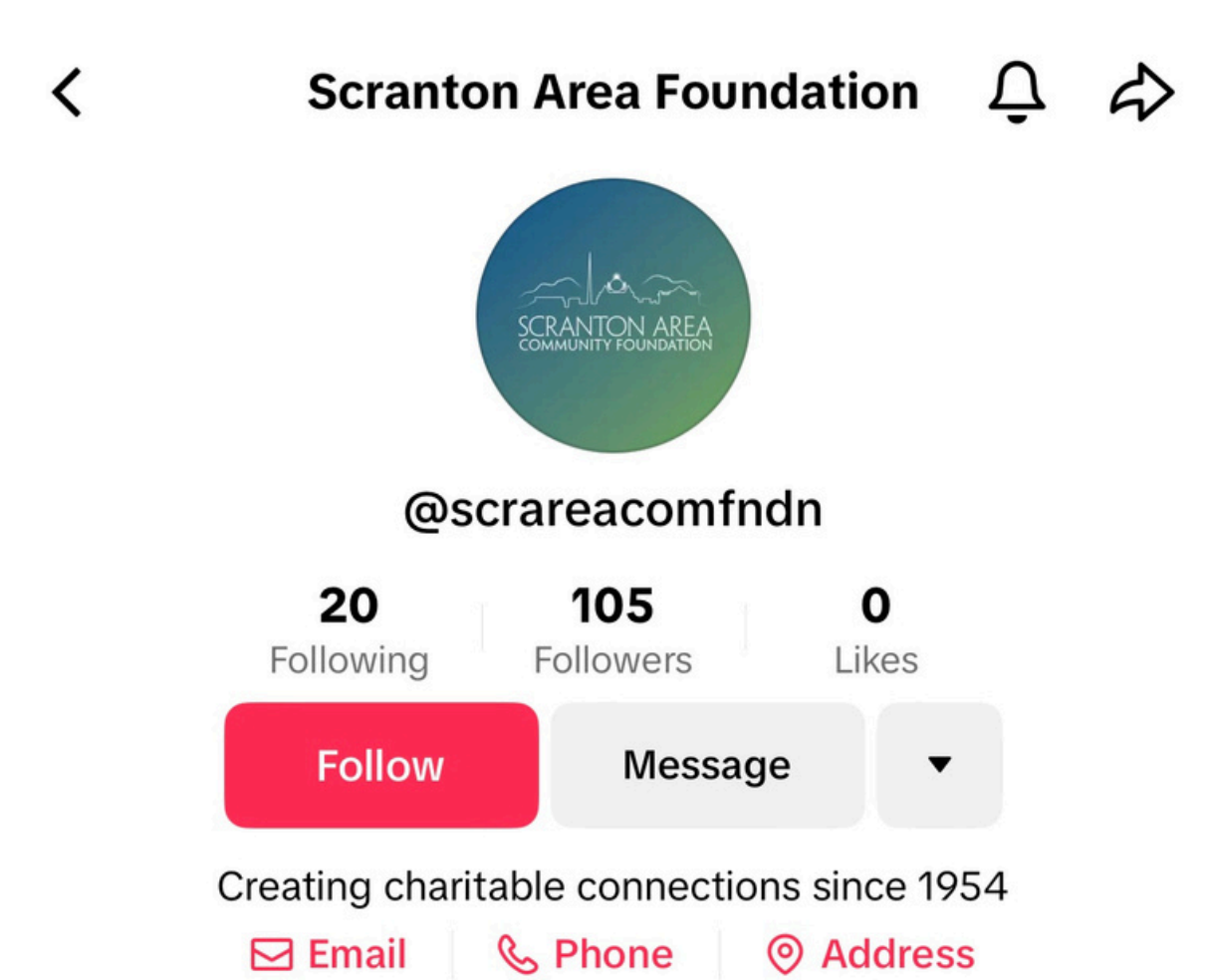
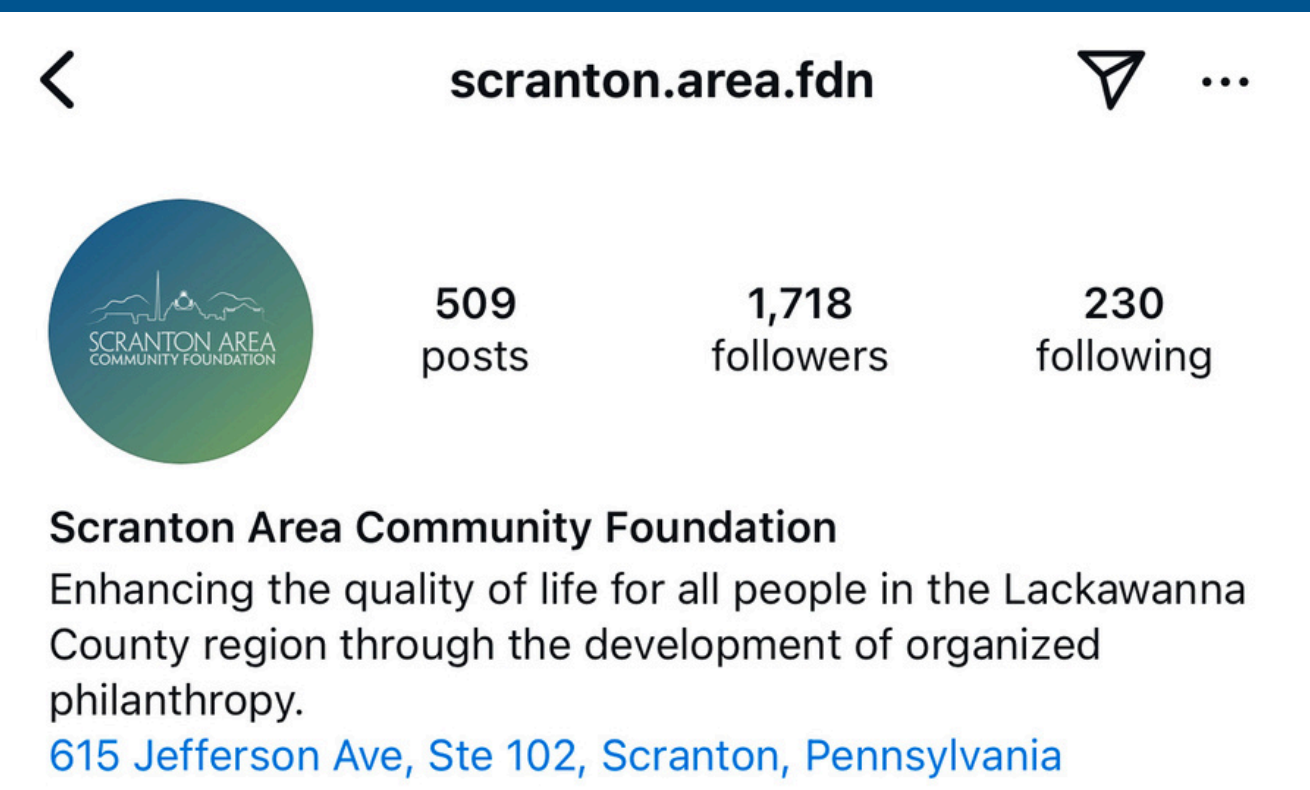


- A more universal Instagram and Tiktok handle for brand identity/recognition

Ex: @SACF

@Scrantonareafoundation

- More tagging and collaboration with other instagram accounts







Junior/Senior High School.

October 29 at 10:55 AM Taylor, PA · 🌐

An exciting day at [Riverside School District](#)'s Mini College Fair with our Grants and Scholarships Team! 🎉

We have nearly 90 scholarships available for graduating seniors, current college students, and more.

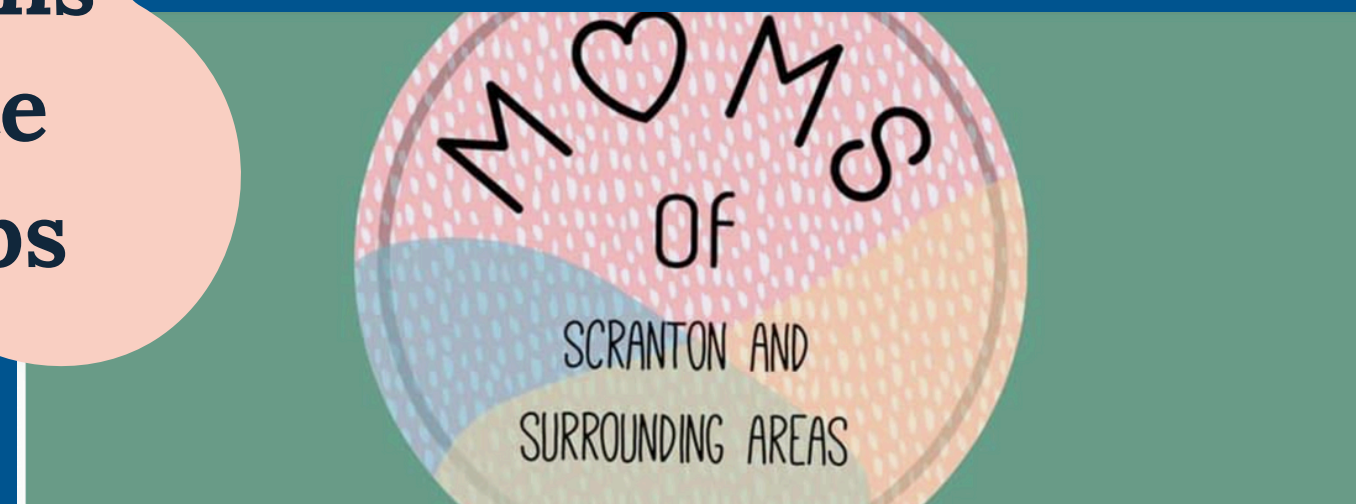
👉 Applications open from January 2, 2025, to March 2, 2025. Don't miss out—visit [safdn.org/scholarships](#) to learn more!... [See more](#)



“Pin” important content to the top of the feed

Facebook Live Q&A sessions to promote scholarships

LIVE



**Moms of Scranton and Surrounding Areas**

Private group · 2.9K members

Join group

Share



**Moms in Lackawanna County**

Private group · 2.6K members

About

Discussion

Join parent groups for local school districts

# TIMELINE

## PROMOTING SCHOLARSHIPS

 August to December

 January to March

Introduce  
Scholarships

1

Scholarships  
applications  
open

3

Scholarship  
applications  
close

5

2

Keep target  
in the known

4

Push applying  
for scholarships

START



# CALENDAR - AUGUST TO DECEMBER

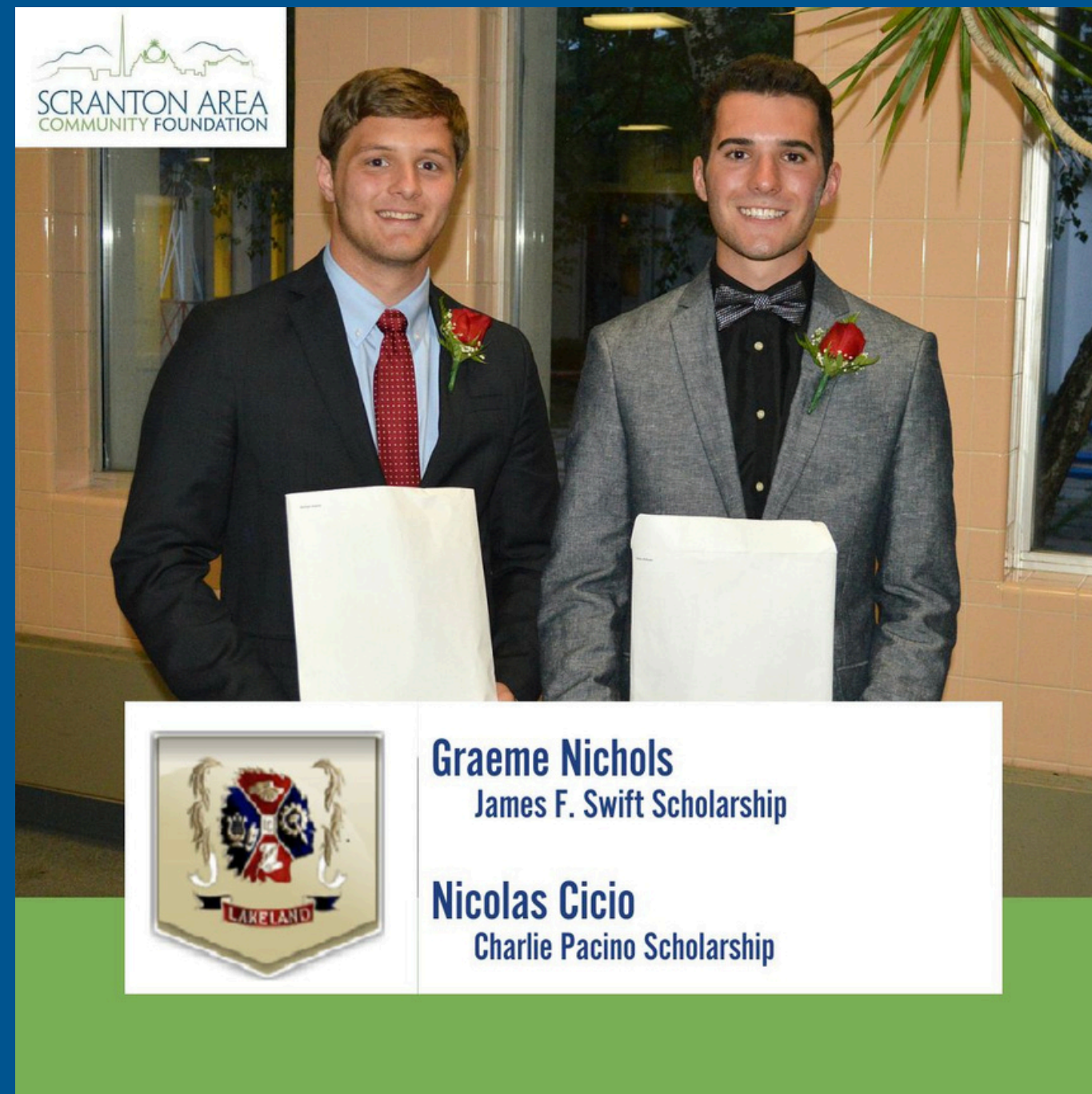


## Introduce Scholarships Campaign



### Content

- Informational posts
- Highlight past recipients
- Reels
  - Events
  - TikTok
- Story Posts
  - Q&A



### SCHOLARSHIP Q&A

Scholarship questions?  
Ask us here!

Type something...

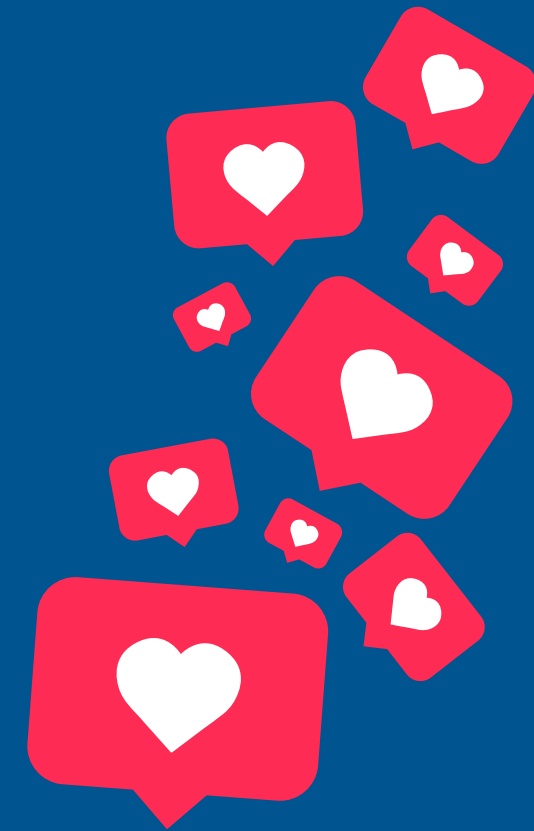


# CALENDAR – AUGUST TO DECEMBER

## Introduce Scholarships Campaign

### Content:

- Fun/ Engaging Trends
  - Introduce SACF
  - Explain Scholarships
- Target to know SACF
- Post on other platforms





# CALENDAR – JANUARY TO MARCH



## Application Collaborative Campaign



### General Content

- Informational posts
- Reels/ Carousel
- Local Influencers
- Story posts
  - Q&A's

The graphic is a promotional poster for the 'Scholarship Application Collaboration' by the Scranton Area Community Foundation. It features a blue background with white and green text. At the top left is the foundation's logo. The title 'Scholarship Application Collaboration' is in large white letters. Below it are three green boxes with white numbers 1, 2, and 3, each containing a step: 'Screenshot Scholarship Application', 'DM us your application', and 'Chance to WIN a giftcard from a local Scranton business'. At the bottom are logos for local businesses: CVM, barpazzo, EBI, Downtown Deli, The Salad Shop, and Blackwatch Cafe. To the right of the graphic is a screenshot of a social media post with a cityscape background. The post says 'CONGRATULATIONS! Application Giveaway winners:' and lists three winners: Olivia Wilson, Elena Paula, and Sandra Haro.

SCRANTON AREA COMMUNITY FOUNDATION

### Scholarship Application Collaboration

- 1 Screenshot Scholarship Application
- 2 DM us your application
- 3 Chance to WIN a giftcard from a local Scranton business

CVM CHEF VON & MOM

barpazzo

EBI

DOWNTOWN deli And Eatery

THE Salad SHOP

BLACKWATCH CAFE

CONGRATULATIONS!  
Application Giveaway winners:

- 01. OLIVIA WILSON
- 02. ELENA PAULA
- 03. SANDRA HARO

# CALENDAR – JANUARY TO MARCH

## General content

- Reasons why to apply for scholarships.
  - (Carousel or Reel)
- How to apply for SACF scholarships.
  - (Carousel or Reel)
- Collaborate content with local influencers
- Incorporate fun and engaging trends





# TO TARGET DONORS...

- JOIN LOCAL FACEBOOK GROUPS
- POSTS THAT HIGHLIGHT LONG-TERM DONORS
- ACKNOWLEDGE AND THANK DONORS PUBLICLY
- USE A CALL TO ACTION TO ATTRACT NEW DONORS





# CONTENT EXAMPLES: FACEBOOK



Scranton Area Community Foundation · [Follow](#)

November 14 at 11:08 AM · 🌐



Did you know that the Scranton Area Community Foundation offers over 80 scholarships to high school seniors and college students? Our great community of philanthropy driven donors make this possible like these students here. Apply on our website to relieve some stress from college applications and tuition prices! The application portal opens on January 2nd, 2025 and closes on March 1st, 2025. Be sure to submit your applications and spread the word to other members in your community. #scranton #scholarshipfunds #scrantonareacommunityfoundation #collegestudents #lackawannacounty



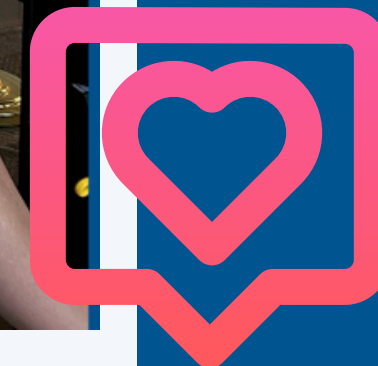


# CONTENT EXAMPLES: INSTAGRAM

## Dana Hutcher- Operations Manager

Can you explain how the community foundation helps individuals and families with charitable giving or helping the Scranton community in general?

“Through grants we were able to find larger projects which are able to benefit multiple people in the community instead of just an individual, so the impact we can have on a great number in the community is exciting to see.”



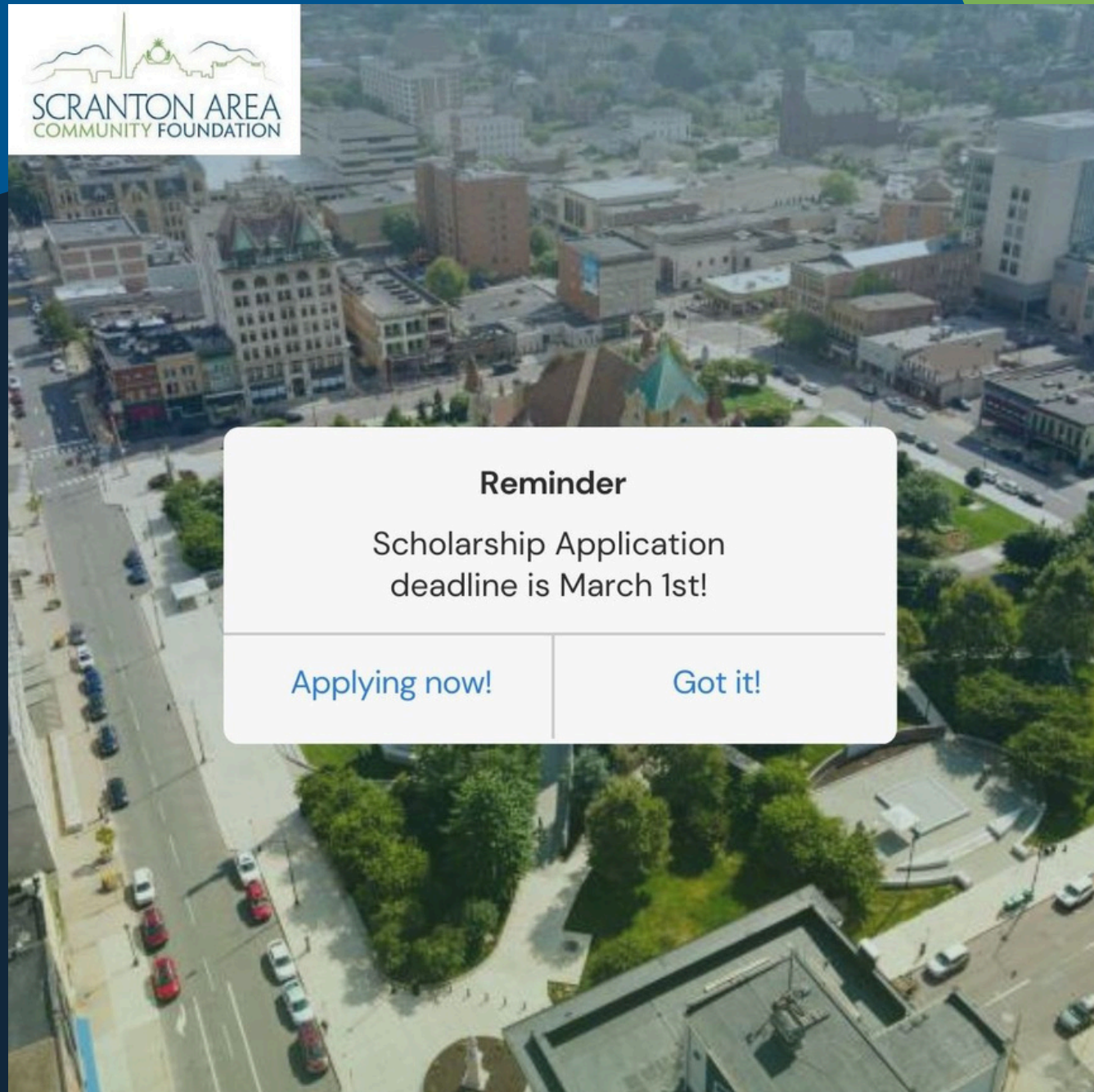
# CONTENT EXAMPLES: INSTAGRAM REELS



“Don’t miss out on a Scholarship! Our application deadline is March 1st, and we  
#SACF  
#SACFscholarships  
#Scranton #non-profit”



# CONTENT EXAMPLES: INSTAGRAM



“Don’t miss out on a Scholarship! Our application deadline is March 1st, and we  
#SACF  
#SACFscholarships  
#Scranton #non-profit”



# CONTENT EXAMPLES: TIK TOK



Let #SACF re-introduce ourselves!  
We are a Non-Profit located in  
Scranton, Pa. Click the [🔗](#) in bio to  
learn more about us!

#SACF  
#ScrantonAreaCommunityFoundat  
ion #Nonprofit #Scranton #NEPA



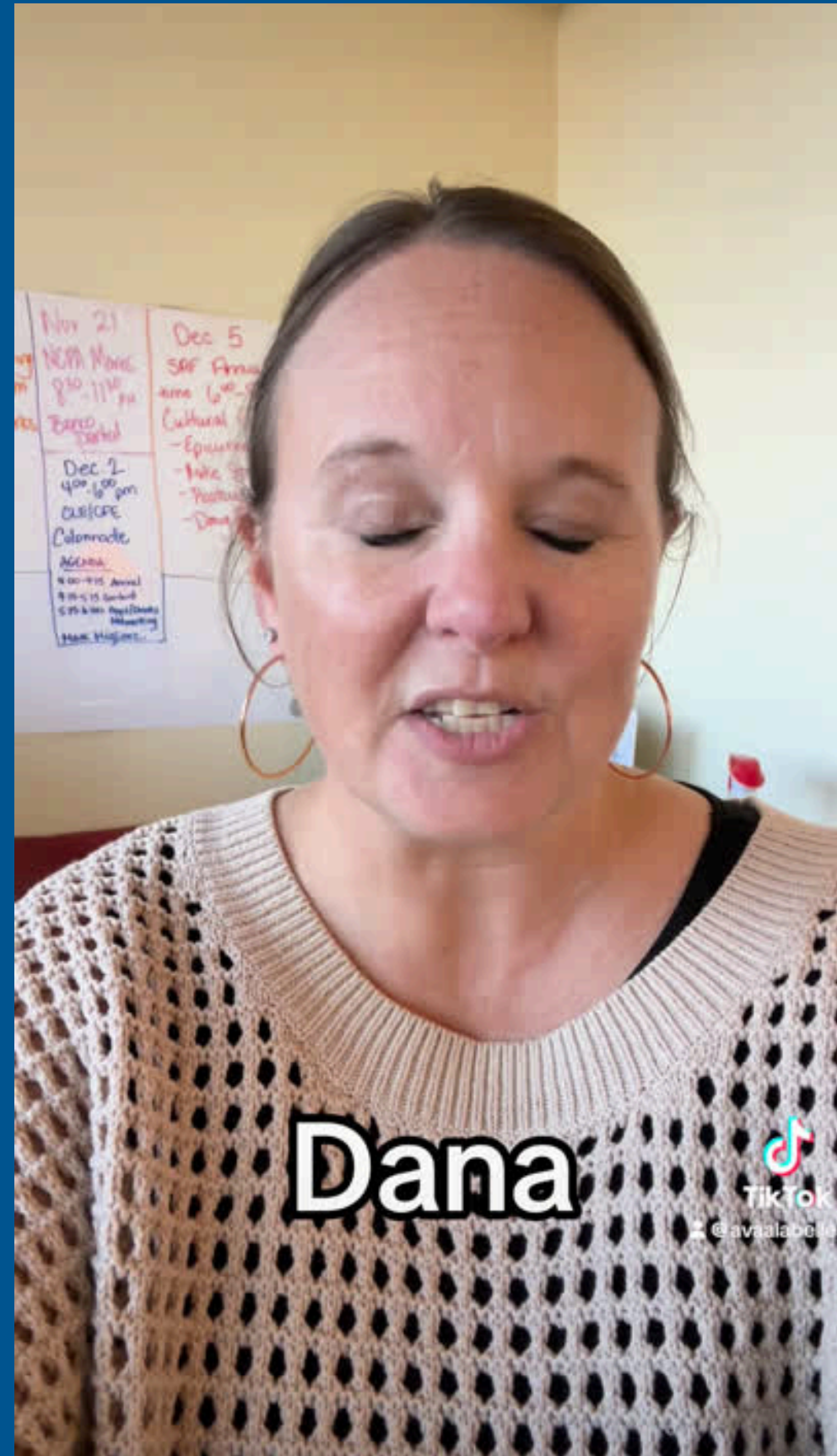
# CONTENT EXAMPLES: TIK TOK



“March 1st is right around the corner... Highschool students don’t miss the deadline. Click [🔗](#) in bio to Apply Today!

#SACF #SACFScholarships  
#Nonprofit #Scranton”

# CONTENT EXAMPLES: TIK TOK



“Meet our staff at  
#SACF!  
#SACFScholarships  
#Scranton #Non-  
profit #NEPA”





# THANK YOU!

## HAPPY 70TH ANNIVERSARY SACF!

