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Sarah Heinz House Social Media Report



May 6, 2026

Sarah Heinz House Social Media Overview

The Sarah Heinz House's current social media strategy consists of posts on Facebook, Instagram, and LinkedIn to promote their events and programs, share their objectives and values, and feature members and staff. The House utilizes photo, graphic, and short-form video content to execute the above. This report utilizes competitive analysis, social listening, revised marketing strategy, and a mock campaign to demonstrate improvements that the Sarah Heinz House can apply for future social media efforts.



Sarah Heinz House Message Follow Search

4.8K followers · 39 following

A non-profit organization providing quality out-of-school and summer youth programs for area kids, ages pre-K to 18, for over 100 years. Adult/senior membership is also available and includes access to a fitness center and pool.

Local business



sarahheinzhousepgh ...

Sarah Heinz House

797 posts · 902 followers · 51 following

Youth Organization

Laugh | Learn | Lead

1 Heinz St, Pittsburgh, Pennsylvania 15212

www.sarahheinzhouse.org and 4 more



Sarah Heinz House

To empower all youth to Laugh, Learn, and Lead.

Primary and Secondary Education · Pittsburgh, PA · 907 followers · 201-500 employees

Current Social Media Analysis

Strengths, Weaknesses, Opportunities, Threats

Strengths

- Content variety (candid photos, branded graphics, video collages, short-form interviews)
- Clear, recognizable branding

Weaknesses

- Lack of engagement on posts
- Inconsistent usernames and bios

Opportunities

- Established following across many platforms
- Posting frequency

Threats

- Other out-of-school programs in Pittsburgh with more frequent posts and higher follower counts
- Lack of brand awareness

Demographics

Pittsburgh Parent

- Pittsburgh Resident
- Man or Woman
- Age: 30–55
- Looking for a **comfortable, safe** space for their child to spend time after school or over the timmer
- Values the **safety and wellbeing** of their child and the quality of the space they are paying for

Demographics

Pittsburgh Senior

- Pittsburgh Resident
- Man or Woman
- Age: 65+
- Looking for a **community space** to socialize and stay healthy
- Values a **strong and consistent** community with opportunities to get out and stay in shape

Demographics

Donor

- Pittsburgh Resident or from Pittsburgh
- Man or Woman
- Age: 55–65+
- Looking to **give back** to Pittsburgh community, potentially an alum or related to the organization
- Values **supporting local** organizations

Social Media Goals

Increase Engagement on
Instagram and Facebook by 10%

Increase Local Following by 3%
Monthly

Capture 5% Click-through-Rate
from LinkedIn Posts

Create 12 Short-Form Videos to
Post Once Per Month

Marketing Strategy Overview

In order to achieve the social media goals for the Sarah Heinz House, the organization should focus on captivating call-to-actions, experimenting with contests and fundraising campaigns, incorporating relevant hashtags, and providing direct links. These strategies and tactics will target their demographics of local parents, local seniors, and donors. A sample content calendar displays the schedule of posting twice a week on each platform.



Strategic Plan

10% Increase in Local Engagement

- Include specific call-to-action language in captions inviting parents to comment or share the post
- Run a contest for early registration that requires parents to repost summer programming and comment on the post tagging others as their entry
- Comment and repost posts regarding the Sarah Heinz House to engage with parents and community talking about the House
- Use relevant hashtags to target the local audience

3% Increase in Local Following

- Follow existing parents and members back across platforms
- Follow local businesses and organizations to build online support for each other
 - Can also contribute to engagement goals by engaging with other brands and businesses
- Incentivise following through contests and call-to-action captions

Strategic Plan

5% Click-through-Rate to Donations Page

- Invite viewers to click the link to the page through strong call-to-action language in the caption with the link featured on LinkedIn
- Run promotions or campaigns to specifically highlight a fundraising goal or cause to invest viewers in donating

Create 12 Short-Form Videos

- Compile 10-15 photos during events or day-to-day activities and use in-app features to create a video collage
- Capture short clips during an event or day-to-day activities and cut them together using in-app features to create a simple video
- Use trending audio or voice over to enhance content

Additional Considerations

Increase Instagram posts to twice per week to align with Facebook and LinkedIn frequencies

Change bios to match across all platforms

Make all social media accounts the same handle

Continue content topic variety

Content Calendar

May 2026

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1 Donation Goal Announce- ment	2
3	4 Photo Collage of Prior Week Events	5 Contest Open Graphic	6 Youth Program Promo Graphic Industry Article	7 Next Week's Program Schedule	8 Donation Goal Reminder	9
10	11 Photo Collage of Prior Week Events	12 Contest Reminder Graphic	13 Adult Program Promo Graphic Thought Leadership	14 Next Week's Program Schedule	15 Donation Goal Reminder	16
17	18 Photo Collage of Prior Week Events	19 Contest Reminder Graphic	20 Youth Program Promo Graphic Industry Article	21 Next Week's Program Schedule	22 Donation Goal Reminder	23
24	25 Photo Collage of Prior Week Events	26 Contest Winner Graphic	27 Behind-the- Scenes Event Video Thought Leadership	28 Next Week's Program Schedule	29 Donation Goal Reminder	30
31						

Facebook: Tuesdays/Thursdays, 12 pm

Instagram: Mondays/Wednesdays, 3 pm

LinkedIn: Wednesdays/Fridays 3, pm

Mock Campaign

Summer Splash

For a potential campaign, the Sarah Heinz House will create the *Summer Splash* contest on Facebook and Instagram. The contest prize will be 25% off any three week day camp bundle including the Early Childhood, School Age, and Leadership Development packages.

Exciting Day Camp Experience

Our Day Camp runs from June 15 to August 7, with camp days starting at 9:30 AM and ending at 4 PM. Flexible pre-care and post-care options are available for those who need a little extra time.

Your child will thrive in this vibrant, structured environment that fosters exploration, friendship, and activity all summer long. Each day promises a mix of hands-on activities, creative discovery, and high-energy fun tailored to various age groups.

Campers will enjoy experiences like:

- Arts & Crafts: Let creative spirits soar with imaginative projects
- Sports & Games: Stay active with a range of outdoor games.
- STEM Challenges: Engage young minds in problem-solving activities.
- Collaborative Group Activities: Build connections and teamwork in a friendly atmosphere.
- Themed Days & Field Trips: Enjoy surprises and outings throughout the summer!

Camp Options by Age Group

Early Childhood (Preschool–3rd Grade): \$336/week: A delightful, nurturing introduction to camp filled with imagination and guided discovery.

School Age (4th–6th Grade): \$315/week or \$1,712 for all three weeks: A balanced program focusing on fun, group games, and skill-building opportunities.

Leadership Development (7th–10th Grade): \$315/week or \$1,712 for all three weeks: Perfect for budding leaders! This program hones teamwork and responsibility while introducing service projects and exciting field trips, such as rock climbing!

Campers will enjoy breakfast, lunch, and snacks daily. Be sure to check our weekly newsletter for planned activities, menus, and field trip packing lists!

Campaign Objectives

Increase in Local Engagement

- Comments, likes, and shares will create a large increase in engagement to bring new followers and conversations to profiles
- The more engagement, the more likely other Pittsburgh community members will join in and enter

Increase in Local Following

- Higher engagement brings more community members to follow
- Contest rule to follow means one follower per entry, unless they already follow the profile

Campaign Assets



“Win 25% off any three-week day camp bundle including the Early Childhood, School Age, and Leadership Development packages for this summer!

To enter:

- ☀️ Like this post
- ☀️ Follow us @sarahheinzhousepgh
- ☀️ Tag one friend in the comments
- ☀️ Share the post to your story and tag us (if a private account, DM a screenshot)
- ☀️ Comment what you/your child are most excited about for the session!

The contest is open through May 22nd!
Comment now to enter!”

Campaign Assets



@username

Congratulations!

**We will reach out shortly with your
exclusive 25% code via DM!**

Campaign Timeline

May 2026

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
10	11 Contest Open Graphic (3 PM)	12 Contest Open Graphic (12 PM)	13	14	15	16
17	18 Contest Reminder Graphic (3 PM)	19 Contest Reminder Graphic (12 PM)	20	21	22	23
24	25 Contest Winner Announced (3 PM)	26 Contest Winner Announced (12 PM)	27	28	29	30

Facebook

Instagram

Campaign Success Measurement

The contest's success can be monitored by how many entries each post gets. The Sarah Heinz House should aim for **50 entries across all four of the posts**. To determine if the contest hit the goal of increasing engagement, the amount of likes, comments, and shares should be compared against previous averages. The House should also see an **increase in followers** due to entries or interested parties seeing the shared posts and deciding to follow.

Campaign Considerations

Monitor both platforms for entries submitted on owned and paid posts

Reply to all comments (entries, questions, etc.) to help increase engagement

Repost graphics to Stories to further reach of the entry posts

Consider sharing contest with local press to gain earned media coverage

Thank you!

I hope that this overview is
beneficial to the Sarah Heinz
House social media presence!

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