



Sarah Heinz House Social Media Report

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PRAD 573 O A ON

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Table of Contents

Executive Summary.....2

About Sarah Heinz House.....2

Social Media Audit.....3

Social Media Listening Audit.....6

Social Media Marketing Strategy.....11

Social Media Sample Campaign.....17

Recommendations.....23



Executive Summary

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.

About Sarah Heinz House

Established in the 1930s, the Sarah Heinz House became an extremely successful branch of the Boys and Girls Clubs of America. The nonprofit organization provides out-of-school, summer, and adult programs in their North Side facility that includes a gym, pool, game rooms, and dance studios. The Sarah Heinz House constantly works towards their vision of serving the Pittsburgh community that sets members and adults up to thrive now and in the future.

Their social media audience consists of current members' parents, potential members and their parents, and potential investors. Current and potential members' parents accessing these pages fall under the 25-35 year old age range, mostly on Facebook and Instagram. The current and potential members fall into the 16-24 category, mostly on Instagram. LinkedIn focuses on potential investors 25-49. The posts and copy on each platform reflect these audiences based on the tone, while all falling under the SHH brand voice.

Social Media Audit

Introduction

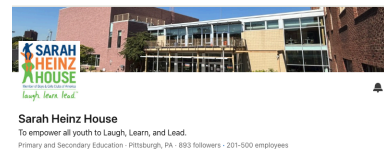
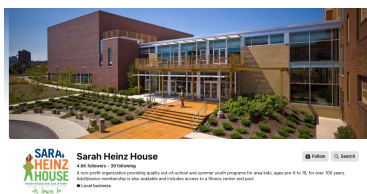
When comparing the Sarah Heinz House to two other out-of-school programs in the Downtown Pittsburgh area, the Allegheny YMCA and the Shadyside Boys & Girls Club of Western Pennsylvania, Sarah Heinz House has the most content variety. They post more often on LinkedIn than SBGCWPA and less on Facebook than AYMCA. Otherwise, the House is on par with post frequency. Sarah Heinz House holds the second-most Facebook and LinkedIn followers, and the least amount of Instagram followers.

Sarah Heinz House

Channel	Handle	Followers/Avg. Likes	Posting Freq.
Facebook	@sarah.h.house	4.6K/19.6 likes	Tues/Thurs 2 days per week
Instagram	@SarahHeinzHousePGH	887/20.6 likes	Wednesdays 1 day per week
LinkedIn	@sarah-heinz-house-an-affiliate-of-the-boys-&-girls-club-of-america	893/13.4 likes	Tues/Thurs 2 days per week
YouTube	@sarahheinzhouse7434	75	<i>Not currently active</i>

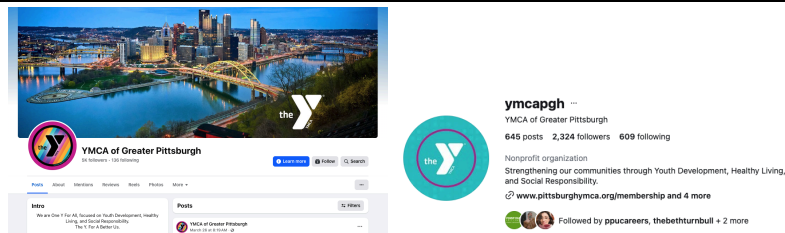
Content Analysis

Candid photos of events featuring kids and seniors, branded graphics, branded graphics, video collages of pictures/videos from events, short-form video interviews with kids



Allegheny YMCA

Channel	Handle	Followers/Avg. Likes	Posting Freq.
Facebook	@ymcapgh	5k/4.5 likes	Mon/Wed/Thurs 3 days per week
Instagram	@ymcapgh	2.3K/6.5 likes	Mon/Wed 2 days per week
YouTube	@pghymcalibrary	47	<i>Not currently active</i>
X	@ymcapgh	994	<i>Not currently active</i>
Content Analysis			
Photos with branded graphics, candid event photos featuring kids, event graphics, short-form video event compilation			



Southside Boys & Girls Clubs of Western Pennsylvania

Channel	Handle	Followers/Avg. Likes	Posting Freq.
Facebook	@BGCWPA	2.3K/5 likes	Tues/Thurs 2 days per week
Instagram	@bgcwpa	1.9K/30.3 likes	Wednesday 1 day per week
LinkedIn	@bgcwpa	2K/32.6 likes	Wednesday 1 day per week
Content Analysis			



Candid photos from events, event and announcement graphics, video coverage of events, short-form videos with kids and staff showcasing events and updates, graphics with statistics/events/programming



Competitor Strengths

The Allegheny YMCA has the highest number of followers, but the lowest average engagement rate of the three organizations. The Southside Boys & Girls Clubs of Western Pennsylvania has the highest average engagement rate on Instagram and LinkedIn and the largest LinkedIn following. Both organizations do a good job at featuring their catalog of events and members, though Allegheny YMCA is lacking in content variety. Both brands have a strong sense of branding visually and in their copy.

Recommendations for the Sarah Heinz House

Based on the above analyses, the Sarah Heinz House is doing a solid job against its competitors in the social media space. The organization has the second highest engagement averages across all three platforms. Between the two competitors, SHH has the most competition with the Southside Boys & Girls Clubs of Western Pennsylvania. A consideration here is that the Southside location is represented by the region's account rather than a location-specific account which potentially provides them an advantage. SHH already posts one day more than SBGCWPA on LinkedIn and should consider increasing their Instagram posts to twice per week as well. These additional posts would provide SHH with more opportunities to grow engagement and followers that could surpass SBGCWPA.

Social Media Listening Audit

Introduction

A major consideration for the Sarah Heinz House is the conversations surrounding the organization online, better known as sentiment. To examine where these conversations are today, I conducted a social listening audit of all owned, earned, paid, and shared media available across Facebook, Instagram, X, TikTok, and LinkedIn.

Owned Media

TikTok

The conversations taking place on TikTok about the Sarah Heinz House are limited. The videos focus on sharing snippets of programs and activities at the House and did not cultivate much engagement.

X

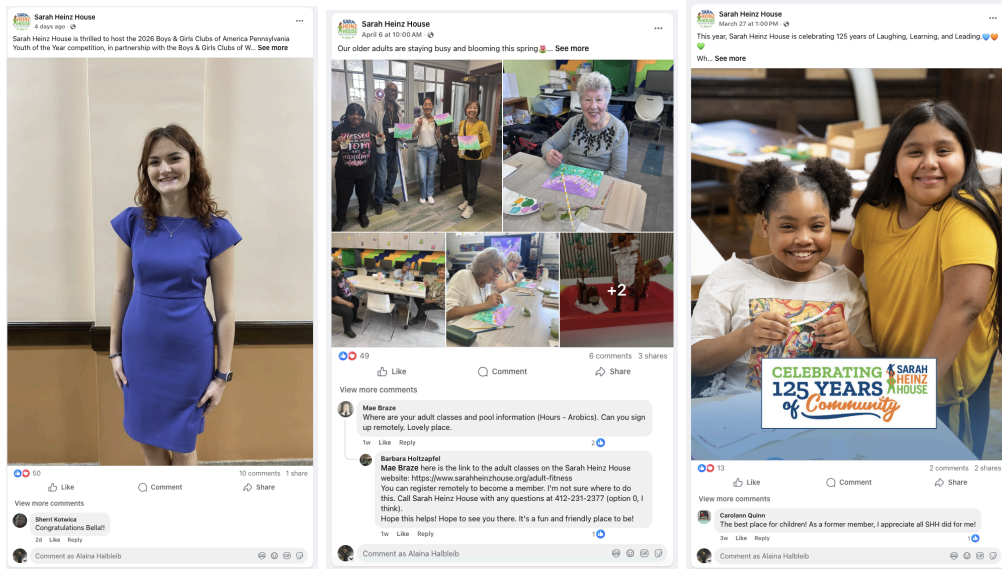
X also has limited conversations through the comments and has a stronger focus on promoting events and donation opportunities.

Instagram

The conversations on Instagram focus on cheering on the students featured in posts. Otherwise, the content which promotes events and captures candid moments did not spark much conversation.

Facebook

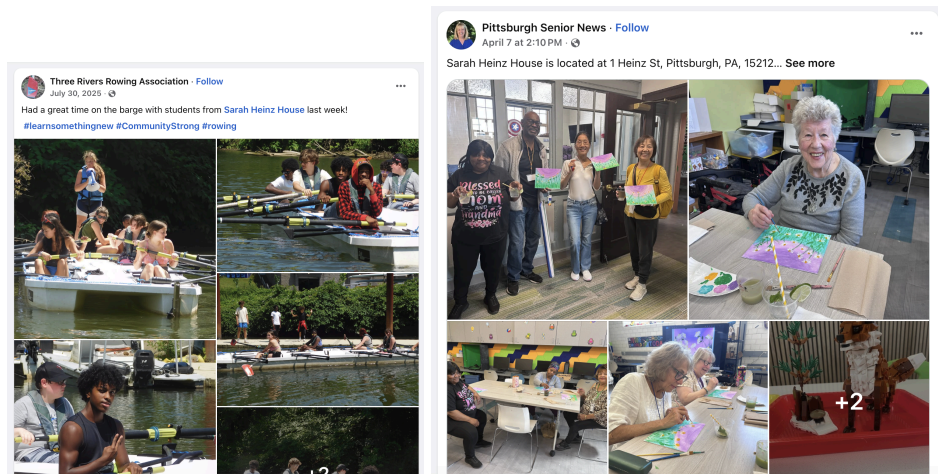
The conversation picks up the most on Facebook where brand advocates, in the form of former members and parents, answer questions, cheer the House on, and provide testimony of their positive experiences.

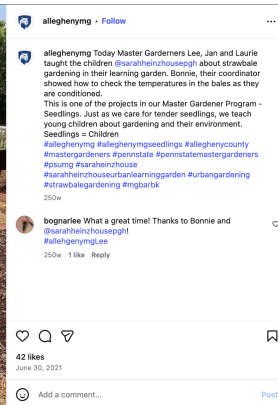
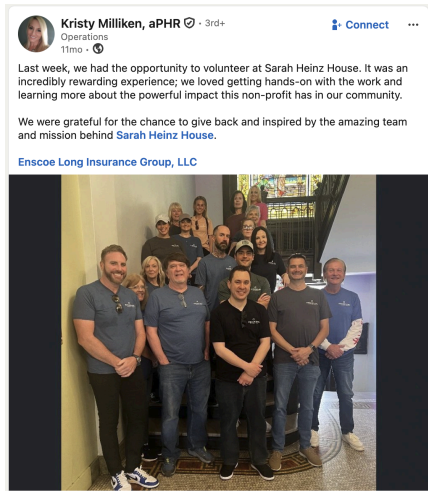


Earned Media

Across platforms, the Sarah Heinz House has a limited amount of earned media. These posts mainly consist of brands that collaborated for events, promotions of events, and some content on the actual space. The earned media posts vary in engagement levels, but tend to be on the lower side of comments.

There is not much conversation about the actual post content, and thus the House. Additional earned media includes a negative review and several news articles about an arrest back in 2022. These posts also have low engagement and no response from the House.





One earned media post stuck out from Facebook where a woman shared her experience with the House, which fostered many comments agreeing with her experience and current parents sharing their children's experience all these years later.

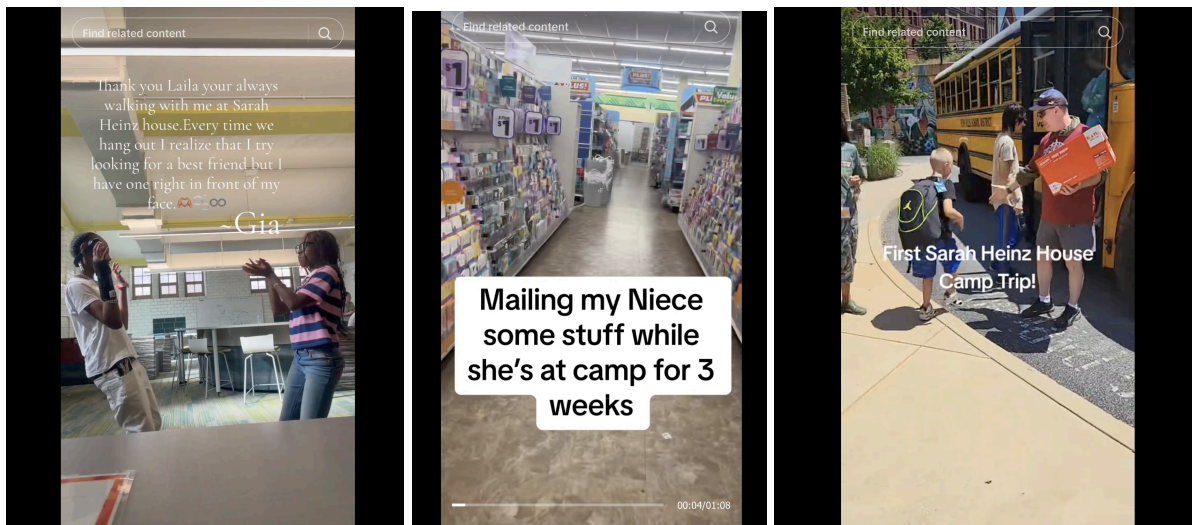


Paid Media

The Sarah Heinz House does not show much paid media on their social channels at the time of audit.

Shared Media

The Sarah Heinz House also has a limited amount of shared media across platforms. The most came from TikTok where students and parents post about their experiences and how they interact with the House. The videos are all positive, recognizing the friendships and memories provided by the House.



Sentiment Analysis

It is clear that the conversations surrounding the Sarah Heinz House are unfortunately limited. There is not a ton of discussion about the organization and its impact. From what is there, there are great testimonies from past members discussing their experiences and love for the House. Additionally, the public recognizes the great work the students from the House are executing. Overall, the public sentiment towards the organization is a positive, but uninformed one.

Takeaways

The conversations that are on social media regarding the Sarah Heinz House are mostly positive ones. To increase these conversations across platforms, the Sarah Heinz House should invite alumni, current parents, current members, and the community to share their experiences. They should also focus on garnering more engagement, particularly comments, on their owned media that help facilitate and start those conversations. Additionally, the House should increase their responses to the conversations started in shared or earned media that do pop up through comments and reposts. Applying these strategies will help guide the conversation and really expand upon it so that anyone searching for the House can get a clearer picture of the organization.

Social Media Marketing Strategy

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.

Goals Overview

The social media goals for the Sarah Heinz House focus on engaging parents, increasing awareness of the House and its services, and advertising how the community can get involved. These core concerns can be encompassed by the following goals:

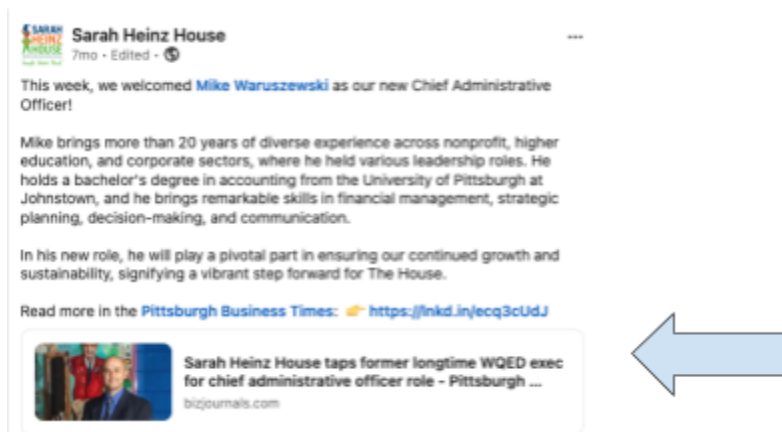
1. Increase engagement from local parents on Facebook and Instagram by 10% by the end of the year.
2. Increase brand awareness of their organization as a community space by increasing their local following by 3% each month across all platforms
3. Capture a 5% click-through rate on all LinkedIn posts that link to the website's donation page
4. Create 12 short-form videos to post once per month that feature community spaces, with a focus on the programs and experiences created within the spaces

Strategic Plan

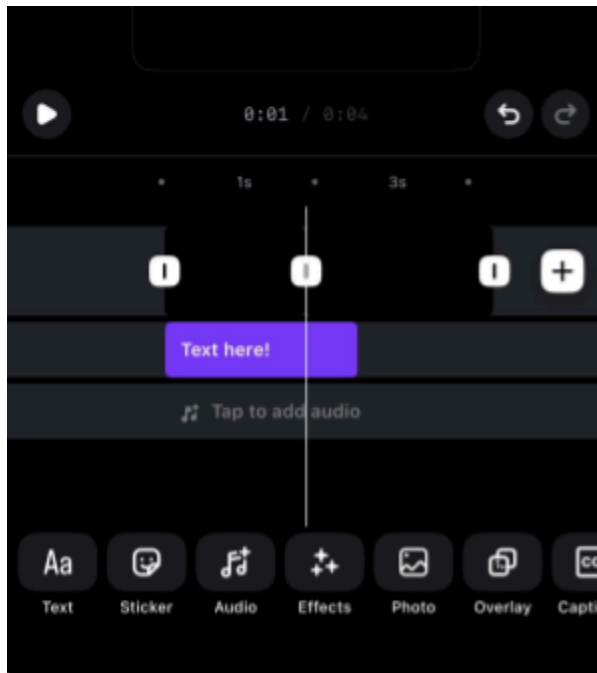
To achieve the above goals, the Sarah Heinz House should consider the following strategies:

1. 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
2. 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 engagement goals by engaging with other brands and businesses
 - Incentivise following through contests and call-to-action captions
3. 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
4. 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



Instagram Editing Features

Capabilities:

- Trim and order videos
- Add text and captions
- Add songs or sound effects
- Add stickers or photos
- Record voice over
- Add filters

- Use trending audio or voice over to enhance the content

Additional Considerations

- Increase Instagram posts to twice per week to align with Facebook and LinkedIn frequencies
- Make all social media accounts the same handle
 - @SarahHeinzHousePGH
- Change bios to match across all platforms
 - “Quality youth and adult/senior membership programs to empower Pittsburgh to Laugh, Learn, and Lead”
- Continue content topic variety including candid photos, branded graphics, video collages, and short-form interviews

Demographics

To fully optimize the social media efforts of the Sarah Heinz House, it is important to keep in mind the demographics that should be the target of these posts. The audience can be broken into two personas:

1. Pittsburgh Parent

- Pittsburgh resident
- Man or woman
- 30-55
- Looking for a comfortable, safe space for their child to spend time after school or over the summer
- Values the safety and wellbeing of their child and the quality of the space

2. Pittsburgh Senior

- Pittsburgh resident
- Man or woman
- 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

3. Donor

- Lives in or is from Pittsburgh
- Man or woman
- 55-65+
- Looking to give back to Pittsburgh community, potentially an alum or related to the organization
- Values supporting local organizations

Content Calendar

The Sarah Heinz House should post twice per week at the following days and times:

Facebook: Tuesdays/Thursdays, 12 pm

Instagram: Mondays/Wednesdays, 3 pm

LinkedIn: Wednesdays/Fridays 3, pm

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	19 Contest	20 Youth	21 Next	22 Donation	23



	of Prior Week Events	Reminder Graphic	Program Promo Graphic Industry Article	Week's Program Schedule	Goal Reminder	
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						



Social Media Sample Campaign

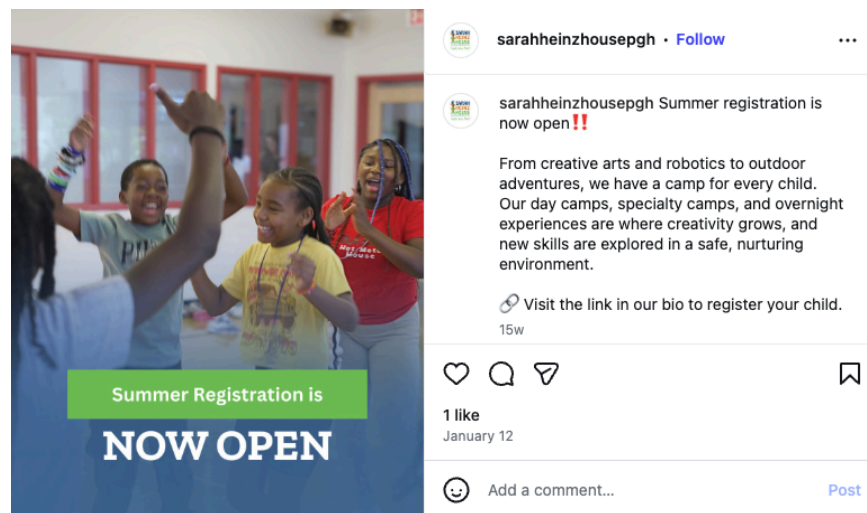
Marketing Campaign

Summer Splash - The Sarah Heinz House Summer Day Camp Contest

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. To enter the contests, parents can complete the following steps:

1. Like the post
2. Follow the Sarah Heinz House account
3. Tag one friend in the comments
4. Share the post to your story and tag the Sarah Heinz House (if a private account, DM a screenshot)
5. Comment what you/your child are most excited about for the session

The campaign will be promoted through static graphics in a similar style to existing Sarah Heinz House Content displaying the contest title and prize. The graphic should follow the organization's typical design guidelines with a candid photo and simple taglines. The rules should be written out in the caption with an immediate call-to-action to enter.



Sample Established Style



Graphic Mock Up

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

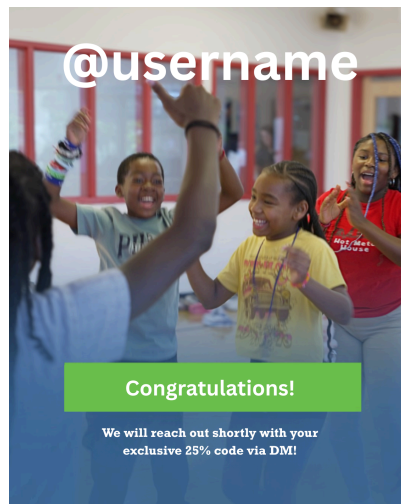
To enter:

- ☀️ 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!”

Sample Copy

The winner should be announced via Stories, one for each platform. The House should tag the person via username and message them directly with details on how to claim their prize.



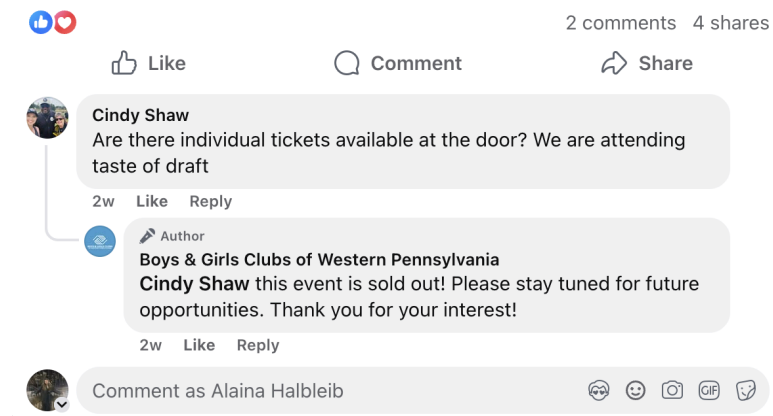
Sample Winner Story Post



Marketing Objectives

The Summer Splash contest will target two goals: increasing engagement from parents and increasing brand awareness to Pittsburgh locals. The comments, likes, and shares will create a large increase in engagement that will bring new followers and conversations to these profiles. The more engagement, the more likely other Pittsburgh community members will join in and enter the contest, which supports a secondary goal of increasing brand awareness to Pittsburgh locals.

To support these goals, the Sarah Heinz House should monitor their platforms very closely while the contest is active. Engagement is always improved by the brand engaging back, so the Sarah Heinz House should like all comments and reply to entry comments describing what they are excited about. Additionally, they should reply to any questions if they come in.



Sample Comment Reply

Timeline

The contest should be posted twice on each platform so that entries can be collected over a two week period from May 11th - May 22nd, 2026. One winner from each platform will be posted on May 25th or 26th via the stories feature. The posts should go up as follows:

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



Content Types

Paid

The Sarah Heinz House can choose to create paid advertisements on Facebook and Instagram to promote the contest. The ads would be single image ads that display the contest rules, a candid photo from a past camp, and a link to the Summer Day Camp website for them to read more. The original graphic could also be repurposed as an ad.



Sample Single Image Ad via AdEspresso

Earned

The Sarah Heinz House could generate press from local news outlets if the contest reaches far enough. The engagement of the posts will help accomplish this. The House could consider sending the contest and/or posts to local press or other organizations for promotion or coverage.

Owned

Owned media would include the graphics and stories posted to Instagram and Facebook that are not paid to be promoted. These posts are where most of the entries will likely come from since they are targeting the existing audience and will draw new audiences from sharing of those original posts.

Shared

Any reposts or shares of the original contest posts or ads will help generate shared posts that spread the word of the contest and bring in more entries. Building a sharing component into the entry rules will greatly help this area. The posts could also spark conversations about parents and past students' experiences with the camps.

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.

Recommendations

Moving forward, the Sarah Heinz House should continue all of their current efforts, but add on a few more key strategic elements to reach their full social media potential.

Incorporate Goals

Every piece of content should be centered around their main goals to:

1. Increase Engagement on Instagram and Facebook by 10%
2. Increase Local Following by 3% Monthly
3. Capture a 5% Click-through-Rate from LinkedIn Posts
4. Create 12 Short-Form Videos to Post Once Per Month

Experiment with Campaign Types

To accomplish the above goals, the Sarah Heinz House can experiment with different types of campaigns:

- Influencer collaborations
- Giveaways
- Contests
 - ex: the *Summer Splash* Contest

Apply Miscellaneous Considerations

The Sarah Heinz House should also keep in mind the following 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