



JUNE TO SEPTEMBER 2024



# SOCIAL MEDIA CAMPAIGN

PREPARED BY MAEVE COX  
SOCIAL MEDIA INTERN



The Eleanor Roosevelt Center is a non-profit organization based in Hyde Park, New York. They focus on sharing and inspiring all generations to build a sustainable world and understand their human rights, just as Eleanor Roosevelt did.

Eleanor Roosevelt mentored and inspired America through her fights for equal rights for all during and after her time as the First Lady of the United States.

I admire The Eleanor Roosevelt Center's initiatives to educate and empower their audience to understand the power of their voice and rights. I am happy to bring my knowledge in content creation and project management to this non-profit.



In the digital world we currently live in social media is the best place, next to in person, to get their message out.

The goal of this campaign proposal is to provide an analysis of the their social media presence, goals and a future distribution strategy.

## Strengths

The Eleanor Roosevelt Center has had a social media presence since March 2010 and most recently been active on Facebook, Instagram, and TikTok. There are also strong partnerships with popular accounts and personas.

Throughout their digital content it can be observed Eleanor Roosevelt's followers who enjoy reminders of Eleanor's legacy and historical moments in her life.

## Weaknesses

There is evidence of inconsistency posting all types of content month by month.

Additionally, posts are lacking calls-to-action in the captions or final minutes of a video or audio sequence.

The posting patterns/schedule heavily focus on events they are hosting and promoting.

## Opportunity

There can be an increased emphasis on generalized posting. This can be in the form of quotes, sections of the My Day columns Eleanor used to write, and holiday related posts. Eleanor Roosevelt's legacy is preserved as national archives that the Eleanor Roosevelt Center has access to. Based on the target audiences' previous engagement with archives, including photos, letters, videos, audio recordings, etc., utilizing them more consistently will be successful.

## Threats

Overall the political side of social media is not sunshine and rainbows environment. All posts are subject to individuals interpretations based on the time period archives come from.

*\*Data from June 11, 2024*



**@theleanorrooseveltcenter**

**Followers:** 2.7K

**Accounts Reached in last 28 days:** 5,219

**Accounts engaged in last 28 days:** 857

**Link Clicks:** 17

*\*Data from June 11, 2024*



**@eleanorrooseveltcenter**

**Followers:** 862

**Accounts Reached in last 30 days:** 1,464

**Accounts engaged in last 30 days:** 98

*\*Data from June 11, 2024*



**@eleanorrooseveltcenter**

**Followers:** 109

**Accounts Reached in last 28 days:** 275

**Likes in last 28 days:** 39

**Shares in last 28 days:** 2

**Comments in last 28 days:** 2



ervk.org

**Audiences are directed to the website to register for all events, learn information about the center and awards winners.**

Website is owned by an outside company and engagement numbers are not available.



<https://www.linkedin.com/company/eleanor-roosevelt-center-at-val-kill/>

This LinkedIn page has 90 followers, however the organization no longer has access to it. A goal is to create a new account and promote the new page to followers of the non-profit.

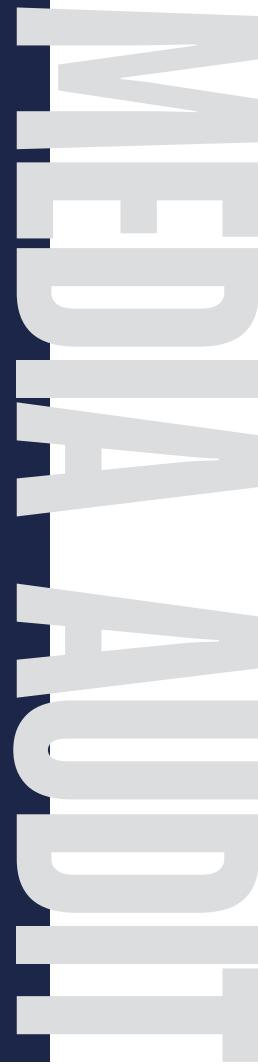
\*This requires the staff to disconnecting from this page.



@ERVLeadership

**Followers:** 90

This account was last used on March 1st, 2021 and is longer utilized by the organization.



The Eleanor Roosevelt Center's primary audience includes individuals who love the reflecting and being educated on human rights, principled leadership and social justice, which were some of Eleanor's passions. Additionally, this non-profit is reliant on its long lasting partnerships and donors.

The Eleanor Roosevelt Center host family events, author meet and greets and award shows that help advocate for human rights.

The National Park Service (nps.org) is one of the Center's longest partnerships because Eleanor Roosevelt's home on Val-Kill is considered to be a national historical site. This longstanding relationship grows and enables both audience's to learn more about the First Lady at her beloved home.

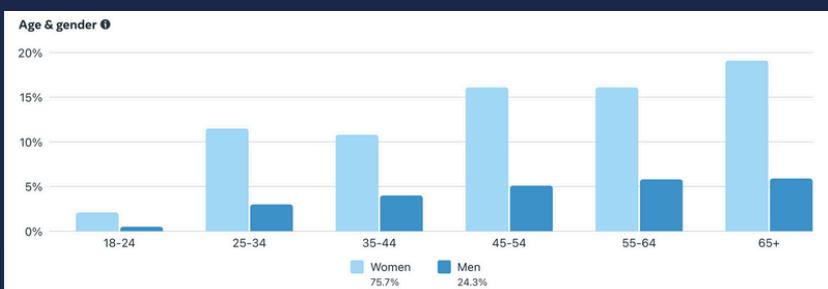
Educating the youth is a big part of Eleanor's mission. In efforts to continue fighting for everyone's right to read the center has partnerships with book organizations, libraries and authors. One of the main events this past Spring was the [Eleanor Roosevelt Award for Bravery In Literature](#). This event brought together a diverse audience who all have one thing in common, believing everyone has the right to read.



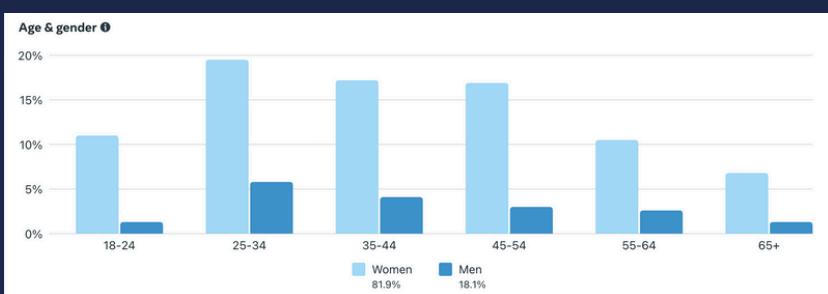
TARGET

# JUNE TO SEPTEMBER 2024

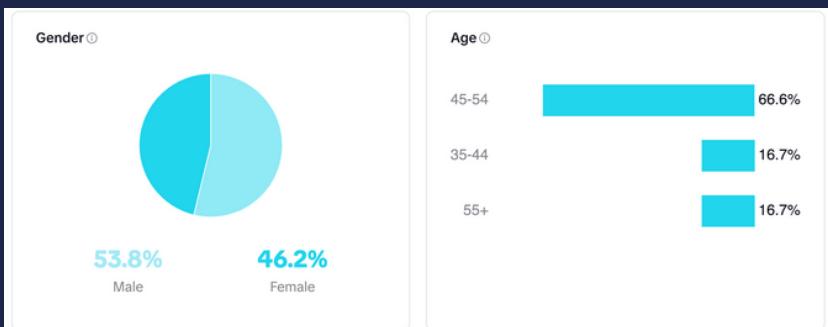
*\*Data from June 26, 2024*



*\*Data from June 26, 2024*



*\*Data from June 11, 2024*



# AUDIENCE

# Campaign Strategy

## Tagline:

Honoring, Celebrating, and Promoting  
the Legacy of Eleanor Roosevelt.

## Mission Statement:

The Eleanor Roosevelt Center at Val-Kill (ERVK) educates, inspires and empowers participants to use their talent and resources to build a sustainable world which reflects Eleanor's passion for human rights, principled leadership and social justice.

## Content Pillars

1. History
2. Censorship
3. Events/Programming
4. Park Relationship



# Goals

**The two business goals for 2024 are:**

1. Increase brand awareness by 35%
2. Increase event awareness by 25%

**The three social media goals for the end of September are:**

1. Maintain a consistent posting schedule by posting 2 or 3X a week.
2. Increase TikTok engagement by 15%
3. *Create + Grow LinkedIn Page to have 100 followers*



I encourage The Eleanor Roosevelt Center to utilize the free social media marketing resources through Meta, TikTok and LinkedIn. There are also subscription based applications such as Hootsuite that will further help analyze the audiences active scrolling times and effective hashtags. I do not think having paid social media is a necessary route for this non-profit.

## SOCIAL MEDIA CAMPAIGN

Based on the four content pillars outlined (on page 8) I have created six types of cornerstone content pieces that should be featured throughout the month.

About Eleanor Roosevelt

Banned Books

Involvement

Human Rights

Event Details & Sign Ups

About ERC & Partners

### July Holidays

National Park and Recreation Month

Summer Olympics (7/26 - 8/11)

Independence Day (7/4)

Amelia Earhart Day - 7/24

World Listening Day - 7/18

Paperback Book Day - 7/30

CONTENT

One of the great things The Eleanor Roosevelt Foundation is already doing is including hashtags on each of their social media posts, helping boost engagement and reach. Below are the list of hashtags the non-profit should continue using.

#### **General**

#eleanorroosevelt #eleanorrooseveltcenter #ervk #nonprofitorganization  
#valkill #humanrights #liberty #equality #freedom

#### **The Universal Declaration of Human Rights Series**

#univeraldeclarationofhumanrights #udhr #eleanorroosevelt  
#womenshistorymonth #womensrights #humanrights #celebratewomen  
#celebratediversity #womenempowerment #humanrightsactivist #activism  
#positivity #eleanorrooseveltquote #womensrightsarehumanrights  
#humanrightsforall #inclusivity #dignity #brotherhood #liberty #equality  
#freedom

#### **Book Ban**

#eleanorroosevelt #eleanorrooseveltbannedbookawards  
#erbannedbookawards #bannedbookawards #bannedbooks #bookbanning  
#fightcensorship #leadership #lgbtq #socialjustice #celebrateequality  
#celebratediversity #literaryactivism #bookstagram #booktok  
#readmorebooks #righttoread #firstamendment #Censorship  
#AwardWinningBooks #DiverseVoices #BookishActivism #IntellectualFreedom  
#CensorshipDebate #LiteraryFreedom  
#newberryaward

#### **National Park**

#NationalParks #nationalparksservice #nps #wildlife #eleanorroosevelt  
#Roosevelts #vanderbilt #hudsonvalley #hydeparkny #hudsonvalleyevents  
#hudsonvalleyny #upstateny #newyork #dutchesscounty #ulstercounty #ny  
#iloveny #valkill #hydepark

# CREATION

## SOCIAL MEDIA CAMPAIGN



Facebook will remain a top priority for this organization's overall social media strategy as the community has been engaged and loyal since 2010. This platform should be used to build brand reputation.



One of the great tools on Instagram is the ability to repost and save stories to your profile. One impactful way the Eleanor Roosevelt Center has informed their audience of their partnerships is through Instagram stories. A story repost for a partner can help both brands increase their engagement numbers and strengthen the overall relationship which can lead to more event collaborations.

Instagram is also a platform used by a range of different age groups. Currently majority of our audience is between the ages of 25 and 54 years old, more specifically 19.7% being 18-25 years old and female identifying.



The primary reason for creating the TikTok account was to increase the age range of their audience to 18 and younger who can learn about their human rights. Educating and empowering are two of the fundamental aspects of the Eleanor Roosevelt Center's mission statement that can be creatively distributed.

It is important to note that if TikTok is banned in the United States these creative ideas can, and should be, posted as TikTok and Facebook Reels.



LinkedIn is a professional platform that can help this organization increase brand awareness, volunteer and event sign ups, partnerships, donations, and more. I encourage this platform also be used for job postings, employee achievements and promotions. Currently the organization is in preparation for the 2025 Bravery in Literature Awards and LinkedIn is the perfect platform to encourage authors to share their book(s).

July[2024]						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
	<i>National Park and Recreation Month: Shoutout NPS Hyde Park</i>		<i>Safety precautions for 4th of July activities: My Day Column</i>	<i>Independence Day: Quote and picture</i>		
7	8	9	10	11	12	13
		<i>Tune In Tuesday Reel</i>	<i>Wisdom Wednesday</i>			<i>Small Business and Author Shoutouts</i>
14	15	16	17	18	19	20
	<i>Motivate Monday</i>			<i>World Listening Day: speech video or audio</i>		
21	22	23	24	25	26	27
<b>Hyde Park Scenery</b>			<i>Amelia Earhart Day - 7/24 - photo + letter to her about flying</i>		<i>United Nations+ Olympic Truce explanation : <a href="https://olympics.com">https://olympics.com</a></i>	
28	29	30	31			
		<i>Paperback Book Day: Reel of banned paperback versions of</i>				

## Holidays

### Important dates in history and Eleanor's Life

### Motivational Mondays, Wisdom Wednesdays

- Inspirational Videos and Audios of Eleanor Talking

### Tune In Tuesdays

- News that Eleanor would have spoken up about today

### Wacky Wednesday, Throwback Thursdays, Fun Fridays

- Trend of the week or celebrating funny holiday Eleanor would have loved

### Small Author or Business Saturdays

- Shout out small businesses such as libraries and authors who are inclusive and fighting against the book bans

### Scenic Sundays

- Scenic Spotlights of Eleanor's Home at Hyde Park

# SOCIAL MEDIA CAMPAIGN

## #1: Repost of partners event on Meta stories



## #2: Archived Photos for Holiday on Meta Platforms



## #3: Quote on Graphic for Holiday Post on Meta Platforms



These are examples of posts Maeve Cox has created and posted to the Eleanor Roosevelt Center's Instagram and Facebook pages in the month of June.



## #4: Real Time Trends

Example: Similar post for paperback book day. Change the in video text to say “paperback banned books you need to read this summer”. Also change books to be with the books elected for the 2025 Bravery in Literature Awards.

## #5: LinkedIn Posts

The LinkedIn profile will need to be a more professional platform that does not follow the same posting schedule as Facebook, Instagram, and TikTok. However some content ideas can be written in a professional voice.

in the month of July the goal will be to start posting informational posts as a framework for their current audience to follow. Throughout July and August posts will promote followers to visit Hyde Park Historical Site and get excited for the 2025 Bravery In Literature Awards. This can be done simply with information about the location and impactful clips from the 2024 award ceremony/panel.



**As a reminder, the three social media goals are:**

1. Maintain a consistent posting schedule by posting 2 or 3X a week.
2. Increase TikTok engagement by 15%
3. *Create + Grow LinkedIn Page to have 100 followers*

The success of this social media campaign can be measured through The Eleanor Roosevelt Center's engagement numbers, analytics of audience growth, event RSVPs and volunteers at the end of September 2024.

In order to meet these goals there needs to be a structured content calendar updated daily, content created and approved in advance and finally promotion by employees.



**NOTHING HAS EVER  
BEEN ACHIEVED BY THE  
PERSON WHO SAYS,  
'IT CAN'T BE DONE.'**

*Franklin D. Roosevelt*



INNOVATION BY MAEVE COX