

Network	Handle	Channel Owner	Verified	Mission Statement	KPIs	Top Content	Most Recent Post	Keep / Deactivate	Notes
Website	<a href="http://ervk.org">ervk.org</a>	Outside Company that works with ERVK	Yes	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.	Event Registration Numbers Page Visits	Banned Book Awards	Book Festival Registration invite	Keep	Update
Instagram	eleanorrooseveltcenter	Samantha Shapley Angelina Giordani Maeve Cox	No	Promote individuals to be informed about human rights and how to protect them for themselves and others through audio files, quotes and photos. Promote events and organizations that ERVK partners with through videos, photos and quotes.	<b>Followers:</b> 862 <b>Accounts Reached in last 30 days:</b> 1,464 <b>Accounts engaged in last 30 days:</b> 98	<a href="#">Happy Pride Month</a> <b>Impressions:</b> 973 <b>Reach:</b> 872 <b>Engagement:</b> 39 <b>Shares:</b> 10	June 8th: World Wide Knit In Public Day	Keep	
FaceBook	Eleanor Roosevelt Center at Val-Kill <a href="https://www.facebook.com/theeleanorrooseveltcenter/">https://www.facebook.com/theeleanorrooseveltcenter/</a>	Samantha Shapley Angelina Giordani Maeve Cox	No	Promote individuals to be informed about human rights and how to protect them for themselves and others through audio files, quotes and photos. Promote events and organizations that ERVK partners with through event promotion feature + graphics.	<b>Followers:</b> 2.7K <b>Accounts Reached in last 28 days:</b> 5,219 <b>Accounts engaged in last 28 days:</b> 857 <b>Link Clicks:</b> 17	<a href="#">Happy Pride Month</a> <b>Impressions:</b> 897 <b>Reach:</b> 854 <b>Engagement:</b> 148 <b>Shares:</b> 15	June 8th: World Wide Knit In Public Day	Keep	
Tik Tok	eleanorrooseveltcenter	Samantha Shapley Angelina Giordani Maeve Cox	No	Promote individuals to be informed about human rights and how to protect them for themselves and others through audio files and visual graphics.	<b>Followers:</b> 109 <b>Accounts Reached in last 28 days:</b> 275 <b>Engagement in last 28 days:</b> <b>Likes:</b> 39 <b>Shares:</b> 2 <b>Comments:</b> 2	<a href="#">UDHR Articles 27-28</a> <b>Views:</b> 279 <b>Likes:</b> 22	June 4th: UDHR Articles 29-30	Keep	
LinkedIn (Personal)	eleanorrooseveltcenter	Samantha Shapley Angelina Giordani Maeve Cox	No	The owner of the company account. Direct users to the company account.	NA	NA	NA	Reactivate	issues with accessibility that need to be worked through
LinkedIn (Company)	eleanorrooseveltcenter	Samantha Shapley Angelina Giordani Maeve Cox	No	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.	NA	NA	NA	Reactivate	issues with accessibility that need to be worked through
Twitter	@ERVKLeadership	Angelina Giordani	No	"Our programs equip the next generation with the skills to #LeadLikeEleanor & create change in our world."	<b>Followers:</b> 90	"Office of Young Americans." <b>Impressions:</b> 860 <b>Engagement:</b> 14 <b>Shares:</b> 1	March 1st, 2021	Unsure	It is up to leadership if the account is reactivated. Make plan if think would be successful.

										Overall Analysis									
Hashtags										Calls to Action									
<b>General</b> #eleanorroosevelt #eleanorrooseveltcenter #ervk #nonprofitorganization #valkill #humanrights #liberty #equality #freedom										<b>In Bio + Stories</b> Links to other social media platforms, website, and newsletter									
										<b>Book Ban</b> #eleanorroosevelt #eleanorrooseveltbannedbookawards #erbannedbookawards #bannedbookawards #bannedbooks #bookbanning #fightcensorship #leadership #igbtq #socialjustice #celebrateequality #celebratediversity #literaryactivism #bookstagram #booktok #readmorebooks #righttoread #firstamendment #Censorship #AwardWinningBooks #DiverseVoices #BookishActivism #IntellectualFreedom #CensorshipDebate #LiteraryFreedom #newberryaward									
<b>The Universal Declaration of Human Rights</b> Series #universaldeclarationofhumanrights #udhr #eleanorroosevelt #womenshistorymonth #womensrights #humanrights #celebratewomen #celebratediversity #womenempowerment #humanrightsactivist #activism #positivity #eleanorrooseveltquote #womensrightsarehumanrights #humanrightsforall #inclusivity #dignity #brotherhood #liberty #equality #freedom										<b>Posting Schedule</b> 1-2 Square Posts a week, 1 reel a week, stories and reposts are random Primarily archive photos, graphics, and video									
										One of the great things about the Eleanor Roosevelt Center it has the foundation of a beloved US First Lady. Based on my social media analysis I have found that evidence that the people who love her legacy are loyal followers and enjoy the historical reminders. One goal for the brands social media efforts is to create them a stronger strategic plan that requires more content to be created, organized, and scheduled. There is not a known structure for posting as of currently but with a content calendar of events, premade graphics, videos and archive photos. Many of the current posting patterns rely on events but there can be a heavier emphasis on generalized posting, I suggest quotes, sections of the My Day columns Eleanor used to write, and holiday related posts.									

[illegible]

Handle	Bio	Hashtags	Link in Profile	Verified	Channel Owner	Mission Statement	Top Content / Pinned Post	Most Recent Post	Notes
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Performance (in last 28 days)

# of Posts	Reach	MoM Change	Engagement	MoM Change	Interactions	MoM Change			
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100	100

Demographics	# of Followers	YoY Change
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<b>Goals</b>	
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[Goal 1]	[Result]	
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FACEBOOK									
Account(s)									
Handle	About Section	Hashtags	Link in Profile	Verified	Channel Owner	Mission Statement	Top Content / Pinned Post	Most Recent Post	Notes
Eleanor Roosevelt Center at Val-Kill <a href="https://www.facebook.com/theeleanorrooseveltcenter/">https://www.facebook.com/theeleanorrooseveltcenter/</a>	Honoring, Celebrating, and Promoting the Legacy of Eleanor Roosevelt.	na	<a href="http://ervk.org">ervk.org</a>	no	Samantha Shapley Angelina Giordani Maeve Cox	Promote individuals to be informed about human rights and how to protect them for themselves and others through audio files, quotes and photos. Promote events and organizations that ERVK partners with through event promotion feature + graphics.	<a href="#">Happy Pride Month</a> <b>Impressions:</b> 897 <b>Reach:</b> 854 <b>Engagement:</b> 148 <b>Shares:</b> 15  <a href="#">Event: Book Festival</a> <b>Reach:</b> 2,444 <b>Engagement:</b> 214	June 8th: World Wide Knit In Public Day	
Performance (in last 28 days)									
# of Posts	Reach	MoM Change	Engagement	MoM Change	Interactions	MoM Change			
18 Posts/Reposts	Posts: 4,487 New Page Likes: 8 New Page followers: 19	43.8% increase in reach 90% increase in followers	674	3.9% decrease	Reactions: 422 Comments: 9 Shares: 51 Photo views: 72 Link clicks: 23	126.9% increase			
Audience									
Demographics	# of Followers	YoY Change							
24.1% Male	2,751								
75.9% Female									
Primarily 45+ year olds									
Goals									
[Goal 1]	[Result]								
Increase reach by 10%	August 2024								

TIKTOK									
Account(s)									
Handle	Bio	Hashtags	Link in Profile	Verified	Channel Owner	Mission Statement	Top Content / Pinned Post	Most Recent Post	Notes
eleanorrooseveltcenter	Honoring, Celebrating, and Promoting the Legacy of Eleanor Roosevelt. ervk.org	na	Need to add link to Instagram	na	Samantha Shapley Angelina Giordani Maeve Cox	Grow brand audience and overall awareness about Eleanor Roosevelt accomplishments.	Banned Book Content was the most successful	UDHR 29-30	
Performance (In last 28 Days)									
# of Posts	Reach	MoM Change	Engagement	MoM Change	Followers	MoM Change			
19 posts	277 Users 570 Video Views 16 profile visits	999.99% increase	Like: 41 Shares: 3 Comments:2 58 users actively engaged	999.99% increase	4 new followers	999.99% increase			
Audience									
Demographics	# of Followers	MoM Change							
53.1% Male	109 Followers	2.83% increase							
46.2% Female									
66.6% are ages 45-56									
Goals									
[Goal 1]	[Result]								
Increase TikTok engagement by 15%	August 2024								

LINKEDIN									
Account(s)									
Handle	Company Page Tag Line	Link in Profile	Channel Owner	Mission Statement	Top Content / Pinned Post	Most Recent Post	Notes		
<a href="https://www.linkedin.com/company/eleanor-roosevelt-center-at-val-kill/people/">https://www.linkedin.com/company/eleanor-roosevelt-center-at-val-kill/people/</a>	Copy and paste the text that appears in your tag line.								
	Need help optimizing your profile? Expert tips: <a href="https://blog.hootsuite.com/linkedin-for-business/">https://blog.hootsuite.com/linkedin-for-business/</a> <a href="http://www.ervk.org/">http://www.ervk.org/</a>		Unsure Need to gain access or create new account	Unsure Possibly promote professional events and conferences	NA	NA	Need to gain access and set up		
Performance									
# of Posts	[KPI 1]	YoY Change	[KPI 2]	YoY Change	[KPI 3]	YoY Change			
0	0	0	0	0	0	0			
Audience									
Demographics	# of Followers	YoY Change							
Maine, Boston, Greater New Haven, New York	4	100%							
Goals									
[Goal 1]	[Result]								
Increase the follower count to 50 followers before August 2024	August 2024								

## TWITTER

### Account(s)

Handle	Bio	Hashtags	Link in Profile	Verified	Channel Owner	Mission Statement	Top Content / Pinned Post	Most Recent Post	Notes
@ERVKLeadership	ERVK extends Eleanor Roosevelt's heart, mind and voice. Our programs equip the next generation with the skills to #LeadLikeEleanor & create change in our world.	#LeadLikeEleanor	<a href="http://ERVK.org">ERVK.org</a>	No	ERVK Leadership Team	"We're here to empower young girls to build a better tomorrow for all of us."	"Office of Young Americans." <b>Impressions:</b> 860 <b>Engagement:</b> 14 <b>Shares:</b> 1	March 1, 2021	inactive account, consider deleting

### Performance

# of Posts	[KPI 1]	YoY Change	[KPI 2]	YoY Change	[KPI 3]	YoY Change			
56 All Time	e.g., Engagement Rate, Response Time, etc. Not sure what to track? Read more: <a href="https://blog.hootsuite.com/social-media-metrics/">https://blog.hootsuite.com/social-media-metrics/</a>	How much has this grown or decreased year-over-year (YoY). Or, whichever period makes the most sense for your business.	na	na	na	na	Use Twitter Analytics to gather performance data. More info: <a href="https://blog.hootsuite.com/twitter-analytics-guide/">https://blog.hootsuite.com/twitter-analytics-guide/</a>		

### Audience

Demographics	# of Followers	YoY Change							
Young Females Authors People who were/are influenced by Eleanor Roosevelt	90								