Steamtown Consulting's Brand Audit on SACF

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Introduction

At Steamtown Consulting, we began looking into the Scranton Area Community Foundation (SACF) and started by analyzing your website to see how you are selling yourself. We believe your goal is to help individuals in the local Scranton community with charitable planning services, achieving their financial goals and bringing a greater sense of community to the city. We see that you are active on multiple social media platforms, including Instagram, X (formerly Twitter), TikTok, YouTube, Vimeo, LinkedIn and Facebook. After comparing all your Hootsuite overviews and analytics, we found that your 2024 Facebook Overview showed that Facebook saw the highest activity, with 155 posts, 5,991 fans, 859 engagements and 1,141 clicks across your seven accounts: Scranton Area Community Foundation, Women in Philanthropy, Center for Community Leadership and Nonprofit Excellence, NEPA Animal Welfare Collaborative, NEPA Learning Conference and NEPA Moves.

Later in this brand audit, we will go further in-depth into all your Facebook accounts and other platforms, and outline what we think is working, not working or what we think you can change to gain more attraction. In contrast to the success that Facebook had, we saw TikTok had no posts and 91 followers, while Vimeo, despite 49 videos, had only four followers. X was also notably inactive, with just nine tweets and minimal engagement. Despite varying levels of success across your platforms, SACF remains below the level of success that you desire and below what we think you should have, but it is our goal to help you change this.

Platform Analysis

Platforms	Username/ Handle
Website	safn.org
Facebook	1. Scranton Area Community Foundation 2. Women in Philanthropy 3. NEPA Gives 4. NEPA Moves 5. NEPA Animal Welfare Collaborative 6. NEPA Learning Conference 7. Center for Community Leadership and Nonprofit Excellence
Instagram	scranton.area.fdn
Linked-in	Scranton Area Community Foundation The James F. Swift Scholarship
YouTube	scrantonareacommunityfound4283
TikTok	scrareacomfndn
X (Twitter)	ScrantonAreaFdn
Vimeo	user46660615

SACF Website

"Who We Are" Tab

- Your comments from partners are a nice touch, but there is not a description from the foundation that details what you do, who you work with, what your mission is, etc. Include information about brand identity and add a clear, prominent mission statement. This could be a brief paragraph or tagline at the top of the homepage, making it immediately clear who you are, what you do and who you serve.

- Your tabs are not very user-friendly, especially on mobile devices. It could be made easier to navigate and use when on a mobile device.

Other Tab

- Your website is very confusing to navigate if you do not know what you are looking for because of the numerous tabs.

- You post nice pictures of staff, donors and participants, but the pictures do not explicitly show the physical work that is being done.

- Your important news and upcoming events are "hidden" on the website in a separate tab and are very hard to come across. News and events should be displayed at the top of the page in continuous slideshow form.

- You do not post enough information about scholarships.

- Your descriptions, instructions and information about starting a fund or a charity should be more specific and detailed, so it is easier to understand.

- Your information under the "History" tab should be on the main page because it gives the viewers a little background on who you are, how you started, what you do and why.

SACF Main Facebook Page

Followers: 4,491

Likes: 3.8k

Jan. 1 to Oct. 3, 2024, Hootsuite Overview: 62 posts, 3,826 fans and 950 traffic by page

Oct. 3 to Nov. 19, 2024, Analysis Done by Hand:

- Up Statistics:
  - **Posts:** You made 17 new posts in approximately a month and a half.
    - You are on track for approximately 11.3 new posts per month.
      - This is up compared to your 62 new posts and approximately 6.2 new posts per month from Jan. 1 to Oct. 3, 2024.

- o **Engagement:** You had seven posts with an engagement rate of 10% or more in approximately a month and a half.
  - You are on track for approximately 4.7 posts per month with a 10% or higher engagement rate.
    - This is up compared to your ten posts and approximately one post per month with a 10% or higher engagement rate from Jan. 1 to Oct. 3, 2024.
  - You have made fewer posts from Oct. 3 to Nov. 20, 2024, but 41.2% of those posts have an engagement rate of 10% or more.
    - This is compared to Jan. 1 to Oct. 3, 2024, where more posts were made, but only 16.1% of those posts have an engagement rate of 10% or more.
  - Your post with the highest engagement rate is at 27.08%.
    - It was created on Oct. 23 and welcomed Brad Reid as your Philanthropy Manager. It also gave a little background on what he will be doing for SACF.
  - This is up compared to Jan. 1 to Oct. 3, 2024, where your post with the highest engagement rate is at 19.31%.
    - Your post that got a 19.31% engagement rate was created on July 11. It was a group picture congratulating all the 2024 James F. Swift Scholarship recipients.

Audience: Community foundations, millennials in the Scranton area and non-profits.

Bio/ Description: "Working to enhance the quality of life for all the people in the Lackawanna County region through the development of organized philanthropy."

- Highest engagement posts: Your posts with the highest engagement include pictures of your work being displayed, such as playground equipment, animal welfare and nature preserve.

- Content:
    - You mostly are promoting events, donations and staff.
    - You post frequently on this platform.
    - Your page has a banner and logo that are very similar and not visually engaging.
    - You do not use a universal hashtag to establish brand identity. Ex: #ScrantonAreaCommunityFoundation, #SACF

- Limited information:
    - You do not have additional information about what SACF does under the "about" tab.

Women in Philanthropy Facebook Page

Followers: 1.2K

Likes: 1.1K

Jan. 1 to Oct. 3, 2024, Hootsuite Overview: 56 posts, 1,149 fans, 210 engagements and 53 traffic by page

Audience: Non-profits and the community of Scranton

Bio/ Description: "Women in Philanthropy focuses on empowering and transforming the lives of women, girls, and their fam"

- Content:
    - Your event posts are appealing, but they receive little engagement.

- You do not use a universal hashtag to establish brand identity. Ex:

  #ScrantonAreaCommunityFoundation, #SACF

- Limited Information:

  - You do not have any information about what SACF does under the "about" tab.

- Update Bio Description:

  - You have grammatical errors present. For example, change your abbreviation of

    "fam" to "families."

NEPA Gives Facebook Page

Followers: 2.3k

Likes: 1.6k

Audience: Donors and the greater Scranton community

Bio/ Description: "NEPA Gives- an online giving extravaganza that's all about giving back to

the community. On June 6 to 7, 2024, donors may secure donations to their favorite local non-

profit organizations through www.nepagives.org/"

- Content:

  - You promote events and thank your donors.

  - Your last post was in July, but you were consistent before stopping.

  - Your engagement is low or inconsistent.

  - You do not use a universal hashtag to establish brand identity. Ex:

    #ScrantonAreaCommunityFoundation, #SACF

- Update Bio Description:

  - You have outdated information in your bio and should update it to the upcoming

    2025 NEPA Gives event date, which is June 6, 2025.

Center for Community Leadership and Nonprofit Excellence Facebook Page

Followers: 699

Likes: 596

Jan. 1 to Oct. 3, 2024, Hootsuite Overview: 33 posts, 596 fans and 138 traffic by page

Audience: Community and millennials in the Scranton area

Bio/ Description: "The Center was established by The Scranton Area Community Foundation to serve organizational capacity building needs of nonprofits in the Lackawanna County region."

- Content:
    - You promote events and collaborate on posts with the other SACF accounts.
    - You have low engagement and are not frequently posting. You post a range of one to three times per month.
    - Your logo and banner on your page are not visually appealing.
    - You do not use a universal hashtag to establish brand identity. Ex: #ScrantonAreaCommunityFoundation, #SACF

NEPA Animal Welfare Collaborative Facebook Page

Followers: 1.7k

Likes: 1.4K

Audience: Community of Scranton

Bio/ Description: "A collective of animal shelters, rescuers, advocates, and sanctuaries in the region that are interested in coming together to advance various causes in animal welfare and to increase the resources available to these agencies."

- Content:
    - Your last post was on Sept. 30, but you were active with posting before stopping.
    - You promote events and repost content about lost cats or cats looking for homes.

- You use the hashtag, #NEPAAWC, but do not use #ScrantonAreaCommunityFoundation or #SACF.

- Limited information:

  o You do not have much detail in the "about" tab.

- Positive feedback: Five out of five people rated it five stars.

NEPA Learning Conference Facebook Page

Followers: 67

Likes: 57

Audience: Non-profits

Bio/Description: "Teaching nonprofits how to create a learning environment. Join us Sept. 20 to 22, 2023!"

- Content:

  o Your last post was on Oct. 16, 2023.

  o You only promoted one event on Sept. 20 to 22, 2023.

  o You thank your sponsors in your posts.

- Limited information:

  o You do not have much detail in the "about" tab.

- You need to update the bio description because the dates given are in the past.

NEPA Moves Facebook Page

Followers: 449

Likes: 422

Jan. 1 to ct. 3, 2024, Hootsuite Overview: 4 posts, 449 fans and 0 traffic by page

Audience: Non-profits and community foundations

Bio/Description: "NEPA Moves is focused on providing solutions to transportation challenges through a strategic plan that promotes equity, encourages economic growth and fosters greater opportunity for all people and communities across Northeastern Pennsylvania."

- Content:
  - Your last post was on July 11, and you only posted four times a year.
  - You have limited original content and only repost other content from transportation accounts.
- Limited Information:
  - You do not have much detail in the "about" tab.

SACF Main Instagram Page

Followers: 1,723

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

Oct. 3 to Nov. 19, 2024, Analysis Done by Hand:

- Down Statistics:
  - **Followers:** You gained eight new followers in approximately a month and a half.
    - You are on track for approximately 5.3 new followers per month.
      - This is down compared to your 84 new followers and approximately 8.4 new followers per month from Jan. 1 to Oct. 3, 2024.
- Up Statistics:
  - **Posts:** You made 13 new posts in approximately a month and a half.
    - You are on track for approximately 8.7 new posts per month.

- This is up compared to your 37 new posts and approximately 3.7 new posts per month from Jan. 1 to Oct. 3, 2024.

o **Engagement:** You had four posts with an engagement rate of 10% or more in approximately a month and a half.

- You are on track for approximately 2.7 posts per month with an engagement rate of 10% or more.

  - This is up compared to your six posts and approximately 0.6 posts per month with an engagement rate of 10% or more from Jan. 1 to Oct. 3, 2024.

- You have made fewer posts from Oct. 3 to Nov. 20, 2024, but 41.2% got an engagement rate of 10% or more.

  - This is up compared to Jan. 1 to Oct. 3, 2024, where you made more posts but only 16.1% got an engagement rate of 10% or more.

- Your post with the highest engagement rate is at 13.28%.

  - It was created on Nov. 15 and was a group picture congratulating the award-winners at Women in Philanthropy's 10th Annual Celebration.

  - This is down compared to your post with the highest engagement rate from Jan. 1 to Oct. 3, 2024, which was at 14.68%

    o Your post that got a 14.68% engagement rate was created on June 7. It was a landscape picture of The Garden of Cedar, which founder, Frank Dubas, announced an extension that would help address food insecurity.

Audience: Non-profits and millennials in the Scranton area

Bio/ Description: "Enhancing the quality of life for all people in the Lackawanna County region through the development of organized philanthropy."

- Content:
    - You have low engagement on posts, which range from three to 25 likes per post and three comments max per post.
    - Your content has inconsistent style, including brand colors, text, etc.
    - You have limited tagging and collaboration with other accounts.
    - Your Instagram handle is inconsistent with Facebook's, which makes it harder to find.

SACF Main Twitter (X) Page

Followers: 1,416

Audience: Scranton corporations and non-profits (by followers), but no active audience is engaging.

Bio/ Description: "Improving the quality of life for all people in Northeastern Pennsylvania through organized philanthropy."

- Content:
    - You repost articles including SACF, promote events and donations and highlight staff.
    - You receive low engagements on posts, frequently with one like or no likes at all.
    - Your last post was on Sept. 25, but you posted most frequently in June this year.

SACF LinkedIn

Followers: 629

Jan. 1 to Oct. 3, 2024, Hootsuite Overview: 34 posts, 626 followers, 374 engagements and 791 clicks

Audience: Non-profit professionals, community foundations, program officers/managers and communication professionals

Bio/Description: "Enhancing the quality of life for all people in Northeastern Pennsylvania through organized philanthropy"

- Content:

    o You began posting in Nov. 2023.

    o You post 1 to 2 times a month.

- Identity:

    o Your "about" section explains who SACF is and the services you provide.

    o Your foundation identifies itself as "Philanthropic Fundraising Services."

    o Your contact information display is strong; however, no email is listed.

    o Your profile photo and cover photo are high-quality and incorporate your brand's message.

SACF TikTok

Followers: 105

Audience: Unknown- not reaching any target

Bio/ Description: "Creating charitable connections since 1954"

- Content:

    o Your account is not currently in use and has zero posts.

- Your TikTok handle is inconsistent with other platforms, "scrareacomfndn," which makes it hard to find. We suggest a name identical to the Instagram account that is easy to recognize. For example, a username like @SACF or @Scrantonareafoundation.

- Your bio includes your email and phone number.

SACF YouTube

Subscribers: 29

Audience: Unknown – not reaching any target

- Content:
  - Your last post was four months ago, but before that post, your latest post was made a year ago.
  - You have 74 videos, and these topics include Grant Meetings, SAF Housing Lab and Initiatives.
  - Your videos, for the most part, were over 40 minutes long, and there was one short from 2021.
  - You have limited engagement with the most popular video having 298 views, but most videos have under 15 views. All your videos have zero likes.
  - Your thumbnails are not engaging or consistent.
- Limited Information:
  - You have no information located in the "about" section.

Current Audience Identification (Demographic Analysis)

- Potential donors of all ages: Primarily middle-aged and older adults (35 to 65+) but also targeting younger professionals (25 to 34) interested in philanthropy.
- People in the Scranton area: A diverse local audience, including residents of various racial and ethnic backgrounds such as White, Black, Hispanic and Asian communities.

- Non-profit organizations: Local and regional groups serving diverse demographics within the greater Scranton community.

Targeting and Messaging (TA Analysis)

- **Targeting**

  - Donors, non-profits, grant seekers, students and professional advisors.

- **Messaging**

  - Your messages promote upcoming events hosted by SACF, collaborations with other foundations, showing proof of the foundation's accomplishments, sending congratulations to local organizations, acknowledging the successes of employees, etc.

- **Donors**

  - Donors can achieve their charitable goals with ease through the SACF. By creating a fund, they ensure a lasting impact on the community, addressing evolving needs, and securing a better future for generations to come.

- **Non-Profits**

  - Non-profit organizations benefit from your support, which allows them to focus on their mission rather than administrative tasks. The Cody Barrasses Foundation, for example, appreciates your help in managing financial details and allowing them to concentrate on assisting families facing organ transplants.

- **Grant Seekers**

  - You offer grants to initiatives aimed at strengthening the community in areas like health, education, arts and the environment. Non-profit organizations in Lackawanna County are encouraged to keep you informed about their programs and ideas to address local needs.

- **Students**
  - You have over seventy scholarship funds, which are created by donors that allow scholarship opportunities to be available. Students can apply for financial support to further their education, with the scholarship committee carefully selecting candidates based on donor-specified criteria.

- **Professional Advisors**
  - Bequests: Individuals can leave a legacy by making a gift through their will or trust, offering flexibility and impact to further the foundation's mission.
  - Charitable Gift Annuity: Donors can provide a gift while receiving fixed payments for life in return, based on their age and the value of the contribution.
  - IRA Charitable Rollover: Individuals 70 and a half years old or older can reduce their taxable income by making a direct gift from their IRA to your foundation.

Scholarships

- You offer community service, volunteer opportunities to high school students and connect them with your partners.

- You should join parent Facebook groups for local high schools:
  - You could collaborate with local high schools to post scholarships on their social media pages and websites or create digital and print flyers for distribution.
  - You could create a specific ad campaign for teens in the Scranton area, including visuals, clear messaging about available scholarships and how to apply.
  - You could host Facebook Live sessions to answer questions from parents about the scholarship funds.

Donors

- You could join local Facebook groups and pages related to education, community service and philanthropy. In these spaces, you would be able to engage with group members, answer questions and share your content.
    - Donor Targeting: You could run Facebook ads targeting users based on demographics like age, location, income level and interests, such as philanthropy, charitable giving and community service.
- You could make posts that highlight long-term donors, or any willing donors, who share their story, such as why they donated to you and how their money has impacted the community.

SACF SWOT Analysis

- **Strengths**
    - **No direct competitors:** You are able to easily capitalize on events and people in the area. You can easily use your social media presence to become well known in the area by all community members.
    - **Established community trust:** You have a strong reputation for managing funds and ensuring long-term community impact.
    - **Storytelling ability**: You can share compelling stories of grant recipients, scholarships or the impact on social media to help inspire followers to donate, volunteer or apply for scholarships.
    - **Prior community engagement**: Your deep community roots and success stories can generate engagement, which leaves much room for opportunity to expand.
    - **Community-driven content**: You can easily leverage content from those you help in the community to help build authenticity and strengthen your brand identity.

- **Weaknesses**

  o **Lacking social presence:** Your social media accounts are not well known by people, and some platforms are inactive, have no posts or engagement.

  o **Weak brand identity:** Your social media pages and platforms have a lot of inconsistencies present. For example, the usernames of each account are different from each other, and there is no clear universal logo or hashtags across platforms.

  o **Lacking recognition:** Your lack of recognition outside of the immediate community or within the broader non-profit sector affects your ability to grow. Individuals may not know what SACF is or what you do.

  o **Website layout:** Your viewers may find the website hard to navigate. When viewing the website, it was hard to see the important things first.

  o **Dependency:** You may depend too much on local donors. This could cause donor burnout and reduce the amount of donations.

- **Opportunities**

  o **Increase brand awareness:** You are putting more effort into your social media presence and creating a consistent handle across all platforms could allow people to become more aware of you and your brand.

  o **Collaborate:** Your opportunity to work with nearby community foundations will expand your outreach efforts to attract more donors and community leaders, while also building stronger partnerships with local organizations.

  o **Telling success stories:** Your opportunity to highlight personal stories from non-profits, students, and donors could strengthen your brand's identity and trustworthiness.

- o **Opportunity to take advantage of each platform:** Your Facebook pages could condense into one main account for your entire foundation to better encapsulate your brand image, mission, work, etc. Similarly, your main Instagram page could have separate highlights for each counterpart of your foundation to display basic information and be easily accessible to viewers. This could be used instead of multiple accounts with different handles because it also allows you to capture the results of the work that you do.

- **Threats**
  - o **Competition for donors:** Your competition from other non-profits and community foundations is always going to be present because you are all competing for limited donor funds.
  - o **Limited Awareness:** You have low visibility in surrounding regions, which means there is a low potential for collaboration and impact with those surrounding regions.
  - o **Financial constraints:** You could experience a loss of support from current or future donors because of the increase in inflation, health care costs, and the cost of living have increased. However, if the donor has trust in you, they will be more likely to continue donating.

Other Community Foundation Instagrams:

- The New York Community Trust (354 posts and 3,846 followers)
  - o NYCT posts eye-catching images with a fun, aesthetic and informative approach.
  - o NYCT posts pictures of its foundation in action. The posts almost seem like a newspaper's social media page.
  - o NYCT promotes its upcoming events and updates followers to be on the lookout for new and exciting changes.

- o NYCT also experiences minimal engagement.

- The Wayne County Community Foundation (247 posts, 776 followers)

  - o WCCF's Instagram looks very similar to yours.

  - o WWCF's posts do not receive much engagement.

  - o WWCF did a partnership with Red Robin where 20% of proceeds were donated to WCCF. Two days before the event, a post was made as a heads up and the day of the event, a post was made as a reminder.

  - o WWCF's posts are not very eye-catching.

  - o WWCF posts more action photos than you and it started posting more reels.

- Charity: water (3,986 posts, 514K followers, verified).

  - o Charity: water is not a community foundation but it's a nonprofit.

  - o Charity: water posts consist of a lot of reels, eye-catching images and video cover pictures.

  - o Charity: water posts using pathos when speaking to the target audience which includes using emotion-based words and images while also contributing to informational language.

  - o Charity: water posts about their accomplishments. For example, it says how many local partners it has, how many people it serves, etc.

  - o Charity: water had an auction for two tickets to see Taylor Swift in Amsterdam with roundtrip plan tickets. Win or lose, every bid was supporting clean water.

  - o Charity: water uses polls and surveys to get viewers involved.

Calendar/ Timing Recommendations: Promoting Scholarships

Calendar:	Platform	Frequency of posts	Content Recommendations
August to December	Instagram	2x per week	Introducing Scholarships campaign - You will run a series collaborating with high schools associated with certain sponsorships. - You will make informational posts explaining the scholarship, including images of high school students, administrators and your staff. - You highlight past recipients (Tag high school) - Reels: You speaking at events at high schools and incorporating fun trends. - Targeting: You target high school students. Story Posts: - You do Q&A's to get viewers involved.
	TikTok	Post once per week	Introducing Scholarships campaign - You will run a series collaborating with high schools associated with certain sponsorships. - Reels: You speaking at events at high schools and incorporating fun trends. - Targeting: You target high school students.
	Facebook	Post 2x per week	Introducing Scholarships campaign - You will run a series collaborating with high schools associated with certain sponsorships. - You will make informational posts explaining the scholarship, including images of high school students, administrators and your staff. - Targeting: You target parents of high school students Story posts: You highlight past recipients (Tag high school) You use Q&A's from Instagram stories to make informational content to be posted on this platform.

January to March (Scholarship application is open)	Instagram	Post 2x per week	Application Collaborative Campaign - High school students send a screenshot of the application to be entered in a bi-weekly prize of gift cards from local Scranton businesses and featured in posts. This allows high school students to get motivated to apply and bring more engagement. - You post winners on story. - Targeting: You target high school students General content - You give reasons why to apply for scholarships. (carousel or reel) - You show how to apply for your scholarships. (carousel or reel) - You collaborate on content with local influencers to expand target reach. - You incorporate fun and engaging trends to highlight commitment and benefits of scholarships for local high school students. Story posts: - You do Q&A's to get viewers involved.
	TikTok	Post 1 to per week	General content - You give reasons why to apply for scholarships. (carousel or reel) - You show how to apply for your scholarships. (carousel or reel) - You collaborate on content with local influencers to expand target reach. - You incorporate fun and engaging trends to highlight commitment and benefits of scholarships for local high school students.
	Facebook	Post 2 to 3 per week	Story post campaign - High school students send a screenshot of the application to be entered in a bi-weekly prize of gift cards from local Scranton businesses and featured on story. General content

			- You give reasons why to apply for scholarships. (Image or reel) - You show how to apply for your scholarships. (Image or reel) - You collaborate on content with local influencers to expand target reach.

Recommendations

- You could create one username to use across all platforms to establish brand identity. Ex: @SACF, @Scrantonareacommunity.

- You could use the Hootsuite to schedule posts and track analytics for all platforms.

- You could combine all Facebook accounts to one universal handle and account. (Facebook umbrella)

- You could post more engaging content focusing on highlighting what you do, showcasing donors, and feature high school students or administrators. These posts can include photos that showcase the results of the donations you receive, such as the playground equipment donated to the Scranton YMCA, as well as more candid photos of events, short reels, etc.

- You could post more frequently and strategize to reach certain target audiences for increased engagement.

- You could use a consistent color palette for graphics and posts on all platforms and utilize the brand colors (blue and green) with other complimentary colors.

- You could create a link tree to connect accounts and put links to events. Then you put the link tree into bio descriptions across all platforms. This can be easily accessible for all target audiences and is a great way to stay organized.

- You could use Instagram stories and highlights for each section of your foundation with specific logos as the cover photo and title. For example, for the NEPA Gives highlight section, place the logo as the cover photo and put perspective posts involving NEPA Gives in the highlight reel so users can click and learn more about each.

Conclusion

Steamtown Consulting had a great time creating a brand audit for you, and we hope you will consider some of our ideas to keep SACF on the path to success. By enhancing your communication and interpersonal connections, the Scranton Area Community Foundation (SACF) has a great opportunity to increase its charitable work in the community. While your website can be difficult to navigate, and your presence on other social media platforms lacks organization, your Facebook page is performing efficiently. By simplifying your social media presence, enhancing your website and maintaining a consistent brand, you could bring in more attention and encourage involvement. Your foundation will be able to assist even more individuals in Scranton and beyond if you are able to draw in additional contributors and support by showcasing your programs' outcomes and clear messages.