

THE HIVE INCLUSIVE COMMUNITY — MARCH 2025 BY H3G MASEM604

Social Media Playbook

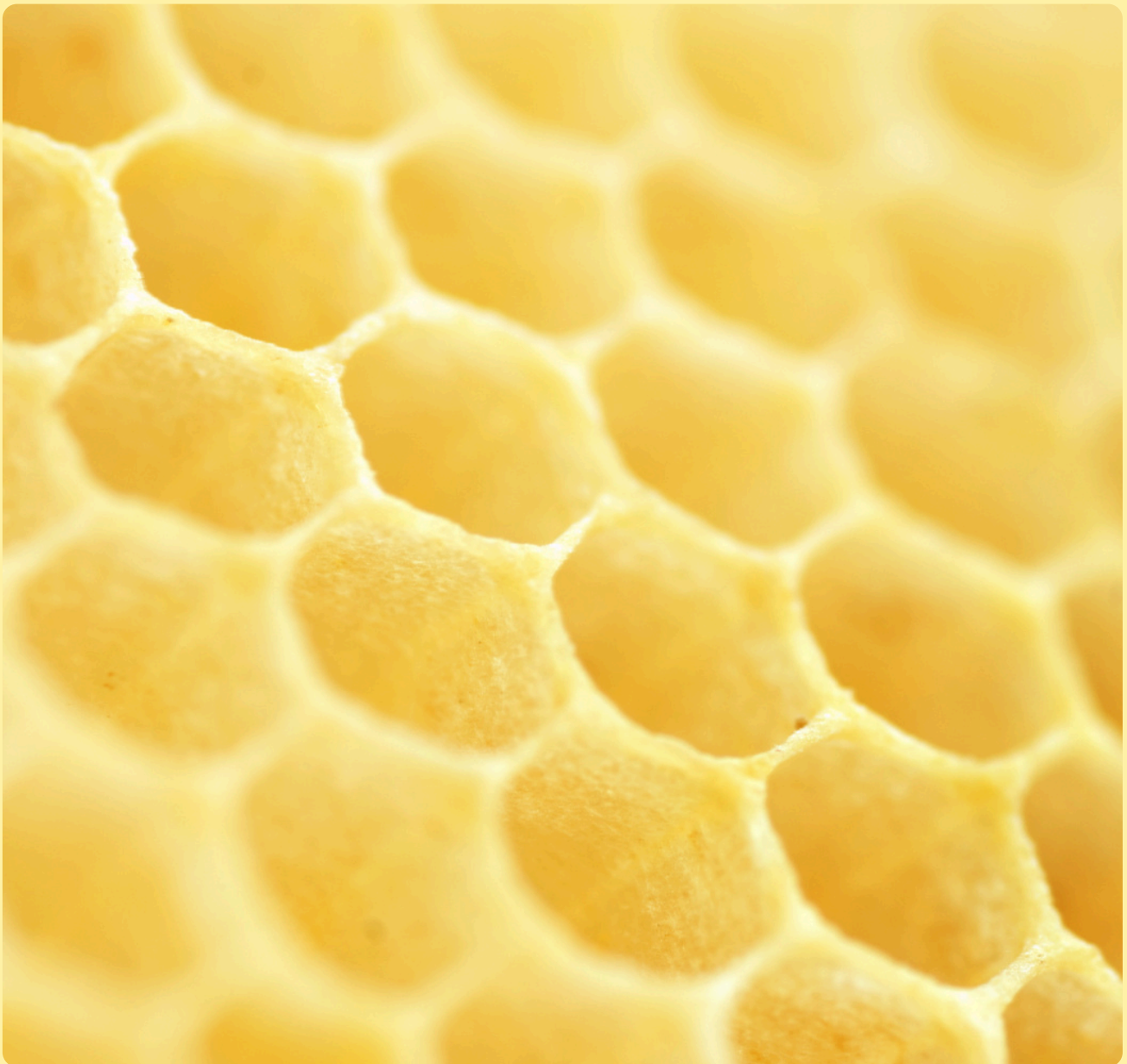


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The Hive is a mission-driven organization dedicated to addressing housing insecurity in Florida. Focused on providing supportive and affordable housing, The Inclusive Hive serves people with disabilities, youth aging out of foster care, and the elderly ensuring they have access to safe, stable, and empowering living environments. Through innovative solutions and community partnerships, The Inclusive Hive strives to create a future where everyone has a place to call home.

SOCIAL MEDIA PLAYBOOK

Social media playbooks are crucial for businesses expanding their social media presence. A social media playbook provides a detailed plan with different strategies for doing so. It outlines different strategies supported by research, giving the business structure and organization in order to achieve their goals. The Hive Inclusive Community can benefit from a social media playbook as it will provide a detailed plan as to how they can increase their online presence and in return, raise more awareness for their cause.

Analytics Insights Jan. 25th-Feb. 24th.

The Hive Inclusive Community Sees Massive 1279% Reach Increase Despite Fewer Mentions, Signaling Potential for Strategic Growth

Insights

Limited but impactful activity: While there were only two mentions in the current period, they generated a significantly higher reach, suggesting they may have come from more influential sources or platforms.

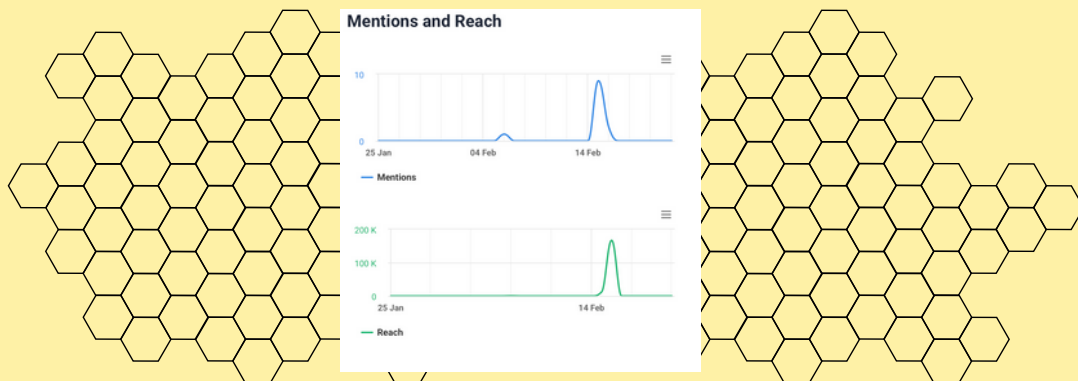
Focus on community events: Both mentions [1] and [2] reference events related to The Hive Inclusive Community, indicating a potential emphasis on community gatherings or activities.

Clarification of services: Mention [1] explicitly states that The Hive Inclusive Community is not a service provider for individualized care, which could be an important point of communication for the organization.

Multi-platform presence: The mentions span the organization's website and Linktree page, suggesting efforts to maintain a presence across different online platforms.

Neutral tone: Both mentions in the current period were neutral in sentiment, which could indicate a focus on informational content rather than emotionally charged discussions.

Mentions and Reach



Trends

Decrease in overall mentions: The number of mentions dropped from 9 in the previous period to 2 in the current period, a 78% decrease.

Significant increase in reach: Despite fewer mentions, the reach increased from 12.1k to 166.8k, a massive 1279% increase.

Concentration of activity: All mentions and reach occurred on a single day (February 16, 2025) in the current period.

Shift in sentiment: The current period had no positive or negative mentions, compared to 22% positive mentions in the previous period.



Recommendations

Leverage high-reach platforms: Given the significant increase in reach, identify and focus on the platforms or channels that contributed to this boost. Consider allocating more resources to these channels for future communications.

Enhance event promotion: With both mentions related to events, develop a comprehensive event marketing strategy to maintain and increase engagement. This could include creating event-specific hashtags, partnering with local influencers, or using targeted social media advertising.

Clarify community role: Use the insight from mention [1] to create clear messaging about The Hive Inclusive Community's role and services. Develop an FAQ or dedicated page on the website to address common misconceptions about the organization's offerings.

Diversify content calendar: To avoid single-day spikes and maintain a more consistent online presence, create a content calendar that spreads communications throughout the week. This could include regular blog posts, social media updates, or community spotlights.

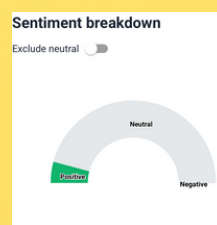
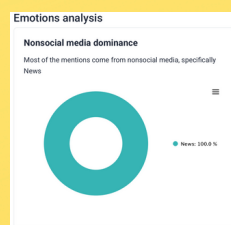
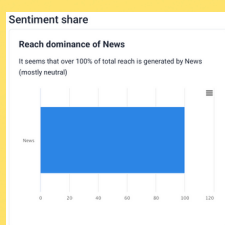
Encourage positive engagement: While maintaining neutrality in official communications, develop strategies to encourage community members to share positive experiences. This could help bring back the positive sentiment seen in the previous period.

Optimize Linktree: Given the mention of the Linktree page [2], ensure it is fully optimized with all relevant links, including social media profiles, donation pages, and upcoming events. Regularly update this resource to keep it current and valuable for visitors.

Explore partnerships: To further increase reach and diversify mentions, consider partnering with other inclusive community organizations or local businesses for joint events or initiatives.

The Inclusive Hive is new to the internet and has yet to really make a mark. With an improved SEO website and social media presence, it can succeed as a non-profit serving the disabled, elderly and persons aging out of foster care in a very meaningful way. Getting noticed in the Tampa Bay news community is a great help and more should be sought out..

The News category has superior impact on reach and is the most reach-efficient media. News is also the most impactful category in terms of AVE!



Total mentions	Total reach	Positive mentions
12	150k	1
Negative mentions	Promotion score	Avg
0	3/100 → 20%	\$12k
Social media reach	Non-Social media reach	User generated content
2220	148k	8
Social media mentions	Non-Social media mentions	Social media reactions (e.g. likes)
8	4	58
Social media comments	Social media shares	Total social media interactions
4	1	63

Social Media Engagement Rate: January - February 2025



FACEBOOK

Awareness: 929 followers
Engagement: 753 likes
Engagement Rate: 81%

INSTAGRAM

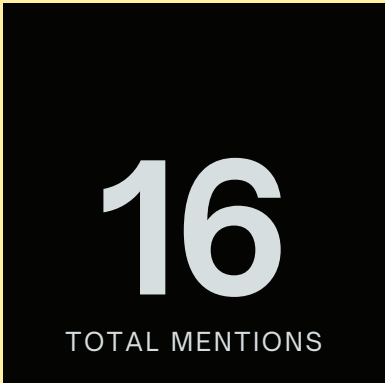
Awareness: 1007 followers
Engagement: 4228 likes
Engagement Rate: 420%

YouTube

2 posts: zero comments
4 videos: avg. 28.5 views
1 short: 512 views
1 podcast: 27 subscriptions

LINKEDIN

Followers: 176
Engagement: 14 +10 = 24 likes/reposts
Engagement Rate: 13.6%



Advanced Analytics



Social Media Listening

most popular emojis



Top Mentions

January 1 - March 3, 2025



Exciting News! I am beyond honored...

Positive

instagram.com • 2025-02-06 01:12 PM

Let's build a more inclusive world together! **inclusivehive**
#TheHiveInclusiveCommunity #InclusionMatters...



inclusivehive

Neutral

instagram.com • 1007 followers • 2025-02-22 02:52 AM

Enjoy some traditional English pub food and connect with other caregivers!! See you next Thursday. RSVP at link in bio!...



Florida nurse creating 'The Hive' whe...

Neutral

yahoo.com • 3.6B visits • 2025-02-06 05:47 AM

[...] will become a reality, giving people like her son, Trace, a place to call home. What you can do if you'd like to learn more or support Th...



Florida nurse creating 'The Hive' whe...

Neutral

fox13news.com • 4.1M visits • 2025-02-05 09:00 AM

you'd like to learn more or support The Hive, visit **theinclusivehive.org**. The Source: The information in this story wa...



February Events!!! Join us! https://...

Neutral

facebook.com • 2025-02-09 11:35 PM

February Events!!! Join us! <https://theinclusivehive.org/events/>



inclusivehive

Neutral

instagram.com • 1007 followers • 2025-02-09 11:26 PM

February Events!!! Sign up with link in bio. #thrivewithhive
#disabilitysupport #nonprofit #tampaevents



Florida nurse creating 'The Hive' whe...

Neutral

msn.com • 624M visits • 2025-03-01 02:31 PM

If you'd like to learn more or support The Hive, visit **theinclusivehive.org**. A Florida nurse with a heart for helping other...



Events - The Hive Inclusive Communi...


Neutral

theinclusivehive.org • 2025-03-01 04:49 PM


Through art, music, and interactive activities, we provide opportunities for individuals to express themselves, build...


Posts From Competitor: BestBuddies



- 1




swagmanfelder

 2025-02-08 18:45


 [instagram.com](#)


 98  1




BEST BUDDIES TAMPA DIDN'T COME TO PLAY TONIGHT!! EVERYONE SHOWED OUT WITH FLY FITS & FIRE DANCE M
- 2




bestbuddiesfl

 2025-02-28 08:01


 [facebook.com](#)


 8  3  2

Eat good, do good! Join us NATIONWIDE at ANY Panda Express this Friday, February 28th and help s...
- 3




Best Buddies Florida - LinkedIn


 2025-03-03 04:52


 [linkedin.com](#)

🌟 Join the Best Buddies Team in Florida! 🌟 Are you passionate about creating inclusive communitie...
- 4




Best Buddies Tampa Bay- Joie's

 2025-02-02 16:00


 [youtube.com](#)


Best Buddies Tampa Bay- Joie's Story

- 5

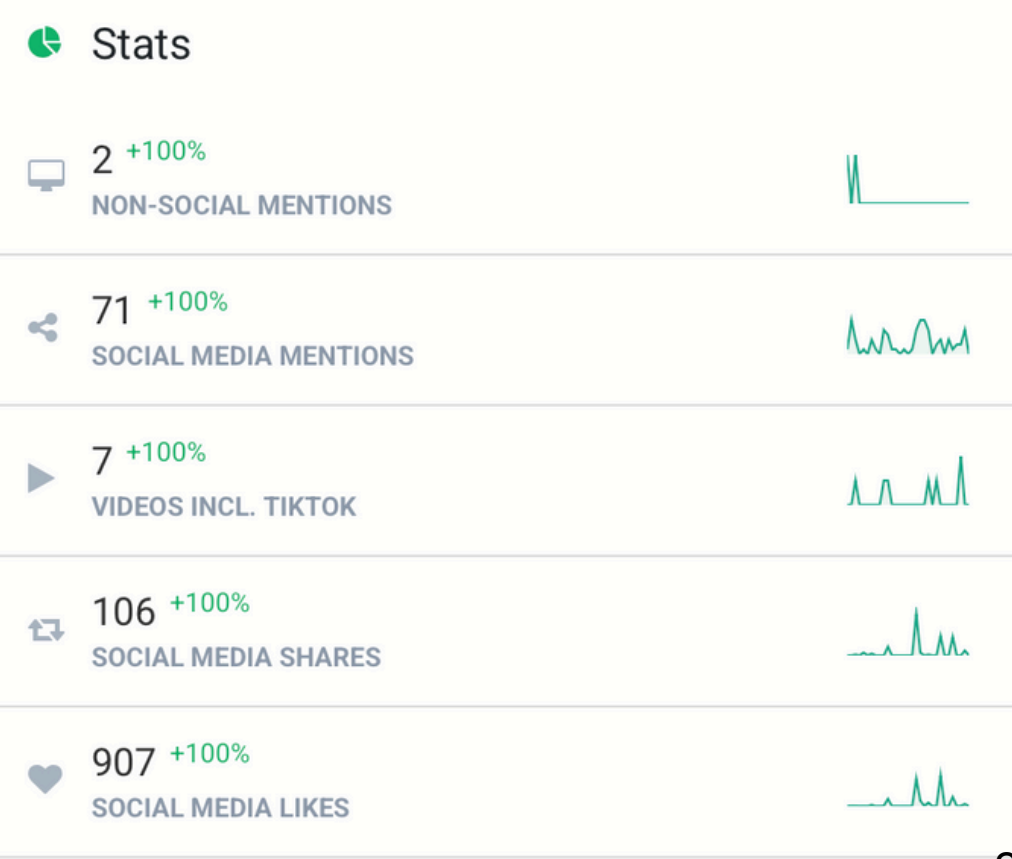


\Craving Panda Express? On Friday,



 [instagram.com](#)

\Craving Panda Express? On Friday, February 28, 2025, order or



Posts From Competitor: A-Town

Just 2 more weeks!

A TOWN
a supported community

**PRESENTS AN EXCLUSIVE SCREENING OF
THE AWARD-WINNING DOCUMENTARY**

In A Different Key

A true story of love, autism and the fight to belong

Free Community Screening
Thursday, April 11, 2024
7:30PM (doors open at 6:30)
at the iconic
Tampa Theatre
711 N Franklin St,
Tampa, FL 33602
www.tampatheatre.org



A Film by Caren Zucker & John Donvan

In A Different Key is an award-winning documentary film featuring an original score by Wynton Marsalis. In the film, a mother tracks down the first person diagnosed with autism to see if his story holds hope for her own son and others like him. The story examines both the dark history of autism and the great good that can be achieved when communities work together to welcome and embrace those with different needs.

A-Town is a nonprofit dedicated to building a modern, supported residential community for adults with autism in the Tampa Bay area.
Learn more at www.a-town.org

**TO LEARN MORE
AND RESERVE
FREE TICKETS:**



A-Town Community, Inc. is a 501(c)(3) charitable organization.
Your donations are tax-deductible to the maximum extent allowed by law.

A TOWN
a supported community

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A-Town is a 501(c)(3) charitable organization.
Your donations are tax-deductible to the maximum extent allowed by law.

Did you know?
Providing suitable housing for adults with autism can be incredibly challenging. Let's change that! Supporting initiatives like A-Town can make Tampa Bay a place where everyone can find a safe and nurturing home.

#InclusiveHousing #A-Town

No mentions found.

Competitor Analysis



As The Hive Inclusive Community works towards expanding its reach and impact, it is essential to analyze and learn from organizations with similar missions. This competitor analysis focuses on Best Buddies, a well-established nonprofit dedicated to fostering inclusion and opportunities for individuals with intellectual and developmental disabilities.

By examining Best Buddies' Instagram content strategy, engagement tactics, and audience interactions, The Hive can identify best practices and areas for differentiation.

This analysis will explore:



Content styles that drive engagement and visibility.



Posting frequency and strategy for audience growth.



Engagement tactics such as storytelling, reels, and community interaction.



Opportunities for The Hive to refine its Instagram presence and stand out.

Through this comparison, The Hive will develop a more strategic Instagram approach to amplify its mission, increase engagement, and strengthen its online community.

Competitor Analysis



Metric	The Hive	Best Buddies	Insights
Positive Sentiment	25% (3/12 mentions)	24% (10/42 mentions)	<ul style="list-style-type: none">• Opportunity to expand audience reach• Need to increase visibility and mention volume• Opportunity to increase frequency while maintaining content quality
Total Reach	179.5K	257.9K	
Total Mentions	12	42	
Posting Frequency	1-2 posts per week, concentrated around key dates	5-7 posts per week	

Competitor Analysis



Recomended Instagram Frequency Targets

Element	Current Frequency	3 Month Target	6 Month Target
Feed Post	1-2 Posts/Week	3 Posts/Week	3-4 posts/week
Stories	Occasional	Daily (1-2 story frames)	Daily (3-5 story frames)
Reels	Occasional	3 per month	1 per week

Competitor Analysis Summary

The Hive vs Best Buddies

- *The Hive Inclusive Community* maintains slightly higher positive sentiment (25%) with zero negative mentions, showcasing quality over quantity in its engagement approach. The organization excels with innovative housing solutions and authentic leadership that includes individuals with lived experience. However, The Hive faces challenges with more limited reach (179.5K vs. 257.9K), fewer mentions (12 vs. 42), and concentrated engagement patterns primarily in the Tampa region.
- *Best Buddies* demonstrates strengths in broader reach, consistent daily social media activity, extensive geographic presence through multiple chapters, and diverse programming including school initiatives, friendship walks, and leadership development. Their higher volume approach generates more overall visibility but with a slightly lower positive sentiment ratio (24%).



Strengths

- 🐝 Positive Sentiment
- 🐝 Strategic Initiatives
- 🐝 Leadership Structure

Weaknesses

- 🐝 Overall Reach & Visibility
- 🐝 Consistent Engagement
- 🐝 Geographic Presence
- 🐝 Website SEO

Opportunities

- 🐝 Expand Geographic Reach
- 🐝 Increase Regular Communication
- 🐝 Leverage Unique Selling Points
- 🐝 Build Partnerships
- 🐝 Develop Educational Program

Threats

- 🐝 The Economy
- 🐝 The “Hive” is Common
- 🐝 The lack of funds for marketing and advertising
- 🐝 Website needs optimization

SWOT Analysis

Target Audience

- **Individuals with Disabilities**
 - Needs: Accessible housing in a supportive community
 - Pain Points: The absence of inclusive living spaces.
 - Motivator: Independence
- **Family members & Care Givers of these individuals**
 - Needs: Finding a safe and supportive living environment for their loved ones
 - Pain Points: The overwhelming responsibility of being a caregiver
 - Motivators: Ensuring their loved ones are set up for success long-term
- **Volunteers & Community members looking to get involved**
 - Needs: A cause that aligns with their company and or aligns with their morals
 - Pain Points: Wanting to make sure their efforts are impactful
 - Motivators: Getting involved in the community

Audience Persona

Resident



Sarah Robinson, 28

Tampa Bay

Background:

Sarah has cerebral palsy and currently lives with her parents, but she desires more independence. She struggles to find accessible, affordable housing where she can also have a supportive community.

Challenges:

Limited housing options that meet her accessibility needs
Difficulty finding steady employment due to workplace bias
Social isolation and lack of inclusive recreational spaces

Goals & Motivations:

Living in a supportive, independent community
Finding stable employment with accommodations
Building friendships and participating in social activities

Communication Preferences:

Engages with social media (Facebook, Instagram) for community updates
Prefers visual and video content over long texts
Values direct and clear information about housing options and accessibility

Audience Persona

Supporter/Donor



Mark Stevenson, 45

Tampa Bay

Occupation:

Executive at a local tech company, active in corporate social responsibility (CSR) initiatives

Background:

Mark has a nephew with autism and has been involved in disability advocacy. He's looking for ways to make a lasting impact in the Tampa community.

Challenges:

Wants to ensure his donations are used effectively
Seeks organizations with transparent financials and clear impact metrics
Prefers long-term partnerships over one-time donations

Goals & Motivations:

Supporting a cause that aligns with his personal values
Making a tangible difference in housing accessibility
Engaging employees in meaningful volunteer work

Communication Preferences:

Prefers LinkedIn and email for professional engagement
Interested in data-driven impact reports and testimonials
Responds well to networking events and fundraisers

Empathy Map

Persona



Sarah Johnson
(Caregiver - Mother of an Adult with Disabilities)

PAINS

Difficulty finding truly inclusive and supportive housing for individuals with disabilities

Lack of understanding and resources for caregivers

Limited financial assistance or guidance on long-term planning

GAINS

A strong, understanding community that provides emotional and practical support

Greater awareness and advocacy for disability inclusive housing and services

Peace of mind knowing their loved one will be supported even when they are no longer around

Thinks

"Am I doing enough to support my child?"

"I want to make sure my child feels included and safe"

"Will my child be prepared to take on their daily tasks and financial needs?"

"I am overwhelmed and I can't stop worrying"

Does

Researches inclusive housing options and financial aid

Joins online support groups for caregivers

Attends workshops and events about independent living for individuals with disabilities

Seeks out organizations that provide long-term support solutions

Feels

Overwhelmed - Balancing work, caregiving, and taking care of my other family members

Anxious - Fearful about the future and long-term support for my child

Isolated - Feels like other people don't understand the daily struggles

Hopeful - Wants to find a strong support system for my child and the right resources

Says

"I just want to make sure my child has a safe and independent future."

"I worry about what will happen when I'm no longer able to care for my child."

"It's hard to find housing that fully supports people with disabilities."

"I need to find a community that understands what we're going through."

BRAND POSITIONING

We are passionate about our mission.

**Our mission is to provide inclusive housing
for the disabled community.**

**The disabled want to not just feel but BE
inclusive.**

Our Positioning

Our brand positioning is one of working towards a unique housing structure that will not only benefit the disabled, but housing that lets the disabled feel inclusive with a mix of housed people thereby creating a truly valuable living experience for all who reside in The Inclusive Hive Community.

Our Voice

Our brand voice is both sincere and authentic, welcoming and approachable, as well as caring and compassionate.

Our Tone

Our brand tone is passionate because we believe in what we are doing and that passion will translate to our audience to join us in our mission.

Social Media Approach

Challenges

Limited Awareness

The Hive is not widely recognized outside its immediate network.

Donor & Volunteer Conversion

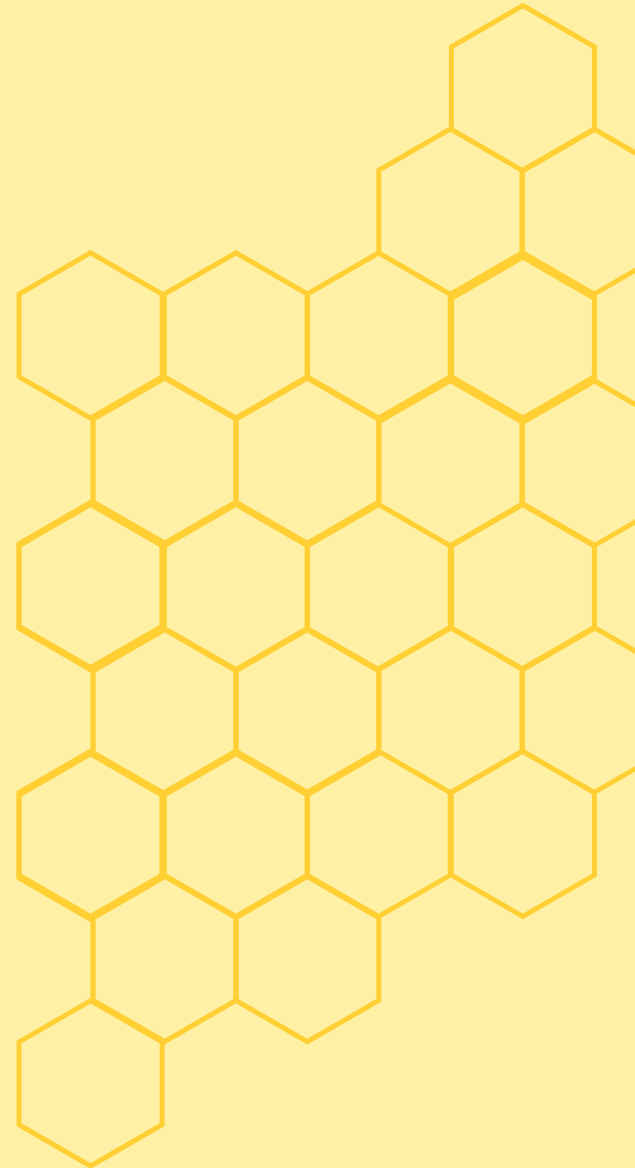
Making the transition from followers to donors/volunteers remain a challenge. (based on general challenges for non profits)

Low Engagement

Current social media interactions (likes, shares, comments) are minimal.

Content Reach

Posts may not be optimized for platform algorithms, limiting organic reach.



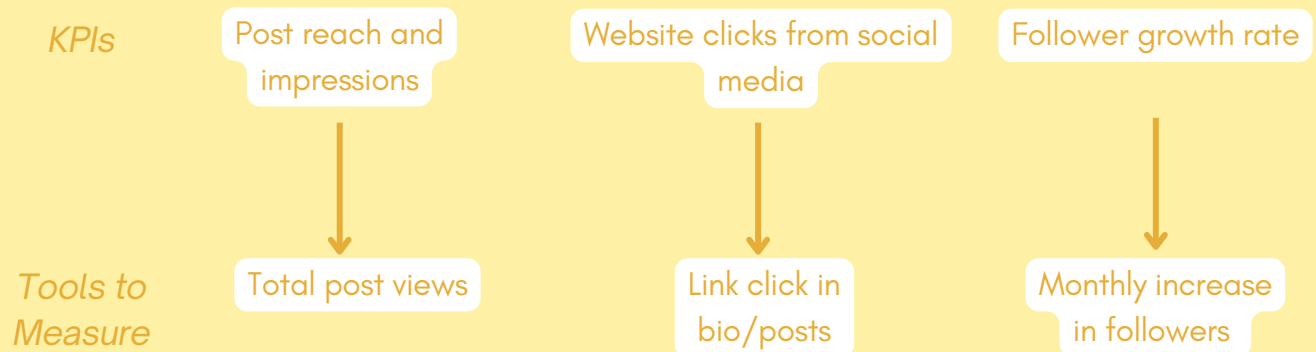
Social Media Approach

Cont.

Goals, Objectives & KPIs

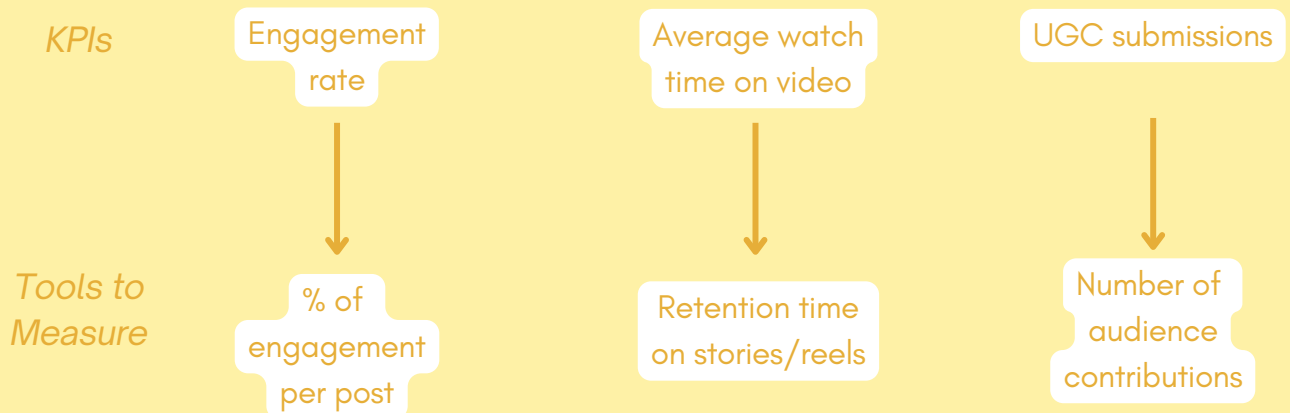
01 Increase Brand Awareness

Objective: Expand The Hive Inclusive Community's social media presence by growing its follower count and increasing visibility across platforms.



02 Improve Engagement & Community Interaction

Objective: Foster a sense of community and encourage meaningful interactions on social media.



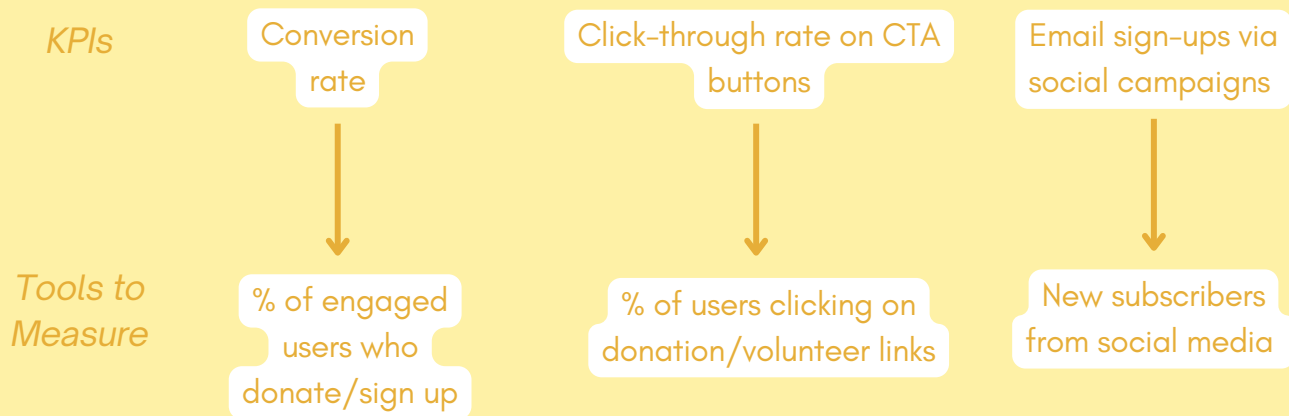
Social Media Approach

Cont.

Goals, Objectives & KPIs

03 Drive Donations & Volunteer Sign-Ups

Objective: Convert social media followers into donors and volunteers through strategic content and calls-to-action.



Social Media Approach

Cont.

Evaluation Plan



Use social media analytics tools (Meta Business Suite, X Analytics) to track engagement, reach and conversions.



Conduct monthly performance reviews to adjust content strategies based on insights.



Implement A/B testing for different CTA styles and post formats to optimize impact.



Gather community feedback through surveys and DM's to understand content effectiveness.

Deliverables

Instagram Story

Feed Post



Feed Post



Sticker



Branding Guide

Fonts

Heading- League Spartan

Subhead-Open Sauce

Body-Glacial Indifference

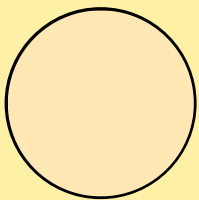
Colors



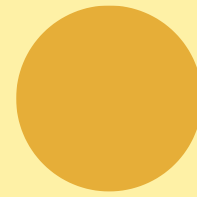
#ffffff



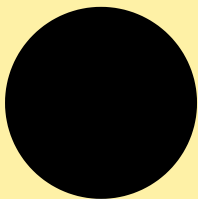
#ffce1c



#ffe8b3



#e6ae38



#000000

#fef1a6

Content Strategy

The Hive's Engagement Strengths

- *Authentic Visual Storytelling:* Posts showcase real community members and genuine moments
- *Quality Imagery:* While fewer in number, The Hive's posts feature high-quality, meaningful visuals
- *Positive Comment Engagement:* Followers leave supportive, engaged comments on posts
- *Story-Driven Captions:* Focus on real experiences and impact rather than promotional language
- *Community-Centered Content:* Posts reflect the perspectives of community members

Engagement Opportunity Areas

- **Posting Frequency:** Increase from current 1-2 posts weekly to 3 posts weekly on Instagram
- **Content Calendar:** Establish a consistent posting schedule (e.g., Monday, Wednesday, Friday)
- **Instagram Stories Utilization:** Implement daily stories to maintain presence between feed posts
- **Content Mix Optimization:**
 - 40% Community Spotlights / 30% Program Highlights (especially housing innovations)
 - 20% Event Promotion/Recaps / 10% Educational Content
- **Interactive Elements:** Increase use of polls, questions, and interactive stickers in stories
- **Reels Implementation:** Develop short-form video content to increase reach (2 Reels per month)
- **Hashtag Strategy:** Develop consistent branded and community hashtags to expand discoverability
- **Peak Timing:** Post during high engagement windows (data shows 12-2pm and 6-8pm perform best)

Content Strategy

Objective

Build an engaged Instagram community that fosters inclusivity and amplifies the voices of individuals with disabilities.

Strategy

- Share authentic, compelling stories that highlight lived experiences and community impact.
- Encourage interaction through user-generated content and interactive features.

Tactic

- Feature personal stories through Reels & Carousels.
- Encourage user-generated content with branded hashtags.
- Use polls, Q&As, and behind-the-scenes Stories to drive engagement.



Content Strategy

Objective

Increase donations and sponsorships through compelling calls to action.

Tactic

- Use Donation Stickers & Pinned Posts for fundraising campaigns.
- Share impact Reels showing real-life changes from donations.
- Create engagement challenges (i.e., tag 3 friends to donate).

Strategy

- Use Instagram to showcase the impact of donations and drive urgency through storytelling.
- Make giving easy and accessible by using Instagram's built-in fundraising tools.



Content Strategy

Objective

Establish consistent Instagram presence through 3 weekly posts and daily stories, creating a dependable online community

Strategy

- Using reliable, consistent voice through scheduled content rather than sporadic activity
- Build stronger audience connections through predictable touchpoints that emphasize quality storytelling and authentic community representation

Tactic

- Create a structured posting schedule with themed content days, pre-planned stories, and batched content creation
- Develop reusable design templates, content frameworks, and an emergency post library to maintain quality and consistency even with limited resources



Content Strategy

Key recommendations

Establish consistent presence

- *Strategy:* Position The Hive as a reliable voice through consistent, quality content
- *Free Resources:* Planoly (30 free uploads), Later (free plan), Google Calendar + Sheets

Amplifying Housing Innovation Stories

- *Strategy:* Showcase unique housing solutions as primary differentiator
- *Free Resources:* Canva (templates), CapCut (mobile video editing), Unsplash (stock photos)

Create Repeatable Content

- *Strategy:* Develop templated series easily replicated with minimal production
- *Free Resources:* Adobe Express (free templates)

Increase Community Engagement

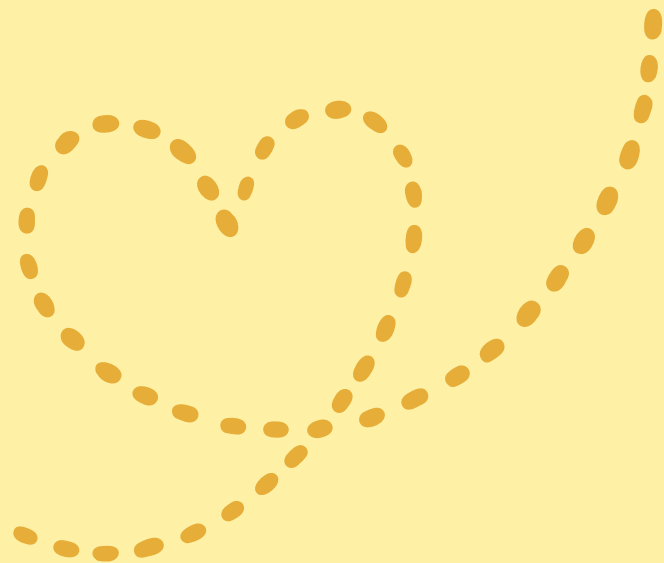
- *Strategy:* Use interactive elements to boost engagement without additional posts
- *Free Resources:* Instagram's native poll/question stickers, Linktree (free bio link), Mentions (basic monitoring)

Batch Content Creation

- *Strategy:* Create multiple posts in single production sessions
- *Free Resources:* Trello (project management), Google Drive (collaboration)

Thank you!

Thank you for taking the time to review this report. We truly appreciate the work The Inclusive Hive is doing to build a more inclusive and connected community. Analyzing and supporting your mission of fostering accessibility, advocacy, and belonging has been a valuable experience. If you have any questions or would like to discuss any findings further, please don't hesitate to reach out.



Appendix

Home - the hive inclusive community. The Hive Inclusive Community - Together

We're Better. (2025, January 23). <https://theinclusivehive.org/>

Home. Rival IQ. (2025, February 6). <https://www.rivaliq.com/>

Login • instagram. (n.d.-a).

<https://www.instagram.com/bestbuddies?igsh=ZWhqZHh6dm92amR2>

Login • instagram. (n.d.-b). [https://www.instagram.com/inclusivehive?](https://www.instagram.com/inclusivehive?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzIxNw)

[utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzIxNw](https://www.instagram.com/inclusivehive?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzIxNw)

New source alert: Bluesky!. BRAND24. (n.d.).

<https://app.brand24.com/searches/edit/id/1396923314>

Ubersuggest. (n.d.).

https://app.neilpatel.com/en/traffic_analyzer/top_pages?domain=https%3A%2F%2Ftheinclusivehive.org%2Fdonations-july-2024%2F&lang=en&locId=2840&mode=domain