

# URBAN LIVING LAB BREDA

Production House - Marketing

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# Introduction

## **About the Guide**

This document is a guide with all the information of when to post, what to post and on what platform specially designed for Urban Living Lab Breda (ULLB). They need to be able to follow this after the project. It gives a clear overview of where they are now and how to improve it. They need a proper direction and style for their overall feed as they often have new teams of interns for their socials.

Right now, ULLB uses Instagram, LinkedIn, YouTube, Facebook, TikTok and their website to promote their company. Apart from this they organize events. Yet, they want to have bigger reach and attract more people to their website. They also want their audience to interact with their posts, since interaction is very important for Urban Living Lab Breda. They want us to find a way to communicate what ULLB does in a clear message. They use a lot of text, especially in their newsletters. They are considering using more visuals, but they need our help with storytelling and using the right tone.

## **About Urban Living Lab Breda**

Urban Living Lab Breda (ULLB) is a non-profit organization focused on building a sustainable, healthy, and accessible urban society in Breda through collaboration. They work with residents, students, and various organizations to develop innovative solutions that enhance quality of life, ensuring equal opportunities and environmental care. Their activities include organizing events, networking, advocacy, and pilot projects. ULLB emphasizes community-building and connection, blending citizens' knowledge with fresh insights from students to drive meaningful change. While they have no direct competitors, they compete with other organizations for funding and subsidies.

In this document, you will find a marketing guideline with information on where to post what kind of content on what platform. We did research on topics like the target audience, and different social media platforms.

# SOSTAC

## Situation

Urban Living Lab Breda is a non-profit organization and collaborative platform. It's a living community where they build the city's broad prosperity. They work with residents to develop new solutions and new forms for a sustainable, healthy, liveable and universally accessible urban society. They are not only focused on economic growth, but also on how well and healthy we feel, how we treat each other, whether we all have the same opportunities and how we take care of our planet. They are focused on working together and creating communities (Over Ons – Urban Living Labs Breda, n.d.).

### **Internal**

#### **Product**

Physical events, a network, advocacy, pilot projects (Urban Living Lab Breda, n.d.).

#### **Price**

It's a non-profit organization. ULLB is supported by partners such as the municipality, educational institutions and entrepreneurs. They also work with grants and contributions from specific projects (Urban Living Lab Breda, n.d.).

#### **Place**

Internally within the various organizations as well as between municipality and knowledge institutions (Urban Living Lab Breda, n.d.).

#### **Promotion**

Right now, Urban Living Lab Breda uses Instagram, LinkedIn, YouTube, Facebook, TikTok and their website to promote their company. They also do events.

#### **Vision and Goals**

The core of Urban Living Lab Breda exists of developing through connection. They operate based on the idea that we can all work together towards a resilient future. Mixing the knowledge of citizens with the fresh insights of young students. It's about changes and innovations that matter. But above all, it is about the city, about Breda (Urban Living Lab Breda, n.d.).

## **External**

### **Target group**

1. The citizens of Breda.
2. The citizens of West-Brabant (region of Breda)

### **Competitors**

Living Labs are a type of company, generally non-profit, that bridges the gap between companies that wish to help, and people who are in need of help, in order to improve living conditions and the local quality of life. Urban Living Labs Breda (ULLB) does the same, but crucially, it focuses more on the human factor, working with the minorities in need of help. ULLB does not have direct competitors as there are organizations that are doing the same, but they are competing with other organizations for funding and subsidies.

### **PESTEL**

**Economic:** An economical factor that could have an effect on Urban Living Lab Breda could be the government. Currently they help ULLB financially with submissions. If they need to cut costs in society, ULLB could be at risk.

**Social:** Increasing use of social media can be an opportunity for the visibility of brand.

**Political:** It might not be digitally sustainable to keep on using Instagram, because Meta has stopped working with factcheckers in the U.S. since January. This has to do with the ideas of U.S. President Trump. Dutch Internet organizations therefore call on the government to stop social media platforms Instagram, Facebook and X because it is a danger to our freedom (NOS, 2025).

It might not be digitally sustainable to keep on using TikTok. In the beginning of the year 2025, TikTok was banned for a very short time in the US, the reason for this is that the US sees China, where TikTok is from, as a threat (Walsh, 2025). Yet, there were some rumours that Americans wanted to buy TikTok. This chaos around TikTok, might be a threat.

**Environmental:** Urban Living Lab Breda tries to create a sustainable, just and healthy society. An environmental factor that could have an effect on this could be climate change. Because of the more extreme weather, it gets harder to create a sustainable city.

## SWOT analysis

Strengths	Weaknesses
<ol style="list-style-type: none"><li>1. Strong collaboration across multiple sectors</li><li>2. Access to knowledge and technology</li></ol>	<ol style="list-style-type: none"><li>1. Dependent on funds from external sources</li><li>2. Only active in the region of Breda</li></ol>
Opportunities	Threats
<ol style="list-style-type: none"><li>1. Everyone can join their programs (broad target audience)</li><li>2. Increase in interest of topics relating to sustainability.</li></ol>	<ol style="list-style-type: none"><li>1. Because of inflation, they need more money.</li><li>2. There are multiple other non-profit organizations that want money from the government (competitors)</li></ol>

## Objectives

**Marketing objective:** Increase traffic on ULLB website by 10% over 3 months. Use website analytics before and after to evaluate results.

*The current amount of active website users is 671 in total of which 542 in the Netherlands. In the period between February and March, in 28 days, they had 642 of the total 671 were new users. They also had 821 people viewing their website homepage. However, something to take into account is that their website got updated and changed in February. Meaning that probably a big part of these new users were already users beforehand. This it's why it's hard to have completely accurate numbers. Regardless of that, based on research we believe that increasing this traffic by 10% is realistically manageable within the span of three months.*

*Facebook objective: Increase followers by 15% on Facebook in the span of 3 months*

*Instagram objective: Increase followers by 15% on Instagram in the span of 3 months*

*LinkedIn objective: Increase followers by 5% on LinkedIn in the span of 3 months*

Unfortunately, we do not have analytics on how much the followers have increased per week or month. For this reason, we have based these separate objectives on how many followers they currently have for each platform, and we believe that a 15% increase for Instagram and Facebook is possible in 3 months as a realistic goal. The reason that LinkedIn is a lower percentage is because they have 3000 followers there currently, and we believe that 15% is too high of an objective to be realistic.

**Communication objective:** Ensure that all individuals that are aware of ULLB's existence fully understand it's mission by incentivizing users to access the ULLB website.

*In our first meeting it came clear to us that ULLB was a vague brand to most people, they want to create more awareness and understanding about who they are and what they do for their target audience.*

## Strategy

### Target Audience

The main target audience residents in and around Breda, which are 188.834 inhabitants (AlleCijfers, 2025). We try to reach the whole society of Breda, because what ULLB tries to solve, is related to all the residents of Breda. Young people are active on social media. Platforms like Instagram and TikTok are approachable to interact with posts, what the audience is not doing currently. The audience of ULLB is interested in improving the society to make it more sustainable and liveable to improve the welfare in and around Breda. They are passionate about sustainability, fairness, and wellbeing. Whether they are young professionals, families, or community-driven individuals, they seek ways to create a healthier and more eco-conscious urban environment.

### Segmentation

We came up with 3 segmentations:

#### 1. **Vulnerable Citizens**

This group consists of individuals who could benefit from the support and events organized by Urban Living Lab Breda. Social media can serve as a bridge to connect them with valuable resources and opportunities.

#### 2. **Community Driven Individuals**

These are people who are passionate about social impact, willing to contribute, engage in events, and collaborate to improve urban living quality.

#### 3. **Current & Potential Partners and Stakeholders**

This group includes organizations, businesses, and individuals who may be interested in supporting and funding Urban Living Lab Breda's projects.

*See Appendix 1, for the full target group research.*

### Targeting

We want to target the different segmentations on:

#### 1. Vulnerable Citizens

→ Primary Platform: Facebook

Why Facebook:

- Popular with adults aged 25–44, which overlaps with the vulnerable group (e.g., low-income families, older citizens).
- Familiar and accessible; many in this group already use it for local community updates.
- Content can include neighbourhood initiatives, financial support tips, and human-interest stories.

## 2. Community-Driven Individuals

→ Primary Platforms: Instagram (advise to simultaneously use Bluesky)

Why Instagram:

- Preferred by Gen Z and Millennials (16–35), many of whom are young professionals, students, and activists.
- Visual storytelling through reels and carousels is effective for sustainability, wellbeing, and fairness narratives.
- Already active: current followers are diverse but share values aligned with the mission.

Why Bluesky:

- Aligns with the values of ULLB. These are integrity, teamwork and innovation.
- Their goal: Building a network and exchanging real-time information.
- Keep in mind that this platform is still small and needs to be used with another platform to get a big enough audience.

## Current & Potential Partners and Stakeholders

→ Primary Platform: LinkedIn

Why LinkedIn:

- Professional, network-oriented: ideal for reaching government officials, educators, entrepreneurs, and institutions.
- ULLB already has 3,000 followers here, highest of any platform.
- Good for posting project outcomes, partnership announcements, impact data, and thought leadership.

*See Appendix 2 for justification and explanation of each platform with their respective recommendations.*





## Tactics

We suggest that Urban Living Lab Breda adopt a similar approach to Wijkpaleis (see appendix 3) by featuring a diverse range of people on its social media platforms. This would help present a more inclusive and authentic image, reflecting the real community in Breda. Highlighting genuine interactions with local residents can strengthen emotional connections with the target audience and contribute to increased engagement on social media.

Apart from this, all platforms should have to be connected through style and by putting links-in-bio to the linktree. Linktree is a platform where there are multiple links. This is how you can use multiple link-in-bios in one URL. --> <https://linktr.ee/>

### **Product:**

On social-media, ULLB could offer:

- Content Showcasing Projects: Case studies, project reels and testimonials that highlight the impact ULLB is making.
- Human Centred Storytelling: Share personal stories from multiple target groups: vulnerable citizens, partners, and volunteers.
- Service Accessibility: Information about events, projects and opportunities is easily accessible on the website and social platforms.

### **Price:**

It's a non-profit organization. However, they value persons instead of money.

### **Place:**

Digital channels: Instagram, Facebook, LinkedIn, Bluesky, their website and email.

### **Promotion:**

Promotion through digital marketing. We have chosen to focus on Instagram, Facebook and LinkedIn for their social media. Bluesky could be used simultaneously with Instagram, by using the same posts. In time the community needs to transition slowly. We chose for Bluesky because it connects to the values of ULLB. Other than that, also their website and email marketing are also part of their promotion. On their website people can find information about ULLB and their projects. Email marketing is used to send out the newsletter with updates from events, projects and people.

## Action

### Content Calendar

#### [Content Calendar Urban Living Lab Breda](#)

This content calendar is based on the research that we did. These days and times are according to our general research best to post. This might be a lot to undertake with limited resources, so we created a new content calendar that is more realistic.

#### [New Content Calendar](#)

We think this might be a doable content calendar. We based the times and days to post on our research. These times are general, so we recommend seeing what times and days' work best for your followers in the first two months, by posting on different days and time. This way, you will get the best results in engagement.

### Content Checklist:

To get a good amount of engagement three questions need to be answered: how frequent do you post, when do you post and what content do you post?

The first two questions will be answered with the content calendar. To give you a push in the right direction we believe your video content can get even better with a simple check list:

1. Is there a visual hook? A movement, text or animation that really grabs the attention from the audience in the first frame and first seconds.
2. Does the video have a quick enough editing pace to keep the attention from the viewer?
3. Is there music throughout the video to enhance emotion?
4. Is there enough visual text to help the algorithm categorise the content? (SEO)
5. Is the overall style (fonts, colours and tone-of-voice) in line with ULLB's style?
6. Can the video be shortened? A video on social media needs to be as short as possible but still keep the right amount of information. There needs to be a balance.
7. Use 1 clear CTA. Make clear to the viewer what you want them to do.

### Stories on social media:

Make a story for each new Instagram and Facebook post on the day of the new post by simply reposting it on your story. It would be best to also make one story every workday that doesn't have a regular post. This could simply be a team working, the residents, the location you are working at that day, etc. It can be very simple to keep activity up. Other story ideas could be interactive posts like quizzes and polls, because for ULLB, community and being interactive in their socials is very important.

## **Tone**

### *Instagram (and BlueSky)*

These are the most informal of the platforms, meaning ULLB can adopt a relaxed tone with posts including casual interviews, trends and posters (for Instagram). Short-form content has become the most popular format with 66% of marketers believing it is the most engaging form of content. The tone should be casual, but not outright informal, focusing on engagement and reach more than information distribution, such as call-to-actions. Posting stories whenever members of ULLB are meeting in public areas such as Edison Plein is also a quick and easy way to appear more active on Instagram while also offering followers to come out and meet for a chat.

### *Facebook*

Facebook would be a suitable platform for casual updates on what ULLB is currently up to in a more casual style than LinkedIn would normally contain, behind the scenes content or updates on projects. However, we believe that to keep things simple, Facebook could simply reuse content from Instagram, posting the same content on both platforms to be more time efficient.

### *LinkedIn*

LinkedIn would be the primary Business to Business/Investor communication platform, with less frequent and highly formal content. Banners for events and text posts with updates on ULLB progress and involvement in various projects would be at place here, to draw attention from potential investors and businesses willing to collaborate.

## **Style**

Below is the brand identity style guide that ULLB provided us with. We believe that it's great, however ULLB must make sure to stick to it if it wants to develop a recognizable brand image. Old content changes through countless colour palettes and styles, so going forward it is important to stick to a single style. This should be provided to all new interns which oversee the brand's socials.

# Brand Identity

**Bona Nova - Bold**

Bona Nova - bold

**Poppins - Regular**

Poppins - regular & bold



## Paid ads

If choosing to spend money on ads our recommendation would be to do this on Instagram or Facebook. Advertisements here can be effective and are also relatively cheap. *Use paid ads for a quick and short-term audience response, not the long term, like promoting an event.* People also prefer visual ads. For good results, it is necessary to put effort into creating these ads and making them original and accurate to ULLB. If not, the investment will not be as useful. It will also be helpful to use a call-to-action button in the advertisement.

*See appendix 4 for the full advertisement research*

## Social Media Management

Social media management tools are crucial from streamlining social media content and saving on time when re-uploading content to multiple platforms, as well as getting a centralized view of all your analytics.

### Hootsuite

Hootsuite is a social media management website which allows users to schedule posts, reply to comments, check analytics, get AI recommendations for improving content and get suggestions on the best time of day to post at. Furthermore, it points out upcoming trends and gives suggestions to the users on what type of content could be trending soon, allowing them to jump on the wave sooner. This would allow ULLB to re-upload content to several platforms virtually effortlessly, scheduling posts on several platforms and saving time doing so by having access to all their socials in one centralised spot

The downside of Hootsuite is the price, coming in at either 1,188 euros yearly, or 149 euros monthly.

### *Sendible*

Sendible is an alternative to Hootsuite, while not as complex and full of quality-of-life features powered by AI as Hootsuite is, Sendible still has the basics needed by a social media management platform, mainly the ability to schedule posts on several platforms at once, and view analytics and replies to your posts. Sendible starts at just 24 euros per month, or 248 per year, which is significantly cheaper than Hootsuite for a service that is similar, albeit with less AI support.

## Control

By varying the hours of uploads in the content calendar and closely monitoring the performance of each post through social media analytics or a dedicated social media content management software, Urban Living Lab Breda can identify the most effective times for publishing content. This data-driven approach allows for the optimization of engagement by ensuring that posts reach the audience when they are most active. Additionally, it can help determine whether the popularity of different content types fluctuate based on the time of day.

To establish the ideal posting schedule, the first several weeks of uploads should follow a strategic variation in posting times. By systematically adjusting the upload hours, the team can gather comparative data on how posts with similar content perform at different times of the day. This method provides valuable insights into audience behaviour and engagement trends. By analysing key performance indicators such as impressions, reach, likes, shares, and comments, the team can identify patterns that indicate peak engagement periods.

Once enough data has been collected, Urban Living Lab Breda can determine the most effective posting hours and refine their content strategy accordingly. This iterative approach ensures that posts are consistently uploaded at optimal times, maximizing visibility and audience interaction. Additionally, ongoing monitoring will help identify any shifts in engagement patterns over time, allowing for continuous adaptation to audience preferences and platform algorithm changes.

# Appendices

## Appendix 1

### Target Audience Research

#### Current Target Audience

Right now, they target 30-40 years old citizens from Breda. However, they also tried to reach younger audience via TikTok. For ULLB, LinkedIn is also a big platform. Via this, they reach mainly teachers and entrepreneurs.

We also send out a survey with the ULLB newsletter. We wanted to find out what their target audience was, so we asked the people who read the newsletter how old they were, their gender, where in Breda they were from, and why they follow ULLB's media.

Link to answers from original survey <https://docs.google.com/spreadsheets/d/1Pf-wUf1Jee9fmP0mOSPXQSDVP0UYxFk38tdHLiDFmOg/edit?resourcekey=&gid=276039229#gid=276039229> We only got two answers, so we cannot draw a valid conclusion.

#### New Target Audience

To improve the target audience, we want to reach three segmentations. Vulnerable citizens, community-driven individuals and protentional partners.

Vulnerable Citizens – Breda residents who need support in areas like financial stability, urban accessibility, and overall wellbeing. This includes low-income individuals and communities who could benefit from ULLB's sustainable and equitable initiatives.

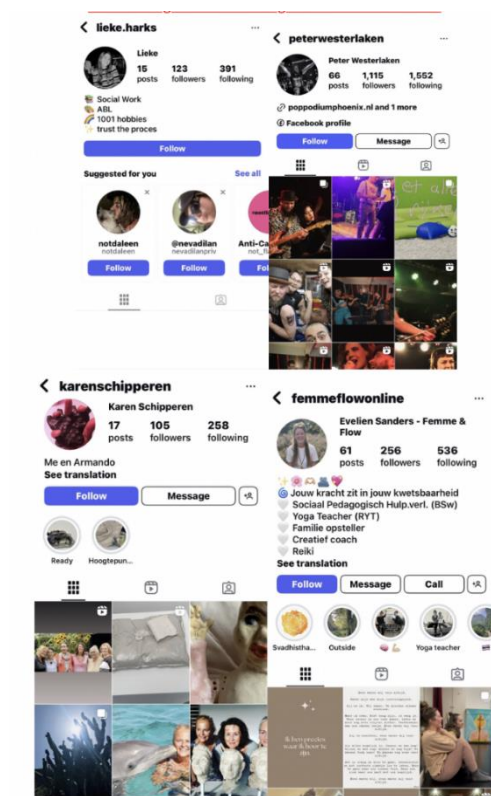
Community-Driven Individuals – People in Breda who are passionate about sustainability, fairness, and wellbeing. This includes professionals, families, and socially engaged citizens who want to contribute to a healthier, eco-conscious urban environment.

Potential Partners & Stakeholders – Organizations, businesses, and institutions that align with ULLB's vision. These are groups interested in partnerships to promote sustainability, innovation, and social equity in Breda. ULLB has currently a partnership with Verbeter Breda (Vermeulen, 2025). Via this partnership, ULLB can expand its network. Other partnerships could do the same.

#### Target Audience Statement

Our target audience consists of Breda residents who are passionate about sustainability, fairness, and wellbeing. Whether they are professionals, families, or community-driven individuals, they seek ways to create a healthier and more eco-conscious urban environment.

## Instagram Account Followers



After analysing the Instagram followers, we discovered that the audience is diverse in age, profession, and interests, making it difficult to define a single “type” of person we want to attract. However, they might share common values and motivations that connect them to our cause: sustainability, fairness, and wellbeing in Breda.

Rather than targeting one demographic, we can focus on a shared mindset, people who are passionate about improving urban life and want to contribute in their own way.

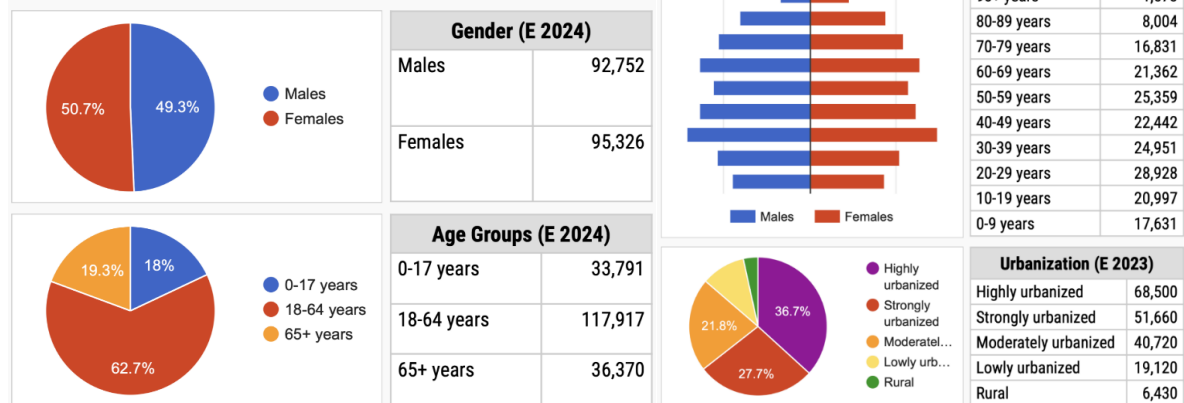
## Statistics of the Citizens of Breda

### Breda Population

188,078 Population [2024] – Estimate



### Further information about the population structure:



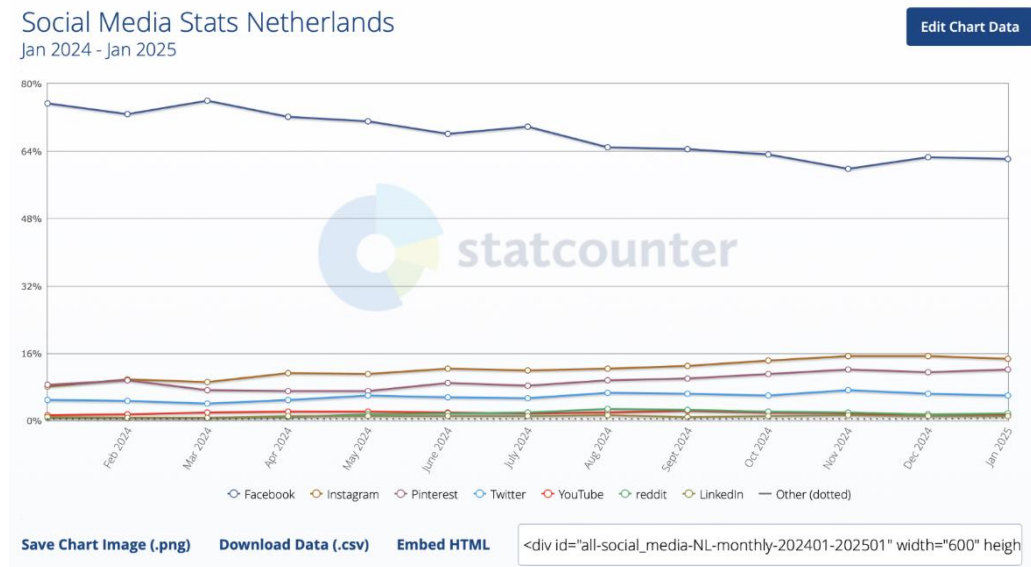
The demographic data for Breda reveals a slight predominance of females over males, although this difference is not particularly significant. The city has a high level of urbanization, with 64.4% of its area classified as highly or strongly urbanized. Additionally, the age distribution indicates that the majority of the population falls within the 20-29 age range.

### Average Disposable Income Statistics

Place	City	Average disposable income
1	Breda	€2,517
2	The Hague	€2,120
3	Rotterdam	€1,925
4	Eindhoven	€1,919
5	Hilversum	€1,900
6	Arnhem	€1,889
7	Leiden	€1,859
8	Amersfoort	€1,834
9	Utrecht	€1,796
10	Amsterdam	€1,686

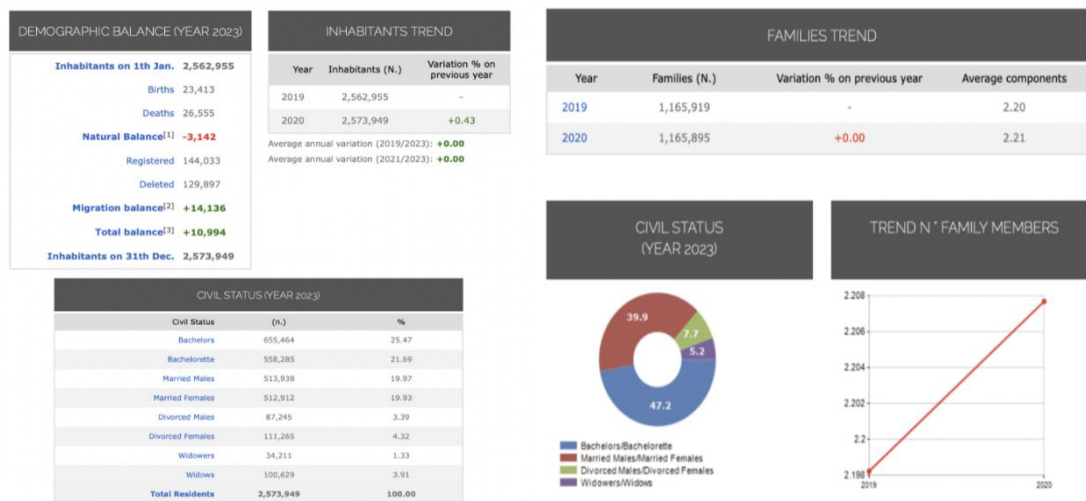
Breda boasts the highest disposable income in the Netherlands, making it the most affordable city in terms of cost of living.

## Social Media Usage in the Netherlands (Jan 2024- Jan 2025)



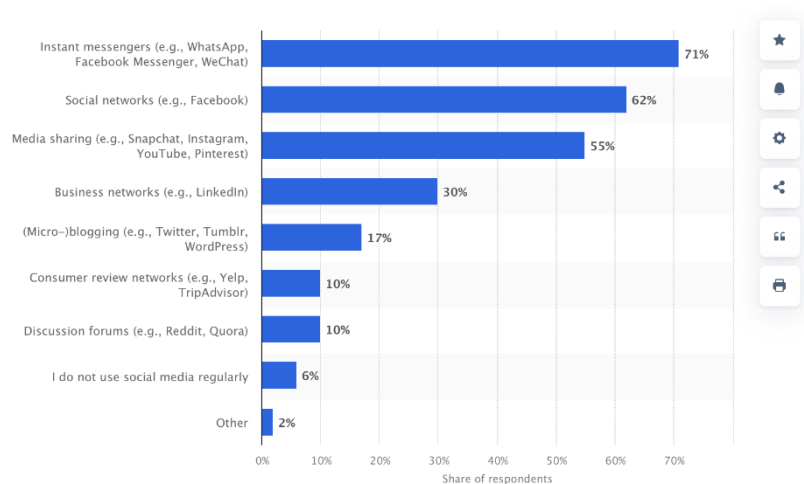
This statistic indicates that Facebook is the most popular social media platform in the Netherlands, suggesting that using Facebook would allow us to reach a larger audience.

## North-Western Brabant Region Demographics



According to the North-Western Brabant Region Demographics report, 47.2% of the population is single, while the rest are married or divorced. This insight helps shape Urban Living Lab Breda's social media strategy by highlighting how relationship status influences urban lifestyle, well-being, and social engagement.

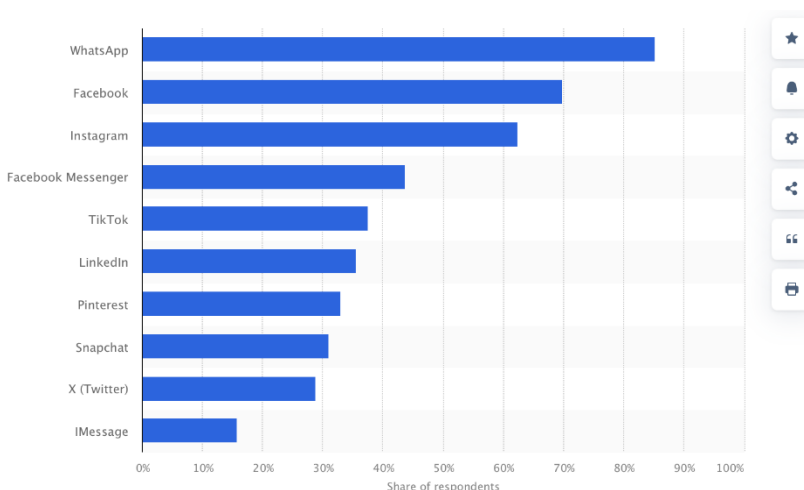
Most used social media platforms by type in the Netherlands as of December 2023



Details: Netherlands; January to December 2023; 12,150 respondents; 18-64 years

© Statista 2025

## Most popular social media platforms in the Netherlands as of 3rd quarter 2023, by usage reach



Details: Netherlands; DataReportal; GWI; Q3 2023; 16 to 64 years; among internet users; used platform in past month

© Statista 2025

After WhatsApp, Facebook is the most used social media platform, followed by Instagram. These statistics highlight the importance of leveraging these platforms to effectively reach a larger audience.

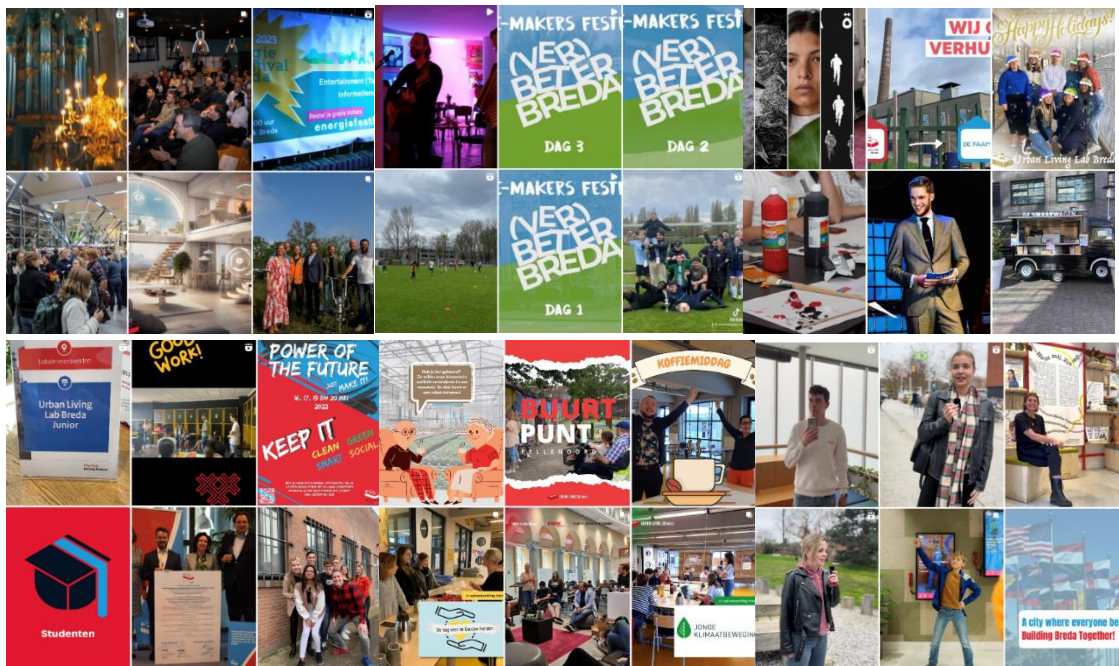
## Appendix 2

### Social Media Research

#### Instagram

Instagram is a free app for sharing photos and videos, available on both iPhone and Android. Users can upload media to the platform and share it with their followers or a chosen group of friends. 51.8% of the users is male and 48.2% is female. It is mainly used by Gen Z, and global internet users in the age range of 16 and 24 prefer using Instagram over any other social media platform (Agarwal, 2025).

The Instagram of Urban Living Lab Breda is managed by students that have their internship at ULLB. They just had a switch of interns, so for this reason, their page is not updated. On Instagram, they promote articles/newsletter that they post on their website. They have different series like “spin the wheel”, which you can also find on their TikTok. Their feed contains a lot of different styles as you scroll through it, which makes it a bit messy. This is because the platform is managed by different students throughout the semesters. For Instagram, they mostly reach an audience that is a bit younger than the actual audience. They have 606 followers, but they do not interact much.





The Instagram posts from ULLB reveal a lack of consistency in content style. Elements such as colors, fonts, camera angles, and overall concepts vary noticeably. For instance, in earlier interview videos, students were directly shown discussing selected topics. However, in recent posts such as the 'Wheel the Chart' videos the thumbnails now show close-ups of body parts instead of the wheel or the interviewee, which had been the focus in earlier thumbnails.

Instagram is a good platform to use for ULLB, because it targets a part of their target group (Gen-Z and Millennials). You can also put easily links on this to their website. Instagram allows you to post different kind of content, which makes it interesting.

On Instagram, it is best to post 3 - 5 times a day, and to post 2 - 4 stories a day (Anonymous, 2024). The best days to post on Instagram are Mondays through Thursdays. The average time that is best to post is between 10 a.m. and 15 p.m. The worst day to post on Instagram is Saturday (Keutelien, 2025). We understand that posting 3 – 5 times a day is not realistic. We think it is best to post 2 times a week, since posting is very time consuming. We choose the switch around the days to post between Monday – Friday.

<https://www.instagram.com/urbanlivinglabbreda/>

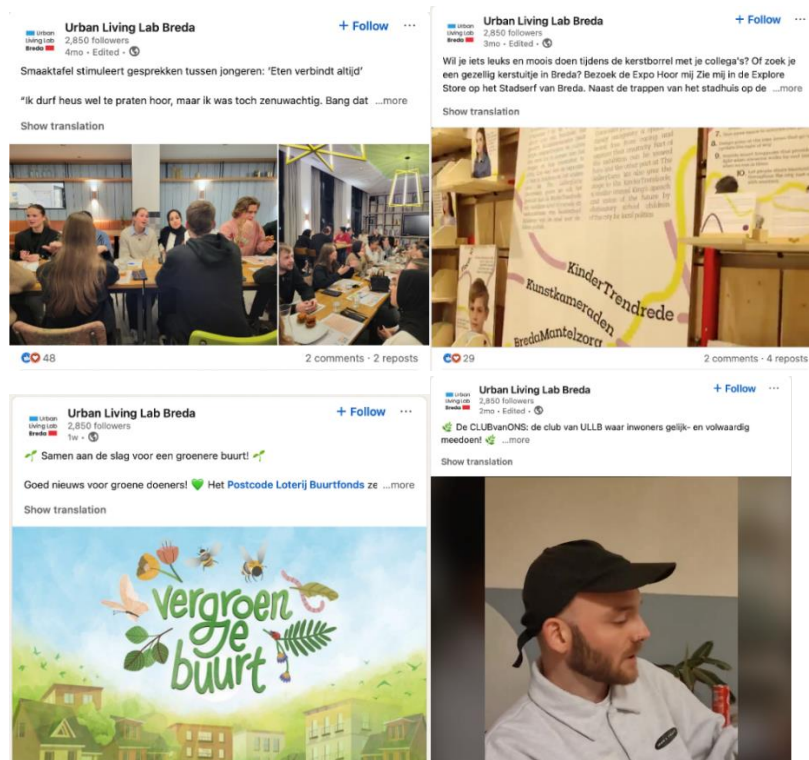
## LinkedIn

LinkedIn is the largest online professional network. It helps users find jobs or internships, build and maintain professional connections, and develop essential career skills. 56.2% of LinkedIn users are male, and 43.6% are female. 50.6% of LinkedIn users are Millennials in the age range of 25 and 34. 24.5% of the LinkedIn users are gen-z in the age range of 18 and 24. Only 3.8% of LinkedIn users are older than 55 years (Smulders, 2024).

LinkedIn is another platform Urban Living Lab Breda uses a lot. On LinkedIn, they mostly post articles of projects they did. They try to upload weekly. On this platform, they



mostly reach an audience that is professional. A lot of them are teachers. Yet, they also want to reach out to a broader audience, for example people with other professions. Their goal is to reach every kind of citizen. They have 3000 followers, which makes LinkedIn their biggest social media platform.



These sample LinkedIn posts illustrate that, despite having a relatively high number of followers, engagement remains low in terms of likes and comments.

Yet, LinkedIn is a good platform for ULLB to use. On this platform, they can reach a part of their target audience, millennials. ULLB is a professional company, which suits the purpose of LinkedIn. According to Suresh (2025) you should post 3 till 5 times a week on LinkedIn. Best days to post on LinkedIn company pages are Tuesdays through Thursdays (Keutelian, 2025). We understand that posting 3 – 5 times a week is a lot and not realistic. We think it is best to post once a week, since posting is very time consuming. Also, according to data, Thursday is the best day to get most engagement on LinkedIn (Morales, 2022).

<https://www.linkedin.com/company/urban-living-lab-breda/>

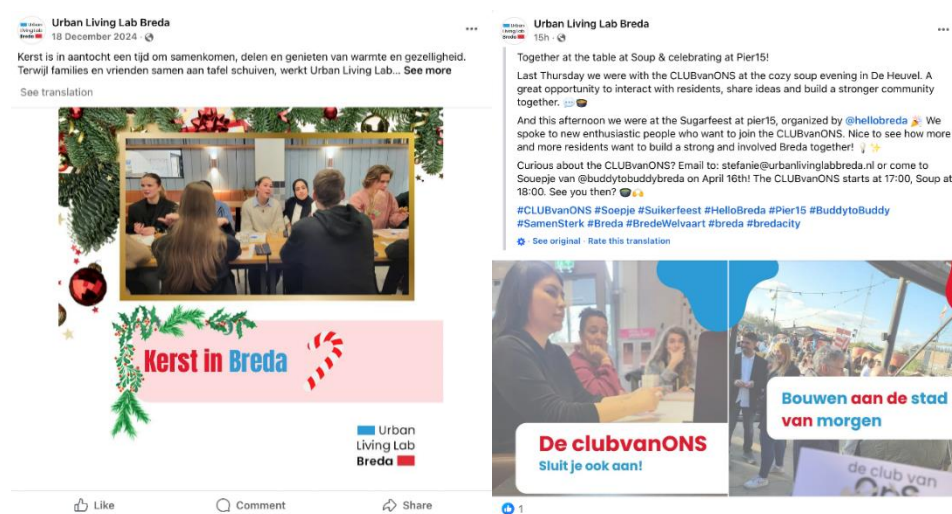
## Facebook

Facebook is an online platform where users can create free profiles to connect with friends, coworkers, or even new people. It enables users to share photos, music,

videos, articles, and personal thoughts with as many people as they choose. As of January 2024, Facebook's user base in the U.S. consists of more men (56.8%) than women (43.2%). The platform's largest age group of users falls between 25 and 34 years old (Barnhart, 2025).

There is a Facebook page of ULLB, but it is not updated. There were some posts in December and January, but before that, there was a big gap. They do have general information on their Facebook page about ULLB. They have 140 followers. The styles of the posts are all over the place, which makes it seem chaotic.

Facebook is a good platform for ULLB to communicate with. Facebook targets also a part of ULLB's target audience, millennials. On Facebook, it is possible to post the same posts, at the same time as on Instagram, so posting will not take extra time.



These examples demonstrate that, although the page maintains a general presence on Facebook, the engagement levels remain consistently low.

On Facebook, it is best to post 1 - 2 times a day (Anonymous, 2024). According to Keutelian (2025) the best days to post on Facebook are Mondays through Fridays, most days between 9 a.m. till noon. We understand that posting 1 - 2 times a day is not realistic. We think it is best to post 2 times a week, since posting is very time consuming.

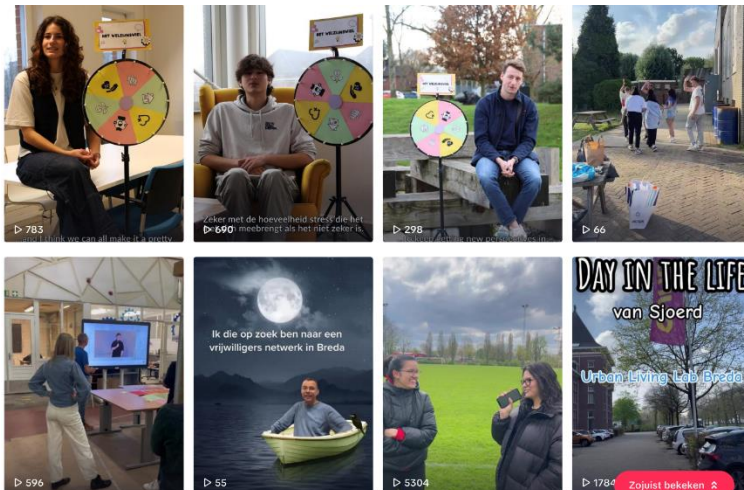
<https://www.facebook.com/urbanlivinglabbreda>

## TikTok

TikTok is a social media app that lets users create, edit, and share short videos ranging from 15 seconds to three minutes long. The biggest share of TikTok users in the U.S. (30%) falls within the 25 to 34 age group. In total, 55% of users are under 30. TikTok's

strong appeal among younger audiences has made it more popular than Instagram among Gen-Z (Duarte, 2025).

TikTok has not been used for a long time by Urban Living Lab Breda. Now, there is a new intern, and he posts on TikTok again. Their goal is to post twice a week. The goal is to go viral on TikTok, which is doable on this platform. They have a series from buas, called “spin the wheel”. The same video was also on their Instagram. They have only 31 followers, but this could become a lot more if they keep up posting and keep on using tags.



Here are some examples showcasing the appearance of Urban Living Lab Breda’s TikTok page. As seen in these posts, the number of views varies depending on the type of content shared.

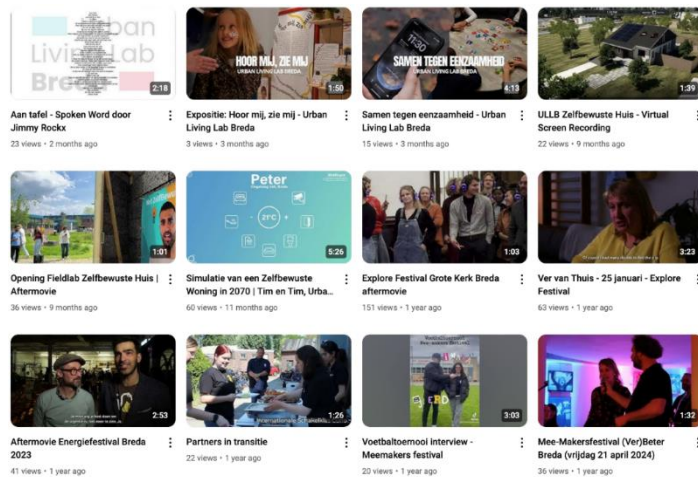
On TikTok, it is best to post 1 - 3 times a day (Anonymous, 2024).

<https://www.tiktok.com/@urbanlivinglabbreda?lang=nl-NL>

## YouTube

We advise ULLB to entirely drop YouTube as a platform, as creating content for it is highly time-consuming and it is a platform that is hypersaturated with content of other types, meaning that it would be extremely hard for the ULLB account to get recommended to random users





This is an overview of Urban Living Lab Breda’s YouTube page. The uploaded videos are quite outdated, and the channel lacks visual and content consistency. Additionally, the videos have very low view counts and are significantly shorter than the typical long-form content commonly found on YouTube.

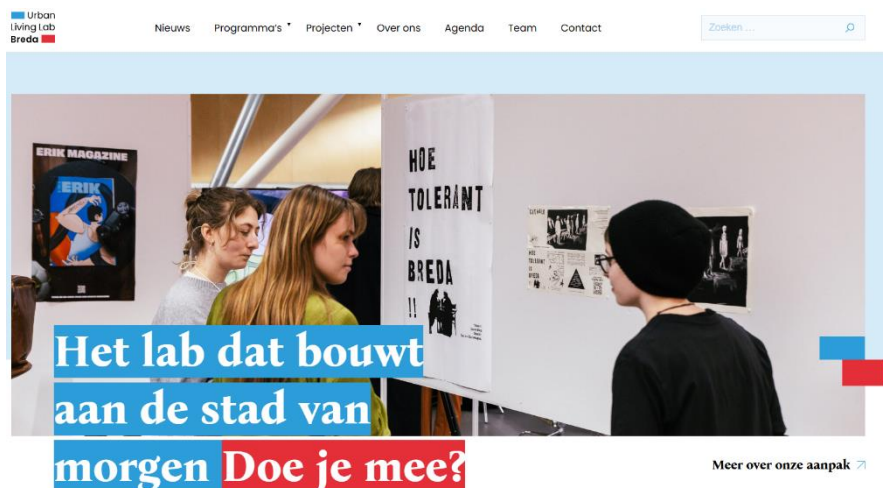
## Website

Having a website is crucial as it allows you to build an online presence, highlight your products or services, provide business information, engage with customers, draw in more visitors, and efficiently market your brand. This is why it is important that the website is always updated (Kumar, 2025).

Last, they have a website. Via this website you can also sign up for a newsletter you can receive in your inbox. Furthermore, on this website you can find information about the different projects they write newsletters about. There is information about their programs, what they do specifically, upcoming events organized by ULLB, their team and their contact details. This website was updated last week.

Our goal is to get people via different socials to their website. We want to do this by putting links to the website on the socials.

<https://urbanlivinglabbreda.nl/>



## Social Media Management

Social media management tools are crucial from streamlining social media content and saving on time when re-uploading content to multiple platforms, as well as getting a centralized view of all your analytics.

## Why did we choose for Instagram, Facebook and LinkedIn

### Instagram

Excluding LinkedIn, ULLB has its largest follower base on Instagram, meaning it will be easiest to reach a wider audience from there. As discussed in the research, Instagram also has the widest range of ages for its audience while maintaining a casual environment. It is also a platform where a wide range of content is suitable for it and as such can be the focus going forward. Furthermore, while it does have a wide range of users, the majority are under the age of 30, making it a good platform to inform the younger population of Breda of ULLB and their goals.

### Facebook

Facebook can be used as a platform to spread more long-form content than Instagram, but which is less formal than LinkedIn. Regardless, it's a particularly popular platform in the Netherlands with about 70% of the population using it regularly. As such, it's also a very suitable platform for use in the communication strategy of ULLB.

### LinkedIn

LinkedIn is primarily used by companies or individuals seeking professional working environments such as jobs, or networking with the goal of broadening their careers. It is important for a company to be active on LinkedIn to communicate with potential

employees, beneficiaries and funders.

Urban Living Lab Breda uses mostly Instagram and LinkedIn to reach their audience. They also have a website that is just updated and contains a lot of information of ULLB. Furthermore, they have YouTube, a Facebook page and a TikTok page. For their socials, they have a specific style guide that matches the colours of the logo. Yet, a lot of different students managed the socials in different periods of time. For this reason, you can see a lot of different styles that do not match the style guide. This makes some platforms seem a bit chaotic.

## Appendix 3

*We researched “Wijkpaleis Rotterdam” (Het Wijkpaleis, n.d.) to see how and what they post. So, we can get an overview of what can work.*

This community centre in Rotterdam is not a direct competitor, but it provides valuable inspiration for enhancing our own social media tactics. With over 5,000 Instagram followers, some of their posts receive high levels of engagement and interaction. Their online presence feels warm and genuine, avoiding forced or overly promotional content.

Their aim is to create a welcoming space for everyone, and this is reflected in their social media, which consistently promotes a friendly, inclusive atmosphere. Their posts highlight staff members in joyful, authentic settings and showcase a diverse mix of people across age groups, ethnicities, and religious backgrounds building a sense of unity and belonging.

This example demonstrates how social media can effectively support community-building goals through tone, content, and representation.

## Appendix 4

### **1. Is it worth it to spend money on advertising?**

The only way to truly know if using paid ads for a non-profit organisation is worth it is by actually testing it and analysing the difference when it comes to social media engagement and website traffic. However, we can provide research on the effectiveness of ads for non-profit organizations, and our own personal advice based on this. Paid advertising is not a necessity in marketing, but it can help with your goals if done right (Weinger, 2024).

One thing to start with is knowing the difference between using inbound or outbound marketing. This depends on what you want to achieve.

**Inbound marketing:** is used to pull people towards your organization by using their own interests and needs with your content. The most known one is through search engine optimization and posting free content on social media as Urban Living Lab Breda is currently doing. **Inbound marketing is the most useful for long term results but do not give as much of an immediate result.** Brands can improve the optimization of their website a bit themselves, but truly optimizing the website takes time and investment. There are multiple free tools to check the current SEO of your website.

**Outbound marketing:** is marketing your brand and messages, not just to your target audience but also people who have not shown interest in the topic of your brand before. This could include paid social media ads and newspaper ads. **They are useful if you want to have a quick effect and need to get attention fast. This is useful for events** that ULLB organize if they want to attract visitors (Weinger, 2024).

### **Why paid ads could be worth it:**

1. It causes instant visibility, and they are convenient for fast and time-bound causes such as events. It's quicker than free marketing.
2. The ads are very specifically targeted.
3. It's useful for getting people to really act. Such as, getting viewers to sign up for something.

**Google advertising:** Google advertising is relatively expensive. While it is of course possible to have a lower budget, this will not make enough of a difference to really be worth it (Hull, 2025). They are usually not enough to make people take action. **Our recommendation is to not pay for google ads.**

**Instagram advertising:** Instagram could be a good platform for advertising because it targets a part of their target group from our social media research. Instagram has a large variety in age range so **advertisements here can be effective. Paid ads here are also relatively cheap.** People also prefer visual ads rather than text based which Instagram is good for. By adding hashtags to the ads there might be more people seeing them as well. Instagram advertisements are useful for brand awareness.

Pricing does depend on multiple factors, like duration and target audience. It is different for each add. However, **an average for 1000 views would be around 1,25 to 6,30 euros. The cost per click could be between 0,10 and 2 euros.** With Instagram ads it can really help to add a **call-to-action button** (Goemans, 2025).

**Facebook ads:** Facebook could also be a platform for ULLB to advertise with as it also targets a part of ULLB's target audience.

To make a campaign on Facebook you can select a daily budget, pick your target audience and make the ad you want. Facebook will provide you with estimated results so that you have the chance to alter something about the ad that could save costs and increase the chances of success.

combinaties die zijn geoptimaliseerd voor je doelgroep. Variaties kunnen verschillende indelingen of sjablonen bevatten, gebaseerd op een of meer elementen. [Meer informatie](#)

**Aanbieding**  
Genereer meer conversies door een aanbieding te maken die mensen kunnen opslaan en waarover ze herinneringen kunnen ontvangen. [Meer informatie](#)

**Doelgroep**  
Bepaal wie je advertenties mag zien. [Meer informatie](#)

**Nieuwe doelgroep maken**    Opgeslagen doelgroep gebruiken ▼

**Aangepaste doelgroepen**    Voeg een eerder gemaakte aangepaste of vergelijkbare doelgroep toe

Uitkulten | **Nieuw** ▼

**Locaties**    **Locatie:**  
• Nederland

**Leeftijd**    18 - 65+

**Geslacht**    Alle geslachten

**Gedetailleerde targeting**    Alle demografische gegevens, interesses en gedragspatronen    [Bewerken](#)

**Uitbreiding gedetailleerde targeting:**  
• Uit

**Doelgroepgrootte**  
Je doelgroepsselectie is redelijk breed.  
Specifiek    Breed

Potentieel bereik: 11.000.000 personen

**Geschatte dagelijkse resultaten**

**Bereik**    5,3K - 15K

**Weergaven van landingspagina**    25 - 82

De nauwkeurigheid van schattingen is gebaseerd op factoren als campagnegegevens uit het verleden, het budget dat je hebt ingevoerd en marktgegevens. Cijfers worden opgegeven om je een idee te geven van de prestaties voor je budget, maar dit zijn slechts schattingen en geen garantie voor goede resultaten.

Had je iets aan deze schattingen?

On average for brand awareness -> between 0.05 and 0.25 cent per view

Engagement -> 0.10 to 0.50 cent per view

Traffic to website -> 0.30 to 1.50 euros per view

(Pittig Bakkie - Online marketing, 2024)

*‘Example of the Facebook estimation’*

**LinkedIn:** While ads on LinkedIn could work with partnerships and getting traffic to the website it is a bit more expensive than Instagram and Facebook. A minimum would be around 300 in a month with is likely too much of an investment for ULLB to be worth it. While you can decide to spend less, the ads will only be worth it with a proper campaign. **This is why we would not recommend it** (Rowe, 2024).

**Newspaper ads:** While the newspaper might be a good way to reach the target audience, this is a very expensive way to advertise. In a local newspaper, a small advertising is already €350 while in a regional paper, it would be more than €3500. We do **not recommend** using this method (RTG Reclame, 2025).

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