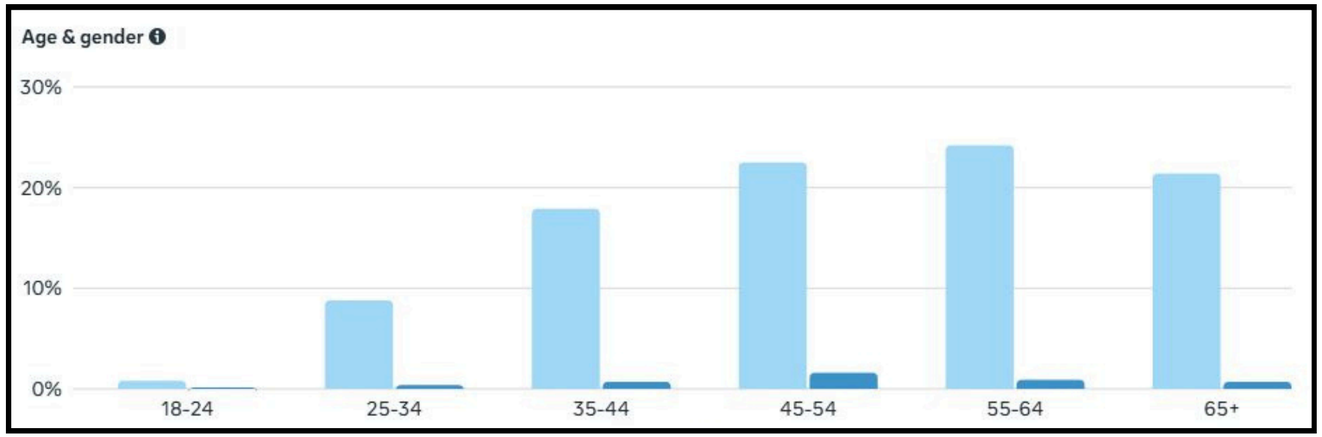
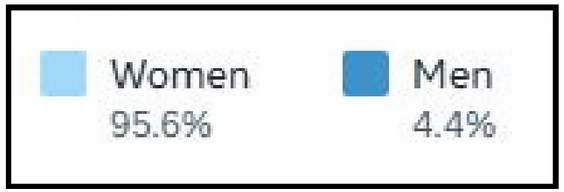
Bridge Thrift Home & Restoration Social Media Strategy 2026

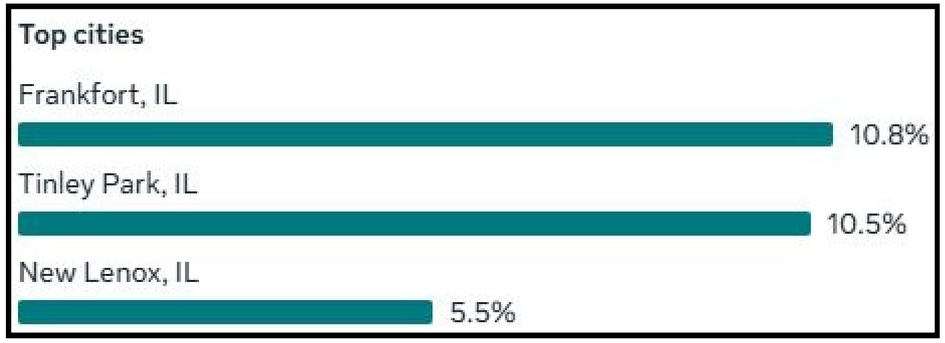
January 2026

Social Media Strategy

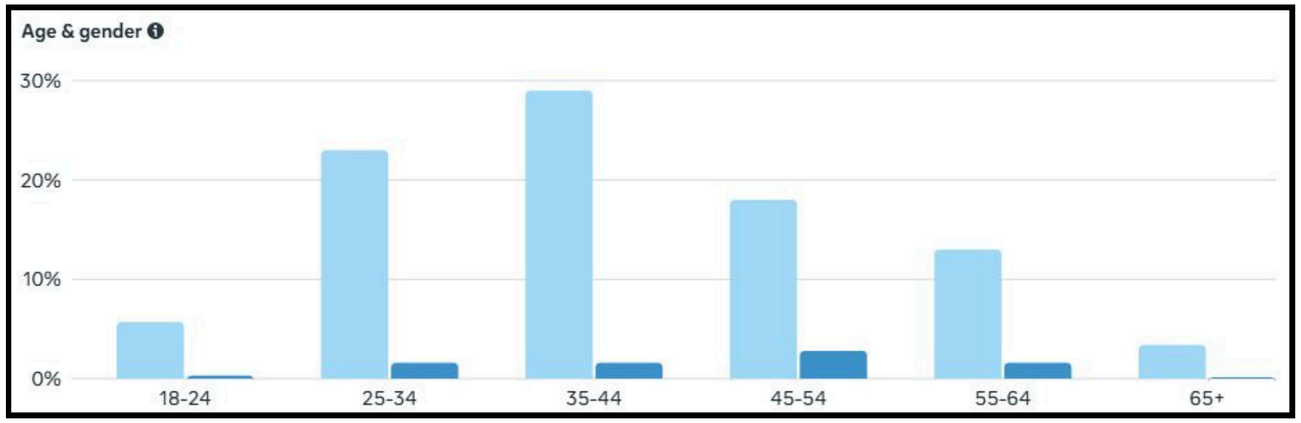
Audience - Facebook



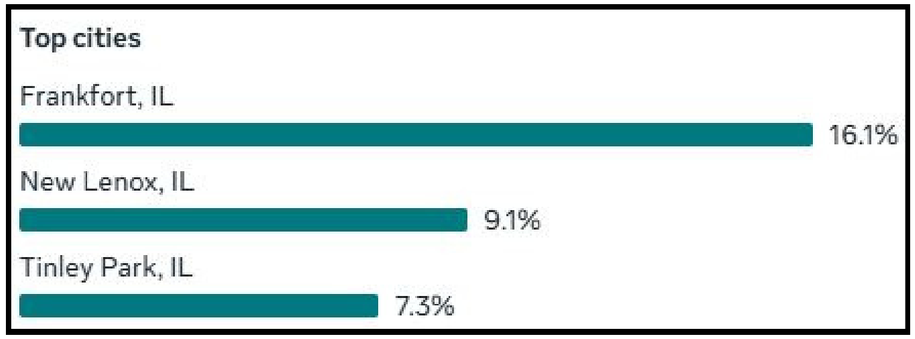




Audience - Instagram







Personas - Young Adult Ava

- Age: 17-27
- Female
- Location: Chicago / Chicago SW Suburbs
- Description: Ava is social and likes to spend time with family and friends. She enjoys having new experiences, documenting them through photos, and sharing them on Instagram. Ava likes fashion, social media, thrifting, Taylor Swift, and is a big foodie. This persona keeps up with the current trends, likes strong aesthetics, and uses Instagram and Instagram stories frequently.
- **IG & IG Stories**



Personas - Grandma Rita

- Late 60s-80s
- Female
- Location: Chicago SW Suburbs
- Description: Rita is extremely family focused. She loves to spend time with her grandchildren. Rita enjoys providing support for the community and other good causes. She loves her pets, enjoys baking, is religious, and is involved at her church.
- **FB**



Personas - Suburban Mom Michelle

- 40s
- Female
- Location: Chicago SW Suburbs
- Description: Michelle is extremely family focused. She loves to spend time with her family and create new experiences for her kids. Michelle is very involved in the community, enjoys supporting good causes, is a huge foodie, and likes to travel.
- **FB, IG, & Stories**



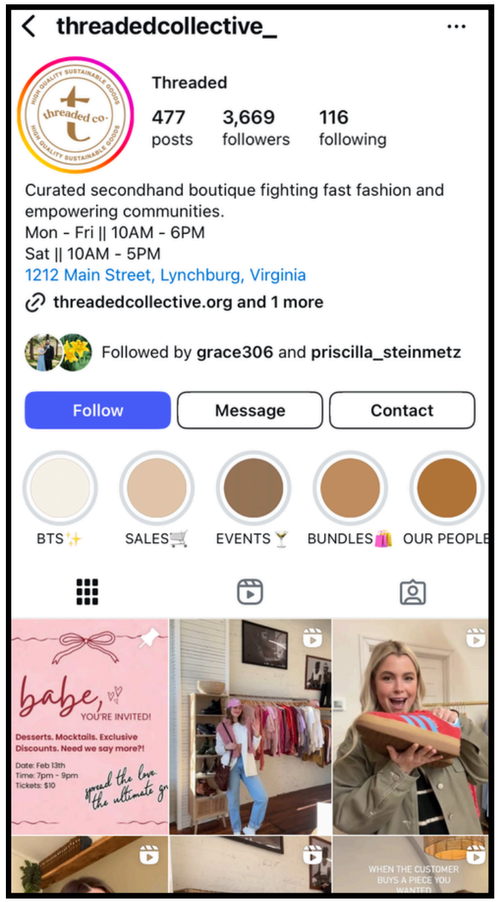
Personas - The Bridge Fan

- Female / Male
- Location: Chicago SW Suburbs
- Description: The Bridge fan has worked at The Bridge Thrift Store, volunteered at the thrift store or teen center, was involved in the job readiness program, has volunteered in a group service project, or is currently involved in one of these.
- **FB, IG, Stories**

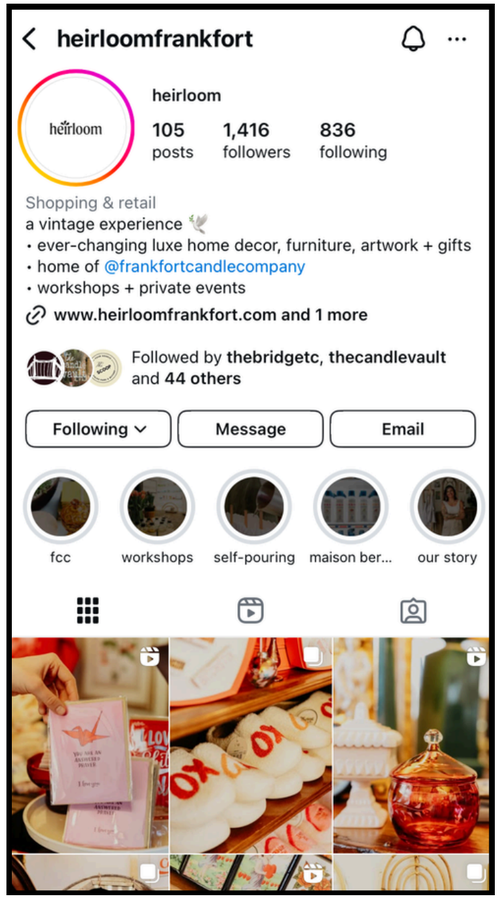


Social Media Inspiration

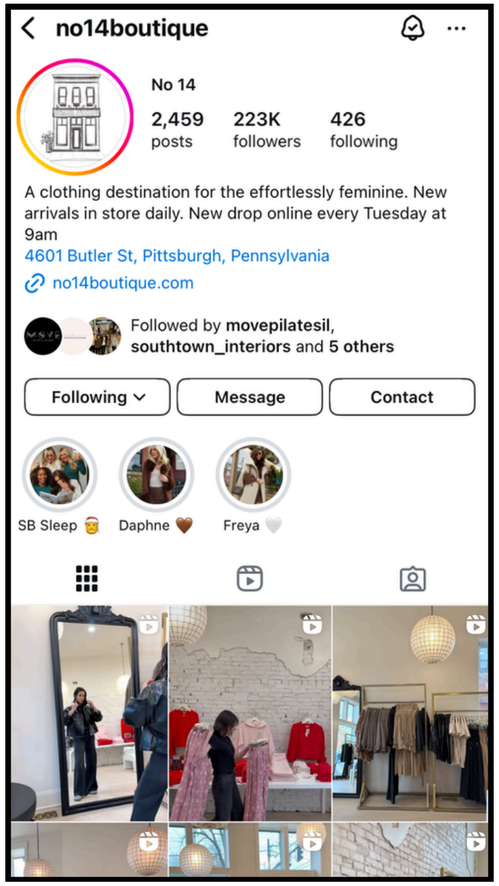
Threaded Collective



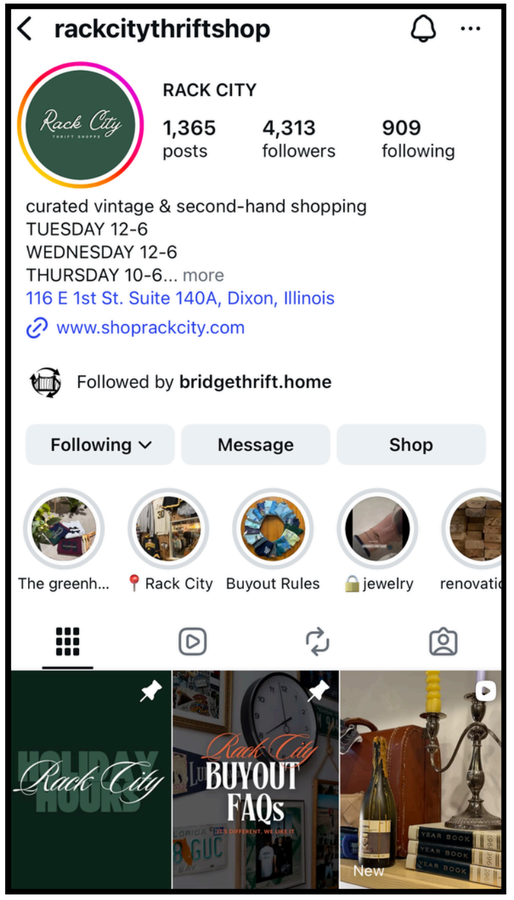
Heirloom Frankfort



No 14 Boutique

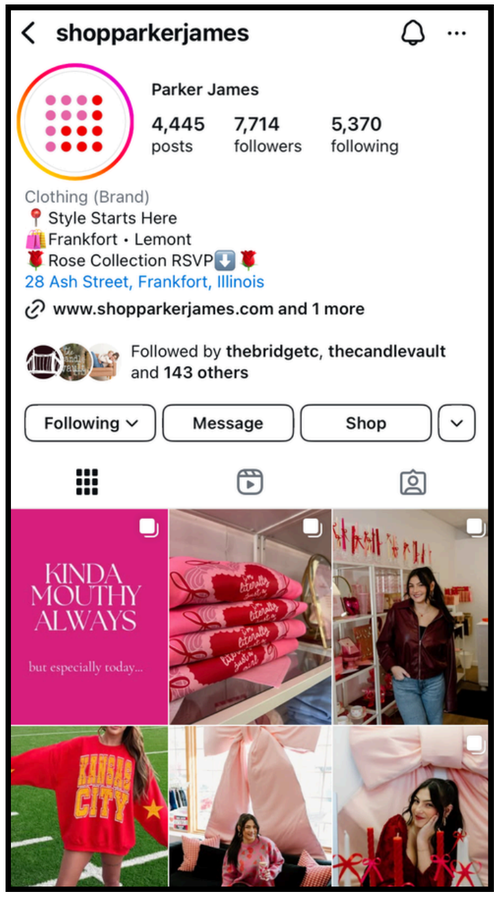


Rack City Thrift Shop

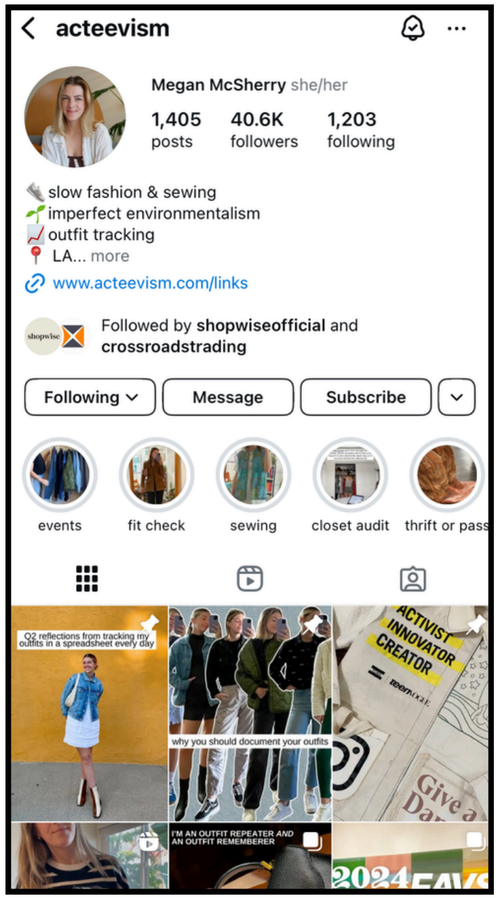


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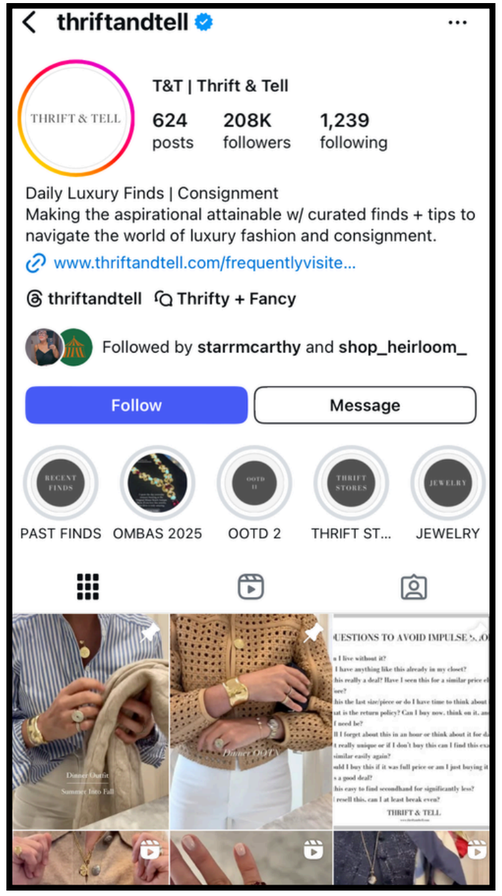
Shop Parker James



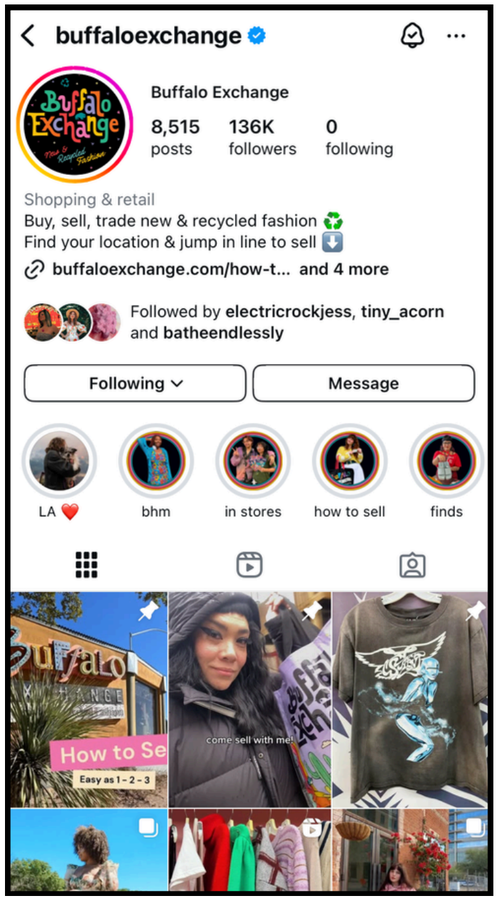
Acteevism



Thrift and Tell

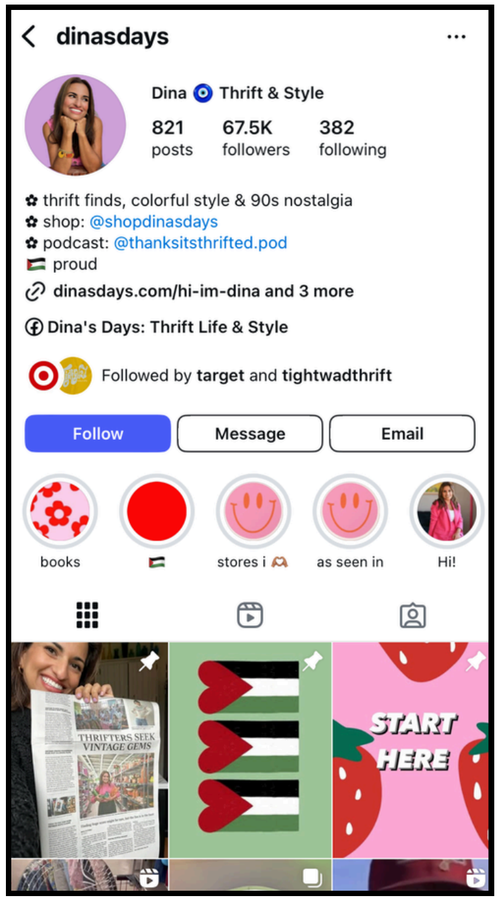


Buffalo Exchange

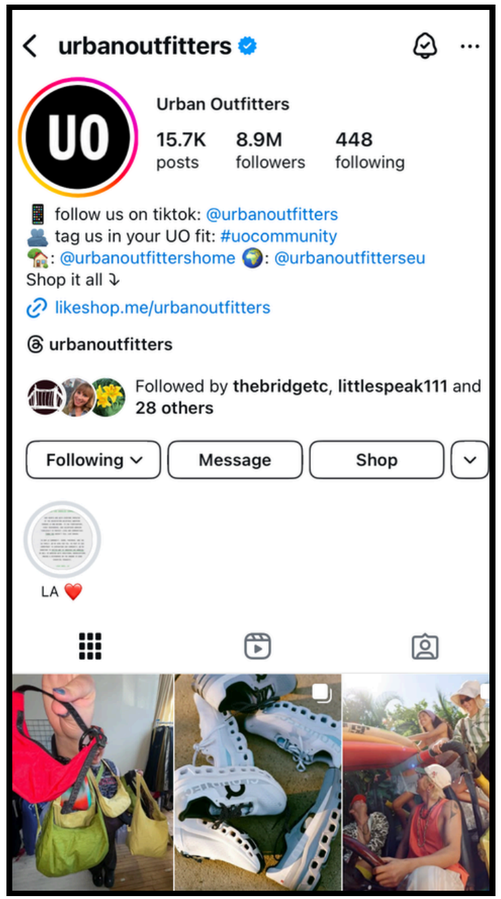


Social Media Inspiration

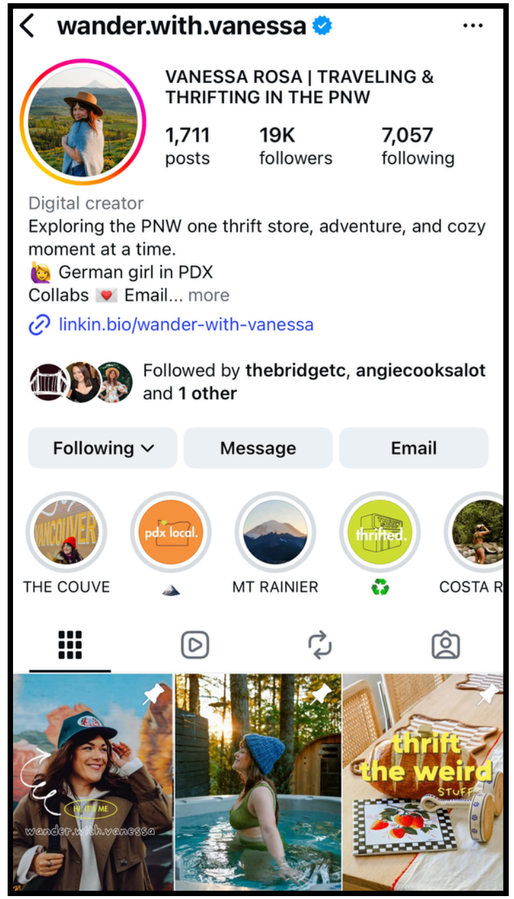
Dina’s Days



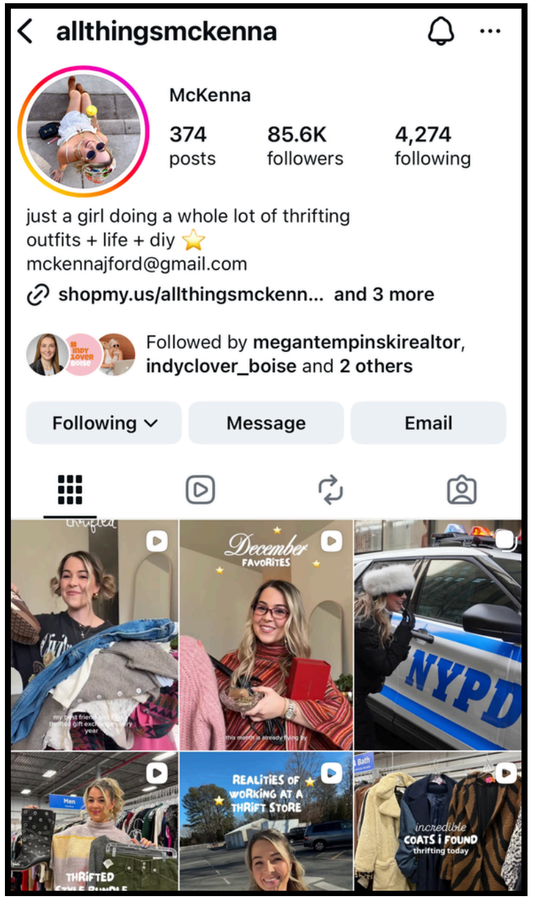
Urban Outfitters



Wander With Vanessa



All Things McKenna

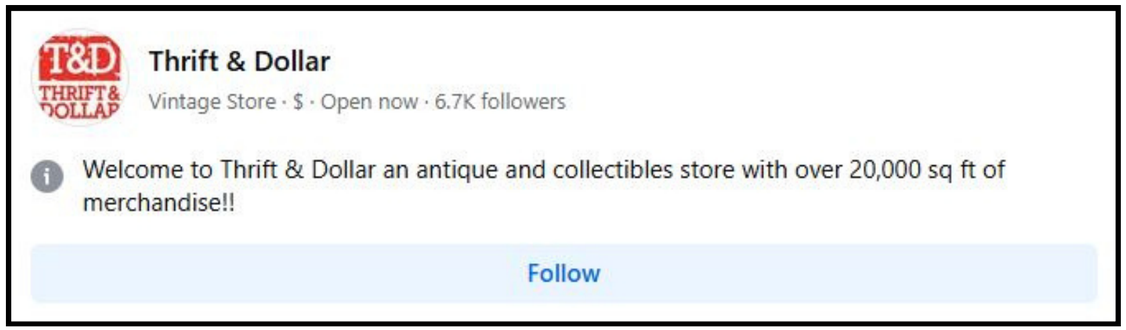


Social Media Inspiration

Joliet Habitat For Humanity

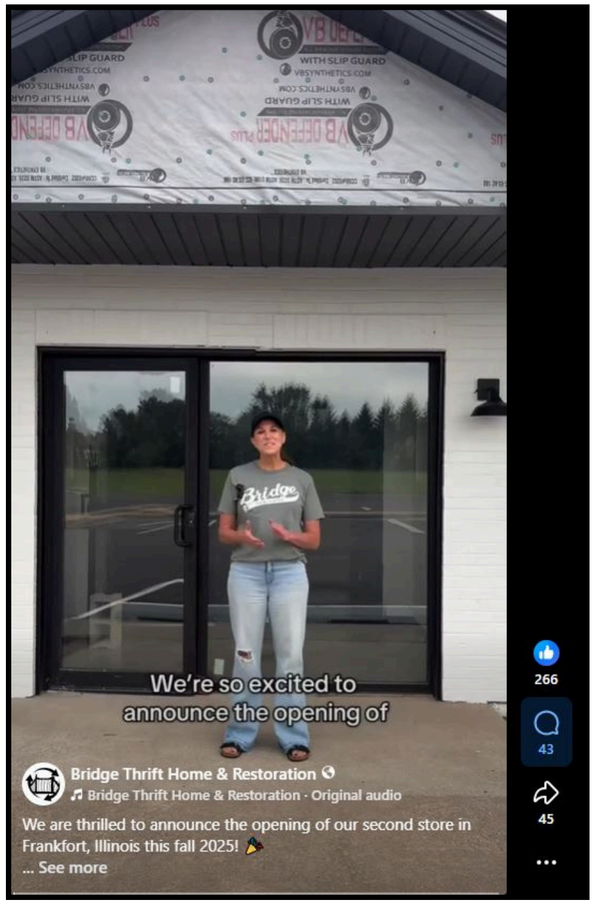


Thrift & Dollar



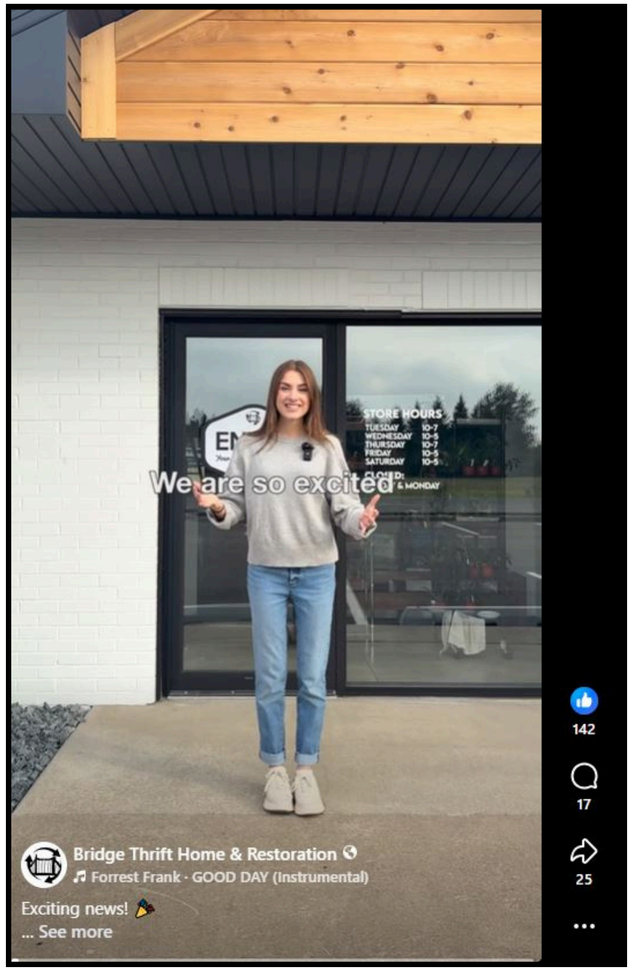
Top Posts FB - Breakdown

#1 Priscilla Reel



Top Posts FB - Breakdown

#2 Summer Grand Opening Reel



Top Posts FB - Breakdown

#3 Grand Opening Recap with Line

Wow, we truly do not have enough words to express our gratitude for the community's support this weekend. Your kind words and encouragement means the world to us. ❤️

Your support is making a real difference in the lives of local teens and helping us continue the mission of The Bridge Teen Center.

And this is just the beginning! We hope you will continue to visit our store and share it with others.

Store Hours:
Tue & Thu: 10 AM – 7 PM
Wed, Fri & Sat: 10 AM – 5 PM
Sun & Mon: Closed

Location:
21420 S Harlem Ave, Frankfort, IL 60423
Located behind the Walgreens at 7209 W Lincoln Hwy, it's the first white building you'll see.

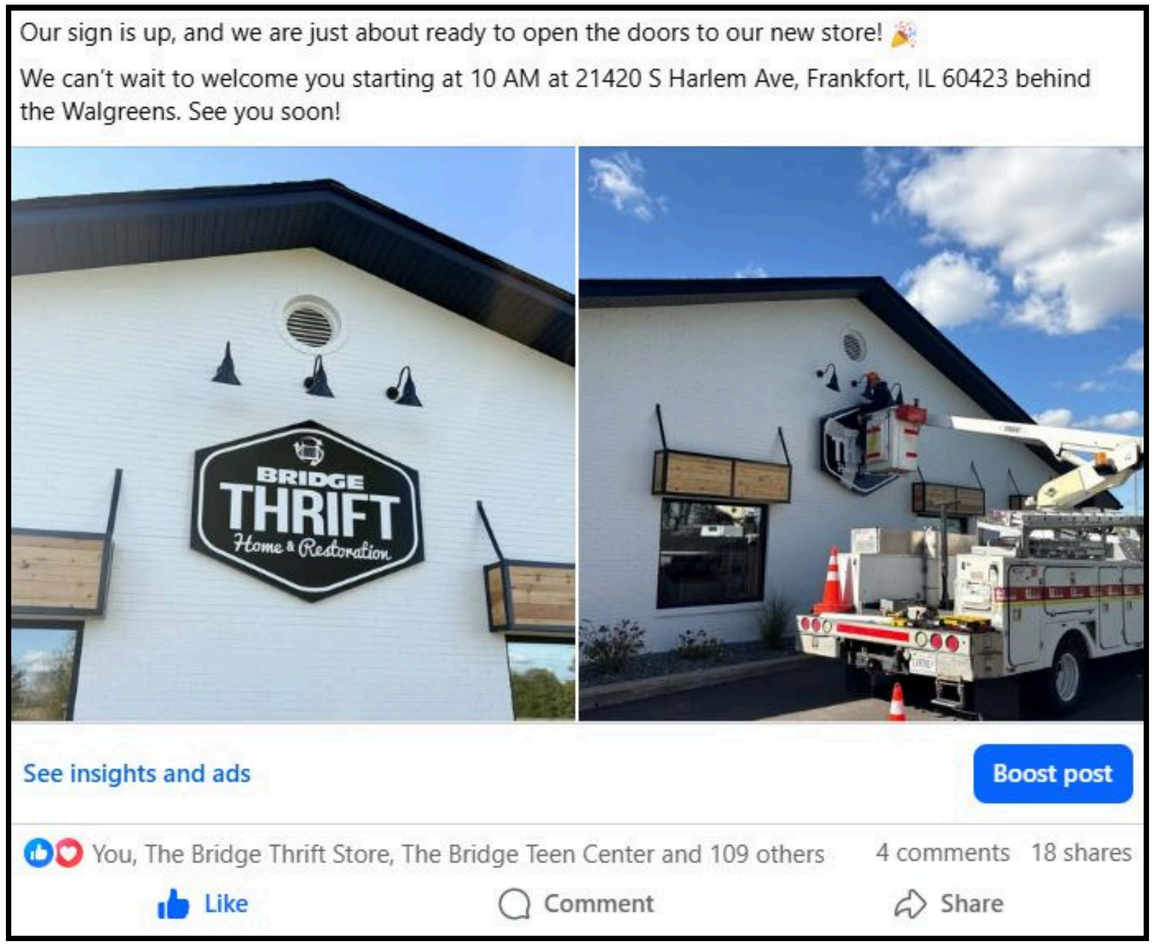
We are still accepting donations for the store — donations can be dropped off during store hours.

Thank you so much! 😊



Top Posts FB - Breakdown

#4 Sign Going Up



Top Posts FB - Breakdown

#5 Accepting Donations

We are getting ready for our grand opening on Saturday, October 25, and we need your help! 🎉

We are now accepting gently used items to stock our store! Pre-Grand Opening Donation Hours are Tuesday through Friday from 10 AM to 5 PM at our new store located at 21420 S. Harlem Ave in Frankfort.

Just follow these simple steps to drop off donations:

✅ Follow the Donation signs to the back of the building.

🚪 For furniture donations, park near the "Furniture Drop Off" area and ring the doorbell for assistance.

📦 For all other items, park near the "Donation Drop Off" entrance.

📍 Sort your items by category (clothing, home goods, fragile items, etc.)

🧾 Grab a donation receipt if needed. They are available on-site.

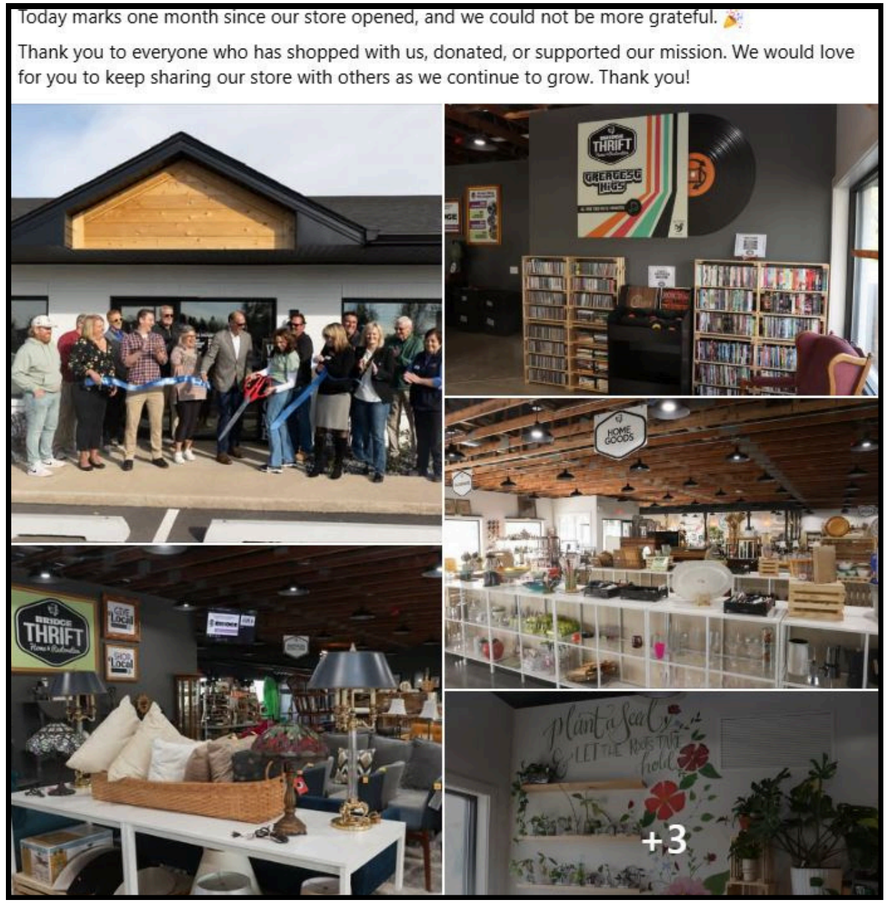
Every donation helps support free programs for local teens at The Bridge Teen Center. Thank you for making a difference!

More details at bridgethrift.org.



Top Posts FB - Breakdown

#6 One Month of Being Open



Top Posts FB - Breakdown

#7 One of Our First Posts: P in Front of Sign

We are opening the doors to Bridge Thrift Home & Restoration this fall and we can't wait to welcome you in! 🎉

At this store, you will find:

🏠 Stylish furniture and home goods

🌳 A live plant boutique called "Taking Root Plant Shop"

💍 A dedicated jewelry section

🕰️ Our "Antique & Cool Junk" area

🔵 A craft and repurposing section

🎨 Plus, a rotating pop-up shop featuring local artisans and makers!

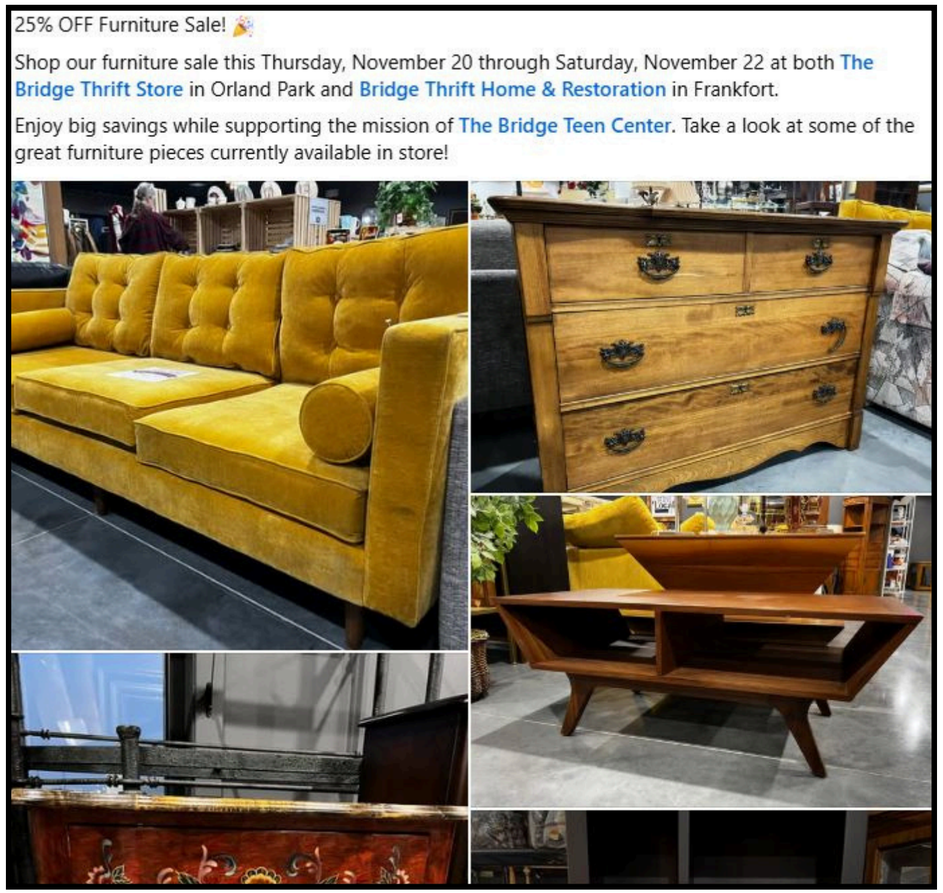
The best part? Every purchase helps support our FREE afterschool and job readiness programs at The Bridge Teen Center.

Stay tuned and follow us for more exciting updates!



Top Posts FB - Breakdown

#8 Furniture Sale Collab



Top Posts FB - Breakdown

#9 Second Weekend Open With Photos of Store

It is our second weekend open, and we are ready for you! 🎉

Our shop is freshly stocked with new and unique antique finds, home décor, plants, and much more.
You won't want to miss it!

🕒 Store Hours
Tue & Thu: 10 AM – 7 PM
Wed, Fri & Sat: 10 AM – 5 PM
Sun & Mon: Closed

📍 Location
21420 S Harlem Ave, Frankfort, IL 60423
(Behind Walgreens at 7209 W Lincoln Hwy. We are the first white building you'll see.)

Share this with a friend you would like to visit our store with! ✨



Top Posts FB - Breakdown

#10 Donations Needed & Photo of Grace

Donations Needed! 🎉

Help us fill our shelves for our Grand Opening this Saturday, October 25th!

We are looking for books, glassware, dishes, and other gently used items you are willing to share.

Our Pre-Grand Opening Donation Hours are Tuesday–Friday, 10 AM–5 PM at 21420 S. Harlem Ave, Frankfort.

Thank you in advance for your incredible support! ❤️



Based on Top Posts - FB

- **Accomplishments & Exciting Announcements**
- **Talking Videos** - Videos showing of our space, our mission, etc.
- **“Just In” Items** - Items that are currently in store.
- **Showing Off Our Space**

Social Media Ideas - FB

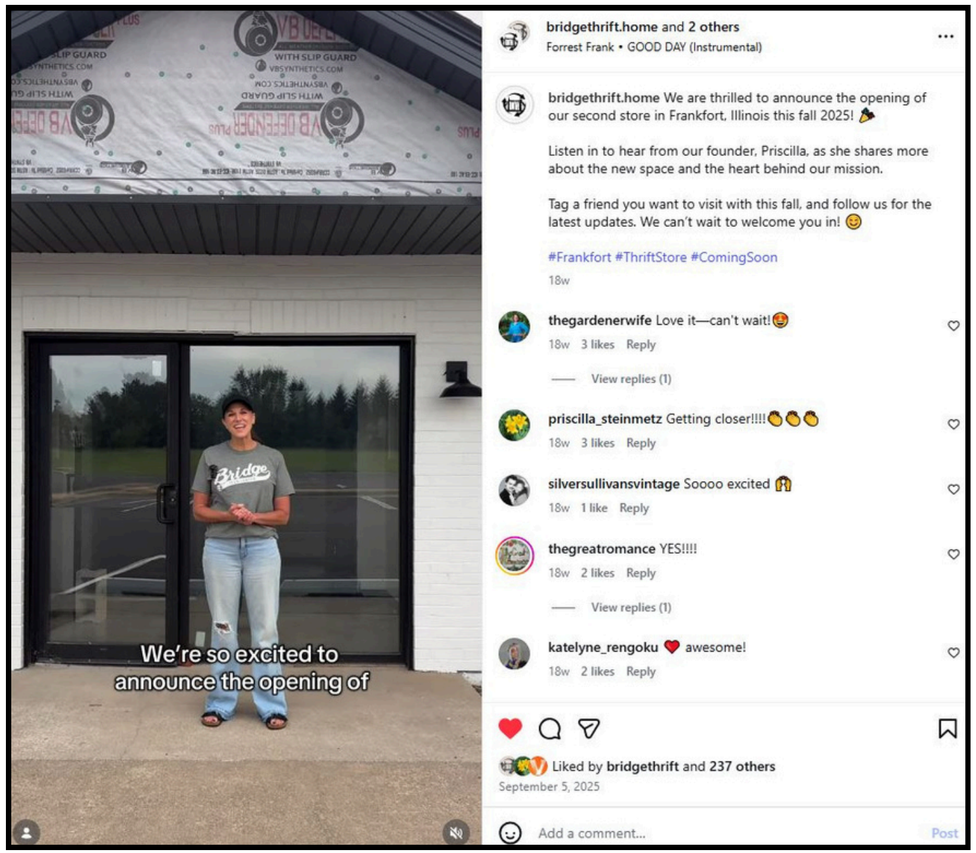
- **Highlight Furniture & Other Cool Items That Are “Just In”** - Furniture posts, large plant inventory, etc. Thrift & Dollar and Habitat for Humanity have posts showing off furniture items that are “just in” and they perform extremely well. These posts are good for our older audience. They receive great engagement, with people messaging or commenting on posts for more information about items.
- **Continue Talking Videos** - Continue “tours of our space” type of reels, asking staff random questions, etc.
- **Share More Posts With Our Mission** - Share more posts that show the impact of our mission. Our audience likes to help others and support the community and charitable causes, so this is something to emphasize.

Social Media Ideas - FB

- **Display Posts -** Because our display posts perform well on our Orland Park page, let's try more of that on our Frankfort page. Photos of displays work better on FB and reels of displays work better on IG.
- **Behind The Scenes Posts -** Share more posts that show how displays are set up, day in the life, etc. These perform very well.
- **Better Emphasis on Prices** - Incorporate price comparisons into reels and posts.
- **Vlog Type Videos** - These seem to be performing really well on competitor's pages. Our FB audience really likes to see what is currently in store. One idea is to do a "Unique Items Currently In Store" series.

Top Posts IG - Breakdown

#1 Priscilla Reel



Top Posts IG - Breakdown

#2 One of Our First Posts: P in Front of Sign



Top Posts IG - Breakdown

#3 Summer Grand Opening Reel



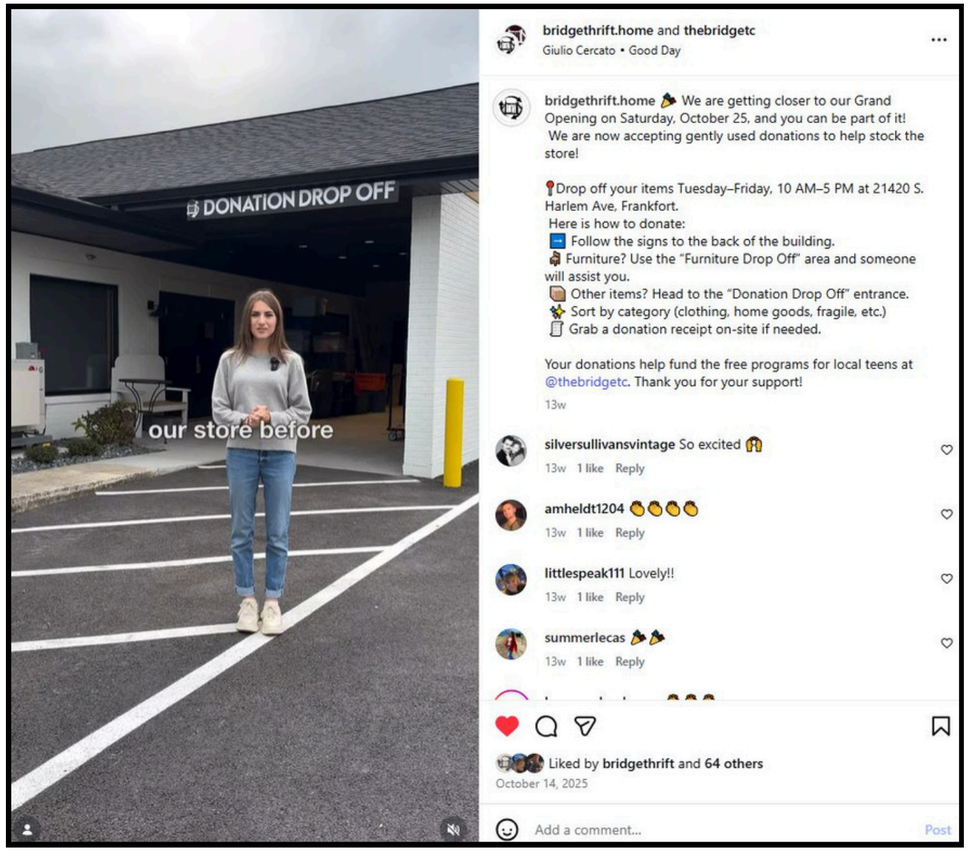
Top Posts IG - Breakdown

#4 Giveaway Post



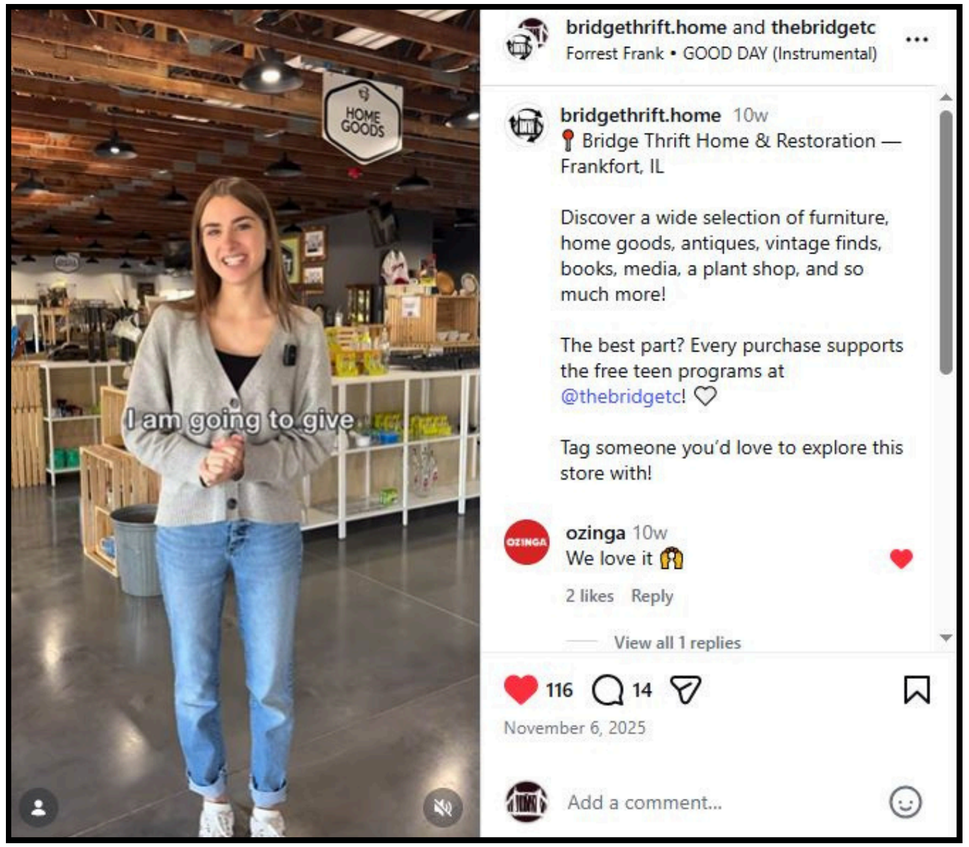
Top Posts IG - Breakdown

#5 Accepting Donations Reel



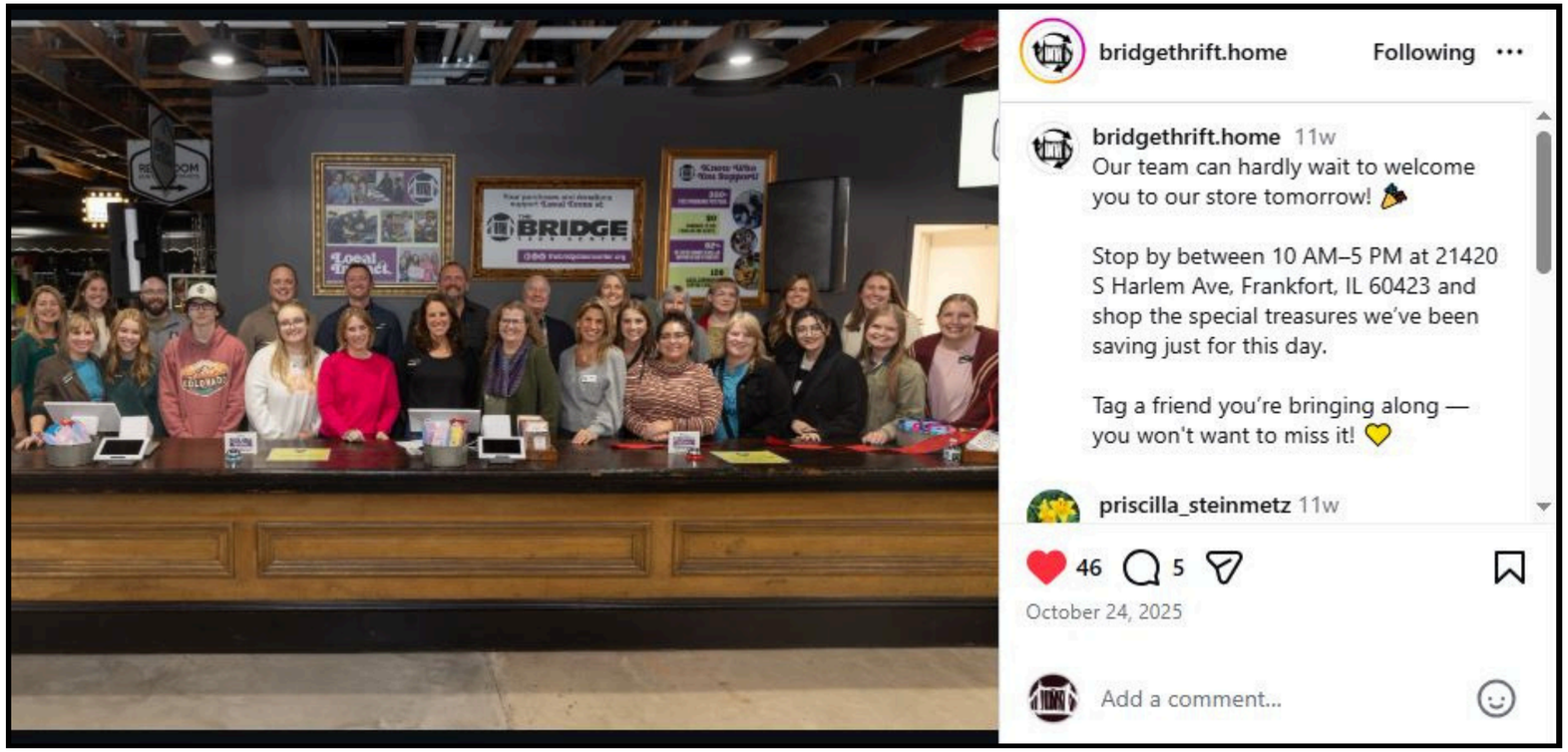
Top Posts IG - Breakdown

#6 Tour of Store Reel



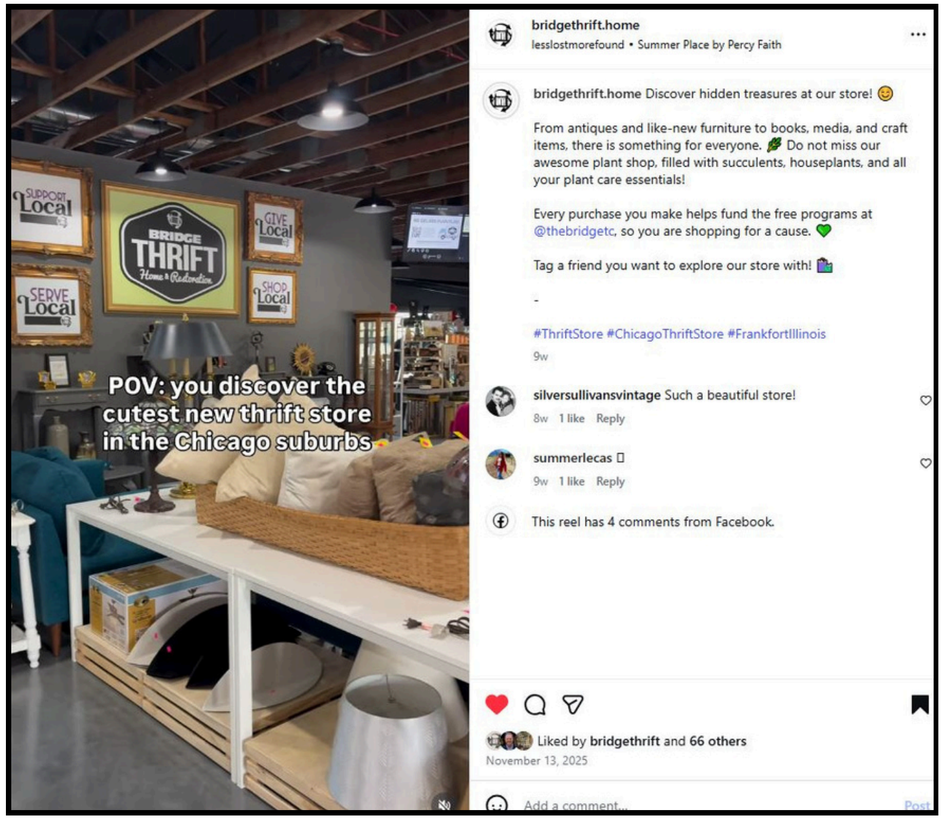
Top Posts IG - Breakdown

#7 Our Team Can’t Wait To Welcome You



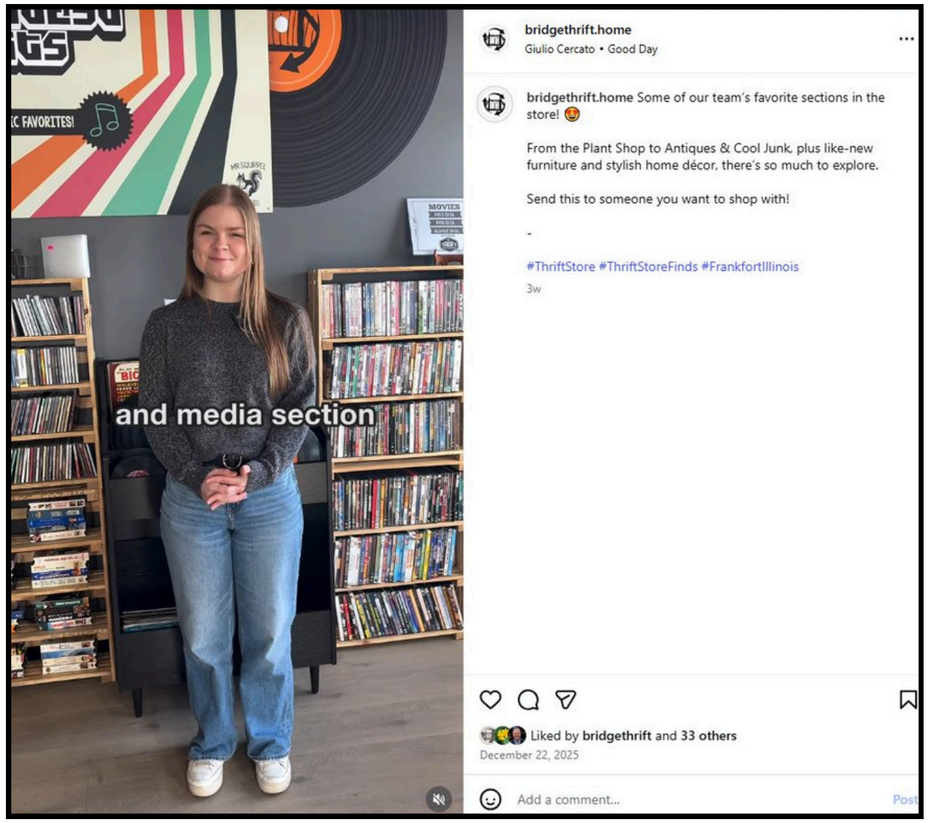
Top Posts IG - Breakdown

#8 POV: Cutest New Thrift Store in Chicago Suburbs



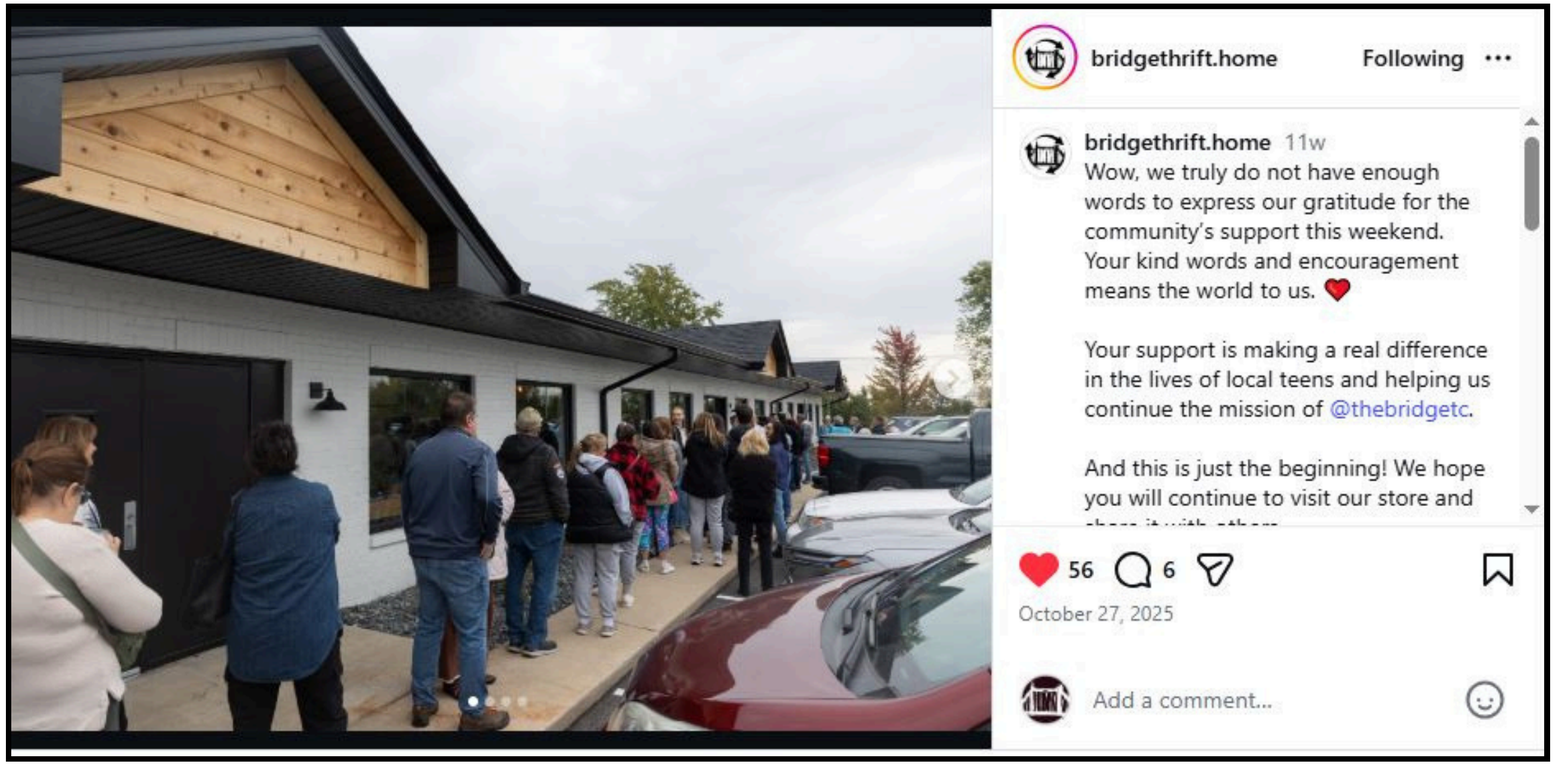
Top Posts IG - Breakdown

#9 Staff’s Favorite Section of Store Reel



Top Posts IG - Breakdown

#10 Grand Opening Recap & Photo of Line



Based on Top Posts - IG

- **Entertaining / Trendy Reels** - Our Instagram audience is very up to date with current trends and seeks entertaining content.
- **Accomplishments & Exciting Announcements**
- **Talking Videos -** Videos showing of our space, our mission, etc.

Social Media Ideas - IG

- **More Trending & Entertaining Content -** Use trending audio to promote sales, new displays, etc. Keep up with trending content and recreate trends for our brand.
- **Better Emphasis on Prices** - Incorporate price comparisons into reels and posts.
- **More Mission Posts** - This sets us apart from other businesses. Rather than just saying, “shop local,” our business supports a cause.
- **IG Stories** - Share more behind the scenes and engaging stories. Maybe we could do “Today’s Finds” like we do for BTS on a day that Grace is there.
- **What We Are Putting Out On The Floor Series -** Show items that we are bringing from the back of house out into the store. Share price comparisons if possible (our price vs. retail)
- **Unique Items in Store** - Similar to our Christmas gift ideas video. Show off current unique items in store that we love and compare our price vs. retail.

Social Media Ideas - IG

- **Educational Reels** - More videos like the one of Lisa in BTS. Have staff with knowledge of items, like Rob or Lisa, show off items and what makes it valuable. This could be in the Antiques & Cool Junk section, jewelry section, etc. Also, “Plant Tips” reels with Arianna.
- **What Items Staff Would Currently Purchase Series** - Highlight different staff for this series showing what they would currently purchase in store with price comparisons. Show a variety of staff of different ages and genders.
- **Collabs with BTS** - Find ways to collaborate between both of our stores to expand reach.

What Are Our Goals?

- Increasing Brand Awareness
- Boost Community Engagement

Measuring Strategy

- SMART Goals
- Monthly SM Audit