

SOCIAL MEDIA STRATEGY PLAN

Research & Analysis -----

- Target Audience:
 - Undergraduate Students of McCoy College of Business
- Social Listening:
 - High engagement with giveaways
 - Fun group photos showcase the excitement of SBC
 - Many students have interacted with Dr. McClain at events and may make comments towards him
- Audit of Existing Social Accounts:
 - Instagram
 - 497 followers as of August 4th, 2024
 - 50 likes average on posts
 - Recap on events with action photos of students
 - Catchy headlines for description
 - Tag known SBC members and students, most will repost on their story increasing exposure to new accounts
 - Followers active times – 12pm to 9pm
 - Insights are no longer available past 90 days
 - LinkedIn (8/4/2023 - 8/2/2024)
 - 624 followers as of August 4th, 2024
 - Post Engagement Rate was 11.762% organic
 - 382 reactions, 10 comments, 11 reposts
 - More professional events or meet n greet posts have an average engagement rate of 18.71%
 - Event announcement posts did very poor with engagement (3.67%)
 - Shoutouts do very well with an engagement of 47.51%
 - Sharing about SBC meetings or event recaps with tagging has high engagement with 22.83%
 - Giveaways engagement rate was 12%
- Budget: *need to talk to Andrew, CFO*
 - Giveaway each month?

Planning -----

- Objective:
 - Increase our engagement with business students so that they RSVP and attend professional development events hosted by the Student Success Center. Have 15% of SBC followers complete a badging program and receive at least one badge from Sutable at the end of each semester through the SSC.
- Key Metrics:
 - Followers
 - Likes
 - Clicks

- Engagement Rate
- Goals by Channel:
 - Instagram
 - Reach 750 followers by May 1st, 2025
 - Increase engagement to an average of 70 likes on Instagram posts by May 1st, 2025
 - Have an average of 30 clicks for more information or RSVP on each Instagram story by May 1st, 2025
 - LinkedIn
 - Reach 700 followers by May 1st, 2025
 - Increase engagement rate to 25% from organic posts by May 1st, 2025
- Brand Guidelines:
 - https://www.canva.com/design/DAGMEPph-SQ/OaDowBk-Pfjs7eZWfyNKgg/edit?utm_content=DAGMEPph-SQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- Social Media Content Calendar:
 - Content Pillars
 - Recap of the Week on Instagram (Post)
 - Giveaway Once a Month on Instagram (Post)
 - Upcoming Events on Instagram (Stories)
 - Weekly Recap and Shoutouts on LinkedIn (Posts)
 - Reel once a Week (Employer Q&A, Professionalism Tips) for Instagram

Major Campaigns -----

- Campaign 1: SBC - The Council of Professional Support
 - Objective: Exposure of SBC and SSC offerings through social media accounts and increase followers on each account to 750 by May 1st, 2024.
- Campaign 2: Inspiring Business Professionals of Tomorrow
 - Objective: Increase SSC event awareness to McCoy students by having an average of 30 clicks on information/ RSVP links on each Instagram story by May 1st, 2024.