

## Detailed Plan and Expectations

### Facebook

*Goals – Facebook is a great vehicle for generating awareness and reaching targeted audiences due to built in targeting tools; however, Facebook algorithms do not favor posts from pages. To be most effective, dedicated efforts to encourage individual sharing - whether through honing messaging, a campus directive, strategic posting, promotion, etc. – will be critical to success. Evaluate your current audience to help determine what types of content might be most relevant, keeping in mind that outside users are watching.*

- 1. Posts 3-5 times weekly with total of 15-25 monthly posts** - Include graphics, images, videos, links as often as possible. Plain text posts do not have high impact. Create shareable, engaging messaging
- 2. Maximize reach and conversions**
- 3. Generate conversations in posting**

### Types of Posts

1. 50% news, events, updates - VOLUME
  - a. Includes but not limited to – news releases, campus events, faculty/classroom updates, announcements
2. 30% high impact campaigns - DEEP
  - a. Stories to engage the halo and appeal to all areas/constituents including prospective and current students, faculty/staff, alumni, parents of students, donors and friends
    - i. i.e. – GC2W4, Money Mag, national or high-level recognition, student success stories, faculty/alumni achievement?, high-impact news stories
3. 20% feel good - VOLUME
  - a. images/video from events, mascot posts, holiday wishes, profiles
    - i. Live video – at least once monthly. Announce prior to it. Work on out plan for monitoring comments and responding. Create monthly schedule, but be open to unplanned events

### Twitter

*Goals – Best tool for real-time updating, timely interaction, and informal sharing. Twitter is limited in its demographical audience breakdown and targeting tools. Evaluate your current audience to help determine what types of content might be most relevant, keeping in mind that outside users are watching.*

- 1. Tweet multiple times daily with monthly total of 35+** - Include graphics, images, videos, links as often as possible.
- 2. Create goals for monthly analytics ( impressions, clicks to website, etc.) and monitor these**
- 3. Followers – 10% increase yearly (currently right around 10% increase bi-annually)**

### Types of Tweets

- 1. Updates** – live tweeting events, news, campus info
- 2. Recognition** – shout outs to new signees, programs and departments
- 3. Admissions** – recruitment days, visits, etc

### Instagram

*Goals – Best tool for sharing high impact imagery. Can produce feelings of nostalgia and pride. High percentage of engagement from followers.*

- 1. Post several times weekly, monthly total of 15-20** – High quality, showcase images when possible, utilize Instagram stories and live video when appropriate, short videos (up to one minute allowance)
- 2. Continue developing followers – 10% increase yearly**

## **Types of Grams**

1. **Showcase** – Campus beauty shots, milestone moments (new freshmen, graduates, new focal points, etc)
2. **Profiles** – highlighted faculty, staff, students
3. **Recap** – currently up to 10 at a time, events
4. **Story** - event coverage
5. **Live video** – Same as facebook guidelines