

Social Media Marketing Strategy



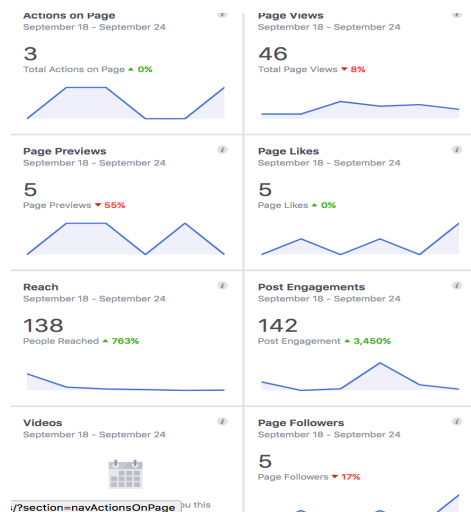
PennState
Greater Allegheny
















Target Audience

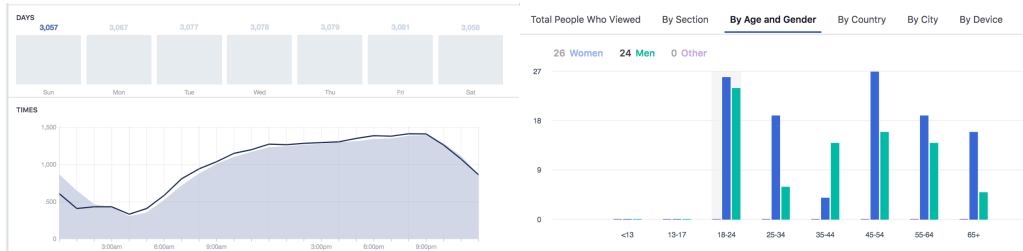
- Students
- Prospective Students
- NonTraditional Students
- Parents
- Area Administrators

Current Social Media Overview

- PSUGA Admissions
 - Facebook-Likes 5,205---Followers 5,180
 - Admins--4
 - Analytics:



Your 5 Most Recent Posts							
						Reach: Organic / Paid Post Clicks Reactions, Comments & Shares	
Published	Post	Type	Targeting	Reach	Engagement	Promote	
09/19/2017 2:13 pm	 WE ARE proud to be recognized as the McKeesport Hospital Found			136	<div> <div></div> <div></div> <div></div> </div>	<div>Boost Post</div>	
08/29/2017 1:48 pm	 Drop by Penn State Greater Allegheny on September 1 from 10:00			4.3K	<div> <div></div> <div></div> <div></div> </div>	<div>Boost Post</div>	
08/21/2017 8:13 am	 WE ARE excited to begin the 2017-2018 school year! To join us in S			105	<div> <div></div> <div></div> <div></div> </div>	<div>Boost Post</div>	
08/18/2017 3:07 pm	 We are excited to finally have the 2021 on campus! Welcome to the			168	<div> <div></div> <div></div> <div></div> </div>	<div>Boost Post</div>	
08/11/2017 10:37 am	 Penn State Greater Allegheny Admissions shared Penn State Great			47	<div> <div></div> <div></div> <div></div> </div>	<div>Boost Post</div>	



Local Audience



- PSUGA Admissions Instagram
 - 145 Followers---46 posts
 - Handle--psugaadmissions
 - Instagram is not a business account, so there are no analytics.
- PSUGA Admissions Twitter
 - Handle--- @PSUGAadmissions
 - Tweets—547
 - Followers—216
 - Following—190
 - Analytics:

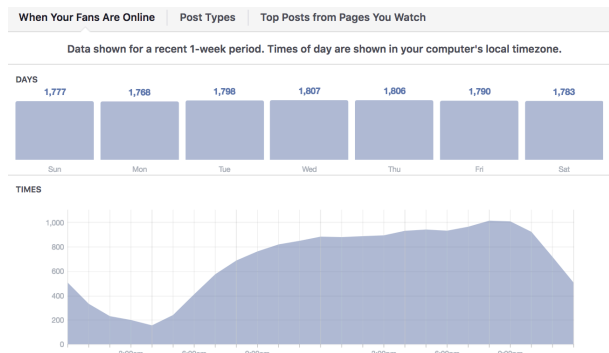
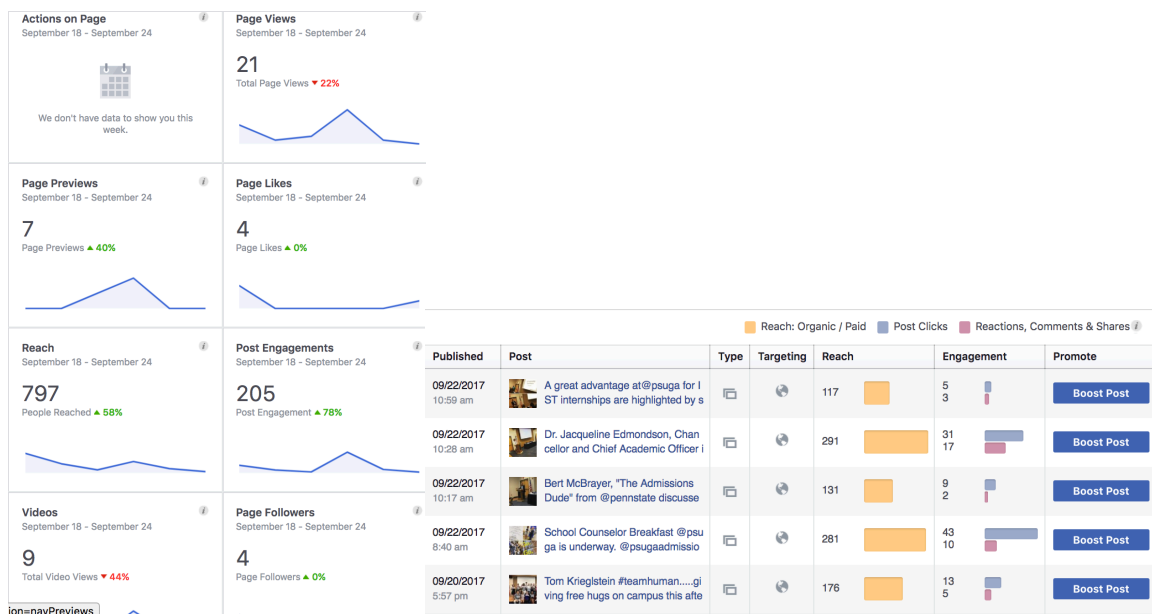
28 day summary with change over previous period

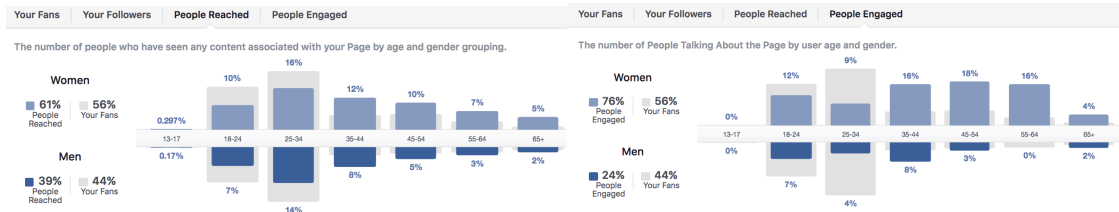
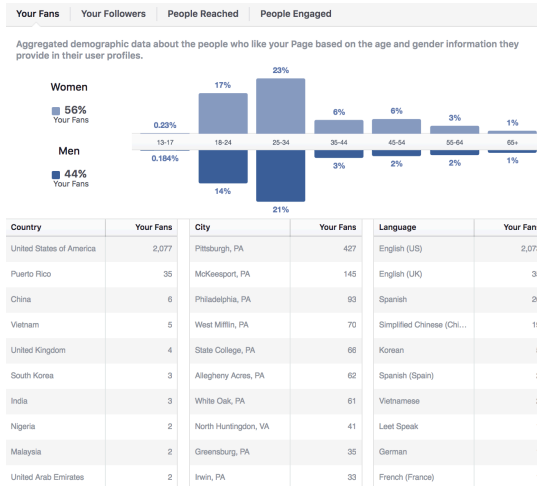


SEP 2017 SUMMARY

Tweets	3	Tweet Impressions	255
Profile visits	25	New followers	5

- PSU Facebook (University Page)
 - Likes—2,172---Followers 2,158
 - Admins--3
 - Analytics:





- University Twitter page
 - Handle-- @PennStateGA
 - Tweets—722
 - Followers—607
 - Following—128
 - Analytics:

28 day summary with change over previous period



SEP 2017 SUMMARY	
Tweets	11
Tweet impressions	5,164
Profile visits	432
Mentions	12
New followers	6

- University Instagram
 - Handle—pennstatega
 - 539—Followers 410—posts
 - Can't obtain the analytics due to being a personal page, not a business page.
- University Snapchat

- Handle—pennstatega
- 49 Friends
- No built in analytics, but can download an outsource analytics tracker like Storyheap/Ghostcodes

Content Calendar (October)

Facebook Specific

Instagram Specific

Snapchat Specific

Twitter Specific

October 2017

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Breakdown of the Week. Student Life	2 Community Day.	3 Enrollment Stat/Financial Aid/Tuition	4 Promote Upcoming Events	5 Feature of the Week.	6	7
8	9 Journalistic Style Photo	10 Fall Photo from Campus	11	12 TGIF	13 Weekend in a Photo	14 Weekend in a Photo
15 What's happening Monday	16 Take Over Tuesday	17 Win it Wednesday	18	19 Filter Friday	20	21
22 Promote Upcoming Events	23	24	25	26	27 Live Tweet Event	28
29	30	31				

Social Media Breakdown

- Facebook

- Post daily according to the content calendar.
 - Post twice per day in accordance to the analytical data (best time)
- Schedule weekly posts using Hootsuite/being specific to timed postings/content development.
- Utilize event feature when promoting an event.
 - Dyson event/Grand Opening of the YMCA space (Oct 23rd)
 - Create event, target audience, promote
- Make infographics for Enrollment/Financial Aid/Tuition
- Shut down admissions Facebook page.
 - It has more followers and likes than the university page, but the followers are local opposed to the admission page.
 - Run a weekly post encouraging those followers to follow the university page.
 - Close page November 1st.
- Science Happy Hour
 - Make Gif to showcase the event.
 - Begin a mini-series to showcase every month.

- Instagram

- Link the university page to the Facebook
 - Instagram page into a business account and be able to get the analytics.
- Run an Autumn photo contest.
 - Give winner a gift card/swag bag/TBD
- TGIF--Encourage followers to take a "TGIF" photo.
- Weekend in a Photo—Showcase your weekend in a photo---tag @pennstatega
- Maybe a photo contest highlighting the book the students were to read?
 - With this contest we could tag the author of the book in the winner's photo.
 - This contest doesn't have to happen in October.
 - Use the #itswhatIdo
- Close admissions Instagram page
 - Run a weekly reminder to follow the university's Instagram page.
- Science Happy Hour
 - Post a Boomerang of one of the science experiments.

- Snapchat
 - Follow the content calendar above.
 - Run “Win it Wednesday” for a prize
 - Make Geofilter
- Twitter
 - Live tweet Dyson event
 - Trick or Tweet Contest
 - Most embarrassing/favorite costume or favorite Halloween pastime with #trickortweet
 - Promote events/enrollment/etc
 - Finals Tweet Contest
 - I know that isn’t in October I just want to have it documented for my notes.
 - #frustratingfinals or something similar. #finalsgotmelike...fill in the blank?
 - Tweet about the book “It’s What I Do” to open a conversation with the students and faculty.
 - Favorite quote, where the book took you

Content Creation Ideas

- Videos
 - Small campus
 - Interview staff/students
 - Focus on the benefits of having small class sizes, knowing your professors personally and them knowing you by name, not a number.
 - First Generation
 - I love this concept and I believe within the community, this will hit home to a lot of students, prospective students, and area school officials.
 - Develop compelling stories from current students and staff to highlight this unique program.
 - Highlight a student club/activity
 - Once I become more acclimated with the university, staff, and students I will be able to narrow in on a more specific topic.
 - Happy Hour Mini-Series
 - Create short clips of experiments.

- 30 second clips
- Gifs
 - Start to create our own content
 - Begin with the Science Happy Hour
 - Creating motion graphics will enhance what we are trying to advertise.
 - Making Gifs focused on enrollment/financial aid/tuition/small campus would be worth making and tracking the impact on social media.
- Infographics
 - Making infographics will be a visually appealing way to promote enrollment/financial aid/tuition/small campus education.

Goals

- Social Media
 - Increase engagement
 - Drive brand awareness
 - Enhance the university within the community

Website Adjustments

- Goals
 - Increase traffic
 - Decrease bounce rates
 - Engaging photos and stories
 - Recruitment
 - English major
 - Transfer students
 - Residence hall enrollment
- Actions
 - Switch CTA buttons (Visit and Apply in green) and evaluate what Visit links to
 - Clean up homepage
 - Use appropriate photo sizing for featured articles
 - Use automated calendar system through the news site to simplify house ads

- Accessibility
 - Text coding and photo tagging
- Promote
 - Articulation agreements
 - Pittsburgh Promise
 - Student athletes
 - Campus safety
 - Link crime reports
- Evaluate site structure to take as few clicks as possible
 - Look at pages with high bounce rates
 - Fix URL issues
 - Look at “archived” content
- Evaluate Google Analytics and use strategic keywords to gain a higher profile in Google searches
- Consider who has publishing and editing rights on the site
 - Meet with key campus stakeholders, promote ownership over their sections and events in calendaring system

Crisis Plan:

- The importance of a crisis plan is to be able to diffuse a potential crisis before it spirals out of control.
- If there is a potential crisis as Social Media Specialists, Justin and Brooke, will attend to any inappropriate comment, post, or content on all social media outlets at PSUGA.
- Do not ignore the negative comment.
- Caution is critical to diffuse a potential situation. No one wants to feel attacked, disrespected, or overlooked. Active listening is key.
- **NEVER** delete the negative comment.