emc@mtsu

FIRST
LOOK

FILM
NEWS
VIDEO
PHOTO
ANIMATION
NEW MEDIA

SOCIAL MEDIA PLAN

PRESENTED BY: TINA D. SHANG

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SOCIAL MEDIA PLAN

PLAN OVERVIEW

Name of Campaign:	MTSU First Look Social Media
Campaign Manager:	Tina Warren
Subject Matter Experts:	Billy Pittard, Tom Neff, Clare Bratten, Todd O'Neill

OBJECTIVE

Short term objectives are to create buzz about the 2014 First Look Event through various social media channels and establish new social media profiles. Long term objectives include contact with industry leaders, establish best practices, offer recommendations, establish an operations calendar, and long range marketing planning for the event.

TARGET MARKET

Industry leaders in electronic media, animation, film, video, music, photography, and journalism. In addition any industry that would be in the market to hire graduating EMC majors.

EVENT DEMOGRAPHICS

Industry leaders within reasonable travel distance from the event location in Nashville. Those outside of this area may also be targeted through social media and the web with something like a digital premiere that would take place the night of or night after the event.

MISSION STATEMENT

To introduce the media industry to students and their work, and to introduce students to professionals working in the media industry. To give students job and internship possibilities.

CALL TO ACTION

What do you want your audience to do? Do you want to capture leads, connect with industry leaders, and promote the event? What is the best way to achieve your goal? Email event invitations, a website form to capture contact information from those seeking more information about the event/program?

WHAT IS THE DESIRED OUTCOME?

Get industry leaders to attend the event

Showcase student work

Promote University and EMC Dept.

PROCESS

Establish social media presence on selected platforms. (Facebook, Twitter, Vimeo, LinkedIn, Etc.) Create strategy for social media engagement and best practices for promotion of event.

PRE-EVENT PLANNING

➢ Create timeline for event promotions and announcements
➢ Establish best practices
➢ Save the date emails and social media posts
➢ Set up event registration to invite people and collect RSVPs
➢ Create visual elements to be utilized across all channels
➢ Video Clips of entries
➢ Create event pages on Facebook and LinkedIn
➢ Generate buzz on social media
➢ Create Press Releases other marketing materials
➢ On campus promotion, get the students involved to help generate buzz
➢ Establish hashtags and other identifiers to help track event participation and reach
➢ Assign a photographer and videographer to cover the show
➢ Perhaps a pre-show mixer for industry leaders

DURING-EVENT

➢ Engage attendees through social media
➢ Live streaming
➢ Hashtags
➢ Check-ins
➢ Photo sharing
➢ Displaying live twitter feed
➢ Prizes

POST-EVENT

➢ Interview festival participants and industry leaders
➢ Allow opportunity for mingling after event
➢ Sign in sheet to collect names, emails, etc. of attendees
➢ Take time to ask attendees what they thought about the event, venue, refreshments, etc.
➢ Upload videos, photos and presentations from the event
➢ Monitor social media buzz, people tend to stay engaged a couple of days following an event
➢ Maintain engaged community

UPFRONT ANALYSIS

Clients indicate a desire to improve social media efforts to promote MTSU First Look, an annual event showcasing the work of EMC students at MTSU. Currently the client has a Facebook page, a Vimeo account, and a website page within the MTSU domain.

Facebook Assessment

A Facebook page was created April 25, 2013. A total of two posts were made, one on April 25, 2013, and one on May 7, 2013. Reach was relatively good for a new page, but engagement was low despite the reach.

The page has 54 Likes, it is minimally branded with a brief description of the event and a logo profile image.

Posts included the date, time, and location of the event and one post encouraged those interested in attending to email the admin. No event page was created, no links or other options for either learning more about the event or registering to attend were included in posts. There is no cover image.

The page lacks content, posts are irregular and offer no opportunity for engagement.

The event took place on May 9, 2013. No further posts were made to the Facebook page after the May 7 post announcing the event.

Vimeo Assessment

Channel was created in 2013 for the event. Videos of event entries were uploaded.

In the ten months since the videos were uploaded the Vimeo has a total of four followers.

Viewership of the videos ranges from 243 plays to 2 plays. The video with the most play is at the beginning of the play list, the video with the fewest number of plays is at the end of the list. I am unsure if there is a correlation in the placement of the videos and the number of views received.

Videos have received a total of six likes with no single video receiving more than one like. No comments have been received.

There is not description of the event on the Vimeo Channel, no contact information, and no links or other opportunities to learn more about the event.

The First Look Channel is under the MTSU EMC account, there is a good description on the main MTSU EMC page, but that does not help people understand what First Look is all about.

Webpage Assessment

The webpage is a single page within the EMC Department website at emcmtsu.com/first-look/. It is a simple WordPress page with a very basic one paragraph description of First Look, a logo, text links to the Facebook page and the Vimeo page.
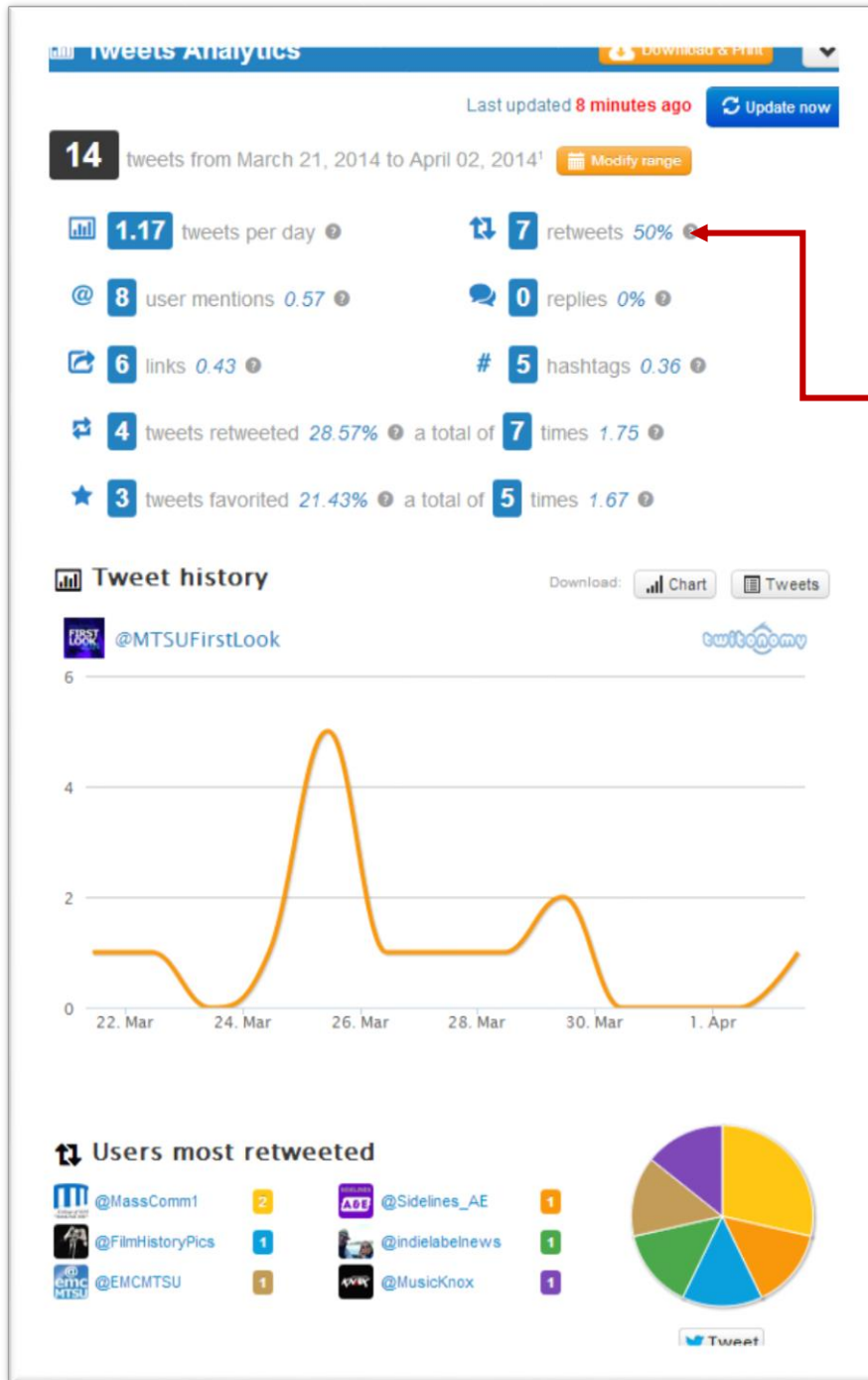
A Vimeo video player is embedded into the page.

No contact information is visible, no form or call to action and no other opportunities for engagement.

Twitter Implementation

A Twitter page was created for the client after our initial consultation.

UPFRONT ANALYSIS – A LOOK AT THE ANLYTICS

Account Created 3/21/14

Total Tweets -14

Daily Average – 1.17

Retweets – 50%

Favorited – 21.43%

Since inception the account has averaged one tweet per day with a 50% retweet ratio and 21% of tweets favorited.

A total of five different hashtags have been used including: #MTSU, #MTFirstLook, and #MTSUFirstLook

An official tag was decided upon and moving forward only #MTSUFirstLook will be used for promotion of the event across all social media platforms.
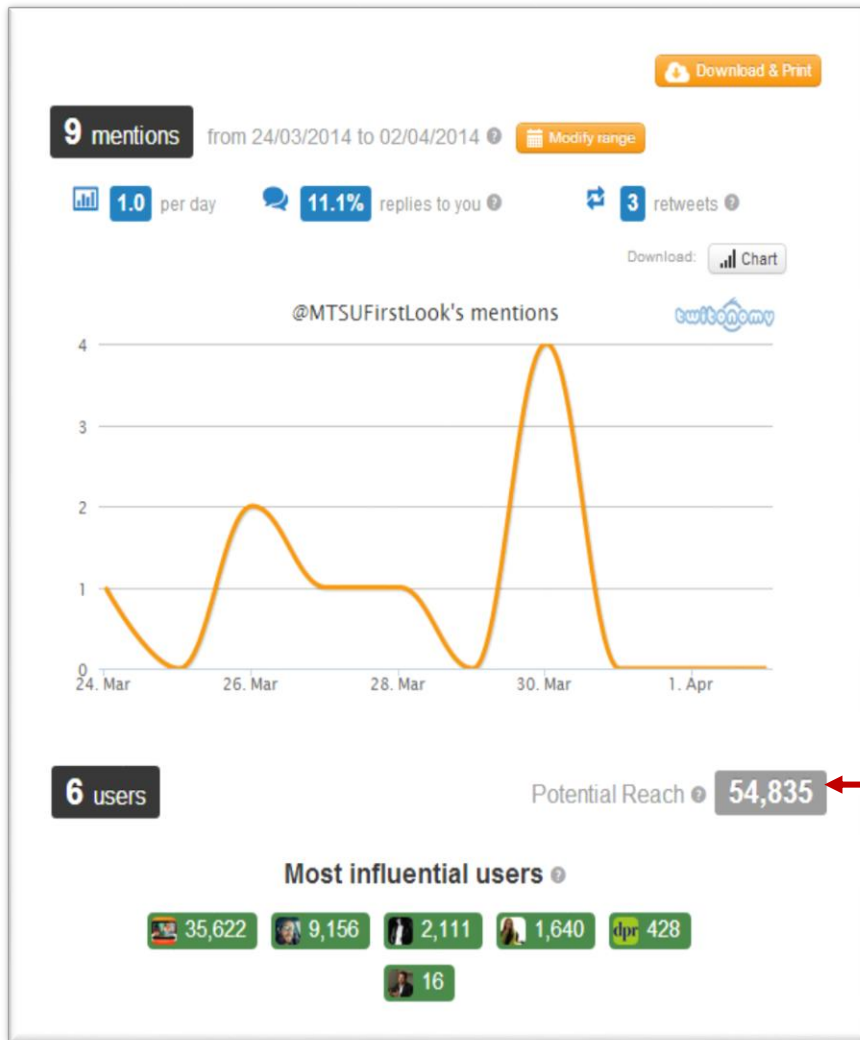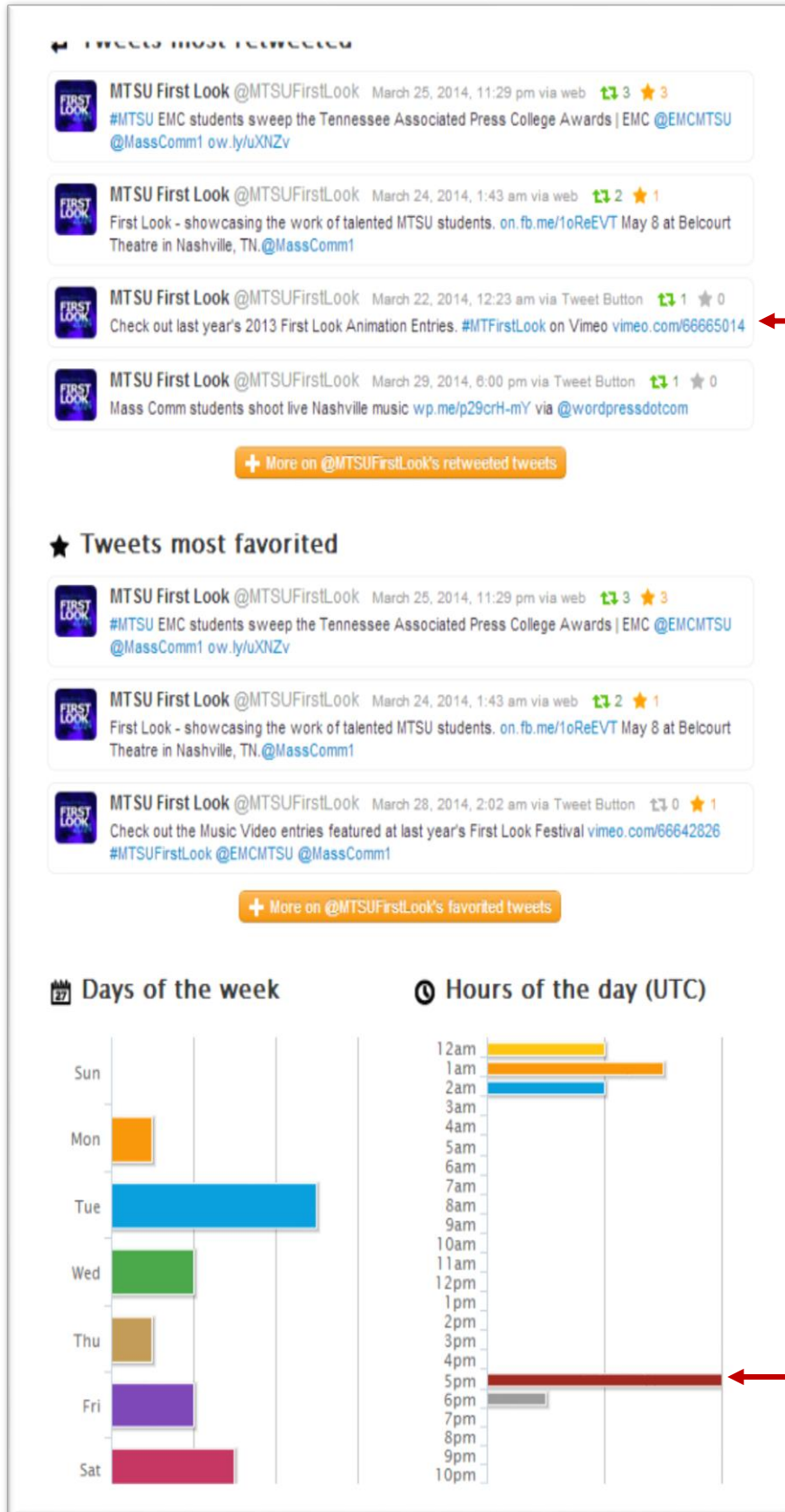
TWITTER REACH

@MTSUFirstLook has been mentioned a total of nine times by six users with a potential reach of 54,835.

The most active followers have mentioned MTSUFirstLook an average of one time each between 3/24/14 and 4/2/14.

@KreativeKayeos and @DerryberryPR have the greatest reach potential. These are your influencers.

TWITTER TWEETS

Tweets that include links are retweeted and favorite at a greater rate than simple status updates.

Tagged tweets also outperform tweets that do not contain @ or # tags.

Recommendations include more tweets that include links, photos, and other actionable content as well as tags.

TWITTER HOURS

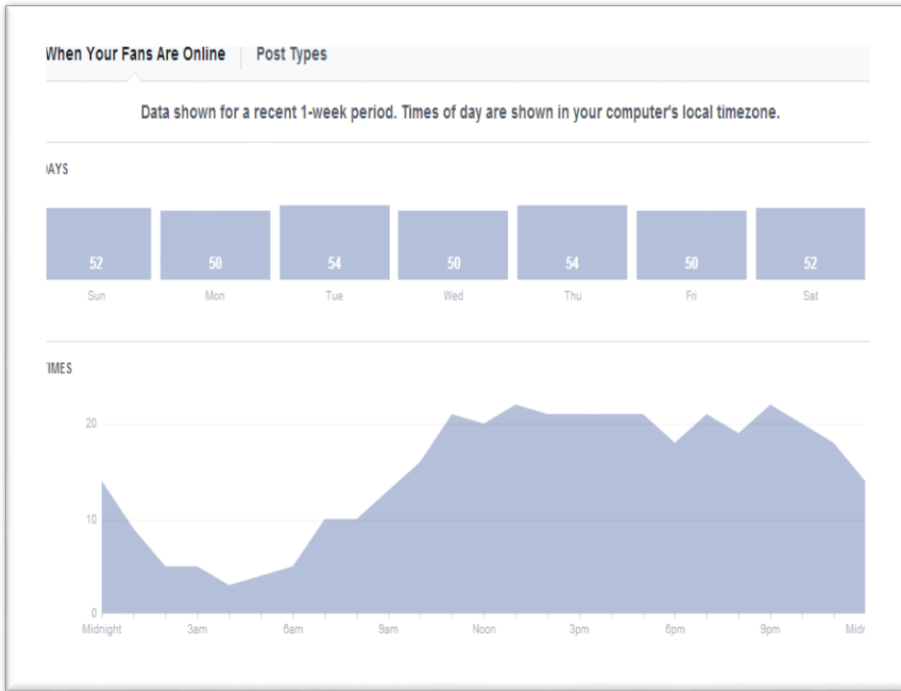The most popular hours for tweets.

Between 12 and 2 A.M.

OR

Between 5 and 6 P.M.

Most popular days for tweets: Tuesday and Saturday

Second popular: Wednesday and Friday

FACEBOOK HOURS

The most popular hours:

11 A.M - 9 P.M.

Recommend posting during peak hours and avoiding early morning or late evening posts.

Activity is consistent throughout the week with no particular day standing out as best choice.

FACEBOOK DEMOGRAPHICS

Female – 35%

Ages 18 to 24– 13%

Ages 25 to 34 – 13%

Male – 65%

Ages 18 to 24 – 27%

Ages 25 to 34 – 15%

Ages 55 to 64 – 12%

City and State

Murfreesboro, TN

Nashville, TN
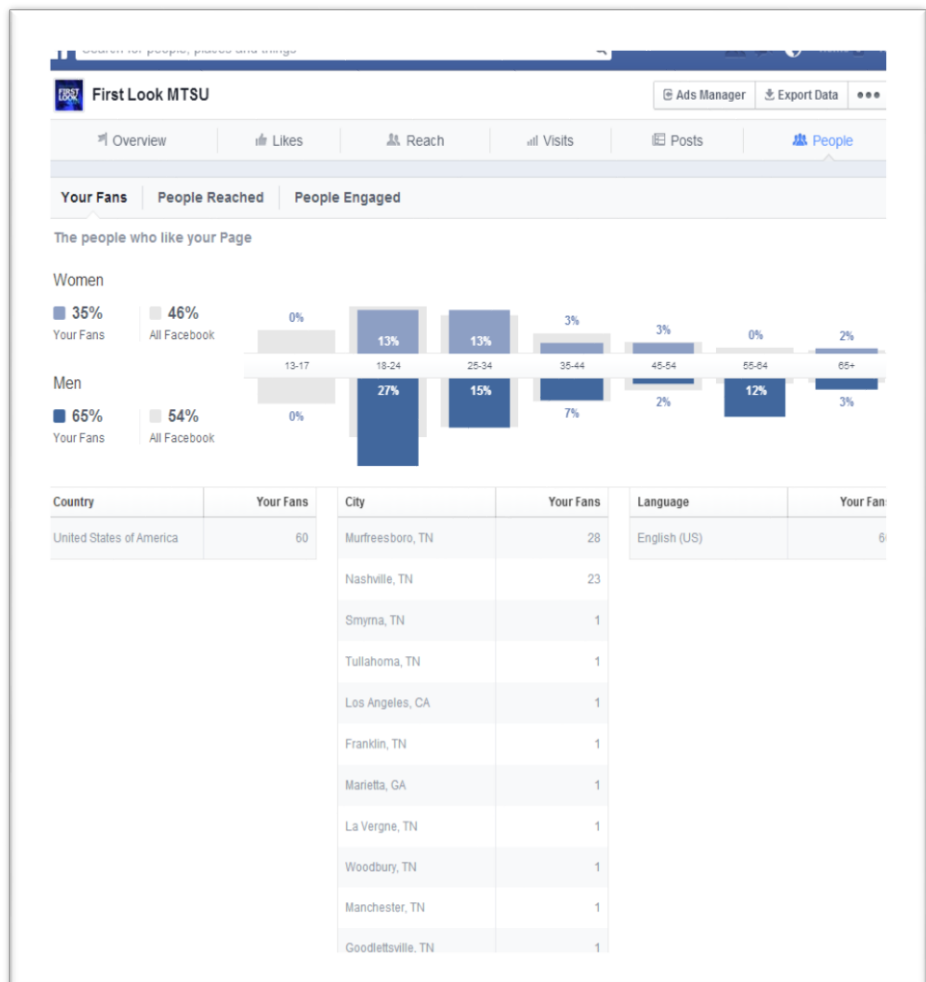
FACEBOOK OVERVIEW

Engagement is best when actionable content is posted on a regular basis. Links, Photos, and Videos perform better than text only updates.

Recommend a minimum of one new post a day and frequent interaction with fans whenever possible.

Content that encourages fan participation should be created, posted often and monitored for opportunities to interact.
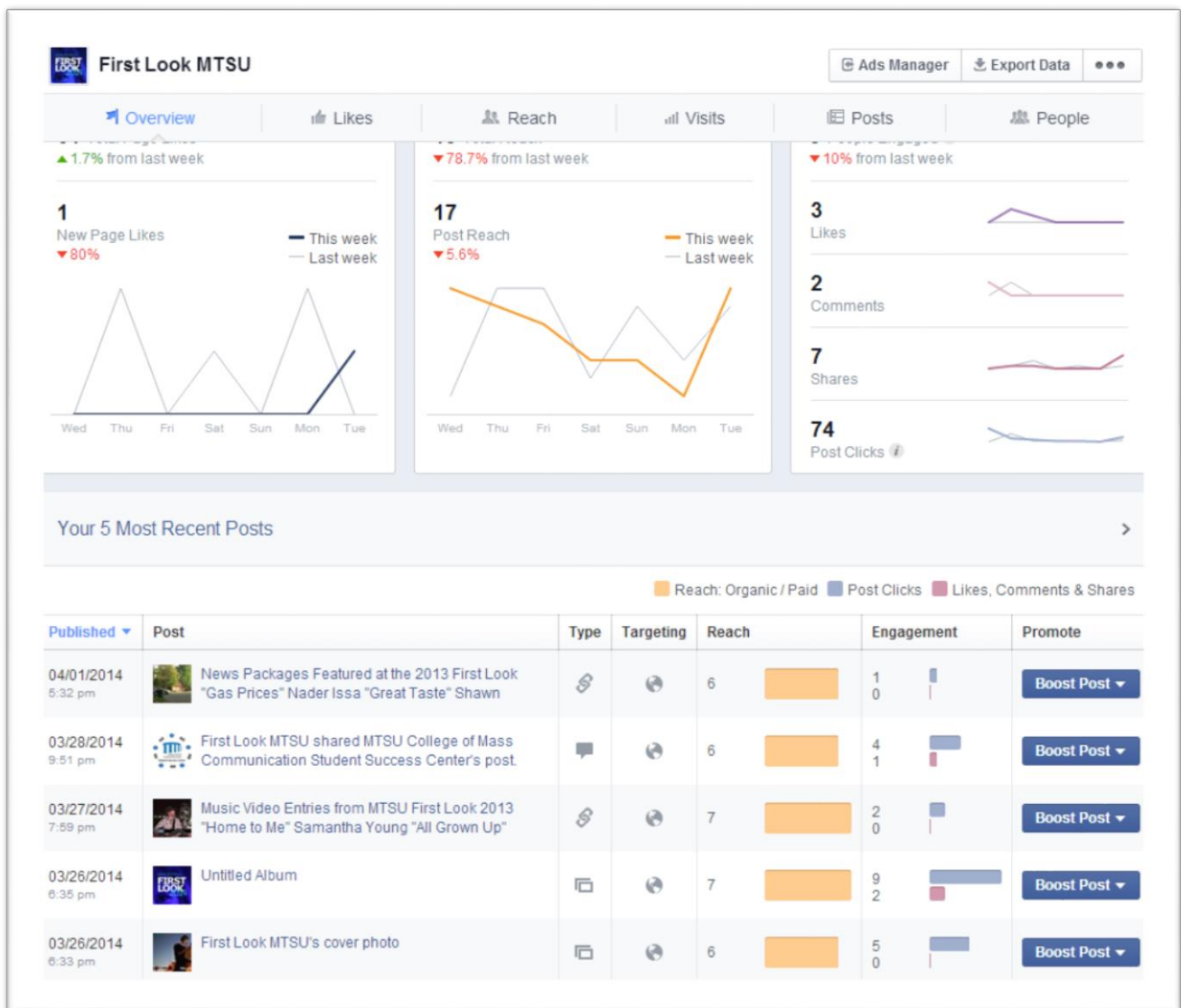
GOALS AND RECOMMENDATIONS

TWITTER

- ➢ Customization of Twitter Profile
- ➢ Develop event #hashtags
- ➢ Tweet regularly about event (Announce selections, Event Countdown, Etc.)
- ➢ Connect with event list including participants, keynotes and related industry
- ➢ Monitor discussions about the event, engage where appropriate
- ➢ Connect with industry influencers
- ➢ Promote related events, tweets, and industry news
- ➢ Create share-worthy content
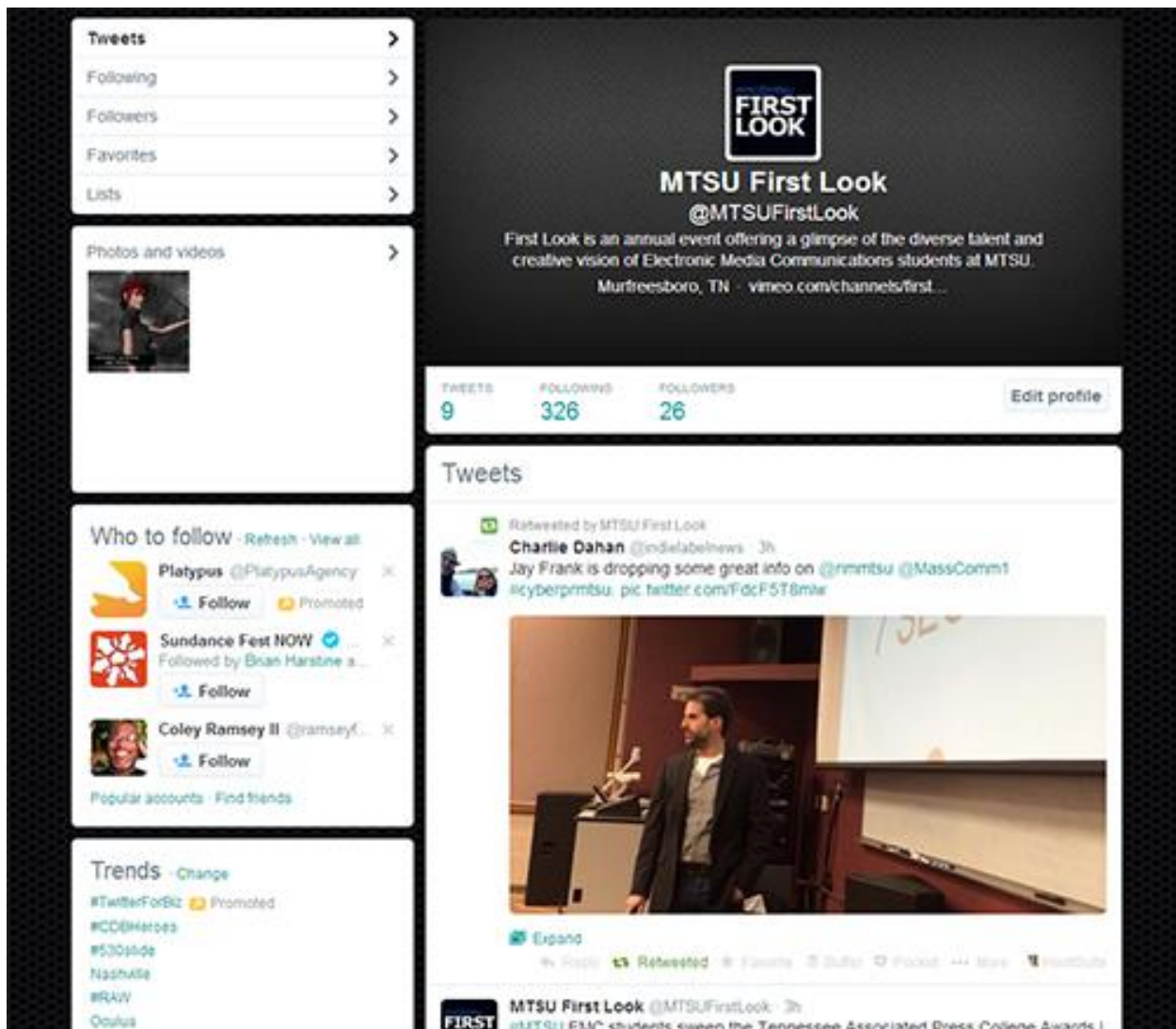
FACEBOOK

- Customize page, add relevant apps such as twitter
- Customize page as needed
- Create Facebook event page, update, monitor
- Create engaging content that encourages likes and shares
- Share event on relevant Facebook pages and groups
- Consider a group page for event student participants or industry leaders attending
- Prompt live check-in to event on Facebook
- Connect with and like industry pages
- Connect with event participants
- Connect with industry leaders
- Increase number of page likes
- Increase content shares and user engagement
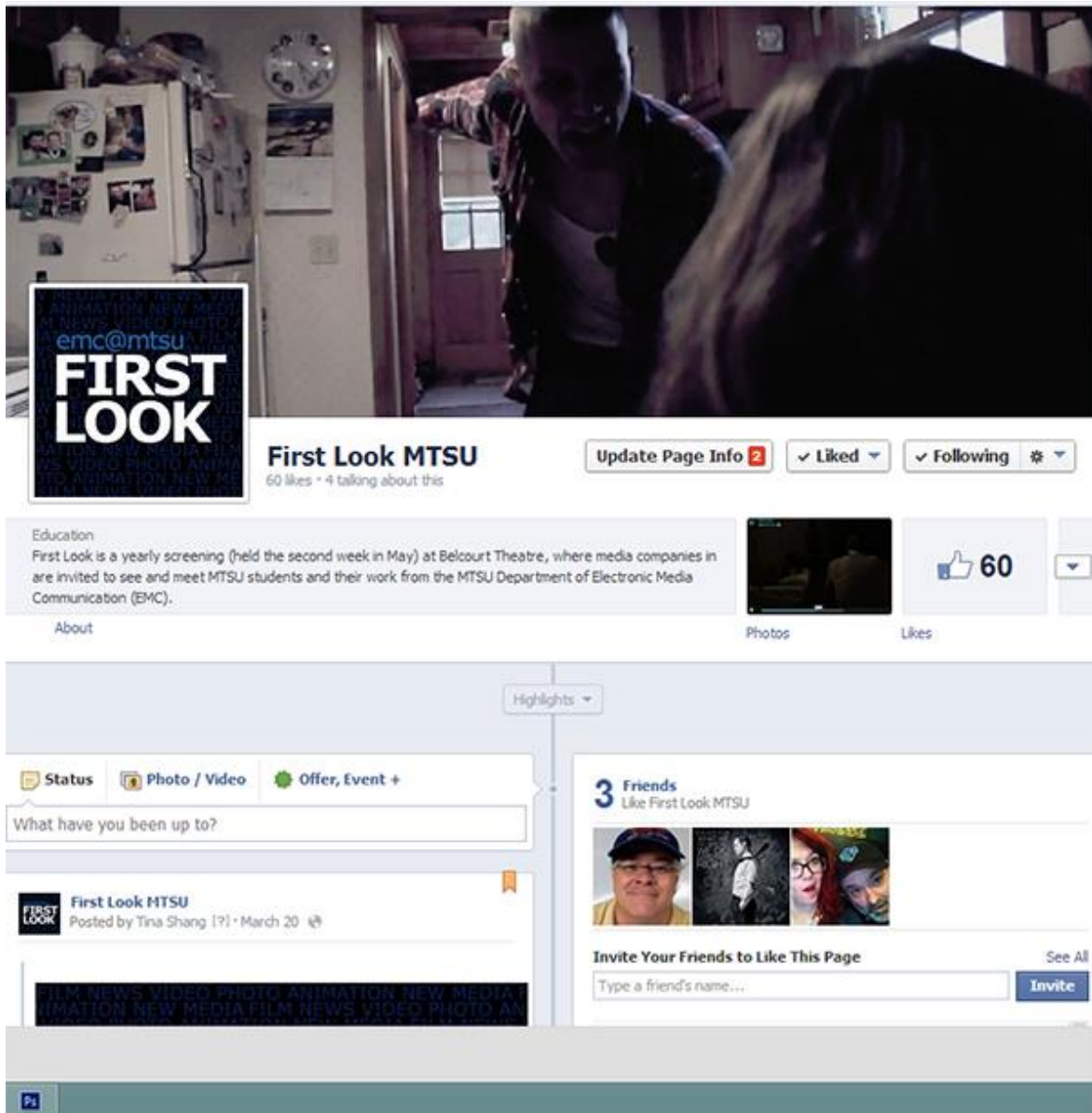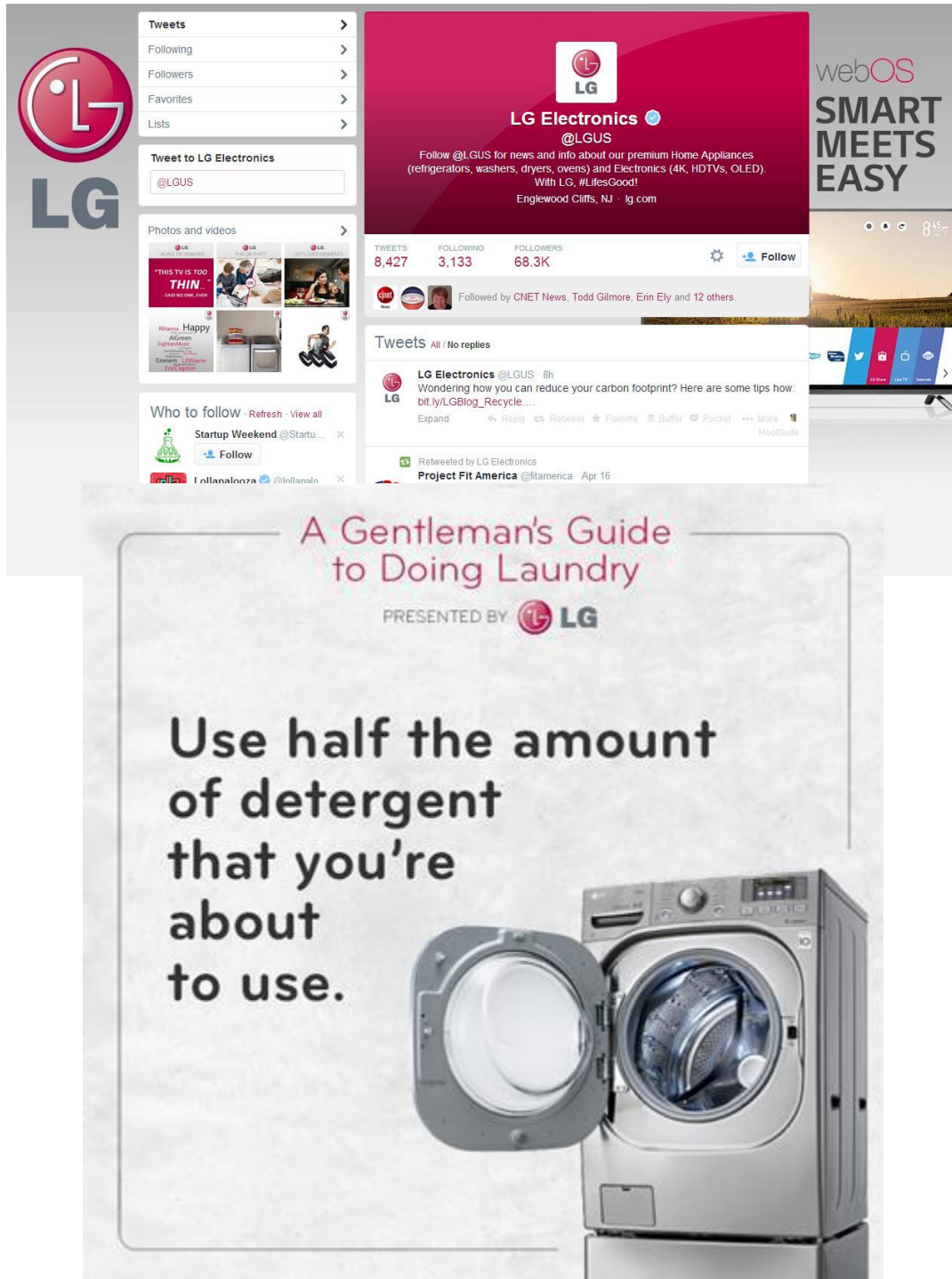
BEST PRACTICES

- ➤ **Locate your audience** - You want to be where they are and involved in the conversation.
- ➤ **Listen First** - Know your audience, listen to conversations, and see what people are saying.
- ➤ **Determine your objectives** - Is it customer satisfaction, building a network, build your brand?
- ➤ **Post Regularly** - Post often, but not too often, once or twice a day should be sufficient. Respond to other posts and comments in addition to these regular posts on your channels.
- ➤ **Branding** - Have a professional looking design and photo that represents your brand.
- ➤ **Add Value** - Join conversations, but only when you can add value to the conversation.
- ➤ **Follow** - Follow your associates and have them follow you.
- ➤ **Mitigate Risks** - Implement policies and training to manage social media use.
- ➤ **Interact** - This is not a one-way conversation, respond to posts and comments from fans.
- ➤ **Be Consistent** - Brand consistency in voice, one, look and message.
- ➤ **Cross-Promote** - Network with other campus departments or industry leaders.
- ➤ **Timing** - Social media interaction depends heavily on timing, think about the message and your target audience then plan accordingly.
- ➤ **Hashtags** - Hashtags and other identifiers helps people find you, and provides a measurement of your reach and visibility.
- ➤ **Content is King** - This has always been the case with digital media. All content is not created equally, think of sharability and engagement when creating content. Add visuals.
- ➤ **Monitor** - genuinely listen to what your users are telling you and respond accordingly. Watch analytics to determine times to post and what type of content receives the best response.
- ➤ **Keep it Simple** - Make it easy for your audience to do whatever it is that you want them to do and try to match up your offerings with their behaviors.
- ➤ **Gamify** - Who doesn't enjoy games and a little friendly competition? Think outside of the box, virtual rewards like badges earned for certain behaviors for example.
- ➤ **Integration** - Solidify and amplify by integrating efforts across all platforms.
- ➤ **Be Human!**

BEST PRACTICES EXAMPLE - TWITTER

➢ **LG Electronics**

LG Electronics twitter account is active and engaging offering tips and making good use of visuals. The company has mastered the art of making its content sharable by offering something of value and making it aesthetically appealing such as the Gentleman's Guide to Doing Laundry example posted below. Branding and tone is consistent across social media channels.

BEST PRACTICES EXAMPLE - FACEBOOK

➢ **Vanderbilt University**

Vanderbilt University is an excellent example of best practices on Facebook. The page is clearly branded, content is engaging, Vanderbilt is listening and responding to its audience. Content is a mixed bag of fun and interesting information along with university information such as graduation reminders and showcasing student and faculty. Branding and voice is consistent across platforms

EDITORIAL CALENDAR

Developing an editorial calendar and then using a social media tool such as Hootsuite to schedule posts in advance can save a lot of time and confusion for the social media manager. Determine the types of content you wish to share with your audience and then develop a regular schedule for posting.

I recommend posting a minimum of 3-5 times a week on Facebook, and once daily on Twitter. This does not include responding to conversations, but may include sharing posts from others. (Such as sharing a post from an industry influencer).

Some examples of types of post are given below:

Scheduled posts - Having a particular day for posting on certain topics helps your audience know what to expect from you. If you are post internship information every Tuesday your audience becomes accustomed to looking for that information on that day and will make a habit of doing so.

Themed posts are also a fun way to add impact to your social media. Users are love participating in and sharing their favorite themed posts and nearly every social media channel has something of this nature. For example; Facebook has Throwback Thursday where users will post a photo of themselves or of a product or item from years past. It's nostalgic and fun making it sharable content.

Themed content can almost always be industry specific, for example you could easily create Motivational posts that relate to the film or news industry. There are inforgraphics floating around the web on literally every topic imaginable.

Including industry specific internship and scholarship posts or even helpful instructional posts adds value to your content.

- ➢ **Industry related news**
- ➢ **Scholarship information**
- ➢ **Internship information**
- ➢ **Motivational Posts**
- ➢ **Infographics**
- ➢ **Funny Photobombs**
- ➢ **Industry influence - blog posts/articles**
- ➢ **Relevant Video clips and clips from past events**
- ➢ **Photos - Departmental and College photos**

I recommend the use of Hootsuite or a similar tool for scheduling posts, but it is also possible for teams to be set up on Hootsuite so that more than one person can manage the social media accounts, there is also an option to set up a super administrator who will approve posts before they will be posted.

If an editorial calendar is established and posts scheduled it would make it possible for the super admin to view and approve numerous posts at once. This prevents the administrator from having to go into the account daily to approve posts and frees up the social media manager to monitor the media channels and respond to conversations accordingly.

In addition to regular posts I recommend audience engagement at minimum of twice a week. This should include responding to conversations, sharing and retweeting audience and industry influencers, as well as liking and following new pages/people on a regular basis.

FOR EXAMPE, SEE ATTACHED EXCEL FILE – EDITORIAL CALENDAR 2014