



SOCIAL MEDIA STRATEGY

FOR

**BA MULTIMEDIA
JOURNALISM (BA MMJ)**

ENGAGEMENT OFFICER- PEACE EZUMA

EXECUTIVE SUMMARY

The goal of this social media strategy is to create a social media strategy for the BA Multimedia Journalism (MMJ) department. The department has no social media presence, so all plans are geared towards enhancing engagements on the strategically planned posts which could translate to creating and retaining a followership on social media.

OBJECTIVES

The objective of this strategy is to create a social media page that will engage the publics of the department and strengthen their online presence

1. Revive the Twitter, Instagram and LinkedIn pages to gain 100 followers in the next 6 months. Gain 100 followers each on Twitter, Instagram and LinkedIn in the first 6 months
2. Increase engagement rates with current students by 5% in three months by engagement officer sharing at least 2 pieces of relevant news/information in the MMJ field on Instagram, LinkedIn and Twitter each week
3. Getting 12 prospective students to apply for the BAMMJ course via Instagram content in 12 months
- 4.1 To be in partnership with 10 relevant Marketing & Journalism organisations/companies, to join our student alumni LinkedIn page over a 3 month period.

SOCIAL MEDIA PRESENCE

The BA multimedia journalism department currently do not have any existing social media presence or accounts. Information about the department is only found via the university's website.

YOUR SOCIAL MEDIA COMPETITORS

It is imperative we identify potential competitors as this provides the opportunity to analyse their social media strategy and identify key details about their strategy which could help create our own strategy based on the SWOT matrix.

Our main competitors are:

1. BCU school of media

Birmingham City University social media strategy includes the use of facebook, twitter and Instagram.

2. University of Gloucestershire

University of Gloucestershire social media strategy includes the use of facebook, twitter and Instagram.

3. University of Plymouth

University of Plymouth social media strategy includes the use of facebook, twitter, Instagram and LinkedIn

More details about this in the appendix.

IDENTIFYING YOUR AUDIENCE

An audience profile is a technique where businesses define their target audience based on demographic or psychoanalysis data. This technique sometimes uses fictional characters in an attempt to humanize the target audience. It helps streamline the target audience from a range of people to individuals thus making it easier to make to work with.

For this reason, we have created three audience profiles;

1. Janet (Student)
2. Aditya (Potential Student)
3. John (HR officer/ Recruitment manager of a media firm)

JANET



Janet is an 18 year old current student of the department who is a self acclaimed 'media junkie'. Her favourite pastime is following celebrity gossip online. She says that social media is the best thing that ever happened in Journalism because it made it easier for people to break into the field. She is British and as a result her primary language is English.

She however hopes to learn more languages because she is interested in travelling and music. Whilst she loves celebrity gossip, she also loves reporting hard news journalism.

Her dream is create a social media blog that attempts to explain difficult or otherwise boring news details in a softer and more entertaining way so more people especially from her generation are interested in it. She follows Hashan Minhaj and Trevor Noah on Instagram and Twitter

ADITYA

Aditya from Goa is an Indian 16 year old student who just finished her O levels and has aspirations of furthering her education abroad. She is doing her research to help narrow down what universities she should apply to in the UK for her Bachelor's degree in Multimedia journalism.

Her goal is to gain an admission in and move to the UK in January. She wants to find universities that have a good academic program, welcoming culture and one that could help her become a better journalist in future.

Like most members of her generation, she loves social media and mostly uses her social media accounts to detail her opinion on socio-political issues in her surroundings. The issues she cares about include racial and gender, equality, sustainability etc. She has amassed a following of about 15 thousand followers. Influencers she follows are Don Lemon, Chris Cuomo.



JOHN

John is a 65 years old parent of a 2nd year student who lives in Edinburgh. He is a business man who owns operates a fish store. He is interested in photography and sports; an interest which he shares with his son, James. Seeing that his son is away at school studying multimedia journalism, he calls him and routinely searches for whatever information he can find online about the activities of department as a way to feel closer to his son. His preferred social media platform is facebook and Instagram. As a traditional Scott, his favourite brand is Johnnie Walker whiskey, he also collects the brand.



ENGAGING YOUR AUDIENCE

Given the audience profile and thre background, the choice of social media platforms was chosen. We arrived at this decision by first listing major platforms and then them individually ranking how the platforms perform on some criteria.

It was ranked on the basis of 5 being the highest and 1 being the highest. Based on the analysis, (Appendix 1), we decided to use twitter, Instagram and LinkedIn.

Twitter



Instagram



LinkedIn



Twitter as a social media platform is synonymous with timeliness. It is usually the first place people come to as it pertains news and sharing information. It's short word count of 280 characters may be a con as to the amount of information shared, given how fast paced and busy Social media is, this makes it a good idea.



TWITTER

This platform scored 5 out of 5 in the criteria of followers making it the most popular platform as used by the target audience. Its lack of word count restriction and its diversification of contents with its reels, story and post features makes it a good fit.



INSTAGRAM

Objective 4 informs this decision. Although this may not be the most notable platform, it is the perfect place for students, alumnus and potential employees to connect. Having a social media account on this could be hugely beneficial to the students



INFORGRAPHICS FOR THE CAMPAIGN

BA MMJ SOCIAL MEDIA STRATEGY

INFOGRAPHIC

IDENTIFY OBJECTIVE

Based on the SWOT analysis, the wants of the clients, An objective has to be created. After these considerations, the summary of the objective of this campaign is to create a social media presence for the department which could lead to an impact on enrollment of students as well as providing a platform for people to engage and promote themselves.

CREATE AUDIENCE PROFILE

At this stage, learning everything about your audience is imperative as the strategy revolves around them. For this reason, we tried to create an audience profile which is a fictional individual-based character who is likely to be interested on the social media page. We were able to come out with the idea of a parent, prospective student and current student.

DESIGN A CONTENT CALENDAR

After creating the contents, and choosing what social media platform to use, it is crucial to create plan the posts to ensure continuity and organization. The content calendar includes, what contents should be posted, the time and social media platforms .

POST CONTENT!

At this stage, we need to posts the contents on social media platforms

ANALYZE THE ENGAGEMENT AND ADJUST WHERE NECESSARY

After posting the content, the next step is to monitor the post and analyze the engagement. At this point, this is where you can see patterns if any as to what type of posts have more engagements so informed decisions could be made,

This infographics explains the steps that this campaign will take.

https://www.canva.com/design/DAFJXUY_qnI/JklkE-A8h4n-JESSOWg41Q/edit

CONTENT PILLARS

The contents plan for this strategy is based on four pillars; Selling success, creator studio, Eureka's and Hurrahs and school of MMJ. These themes were created out of the objectives of the campaign which could be summed into educate, inform, motivate and engage.

All four of these pillars are targeted towards the target audience.

SELLING SUCCESS

1. The selling success pillar is a pillar to celebrate the achievements of the alumni of the department. The goal of this is to motivate the current and potential students of BA MMJ. Potential posts could be:

- .How I got my job at CNN.
- .Skills you need to succeed outside of school.

This will be an Instagram takeover where the alumni will post videos on the story and the audience will be engaged using the question and answers feature during the takeover so the alumnus will have the chance to reply it in real time.

CREATOR STUDIO

2. This pillar is showcasing the creative side of the current students. It shows the adverts, press kits etc that the student created. This pillar would be of interest either to students who may find the contents motivating or to potential employers who may be looking to recruit employees. Post examples are:

- ·Vox pop with BU students.
- ·A day in my life as a part time blogger

The video will be posted on Instagram via the Igtv feature given that a video of this type would be longer than the average time limit for a regular post. The link and a brief introduction on LinkedIn and twitter. Both of these examples although different both show the creative sides of the students.

EUREKAS AND HURRAHS

This pillar showcases the academic and research excellence of the staff and students. This is the more formal pillar. It contains posts about publications, dissertations, academic article. The targets of this pillar are the students, alumni, staff members, and members of the industry. This will be posted on LinkedIn. An example could be posting a new research online that was undertaken by a student or staff member.

To engage the audience, the students will be asked to share their opinion, agreements, disagreement about the article.

SCHOOL OF MMJ

This is the informative part of the contents. Information about the activities of the department and the University as a whole will be posted. The goal is to help answer questions about the department. The targets for this are the students and prospective students.

An example of this posts:

- .A tour of BU's Talbot campus
- .Q and A session with a representatives.

These two videos will be posted on all social media pages. The audience will be engaged in the Q&A by asking the representatives questions.

EVALUATION

1. Revive the Twitter, Instagram and LinkedIn pages to gain 100 followers in the next 6 months.
Gain 100 followers each on Twitter, Instagram and LinkedIn in the first 6 months
 - A. measured using growth metrics
 2. increase engagement rates with current students by 5% in three months by engagement officer sharing at least 2 pieces of relevant news/information in the MMJ field on Instagram, LinkedIn and Twitter each week
 - B. It will be evaluated by the metrics; likes, reposts/ retweets, views etc.
3. Getting 12 prospective students to apply for the BAMMJ course via Instagram content in 12 months
 - C. A. 12 conversions in 12 months - Students will be asked during their application process how they got to know about BU
4. To be in partnership with 10 relevant Marketing & Journalism organisations/companies, to join our student alumni LinkedIn page over a 3 month period.
 - D.. Track followers and engagement by companies

Appendix

EVANT NON-BU GROUP	PLATFORMS	FOLLOWERS				PERFORMANCE	
		TOTAL FOLLOWERS	FOLLOWER GROWTH RATE	TOP FOLLOWERS	TOP FOLLOWING	POST FREQUENCY	ENGAGEMENT
BCU School of Media	FACEBOOK	2,748	Slightly active	N/A	N/A	Rarely	0-3 per post
	TWITTER	9,063	Rarely used	DianeKemp1-4465	ichoosomag- 40.8k	Rarely	1- 10 per post
	INSTAGRAM	715	Slightly active	CatsofBirmingham- 3,028	BeckyClee- 3,518	Sometimes	10-25 per post
Uni of Gloucestershire - Journalism	FACEBOOK	159	Rarely used	N/A	N/A	Inactive for 2 years	0-1
	INSTAGRAM	432	Slightly active	tomwatsonofficial - 10k	alexberesfordtv - 247.7k	Sometimes	30-40 per post
	TWITTER	1242	Very Active	alvincarpio - 9208	inyourarea_uk - 23.5k	Once a day	1- 10 per post
P Marketing + Journalism	FACEBOOK	202	Rarely used	N/A	N/A	Rarely	0-30 per post
	TWITTER	881	Rarely used	Paul_A_Foster- 1,438	portsmouthuni- 43.1k		
	INSTAGRAM	110	Rarely used	southseallifestyle- 4,719	c.harlotte.foster- 746		
	LINKEDIN	N/A	N/A	N/A	N/A		

Competitor analysis

Appendix

Platform Analysis

	Followers	Engagem ent	Messagin g	Ease of Use	Resources required- Time and money	Will the platform be used?
Youtube	2.0	2.00	2.00	3.00	3.00	No
Twitter	5.0	3.00	4.00	4.00	4.00	Yes
Instagram	4.0	2.00	4.00	4.00	2.00	Yes
Linkedin	2.0	1.00	3.00	3.00	4.00	Yes
Facebook	5.0	2.00	2.00	3.00	3.00	No