

UWM JAMS, Media Milwaukee, & Communications Social Media Analysis

June 19th, 2024

JAMS Social Media Platforms:

- Facebook, 1.1K followers
- Instagram, 125 followers
- Twitter, 991 followers
- TikTok, 98 followers

Media Milwaukee Social Media Platforms:

- Twitter, 920 followers
- Facebook, 2.4k followers
- Snapchat
- Pinterest

JAMS Social Media Platforms:

JAMS Facebook seems to be the most up to date account while other accounts tend to fall behind. JAMS Facebook will post about every award winner and new stories, but Twitter only posts the stories and some of the awards.

JAMS Instagram consists mostly of infographics to explain upcoming events, or general information. This does create one cohesive look for the page, but it lacks personality. Too many infographics can make a page look too corporate.

Instagram is a visual platform which focuses on graphics and pictures, while Facebook and Twitter can balance both words and images. JAMS stories already have interesting visuals and headlines to post on JAMS social media, but not every social media is taking advantage of that.

JAMS TikTok does a good job of showing the more personal side of JAMS by featuring its students and their ideas.

The accounts that post about stories and awards have more followers, while the ones that don't have significantly less.

Media Milwaukee Social Media Platforms:

Media Milwaukee's Twitter posts mostly about new stories on their site, but it is behind by several months.

Media Milwaukee's Facebook is more up to date than Twitter, but there are large gaps in between posts which means not every story is being posted about.

Not many people use Snapchat nowadays, so I don't understand why Media Milwaukee uses it.

The Media Milwaukee Pinterest is full of interesting visuals that link directly to the stories. It does seem a little disorganized, but that could just be the platform.

Media Milwaukee's Twitter has more followers than the JAMS Facebook and Twitter Combined. This may be because people don't

Communications Social Media:

- Facebook, 402 followers
- Twitter, 92 followers

Other Social Media:

- JAMS Jobs Twitter
- JAMS Jobs Facebook, 1.1k followers
- Lambda Pi Eta Facebook, 18 followers
- Comm Graduate Alumni Facebook Group, 8 members

realize Media Milwaukee is connected to JAMS.

Communications Social Media:

Comm's Facebook does a much better job of posting for every event in the Comm department.

Comm's Facebook reposts JAMS Facebook posts which gives JAMS more publicity and creates a community of accounts.

Comm's also features Students, Teachers, and Alumni in their posts which gives those people publicity and adds a personal touch to the page.

Comm's Twitter is nowhere near as up to date as their Facebook. There are large gaps between posts on Twitter whereas their Facebook posts at least 5 times a month.

Other Social Media:

I could not find the JAMSJobs Twitter, it might be down right now.

JAMS Jobs Facebook has the same amount of followers as the regular JAMS Facebook which shows that they have great outreach to the students.

JAMS Jobs Facebook has long gaps between posts. Posting on JAMS Jobs should be easy because you are just copying from Indeed or LinkedIn postings. They could do a better job of posting every listing.

Lambda Pi Eta Facebook has not posted in years, and has very few followers. This could be due to the disconnect between UWM accounts and greek life accounts.

The Comm Graduate Alumni Facebook Group has very few members. This could be fixed by advertising it on the main Comms Facebook page, especially when posting about graduates or featuring Alumni. This would funnel new graduates to the group where they can post about their accomplishments. Then Comms Facebook could post about what is shared in the group.

UWM JAMS, Media Milwaukee, & Communications Social Media Strategy

Conduct a review process:

Review existing accounts to determine whether to merge and/or eliminate accounts.

Assess how popular the platform is with youth today.

Assess how many followers each account has.

Assess how much interaction the accounts are currently getting.

**Share posts:**

Share posts from the JAMS Facebook about award winners and JAMS Projects on other accounts like Instagram and Twitter to keep them up to date and grow the accounts.

Each new story on Media Milwaukee should be featured on every social media account for JAMS and Media Milwaukee.

Although, you could save the bigger stories for the JAMS pages as long as every story is posted on Media Milwaukee pages.

Media Milwaukee should make an instagram to share the interesting visuals of each story.

**Diversify Comms:**

Comms should be more active on Twitter, and spread out to other social media platforms.

Instagram posts could be more or less copied from Facebook.

TikToks could feature video clips from events or congratulate award winners or graduates.

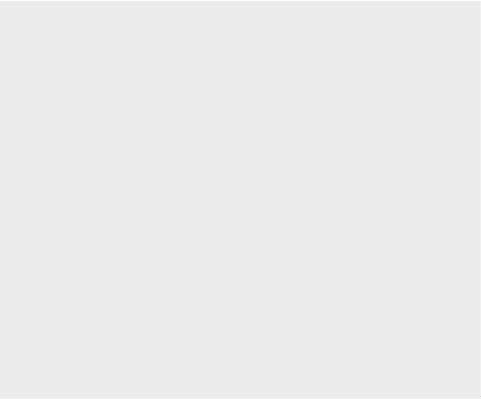
**Make it more personal:**

Post more about students, teachers, alumni, and awards on every page lacking it to make the accounts more personal.

Posts from TikTok could be shared, because they are already personal and usually funny or interesting.

Comms does a lot of these posts already, so we could get input from them.

**Grow Comms Facebook:**



The Communications Facebook page does a great job of sharing JAMS posts to create a community of accounts. However, they have significantly less followers than JAMS.

JAMS could share posts from the Comms Facebook about events that pertain to JAMS like speakers or job fairs, and posts featuring JAMS Alumni and Teachers.

This will make a more connected community of accounts, and