



JAMS Program

Social Media Strategy Plan

OVERALL STRATEGY

To clarify the JAMS program's brand while growing a social media presence.

GOALS

1. Increase awareness of the JAMS program on campus.
2. Recruit trained students and faculty to run social media.
3. Improve JAMS reputation
4. Grow enrollment in JAMS classes.
5. Increase follower count on Instagram

SITUATIONAL ANALYSIS

The University of Wisconsin-Milwaukee JAMS Program has a social media presence on Instagram, Facebook, X, and TikTok. Facebook and Twitter have the largest audience and engagement. TikTok does not have a clear purpose or objective. Instagram posts often but receives little engagement.

The social media pages are run by many students of different skill levels each semester, making JAM's branding inconsistent. There is no communication between students regarding specific plans or goals. With the variety of posts and a lack of a full-time social media manager, there seems to be no clear strategy or objective.

OBJECTIVES AND TACTICS

1. Increase awareness of the JAMS program on campus.

Objectives

- Collaborate with other UWM-affiliated accounts.
 - Reply, share, comment on, and like UWM-affiliated accounts' posts.
 - Communicate with social media managers of other programs and organizations to collaborate and gain traffic/engagement.
 - Specifically, build a relationship with and collaborate with the Comm. Department.
- Research and analyze competitors branding to see how they are getting engagement and followers.
- Ensure consistent brand voice of JAMS across all social media accounts.
 - Interact with others using the brand voice and brand mission.
- Participate in social media trends (e.g., TikTok trends, internet memes, trending topics, etc.)



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OBJECTIVES AND TACTICS (CONTINUED)

- Post about events and situations happening on and near campus.
 - Post consistently—no more radio silence between semesters.
 - Post on all social media platforms at least two times a week.
 - Schedule posts for the time of day that students are most likely to be using their social media.
 - Make multiple versions of content to post across all platforms
- 2. Recruit trained students and faculty to run social media.**
- Build relationships with current JAMS students, staff, and faculty.
 - Connect with students of other relevant communication or strategic-writing based majors.
 - Post on all platforms that JAMS wants to help students build social media skills.
 - Hire a student intern who can consistently post on our social media.
- 3. Improve JAMS's reputation**
- #### **Objectives**
- Highlight alumni success stories throughout social media
 - Interview past JAMS students about their careers post-graduation.
 - Consider a “social media takeover day” by alumni to share how JAMS got them where they are today.
 - Highlight current students' accomplishments
 - Interviews students with internships or are otherwise taking steps toward their future careers.
 - Emphasize the career paths possible with a JAMS major.
 - Maintain a professional (but fun!) brand voice.
 - Follow University set social media guidelines



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OBJECTIVES AND TACTICS (CONTINUED)

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4. Grow enrollment in JAMS classes.

Objectives

- Drive traffic to enrollment pages such as <https://catalog.uwm.edu/>, <https://catalog.uwm.edu/course-search/>, <https://uwm.edu/journalism-advertising-media-studies/undergraduate/major/>, etc.
- Build relationships with students outside of JAMS program
 - Interact with other departments and programs on social media platforms
- Advertise specific JAMS courses
 - Advertise various JAMS classes around class enrollment season.
 - Post advertising content across all social media platforms.
 - Emphasize how JAMS classes will benefit anybody from any program or department.

5. Increase follower count on Instagram

Objectives

- Grow our Instagram page from 134 followers to 200
- Stay consistent with interacting with our followers and who we follow on Instagram.
 - Comment, like, share, and repost relevant content to gain traction.
- Stay up to date with and post social media and internet trends.
- Increase engagement
 - Utilize tools to monitor engagement
 - Use built-in analytics
 - Use other tools such as SproutSocial and Hootsuite to monitor activity.