

June 9, 2016

Social Media Strategy (May 11th – July 11th)

Bottom line: Remodeling NSTMF's most user engaged social media platforms to maximize company exposure and accessibility for target audience who hold the foundation's educational spirit.

Objectives and Focus:

- Improve content relevancy and personability
- Track and record follower engagement
- Creation of Daily themes to provide content variety
- Increase Followers

Goals:

- Twitter – Increase followers to 2500, have an average 1500 impressions and 50 engagements per day.
- Facebook – Add 50 – 100 page likes, while averaging 50 engagements, and 150 impressions per day.
- Instagram – Gain an additional 2500 followers and averaged 60 likes per photo.
- LinkedIn - Average 95 impressions per post in the month

Recommendations:

- Creation of Daily themes to provide content variety (Ex):
 - Monday: Laureate Post (with the month's theme in mind)
 - Tuesday: Quote of the week
 - Wednesday: Science/Technology Tip of the week
 - Thursday: NSTMF website content promotion
 - Friday: Used to revolve themes/ (memes, outside articles, etc.)
- Cross Promote: Between all social media platforms to promote collaboration.
- Use of Crowdfire, Canva, and Tag O' Matic to connect with NSTMF's target audience on social media.
 - Crowdfire: Finds inactive users and page's unfollowers. The application also finds relevant users to follow using the insightful "Copy Followers" feature. It also keeps track of how your social media updates affect your follower/unfollower stats.
 - Tag O' Matic: application uses a single word to search among the most trending hashtags related to the chosen word.
 - Canva: Application Creates designs for Web or print.