

CMM240 Social Media Strategy Project: Tyler, Vickie C., Sam, Scott, Hali

Social Media Audit:

We first look at a few of the social media platforms and examine their credibility, when I first look at all the platforms I see that most of them have the same issue and don't post that frequently and they all roughly have the same followers and likes.

KPI:

For one of the KPI's I look at the une_artsandhumanities instagram platform when I see the average amount of likes they have around 10 likes per post. They also have 36 posts and 154 followers. This social media platform is relevant but sort of on the edge of being irrelevant if they don't start to post more.

For the second KPI I chose The University Of New England Arts Department facebook page and they usually average 139 people that like that page. This facebook page is relevant since it shows posts about students showing a project they made. This platform is good because it informs people about this program and what they are going to do in the program.

SMART Goals:

The first platform I will talk about is Instagram, when it comes to instagram it is very specific and each account on instagram usually has a pretty specific format and the posts are pretty similar when I look at the accounts we found. A measurable goal we gave is to at least find 3-4 different instagram accounts that are pretty relevant. For attainability we tried to find 3 different instagram accounts with at least 100 followers, which we did find. Relevant, instagram is definitely a relevant source for information since there are so many accounts with a good amount of posts and followers. We decided to find all these accounts within a week before the project is due since we could have enough time to plan.

The second platform we looked at was twitter. When it comes to specificity, our goal was to increase our finding from 1 twitter account to 2 or 3 accounts which we accomplished. A measurable goal I decided on was to find 2 twitter accounts that have posted recently and have a decent amount of followers. For attainability we tried to find different accounts that had roughly the same amount of average likes per post which we were not successful with finding since twitter did not have many good resources. Relevant, twitter was sort of relevant. We looked at accounts on twitter and many we found only had like 3 followers so they were hard to use. Once again we decided to find these accounts a week before the project was due so we had time to plan.

The third platform we used was facebook, this platform was not very useful so the SMART goal is a little different than the rest of them. When it comes to specific things, our goal was to find 1

account that had posts that were all pretty much the same. For a measurable goal we wanted to find a facebook account that has posted frequently in the last couple of months, which the one we found was pretty active. Attainability was a little hard since we only found 1 facebook account, so we made a goal that was to see how the account has grown over the last couple months. Relevant was a bit of an issue for facebook since there were so few accounts for UNE. I said that when I look at the posts they should all be mostly the same and have at least 30 frequent viewers or likes. Again for time bound we just said that we would find this account a week before to plan.

For the other social media platforms like LinkedIn, Snapchat, and Pinterest. We found that it is very irrelevant since there were no accounts for each of these platforms and then none of these platforms would relate to what we are focusing on.

Analysis of Competition

College 1 -

UNH: Instagram: <https://www.instagram.com/unhcola/> (College of Liberal Arts)

https://www.instagram.com/unh_english/ (UNH English)

<https://www.instagram.com/unhartsdept/> (UNH Dept. of Art and Art History)

Twitter: <https://twitter.com/UNHCOLA> (College of Liberal Arts)

<https://twitter.com/spjunh> (UNH Society of Professional Journalists)

https://twitter.com/unh_english (UNH English Department)

UNH Instagram: We especially liked that UNH has scan codes on their instagram under their unhartdept, where course listings can be viewed as well as invitations to events. We also liked that they include giving Tuesdays, drawing tutorials, art history and studio art courses. Their twitter accounts list job opportunities and challenges such as cartoonist, history, painting, drawing, printmaking and photography. Including digital. Exhibitions are also listed. .

UNH Twitter: Praises their students and faculty. Advertises UNH courses and presentations of art and art history as well as advertising other departments. They have challenges and fundraisers. Subjects include lecture historians, global issues, women's empowerment, elementary education, global issues, admitted student visit day and donor funded internships. UNH also has a Society of Professional Journalists twitter account as well as an English Department twitter account that go into detail about writing and writing opportunities.

Things that miss the mark:

1. Mixing up posts from the art department and writing department
2. Many retweets of other accounts
3. Could use some postings advertising their tutoring center

Specific posts/tweets good things: Posts are up to date and full of events, students and school content. Lecture series on Journalism, Holocaust, women's empowerment, and Thomas Jefferson to name a few. As well as an earth day presentation and many fundraisers that cover student's internships with thank you posts from the students themselves. Other departments are mentioned and praised as well. Uses their college logo.

Specific posts/tweets not-so-good things:

1. Too many retweets of the same post (such as the earth day post).
2. Posts should catch the attention of different types of followers.

College 2 -

UMaine- Instagram: https://www.instagram.com/um_writing_center/?hl=en (UMaine Writing center) <https://twitter.com/UMaineEngGrads> (Umaine english grads)

Facebook: <https://en-gb.facebook.com/UMaineArtDepartment/> (UMaine Art department)

Instagram: We felt that UMaine uses good advertising techniques for their writing center. It is encouraging with many photos of students and writing activities, consulting, series, opportunities and even an online writing center.

Twitter: UMaine English Grads keeps everyone up to date on thesis readings, symposiums, online education, jobs, events, hostings of writers, poetry, and writing series.

Facebook: An abundance of UMaine art, fellowship awards, stress relief, workshops, advertisements like UMaine choral ensembles during the yuletide, and annual Ethics Essay competition, Art auction benefits, many exhibitions, job opportunities, museum advertisements, and a culturefest.

Things that miss the mark:

1. Very little to no pictures on twitter
2. Inconsistent posting

Specific posts/tweets good things:

Pop ups to follow UMaine's other social media accounts. Welcoming/inviting color and photo schemes. Posts: Advertising UMaine's Foster Center for Innovation, as team SunRule places their interactive math sculpture in orono's webster park. Praise for Art Education Majors. Artworks application-art classes for youth K-8 in an after school program. Speed reading series. Advertises writing center tutors with their well taken photos and a UMaine logo attached. Uses their college logo throughout.

Specific posts/tweets not-so-good things: Needs more student involvement posts.

College 3 -

BU: Twitter: <https://twitter.com/BUArts> (College of Fine Arts, Boston University)

Facebook: <https://www.facebook.com/BUArts> (Boston University College of Fine Arts)

Instagram: https://www.instagram.com/bu_visualarts/ (BU Visual Arts)

Instagram: <https://www.instagram.com/artclubbu/> (Bu Art Clubb)

Facebook: <https://www.facebook.com/buhumanities/> (BU Center for Humanities)

Instagram: Art Club: welcoming and inviting. Bu's first and only club for beginner through advanced artists to make art every week. 129 posts. 653 followers/following. Posts drawing, painting, book binding, paper quilling, eboard, lego block building, art contests, and video's.

Twitter: We liked that BU has very lively/active postings. Advertising movies, lectures, libraries, events, theater performances, summer music gigs organization. Features students and their majors and praises them.

Facebook: Very active in promoting exhibitions, perspective images, giving day, college of fine arts open house, gallery shows & artist talks, social justice & diversity, Praises students, graduates & professional students appreciation week, concerts at symphony hall, and art therapy sessions. We liked that the Humanities Facebook featured some of their faculty's works.

Things that miss the mark:

1. Could use posts that include faculty involvement.

2. Needs to show more students work from the Humanities Department.

Specific Posts/Tweets good things:

Promotes: Theater performances offered through the Brookline Commission for the arts.

Advertises a summer music gig organization to help musicians with jobs.

Tuesdays "Pizza with the Dean".

Public Art Project at BU Beach. "The installation is meant for participants to interact with hand-carved objects engraved with words, phrases and drawings. Uses their college logo throughout.

The Humanities Facebook page has a post that advertises BU's annual faculty reading.

Specific Posts/Tweets not-so-good things:

1. A bad advertisement about Elon Musk's eccentric behaviors
2. A bad post about Awkward family photos (you have to see it to understand).

SWOT Analysis

The department we are focusing on is Arts and Humanities at the University of New England.

We researched social media accounts on various platforms that relate to arts and humanities,

english, and education at UNE. We then looked at these accounts and found their strengths and

weaknesses, and compared the accounts to other colleges' social media. We found an Instagram

account called @une_artsandhumanities. This account has a lot of weaknesses and needs to be

improved. There have been no updates/posts since November of 2021, which is near the start of

the school year. A lot has happened in the department of Arts and Humanities since November,

but that is not shown on their Instagram account. They need to include more content like student

achievements, information on upcoming events, artwork tutorials, and just a lot more overall

information on what has been happening in the department. They have a pretty decent audience

on that account, with about 160 followers, but they will never be able to grow their audience or

keep them engaged without consistently posting and checking in on their followers. A strength

UNE has with their social media accounts in this department is that they do a good job

showcasing their students, mostly those who decided to minor in English or education. But there

needs to be more depth in their posts to really connect with their audience. In comparison, UNH

has an Instagram account called @ unhcola that posts consistently and their posts are a lot more meaningful, in my opinion, than UNE's posts. UNH posts content that includes drawing tutorials, has scan codes where course listings can be viewed, art history posts, studio art courses, information on events, and updates all the time on things that have happened in their department. This is just one example, but all of UNE's accounts on different platforms have the same issues. Their Facebook and Twitter are very inconsistent and provide no information, unlike other schools like Boston University and University of New Hampshire that are constantly updating their growing audience, keeping them fully engaged. To improve our social media regarding the Arts and Humanities Department at UNE, we need to post more content including videos of events, links to lectures and zoom calls that relate to this department, recognition of students and graduates (going farther than just praising them for their majors and minors), student and professor achievements, tutorials on artwork/photography/writing, updates in the department, and more advertising of other similar social media platforms that includes different but relevant information.

Key Strategic Priorities/Goals for For Social Media at UNE

As a group, we have decided on goals for the College of the Arts and Humanities' social media accounts in order for them to grow and improve. The main goal and most important thing that the accounts need to do is to simply be more active online. Being active consists of making posts, making stories, and sharing posts from others to grow your audience. You will not gain any new followers online if users can see that the account is inactive, so as long as you are posting, you can grow. We found that on certain pages like the une_english Instagram account, posts highlighting students received the most engagement and were the most successful on their page. Content that highlights and promotes students on campus will do better on UNE's social media because the highlighted student and their friends will most likely share the post on

their personal accounts and attract more eyes and engagement to the post. The priority for all of UNE's social media accounts (Twitter, Instagram, and Facebook) is to post more frequently to give users a reason to follow them and engage with their posts. Informed by some of the in-class readings, we learned that it is important for the accounts to engage with their audience by sharing and tagging when it is appropriate, this is a quick and easy way to reach out to your direct audience and gain their attention. The social media platform Instagram should be a priority for UNE. Instagram is a platform that most college students use daily, and it is the easiest platform to interact with others and make creative, fun, and professional content when necessary. Based on our audit of UNE's College of Arts and Humanities Instagram, the account should focus on the Community and Engagement content pillars. For the Twitter and Facebook accounts in the audit, the goal should be to improve the Promotional and Engagement content pillars because those platforms and accounts are used in a more formal setting with less interaction between the accounts and students. It is important for the account to use content pillars because they bring a sense of organization to the account, as well as speed up the content ideation process.

Link to Social Media Strategy Presentation:

https://une1-my.sharepoint.com/:p/g/personal/tzliceski_une_edu/EaVCoD172IRLilDqrNXx5KUBjn6NP94a2PIS6HjSMYTS5w?e=4%3AwWuf6E&at=9&CID=0fe419e2-a68d-5298-7d54-e2eaf59464d2

EVAL OF EACH PERSON'S CONTRIBUTIONS:

Sam- Social Media Audit and Presented 4/28/22

Vickie C.L.- Analysis of Competition and Presented 4/28/22

Hali- Swot Analysis

Scott- Key Strategic Priorities/Goals for Social Media in the School and Presented 4/28/22

Tyler- Social Media Presentation. Presented and stood in for Hali to present 4/28/22