

EMU College of Education Social Media Goals and Strategies

Timeline: Start 1.21.19 Current: 10.9.19 Future: 1.6.20

Goals:

Facebook:

1. Increase followers from 2853 to 3200 (currently at 3022)
2. Increase average engagements from 35 a 175 a week (currently at 130)

Twitter:

1. Increase followers from 1,100 to 1,200 (currently at 1,151)
2. Increase average engagements from 6 to 50 (currently at 39)

Instagram:

1. Increase followers from 228 to 365 (currently at 302)
2. Increase average engagements from 11 to 65 (currently at 21)

Strategies:

Facebook:

1. Followers can be increased by inviting those who interact with our page to follow, posting consistent and engaging content, supporting all target markets such as high school students, community schools, parents, current students, and alumni, and by promoting the account physically through hand-outs and links from the website.
2. Engagement can be increased by posting frequently, interactive posts such as clicking through photos or watching videos, posting spotlights for those highlighted to attract their friends, and posting at popular times.

Twitter:

1. Followers can be increased by following those who relate to our page such as faculty, current students, and community partners, pass out hand-outs with our account link, and supporting other EMU accounts so they do so in return.
2. Engagement can be increased by posting more relevant posts that individuals will retweet, posting at popular times, and inquire the audiences action by asking questions or using polls.

Instagram:

1. Followers can be increased by following those who relate to our page, creating highlights with relevant content, post more frequently, post high quality pictures, pass out hand-outs with our account link, and have giveaways.
2. Engagement can be increased by having question oriented captions, taking pictures of people around the COE so their friends comment and like, and have giveaways that require following and sharing the post.