

[This document plainly outlines SM strategies which directly address concerns from various Sheridan stakeholders.]

- “If you have 500 post engagements per day, you have 15,000 post engagements per month and 180,000 post engagements per year. It means you are creating brand awareness for those 180,000 people.”
- “Gen Z uses TikTok as a search engine: nearly 40% of this demographic prefers searching for info on TikTok and Instagram over Google.”
- “One sure-fire way to see overnight success is to use Instagram ads.”

Strategies

Business Goals > “How Do I...”

1. **Grow your follower count(s)?** *Answer:*
 - a. Engage with existing + incoming students
 - b. Be featured on other larger accounts
 - c. Create compelling and entertaining, program-specific posts which attract a new audience
 - i. Promotional “selling” posts do not attract new audiences.
 - d. Interact with other Instagram accounts that have similar content/niche to you
 - e. Find and use relevant hashtags to your posts
 - f. Always interact with your followers
 - g. Search for similar content and interact with them by liking or leaving comments on their posts
2. **Get higher engagement & interaction per post?** *Answer:*
 - a. Cross-promote to other accounts + channels + apps
 - b. Feature User Generated Content
 - c. Humanize your brand
3. **Establish + Maintain Interconnectivity between accounts/channels/apps?**
 - a. For CWP, “to drive social traffic back to the CW&P and Ampersand Review websites and increase attendance at events”.
 - b. For PACRE, “to promote the program making people aware of its existence, increase enrollment in the program, and engage with the larger community of ‘creativity’ in Canada”.
 - c. For ESL, “to drive social traffic to Slate + VCs and events”.
 - d. *Answer outlined below*

Utilize the following Strategies to Accomplish Your Business Goals:

1. Create compelling posts which entertain rather than sell.
 - a. Post content your followers actually want to see, not what you want them to see.
 - i. By paying attention to analytics, boosting posts which deliver well, and constantly trying new tactics to discover your niche.
 - b. Be a follow-worthy brand.
 - c. “By continually sharing engaging content with strong captions, relevant keywords, and niche hashtags, you’re optimizing your posts for Explore page potential.”
2. Create and keep a consistent content calendar by scheduling posts in advance
 - a. “Algorithms like consistent content creators, so try to be consistent to consistently be shown to potential new followers. As stated above, don’t simply post for the sake of having content put up. Instead, be sure to post according to a consistent schedule. This means that if you can only create high-quality content for your social media accounts twice per week, do so on consistent days during the week. If only once per week, keep it around the same day and time.”
3. Write compelling & engaging captions

4. Use *User Generated Content (UGC)*, which for our purposes means simple images featuring actual people & students. “UGC is any type of content—videos, photos, written reviews, audio, and more—that is created about a brand by a fan, customer, or follower.” Simply put: Social media users will listen to the voices of everyday individuals. Rather than wanting brands to describe their offerings, consumers will prefer hearing about it from peers and fellow customers.
 - a. How to encourage more UGC:
 - i. Create a branded hashtag feed where customers can post images.
 - ii. Add a call to action in your Instagram bio.
 - iii. Run a contest and ask for video or photo reviews as entries.
 - iv. Reach out to smaller influencers and offer free products for an honest review.
 - v. Add a postcard or callout in product packaging asking customers to share their experiences on Instagram.
5. Optimize your profile
 - a. With a linkinbio, clear, concise, informational and compelling bio, profile picture, and aesthetically pleasing post feed. Consider using highlights.
6. Humanize your brand
 - a. “Optical company Warby Parker, for example, regularly posts non-glasses-related content—for instance, a meme about soup. We’d take a good guess this sort of content is part of the company’s broader business goal to make the brand seem fun, approachable, relatable and human.”
 - b. PACRE > Creativity / Posts + memes that ‘Think Outside the Box’
 - c. CWP > Literary / Posts + memes ‘for BookWorms’
 - d. ESL > ‘What can we do to help people learn English?’ > For example, highlighting trips to square one where groups read and learned different English words written on signage.
7. Cross-Promote Content > reusing the same assets across various channels + apps
 - a. Asking Sheridan College social media + website + email blast to promote our accounts
 - b. Promoting our accounts within VCs and SLATE + at the beginning of term with other administrative documents
8. Show up on Feature accounts > such as main ‘Sheridan College’
9. Build a hashtag strategy > by finding & using hashtags that are relevant to your brand and content. Research hashtags and keywords within your industry and get to know which hashtags your target audience is using
 - a. Brand Keyword Hashtags #SheridanCollege #CWP #PACRE
 - b. Product Keyword Hashtags > #CanadianCollege #LiteraryMagazine #CreativityAQsCanada
 - c. Location Specific Hashtags > #Oakville #Mississauga
10. Use Location specific hashtags to boost local engagement + discovery
11. Post at the right times > via automated scheduling software
12. Engage with competitor’s followers
 - a. Follow a user
 - b. Like a post, Story, or Reel
 - c. Comment on a post
 - d. Tag a user in content
 - e. Send a direct message
13. Incorporate reels which entertain and not sell
 - a. Highlight alumni
 - b. Faculty profiles
 - c. Short Tutorials from profs
 - d. A day in the life of students

- e. Slick promotional selling posts > 20%
- 14. Organize Instagram stories into highlights > which are permanently viewable to new followers
- 15. Use Instagram Live
 - a. During events
 - b. Setting up or behind the scenes
 - c. Day in the life
- 16. Run Giveaways / Contests
- 17. Try Instagram Ads (or Google Analytics)
- 18. Boost top performing posts
- 19. Measure content performance using Analytics (through Buffer + On-Platform)

Understanding Your Audience(s):

1. Where do they live? How old are they? Where do they like to hang out online? What kind of hashtags or online communities are they a part of? Answer these questions via 'User Profile' breakdowns.

References:

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