

[This document outlines a SM Strategy to increase awareness of and engagement with Sheridan's PACRE.]

PACRE _Social Media Strategy

Moodboards

1 PACRE Moodboard COLOR SCHEME

OURS

EXAMPLES

2 PACRE Moodboard AESTHETIC >> BIG BOLD SIMPLE TEXT

Big Bold Text
LOGO use
"[PACRE]"

3 PACRE Moodboard AESTHETIC >> BIG BOLD SIMPLE TEXT

SERIES
Light Information
"[IMAGE + TAGLINE]"

4 PACRE Moodboard AESTHETIC >> BALZAC'S

Big Bold Text
Soft Earthy colors or 'OUR' colors
Light Information
"[PACRE]"
[slogan]
[awesome image >> digitally drawn, stock, or photo]
[tagline >> a lengthy single sentence to grab attention]"

Features / Types of posts

- Logos
- Promotional Informational Posts about the Program
 - Ripped from (1) 'Applied Creativity & Innovation: 1-Pg Poster', (2) 'Graduate Certificate in Applied Creativity & Innovation: Alumni Email', (3) 'PACRE Visual Guide: From Chris Ambedkar'
 - 'Our Graduates go on to do X'
 - 'Click here for program information'
 - Here's a sample of what you may learn in a course
 - Here's a list of all the courses we offer
 - Etc.
- Holiday/Calendar Posts
- Short Tutorials - 1 min clips ripped from Kasey / Joel / Mike's pre-recorded lectures
- Creativity Corner - facts about "creativity" // history of "creativity" // how creativity can be applied to X, etc
- Ideas taken from 'Strategies_2': '30+ More Post Ideas for Educational Institutions' and 'Utilize the following Strategies to Accomplish Your Business Goals:'

Example Videos to Recreate

Facebook Videos >> <https://www.facebook.com/fhass.fhass/videos>

1. *Meet the Professors of Sheridan's Creative Writing & Publishing Program:*
 - a. <https://www.facebook.com/fhass.fhass/videos/vb.100009974025388/1167186433623813/?type=3>
2. *Meet the Students of Sheridan's Creative Writing & Publishing Program:*
 - a. <https://www.facebook.com/fhass.fhass/videos/vb.100009974025388/1167191500289973/?type=3>
3. *Welcome to Sheridan's Creative Writing & Publishing Program*
 - a. <https://www.facebook.com/fhass.fhass/videos/vb.100009974025388/1167178810291242/?type=3>

Demographics:

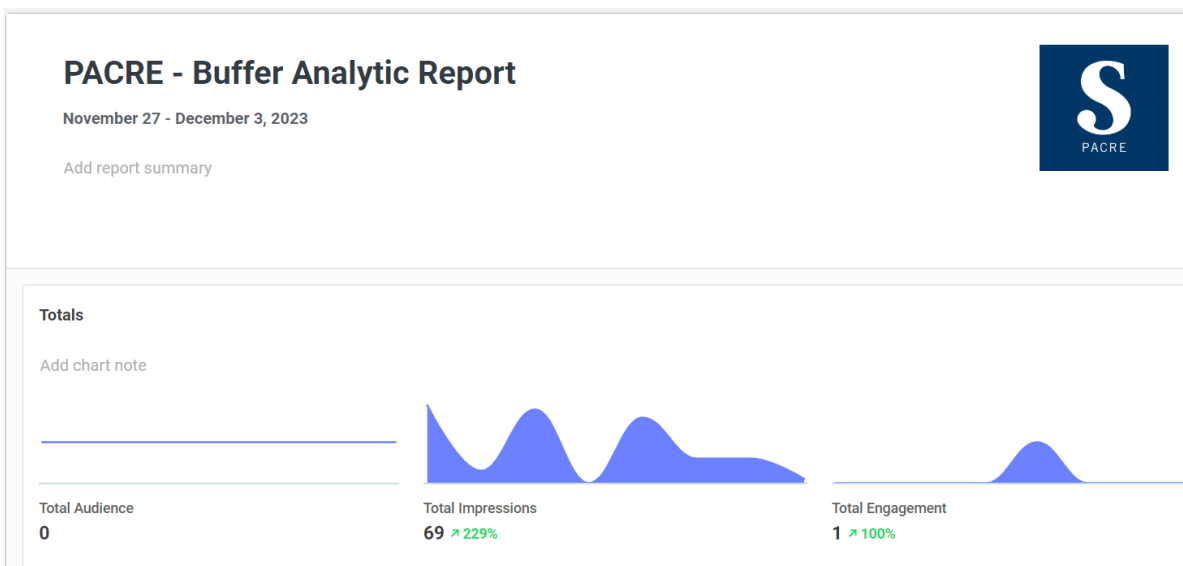
- External Promotions Only

User Profiles:

1. Mid career professionals (MCPs) > Those looking to improve their employment or current financial status.
2. New grads finishing up an undergraduate degree > under this umbrella are those:
 - a. AT sheridan // NOT at sheridan
 - i. Sheridan = lowest hanging fruit = captive audience already know what PACRE is doing and love it
 - ii. For example, "Other Programs at Sheridan where Creativity can be applied but is not necessarily explicitly taught" >> Computer Science program sells itself >
 1. top 10-15% of those get great internships and get salary and retained,
 2. the bottom 80%+ that have to 'figure it out' > COME TAKE PACRE
 3. This is a highly targeted demographic > 'Those taking program X, Y, Z at sheridan'.
 - iii. Take this similar logic and apply to schools other than Sheridan

Analytics:

1. Are sparse, as these are brand new accounts. Step 1 is to populate these accounts with meaningful content, then cross-promote to the various channels within your sector.
2. Account Launched: November 23rd
3. 0x followers // 69x total impressions // 100% total engagement rate



4. Instagram insights are currently unavailable.

Conclusions:

1. Offer meaningful + engaging content via scheduled post calendar. The more the better right now to populate this account.
2. Like, follow, comment on similar accounts
3. Cross-promote this channel on other channels / websites / apps / school sanctioned media
4. Begin analyzing analytics once 30+ posts have been created
5. Use analytical data to optimize social media strategy > adjusting posting times + dates + frequency + post types.
6. Boost what works, delete what doesn't.

Advertisements, Previously Discussed:

SHORT VIDEO_1:

One side of screen is tie dye w word "CREATIVITY"

Right side rapidly flips through stock images

Middle is an X

Creativity X project managers

- Musicians // administrators // writers bloggers // teachers // truck drivers //
- YOU

SCRIPT:

"Creativity comes in all forms. All shapes, sizes, colors

Creativity is a skill. It can be honed and refined, used as stepping stone to unlock your inner potential

Creativity is movement - it's

Your unique life experience ... "the places you've been, people you know,

"Creativity X Sheridan"

"Creativity X YOU"

CHRISIDEA 1: Abstract Character **Mushroom Powers Up** with the Applied Innovation & Creativity Grad Cert

- I really like the metaphorical analogy of the Super Mario mushroom.
- Someone takes this program and they will be stronger and more equipped creatively to take on the problems in the world.
- If there is a way we could tell this story through some type of motion graphic in a fun, abstract way, that would be awesome. Imagine a cute, scruffy 2-D monster that eats the PACRE mushroom and becomes powered-up. This is shown visually through bright and bold colors emitting from its brain. Then it can go into the selling features of the program.

CHRISIDEA 2: Using Illustration style of people or real people (this is **more traditional video** for a college/uni)

- A voiceover with B-roll
- Talking about the need for the program in this day and age
- Then explaining what the program is
- Showing off the practicum component

LONG_VIDEO_2:

“DOVE WOMEN” style BFA in Professional Music | The Creative School at Ryerson University - YouTube

Dove + woman a, b, c, d, ...

Ryerson + music genre a, b,c,d,e,f...

Creativity + A,b,c,d,e,f,g,h,i,j.....

That annoying peloton commercial

- <https://www.youtube.com/watch?v=GD3r8iy5cmk>
- Going through shots of people being creative in a non-creative setting - aka domains (jobs) where creativity can be utilized in a non-traditional way
- Music background
- “Creativity is everywhere” “Unlock your creative potential at Sheridan.”