

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

CWP_Social Media Strategy

Moodboards

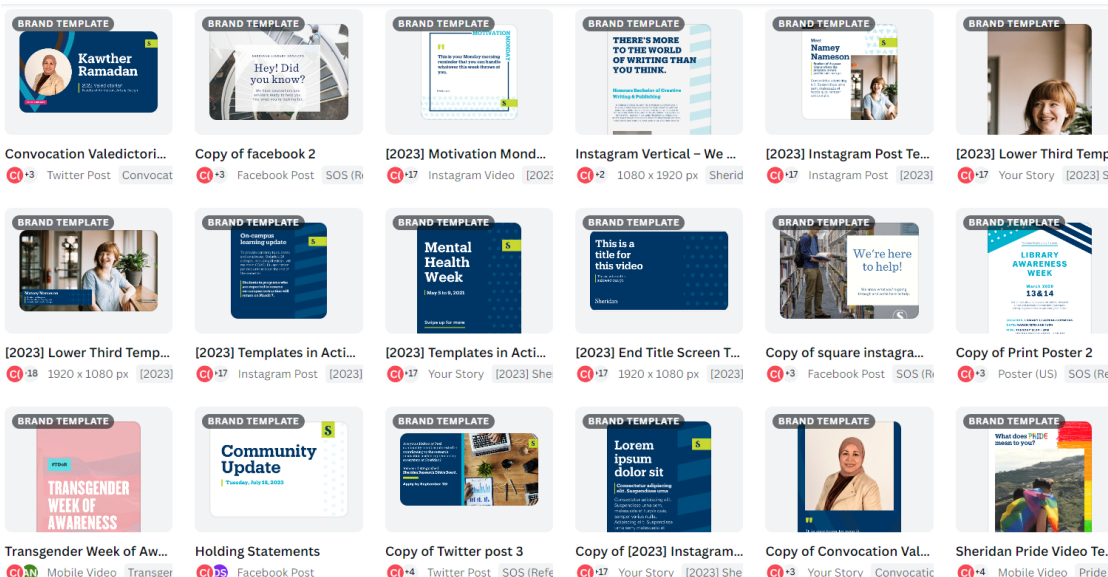
- The Ampersand > an example to draw from



- CWP Posts media already posted



- Existing Brand Templates to draw from



Features / Types of posts

- Alumni and the great things they're doing now
- "We know students love these certain authors" > Author Spotlights
- Book spotlights
- Festivals > Canada Reads / The Ampersand / More:
 - <https://www.writersunion.ca/get-published/directory-resources/festivals-series>
 - <https://www.cbc.ca/books/canadawrites/a-guide-to-canadian-literary-festivals-1.4723741>
 - <https://canlitfests.ca/>
- Promotional Informational Posts - about CW&P in General
- Promotional Informational Posts - about Board Undergraduate Certificate
- Ideas taken from 'Strategies_2': '30+ More Post Ideas for Educational Institutions' and 'Utilize the following Strategies to Accomplish Your Business Goals:'

Demographics > User Profiles:

1. External promotions > Those in the literary sphere within all of Canada
 - a. What doing, What reading, Where are they
2. Internal Promotions > Existing Sheridan Students
 - a. Within this program and others with a general interest in literature who may want to attend events, workshops, or extracurricular classes offered by CWP

Analytics:

1. Has seen a 4% increase in followers (total audience), 40% increase in total impressions, and 8% increase in total engagement during the short time I have implemented my light social media strategy (30 days) .

CWP - Buffer Analytic Report

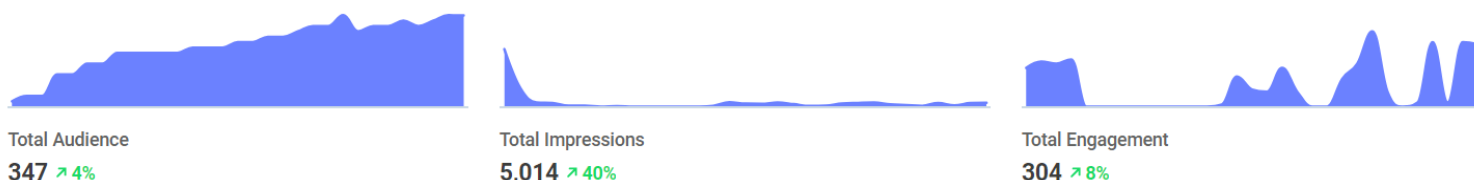
November 1 - 30, 2023

Add report summary



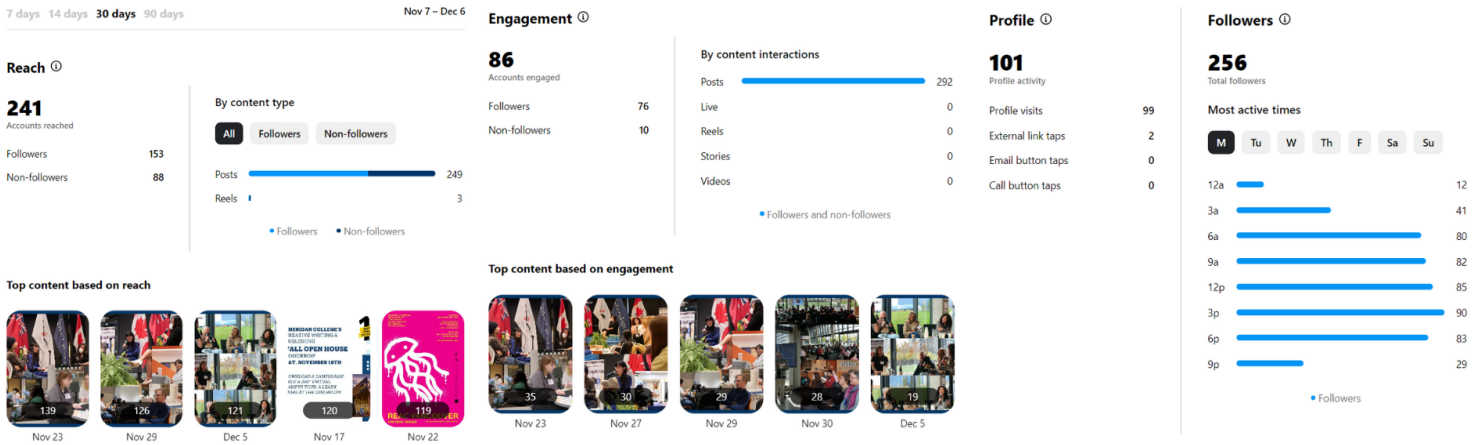
Totals

Add chart note



2. Instagram Performance:

CWP - Instagram Analytic Report _ 11/07 - 12/06



Conclusions:

1. CWP should continue as is, offering a robust scheduled social calendar of mixed media format posts for internal and external stakeholders.
2. Alumni features + additional post types outlined above to be utilized
3. Video format to be leaned upon heavily
4. Light engagement on these accounts is running itself. Stakeholders (Paul) have requested more engagement. This would require weekly interaction with sector-specific accounts, cross-posting to various channels, and running polls or contests to garner user generated content.