

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

# ESL\_Social Media Strategy

## Demographics:

- 1. Current Students: Events promotion is not of concern
- 2. Main concerns > Engagement

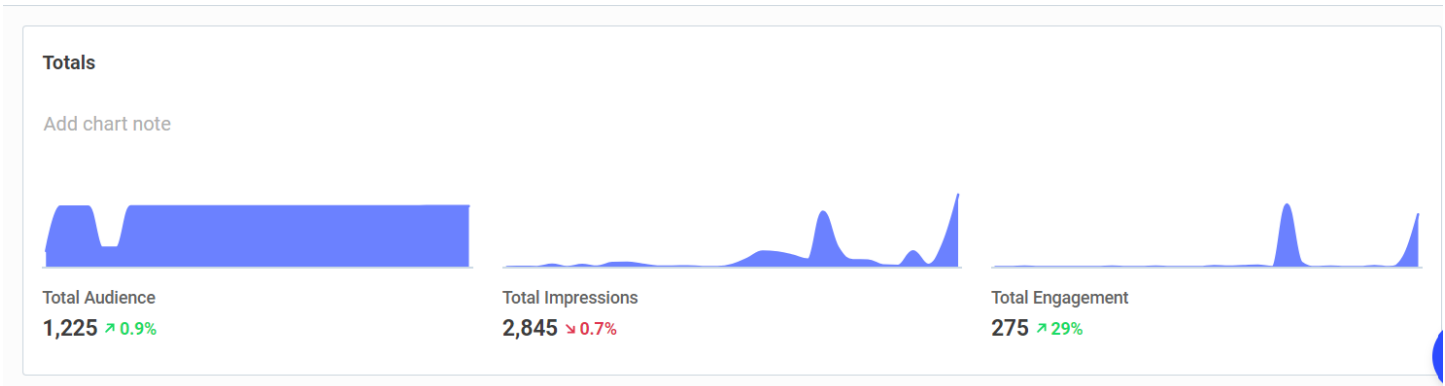
## Analytics:

### ESL - Buffer Analytic Report

November 1 - 30, 2023



Add report summary



### ESL - Instagram Analytic Report \_ 11/08 - 12/07

7 days 14 days 30 days 90 days

Nov 8 - Dec 7

#### Engagement

#### Profile

#### Followers

#### Reach

203 Accounts reached

Followers	174
Non-followers	29

#### By content type

All Followers Non-followers

Content Type	Followers	Non-followers
Posts	302	
Reels	147	
Stories	1	
Videos	1	

35 Accounts engaged

Followers	33
Non-followers	2

#### By content interactions

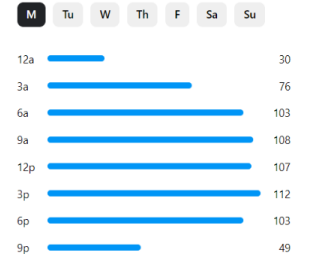
Content Type	Followers	Non-followers
Posts	44	
Reels	17	
Live	0	
Stories	0	
Videos	0	

85 Profile activity

Profile visits	80
External link taps	5
Email button taps	0
Call button taps	0

328 Total followers

#### Most active times



#### Top content based on reach



#### Top content based on engagement

