



Social Media Content Plan  
**January 2017**

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# **table of contents**

4 **Purpose**

6 **Best Practices**

Tell Your Story

Use Visuals

Stay Consistent

8 **Ideal Student Profile**

10 **Social Media Calendar**

Purpose

Platforms

14 **Visual Assets**

**purpose**

## **“We don’t have a choice on whether we DO social media, the question is how well we DO it.”**

–Erik Qualman

Newspapers are fading and social media is in. In order for ASW to connect and engage with students, your main target market, you must take advantage of all that social media has to offer. ASW’s social media channels are your most important option for reaching and delivering your message to students.

In the past, ASW’s social media has been inconsistent due to a lack of scheduling and planning, so I am proposing that ASW schedule content one month in advance. The following plan outlines how ASW could effectively think ahead and create a social media plan. This plan includes a detailed student profile that describes your key target market, an

actual calendar for the first month of next semester, and social media content examples that you can post.

My hope is that this plan will encourage future scheduling and planning so that ASW’s social media outlets do not fall through the cracks. Consistency is the most important aspect when it comes to managing social media, so ASW needs to post regularly and with a clear and concise purpose.

# best practices

## **tell your story**

The most important question to consider when using social media is “how are going to stand out among all of the other noise fighting for your audiences attention?” The answer? Tell your story. People love to hear authentic, genuine, and real stories. You have to let students know what ASW is and why they should care. You have to convince them of ASW’s mission to serve and represent students. Telling your story will help you connect with students on a more personal and emotional level, and social media platforms are great for helping you accomplish this. Storytelling helps build relationships, loyalty, and trust.

## **use visuals**

It is proven that we are all visual learners. Integrating visuals into your social media content will grab students’ attention, help

with persuasion, and be memorable. People are more likely to read or engage with something that is designed well or pleasing to the eye. For this reason, photographs and graphic design should be a big part of your social media plan. Videos and interesting articles are also attractive options.

## **stay consistent**

Consistency is vital. You have to decide what role social media is going to play in your marketing efforts and then stick to that plan. A great way to achieve this is to set three overall goals for social media, and then make sure that every post on every platform aligns with at least one of the goals. Students should know what to expect when approaching ASW’s social media. Consistency creates credibility, and students should be able to understand that ASW is a reliable and credible resource working in their best interest. I

recommend that ASW stick to the following three goals when approaching social media:

**Put a Face to ASW and Educate Students About ASW’s Mission**

**Drive Students to [www.myasw.org](http://www.myasw.org)**

**Increase Attendance/ Participation at Events and Other Happenings**

# **ideal student profile**





<b>Age</b>	21
<b>Income</b>	\$20,000
<b>Education</b>	Undergraduate Student
<b>Number of Children</b>	0
<b>Influencers</b>	Celebrities, Politicians, Friends, Family
<b>Goals for Getting Involved with ASW</b>	Have a voice on campus, Meet New People, Have Fun Learn about campus resources
<b>How/Where Consumes Information</b>	Social Media, Classroom, Email, Campus Displays Digital News, Online Articles
<b>Objections to ASW</b>	"I don't even know what ASW is?" General lack of awareness around ASW's goals and objectives
<b>Key Motivators</b>	Free Stuff, Food, Networking, Social Opportunities, Activism
<b>Buying Triggers</b>	Social Gatherings (Events, Concerts), Weekend Fun, Holidays, Traveling
<b>Hobbies</b>	Hiking, Photography, Traveling, Baking

# **social media calendar**

## **purpose**

The purpose of having and creating a social media calendar is to plan ahead. It saves time and energy when posts and visuals are created early because then more thought can go into the content.

Another reason that a social media calendar is a must is that it creates organization. In ASW, multiple people manage and want to post on the various social media platforms, but it is important that the timing is correct. Without a calendar and schedule, it is difficult to know when ASW Clubs needs to post vs. when ASW Events needs to post.

From the outside, a student should not be able to tell that a different person creates each post. A social media calendar allows for voice and brand consistency because everything is planned and approved ahead of time.

## **platforms**

In order to best reach students, ASW should focus and rely on Facebook, Instagram, and email.

**Facebook** is essential for a multitude of reasons, but I will narrow it down to three: you can create events and track participants, you can post various media types and see analytics, and you can provide basic information about ASW. Facebook is the largest social media platform, and students are constantly checking their Facebook feeds.

It is recommended that organizations post to Facebook 3–10 times per week.

**Instagram** is a great option for ASW because behind Facebook, it is the second most popular social media platform. No matter what branch of ASW you are promoting, you are usually trying to show off an event/

gathering in order to increase attendance. Using photos helps students visualize the event and creates awareness and desire. Posting photos also gives a face to ASW and makes the organization more personable.

It is recommended that organizations post to Instagram once per day.

**Email** is important because of the fact that ASW is trying to target students. Since ASW is a college organization, it makes sense that they utilize a student's main form of communication. Email is the number one type of communication that students use to communicate with the school, so it makes sense that ASW utilize this avenue.

It is recommended that organization limit emails to one every other week. Especially for ASW, you want to avoid seeming like spam.

# january & february 2017

## monday

16  
F: Upcoming weekly events  
I: Post picture after Martin Luther King Jr. march

23  
F: Upcoming weekly events  
I: Photo collage recap of Welcome Back Week

30  
F: Upcoming weekly events  
I: Photo from recent club event

6  
F: Upcoming weekly events  
I: Photo from last semester's disco skating event

13  
F: Upcoming weekly events  
I: Photo from recent club event

## tuesday

17  
Email A: Welcome Back Week  
F: Info about comedian  
I: Photo thanking students for coming to comedian

24  
F: Link to download Westminster ASW App  
I: Photo of students at Cupcake Wars

31  
Email B: ASW Executive update  
F: Link to website for info about skiing/snowboarding  
I: Video of student skiing

7  
F: Link to download Westminster ASW App  
I: Photo of last year's Vagina Monologues

14  
F: Post Valentine from ASW  
I: Photo of Valentine from ASW/Appreciation post

## wednesday

18  
F: Westminster Wednesdays  
I: Westminster Wednesdays

25  
F: Westminster Wednesdays  
I: Westminster Wednesdays

1  
F: Westminster Wednesdays  
I: Westminster Wednesdays

8  
F: Westminster Wednesdays  
I: Westminster Wednesdays

15  
F: Westminster Wednesdays  
I: Westminster Wednesdays

**Key**

F: Facebook

I: Instagram

**thursday**

**friday**

**saturday & sunday**

19

F: Give link to buy tickets for Winter Dance

I: Teaser of Winter Dance decorations

20

F: Face Friday—Events

I: Face Friday—Events

21

22

26

F: Promote coffee buyout

I: Photo of students at coffee buyout

27

F: Face Friday—Senate

I: Face Friday—Senate

28

29

2

F: Promote ice-skating event

I: Photo of students at ice-skating event

3

F: Face Friday—Clubs

I: Face Friday—Clubs

4

5

9

F: Promote Airborne buyout

I: Photo of students at Airborne buyout

10

F: Face Friday—Executive

I: Face Friday—Executive

11

12

16

F: Promote disco skating

I: Photo of students at disco skating

17

F: Face Friday—Judicial

I: Face Friday—Judicial

18

19

# visual assets

## 1.16

F: We can't wait to see you back on campus tomorrow. Don't miss out on all of the planned Welcome Back Week events thanks to the ASW Events team.



## 1.17

Email A: Welcome Back Week





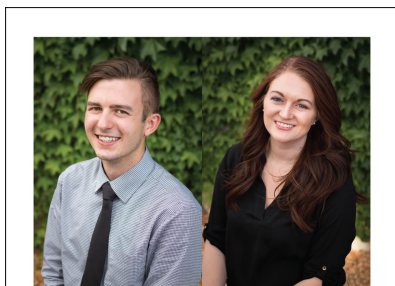
## 1.19

I: Have you bought your ticket for tomorrow's Winter Dance? Tickets are available for purchase at [www.myasw.org](http://www.myasw.org) until midnight. #gatsby #dancethenightaway



## 1.20

F: Meet the team behind the scenes of all the great events put on by ASW throughout the year. They deserve some love and recognition!



"Thank you for supporting us and showing up to our events! We hope that you're having a great Westminster experience."  
—Kent Johnson, Events President & Nicole McKenna, Events Director of Programming

asw.events

## 1.24

F: Do you know about the [\\*Westminster ASW app?](#) Download it today on your Android or iOS device to keep up-to-date on all things ASW!

*\*blue link takes user to appropriate app store)*

## 1.25

I: What day is it? It's Westminster Wednesday! Keep an eye out for Griff giving out free swag if you're showing school spirit and wearing Westmini colors!



## 1.26

I: Need a little coffee to make the weekend come faster? Make your way down to Sugar House Coffee from noon–7 pm for a free latté (or whatever floats your boat).





## 1.27

I: Meet Carissa Uresk, your ASW Speaker of the Senate. Carissa helps your Senators write, pass, and promote legislation that advocates for Westmini students!



## 1.31

Email B: ASW Branch Updates



**asw.executive**

**ASW Executive has been working hard to make sure that students' voices are heard around campus by faculty, staff, and administrators. Ben Pok, your ASW President, regularly meets with President Morgan to discuss students' needs and concerns.**

Thanks to Ben and the rest of the ASW Executive team, the Opportunity Fund was given more funding for spring semester. After the funds quickly depleted in the fall, it was obvious that ASW Opportunities needed extra support.

ASW reopened the Opportunity Fund application, so let us know if you are interested today!

**apply now**

