Post University Social Media Strategy Plan

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SOCIAL MEDIA IN HIGHER EDUCATION TODAY

According to a December 30, 2013 Pew Research Study, 73% of online adults (age 18+) are using a social network of some kind. Whether a university's student population is made up of largely 18- to 24-year-old traditional college students, older online students pursuing a degree while juggling a career and family, or both, their audiences are engaging with one or more of the popular social platforms.

Social media is where students are getting information, engaging and connecting with colleges and universities. To be competitive, Post University needs to be there too. Today's prospective college students use social media as a key component of their college search—to evaluate not only what kinds of academic offerings a university has, but if the culture of the university is right for them. Current students and alumni expect to use their university's social media sites as a source for college news and events and as a place to connect with the university community.

The 2015 Chegg Social Admissions Report reported that **half** of all traditional college-age applicants use social media to research colleges and say that social media conversation influences their decision on where to enroll. The top three sites students use for social media research are Facebook (67%), YouTube (62%), and Instagram (48%). During their research, 80% of those students watched a video, 36% searched or tweeted a hashtag, 46% read a student blog, 21% live-chatted with an admissions rep, and 21% posted a direct question on college social media sites.

For older, adult prospects, social media usage is also a strong factor. The most recent Pew Research Center Social Media Update for 2014 reported that **71% of online adults (58% of the adult population overall) use Facebook.** While Facebook's overall growth has slowed, engagement continues to grow. Fully 70% of online adult users engage with the site **daily** (and 45% do so several times a day). Other social sites are used by far smaller percentages on online adults: LinkedIn (28%), Pinterest (28%), Instagram (26%), and Twitter (23%). Instagram is used by 53% of young adult internet users age 18-29.

With this research, there is no doubt that social media plays a significant role in recruitment and retention of today's college students, and universities are beginning to devote more resources to developing a strong social media presence on the platforms where their audiences engage.

Currently, there is no direct way to measure the impact of social media engagement on the retention of current students, but we do know that students expect universities to have a presence and be actively engaging audiences on the major social platforms. And while it is difficult to pinpoint the ROI associated with social media engagement's direct influence on recruitment, social media has become a strong tool for peer review and a source of real-time information about an organization for prospective students. It also provides a place for prospective students to connect with a university and research it during the decision-making process.

More directly, social media also offers opportunities to advertise directly to prospects and other university audiences on platforms they already frequent. Targeting capabilities, new video, and CTA features in Facebook and Twitter offer engaging ways to introduce academic programs and content depicting the student experience into the feeds of target audiences.

As we develop our future plans for how Post University will continue to engage prospective and current students, and other audiences through social media, we need to consider the current factors affecting the success of our social media efforts:

1. **Social media engagement is becoming more and more dependent on visual content**. Photos and video get significantly higher engagement levels than text posts alone. Facebook and Twitter have both added native video in the past year and are promoting it and encouraging content developers to make this native video a significant part of their content strategy. In order to continue to engage our audiences,

Post will need to place an emphasis on developing visual content, particularly video. We have made a great start on that in the past year, bringing Dan on campus and his ability to create videos of Main Campus thought leaders and events. We have developed new social video features, such as Post Takeaway and are regularly incorporating videos on our academic programs into our monthly editorial calendars.

2. **Based on research and analytics, which platforms are the most successful channels for Post University audiences.** By monitoring the analytics on our current efforts and staying abreast of research on the reach of each social platform, we can optimize our social media efforts to employ the most successful channels for our audiences. Despite what common belief is in the media, our experience and the latest research by both Chegg and the Pew Foundation continues to place Facebook as the clear leader in terms of sheer audience and engagement, particularly engagement with universities. Our experience over the last year has found Facebook to be far and away the most successful channel for engaging with BOTH our on-campus and our online students.

3. **Social platforms are monetizing access to followers**. Facebook now limits organic reach so that only a small percentage of an organization's posts actually appear in their followers' feeds. Overall, we have made good progress in the past year in *increasing* our organic reach, particularly on Facebook and LinkedIn. We hope to continue and also to expand the boosted posts and Facebook advertising testing that we started last fall.

SITUATION ANALYSIS

Post University currently has a social media presence on Facebook, LinkedIn, Twitter, Google+, YouTube, Instagram, and Pinterest. The University also has a Post University blog that is currently hosted on Blogger and operates off the Post.edu website domain at blog.post.edu. (This blog will be moved to a WordPress site during Phase II of Post's website redesign.)

Currently, the official Post University social media sites (excluding the blog) are primarily focused on posting news, engaging current and prospective students, and providing a channel for audiences to communicate directly with the university. These social media sites are managed by the Marketing department.

There are separate social media outlets managed by the Athletics department that are focused on Post University sports activities, including some specialized accounts for the individual teams. These sites are managed by the Athletics department through its Sports Information Director.

There are also a few Facebook pages that have been set up by academic and administrative areas that focus on news and engagement offerings specific to their topic. These include a Career Services Facebook page, a Facebook page for the Master of Education Program, and a few accounts for student activities. Of all of them, only Career Services is very active and that department also has active LinkedIn and Pinterest pages.

Just this year, the social media team worked with the Graduate Admissions Team to develop a Twitter account focused on promoting graduate events such as the Virtual Open Houses, answering questions and providing resources to prospective students.

Since last year, we have developed Post's social media presence beyond being just a broadcast channel for the University and are making good progress in making it a place for conversation and regular engagement with our students, prospects, and internal audiences. Particularly, our Facebook page has developed into an active community and our progress is reflected in our metrics. Recently, we were ranked #2 in Facebook Page Performance in the category of Universities in the United States by LikeAlyzer, a popular, web-based metrics program that offers real-time evaluations and rankings of Facebook pages in all categories.

This updated plan will help the University to capitalize on strategies and tactics that will continue to utilize the power of social media to engage Post University's target audiences and to leverage it to support the University's student enrollment, retention, branding and other marketing and communications goals.

Post University Social Media SWOT Analysis

Strengths

- Strong pool of faculty subject matter experts who can produce content and conversation

- President is a dynamic SME on both education and business topics

- Traditional New England campus to provide engaging opportunities for content that reaches both on campus and online students

- Campus content reinforces the "real university" message to online students

- Staff addresses student issues in real-time, turning negatives into positives and reinforcing "student-focused"

- Students use sites as a source for real-time updates

Weaknesses

- Traditional campus-based approaches to college social media are not enough to meet the needs of all Post audiences.

- Post has used only organic social media methods in the past

- Non-traditional relationship with alumni means less engagement after graduation

- Because of Post's for-profit status, contests and giveaways cannot be used to enhance engagement

- Because of the small campus population, there are fewer events and communities that encourage discussion and sharing on social media

- Post has few "commercial quality" videos to promote the university and its programs

Opportunities

- Two staff members focused on strategically managing and leveraging social media to contribute to and support university admissions, branding, and retention goals.

- Prospective students use social media to evaluate prospective schools; a strong, engaging presence on social media can directly impact our recruitment goals.

- Students use social media to connect; we need to be where they are.

- New platforms and features continue to expand the opportunities for engaging audiences

- Switching from Blogger to WordPress will improve functionality of the blog

- Leveraging blog content and social media with current and prospective students

- Peer review through reviews and comments

Threats

- Competitors invest more resources in video, contests, and promoted posts to improve engagement levels

- The decline of organic reach means fewer of our posts will be seen by our followers. Without engaging in social advertising and promoted posts, it would be likely that our reach and engagement would suffer a significant decline in the coming year

- Online students could become less engaged if content does not keep pace with current realities. There is a reason why YouTube is the second largest search engine behind Google, and we need to recognize that not making video a priority can have a serious impact on our social media success.

Social Media Competitive Analysis

Grand Canyon University

Strengths:

- Religious messages and proverbs across all channels, which are by far most engaged posts

- Good sports coverage on Twitter, their own and sharing the sports department's, that resonates well

- Strong virtual tour on YouTube and frequent videos with students and student-athletes

- Reviews on Facebook are plentiful and overwhelming positive

Weaknesses:

- Heavy emphasis on students and sports, but little emphasis on faculty and their thought leadership on any social channels

- Low engagement on non-religious Facebook posts. Posts lacking any significant engagement questions or campaigns.

Drexel University

Strengths:

- A news site "Drexel Now" on their website that provides a good source for content to link to for social media

- Video content on YouTube: Several videos of leaders and students in on-site shoots. Videos of students working in the classroom, biology labs, fitness centers, etc. High number of views for the small (802) following they have.

Weaknesses:

- Their posting frequency on Twitter is low. On Facebook, they have gaps in posting for days. Low engagement compared to following on Facebook and Twitter.

- Low average retweets (2), Facebook comments (2) and shares (1) LinkedIn page is mostly focused on alumni, but there are few posts and little engagement. No real University presence on their LinkedIn University page.

University of Phoenix

Strengths:

- Massive Facebook community, with 1.8 million followers, leads to high engagement and an average of 25,000 views on native videos

- Twitter posts with #RealTalk and #LetsGetToWork are simple, encouraging posts about education and business but resonate very well

- Very short, one line, posts across social sites; usually asking engagement questions to followers

- Strong spotlight on reputable Phoenix alumni and their ongoing accomplishments on LinkedIn

- Weekly campaigns taking advantage of groups recognized, i.e. "Nurse Week", "Secretary Week"

Weaknesses:

- Low YouTube video views compared to amount of subscribers, long gaps between new videos

Southern New Hampshire University

Strengths:

- "Class of…" campaign - one or two sentence quotes from current students, recent graduates discussing positives of academic programs

- Strong engagement on Facebook, especially on SNHU's tour across the country posts

- Good LinkedIn presence, with large number of followers and high amount of "likes" per post

- Diploma deliveries and surprise visit videos on YouTube page show happy, excited graduates

Weaknesses:

- Twitter posts are almost exclusively from SNHU. Very few mentions or retweets.

- Low video views across the board on YouTube

Key Takeaways from Competitive Analysis:

- Shorter, more engaging posts see much more success
- Campaigns geared around student, alumni success are well received
- Video views on YouTube are decreasing, do to organic reach and native videos
- Universities have success focusing on athletic programs
- Schools are taking advantage of recognition holidays, i.e. "Nurses Week", "Librarian Day"

Conclusion: Though our competitors may be investing more resources in social media, Post is competitive in terms of engagement compared to most of our competitors. With LikeAlyzer, a popular web-based metrics tool that evaluates Page performance on Facebook, we consistently are competitive with our main competitors with regard to scoring, often scoring higher than all of them. Most recently, on 5/20/15, our Facebook page was ranked #2 overall among all U.S. University pages on Facebook, with an overall score of 93 out of a 100 possible points. The average score for universities is 54.

SOCIAL MEDIA STRATEGY GOAL

Expand and enhance the university's social media activities and leverage social media to support university admissions, retention, and branding goals.

KEY PRIORITIES (Only high-level objectives and tactics are included below. More detailed information is contained in the platform-specific section beginning on page 11.)

1. **Support online and on-campus student recruitment and retention efforts**
   a. Objective: Project a lively, engaging presence on social media that reflects the educational opportunities and supportive environment offered to students.
      i. Tactic: Use Facebook as a recruiting and retention tool for all audiences, but particularly for Main Campus students as it offers glimpses of campus life and the culture and personality of the Waterbury campus.
      ii. Tactic: Develop strategies to engage online students pursuing degrees while already working in a professional position. Target engagement with content and platforms that are appropriate for this audience.
   b. Objective: Provide accessible, real-time information about the University to prospective and current students through social channels they already frequent.
      i. Tactic: Maintain an active, informative, and engaging presence targeted to these audiences on all of the major social media platforms, including Facebook, Twitter, LinkedIn, Google+, Instagram and YouTube.
      ii. Tactic: Explore the potential of new platforms to reach and engage our prospective and current student audiences.
   c. Objective: Develop and execute specific engagement and recruitment-related campaigns and tactics on platforms targeted to the different types of prospective and current students. .
      i. Tactic: Create cross-platform social campaigns that resonate with each audience.
      ii. Tactic: Peer Review: Provide insight on the value of a Post education through hashtag campaigns that encourage current students or alumni to share their experiences or their testimonials about Post University.
   d. Objective: Keep alumni connected after graduation and encourage them to advocate for the university.
      i. Tactic: Engage alumni to connect with current students through online discussion groups for mentoring and possible career/internship assistance.
      ii. Tactic: Work with alumni to create content that demonstrates the value of a Post education and the quality of the university experience.
      iii. Tactic: Leverage the access provided by LinkedIn's University pages to engage alumni.
   e. Objective: Drive prospective students to the website (post.edu).
      i. Tactic: Provide links to the website in all applicable posts on all social media platforms.
      ii. Tactic: Link back to University program pages and departments on blog posts whenever possible
      iii. Tactic: Create academic program social campaigns that link back to the program page or a dedicated landing page.
      iv. Tactic: Improve SEO for website by creating searchable, valuable content on the blog. Optimize blog content for SEO.

2. **Build brand awareness of Post University**
   a. Objective: Listen: Monitor the brand awareness, reputation, and conversation about the university and use what is learned to inform ongoing branding, social media and content efforts.
      i. Tactic: Use the tool SocialMention, and other "listening" tools, to track and measure what people are saying about Post on any social site, including Twitter, Facebook, YouTube, Instagram, blogs, etc.

    b. Objective: Promote key brand messages throughout social media channels and integrate social media into the new website.
- i. Tactic: Create "share-worthy" content that reflects a positive brand image for Post and extends the reach of the University through its appeal and "shareability."
- ii. Tactic: Spotlight faculty and administrators to build awareness of the expertise resident at Post University through stories on the Post blog.
- iii. Tactic: Develop and share stories of accomplishments for Post students and alumni on the blog and social sites.
- iv. Tactic: Work with Don Mroz to expand his presence on social media.
    1. Support the further use of his Twitter account to highlight his thought leadership in addition to his participation in campus events (@PostPrez)
    2. Establish more episodes of the President's Google Hangout on Air.

    c. Objective: Reinforce the key brand image of Post as a university with a strong online program, but with the tradition and history of a New England university
- i. Tactic: Social media posts on Main Campus activities and sports not only offer a glimpse of the on-campus culture for Main Campus prospects, but reinforce our roots as a "real" university to online students

3. **Keep audiences updated on university news and information in real-time**
    a. Objective: Provide an easily accessible and immediate source for emergency announcements and crisis communications
    b. Objective: Utilize social media to share information on new programs, new hires, major university and student/staff accomplishments, etc.
- i. Tactic: Share university accomplishments such as rankings and awards with University audiences through social channels and the blog.
- ii. Tactic: Share stories on student and staff accomplishments and information on new programs on the blog and promote through all Post social channels.

    c. Objective: Utilize social media as a responsive, immediate (or nearly so) customer service channel with our audiences.
- i. Tactic: Demonstrate Post's commitment to being "student-focused" by providing superior customer support to students and prospective students that use social media to ask questions or find solutions to problems. Answer questions as quickly as possible, or connect the person to someone who can solve their problem.

4. **Increase media recognition of the expertise of our faculty and staff subject matter experts.**
    a. Objective: Develop thought leadership content on trending topics that our PR agency can use to pitch the expertise of faculty and staff to the media.
- i. Tactic: Create new media opportunities that demonstrate our SMEs' skill in presenting a topic in an engaging way. Create and promote short videos and live media events such as Google Hangouts on Air that offer SMEs discussing a media-worthy topic that can be used for media pitches.

AUDIENCES

Primary:

1. Prospective students
    a. Online/ADP
    b. Main Campus
2. Current students
    a. Online/ADP
    b. Main Campus

Secondary:

1. Faculty and staff
2. Alumni
3. Parents/family of students
4. Media
5. Local Connecticut community
6. Education community
7. Businesses and online partners

EDITORIAL CALENDARS: We currently have a customized editorial calendar for the Post University blog, which we are using to plan, schedule, and manage our content flow. When we move the blog to WordPress, we will test calendars that are integrated with the WordPress platform. We are also experimenting with options for an overall calendar/posting schedule for social media posts. However, managing all of the social posts in one spreadsheet is difficult because of the sheer volume of posts. Instead, we rely on a separate social calendar for each major campaign, as well as one to track regular features. At present, the editorial and social posting calendars are shared through Google Docs.

STAFFING: At present, there are two people in Marketing dedicated to participating in social media. Dan DeBlasio, Social Media and PR Associate, who is responsible for the day-to-day posting of social media and writing for the Post University Blog, and Renee Brosius, Marketing Communications Manager, who oversees the strategic and tactical planning of social media and manages the Post University Blog. Renee and Dan also participate in developing videos that will be used on the Post University website.

REPORTING /ANALYSIS: We currently use SproutSocial, Facebook Insights, Twitter analytics, LikeAlyzer, Iconsquare, Tailwind, Statcounter and HootSuite as analytics tools. Renee monitors social media performance on a daily basis and reports to David on social metrics and performance on a monthly basis.

PART II: TACTICS BY PLATFORM

POST UNIVERSITY BLOG

The Post University Blog is a key component of Post University's social media, public relations, and content marketing strategies. While we can and should be developing other types of content marketing pieces that can be leveraged through social media, the blog will continue to be a key component in our content marketing and social media efforts.

What We're Doing Now. The Post Blog is a Blogger-based blog that is hosted at blog.post.edu. The blog currently offers primarily a combination of thought leadership by faculty and administrative subject matter experts, "Day in the Life" and "success" stories about Post students and alumni, and key university news.

By developing more content, including regular features and media elements such as podcasts and video, we hope to significantly improve the blog traffic. Also, by developing new ways to leverage the blog, including integrating its content into the new website, we will be able to extend its impact beyond simple engagement to become a stronger tool for recruitment and media relations efforts.

Tactics for the Post University Blog
1. **Develop regular features**. Regular features can help to build consistent audiences that routinely return to read favorite features—significantly contributing to our ability to grow and retain our audiences.
    a. **5 Questions with…**: Conducting a 5 Questions-style interview has become a tremendously successful way of engaging busy people in participating in the blog. We develop five thoughtful questions on a particular topic area that are designed to evoke detailed responses on a particular topic**.** The whole "interview" is done via email and provides an easy way to share the stories and expertise of people who would not guest blog, in their own voice.
    b. **Post in the Media:** This bimonthly blog on Post University's faculty and staff appearances in the media has been a great way to share and expand the reach of Post's media coverage.
    c. **#MyPostExperience:** This ongoing series of blogs share the student experience and post-graduate successes of Post students. This popular series has value for both retention and recruitment as both audiences find value in positive stories about student experience and success.
    d. **Sports Spotlight:** A new feature to be added next year will be a monthly spotlight story on Post Athletics.
2. **Increased the posting schedule.** We have been able to increase the content volume of the blog so that almost all the time, we are posting three times a week. We plan to continue this, and over time build the schedule even more, with the ultimate goal of posting 5 days per week.
3. **Develop regular contributors to the blog from faculty and staff.**
    a. Develop a core group of SME contributors that contribute to the blog on a regular basis. This year we expanded our blogger group to include: Chris Sprzyngel, Steve Paulone, Beth Johnson, David Jannetty, Maura Bozeman, Tom Abbott, Phil Dawson, Cynthia Anger, Linda Kaiser, Susan Parente, Jeremi Bauer, Don Mroz, Jill Buban, David Jannetty, and more.
4. **Develop a yearly group of student and alumni bloggers from various schools of study**. We tried to get this underway this year, but didn't have a lot of interest from students. We plan to collaborate with Linda Kobylarz for next year to get Honors students involved with blogging on a regular basis.
5. **Faculty spotlights:** We are considering trying a new blog feature where we spotlight faculty with exceptional/innovative teaching techniques or practices. This feature would give prospective students an opportunity to get a good sense of the faulty and the classroom/online experience for our courses.
6. **Give the blog a makeover:** The current blog platform and template limit the potential of the blog. In conjunction with the website redesign, we will redesign the blog and update it to WordPress to give us more flexibility and more capabilities than can be found on Blogger. This will also give the blog a more

professional appearance and ensure that it complements the new look and feel of the website. Depending on the how much progress we have made on developing our contributor list, we may evaluate templates that allow multiple standing blogs, which would include the standard Post blog and possibly specialized blogs by our leading contributors.

7. **Optimize for SEO.** Our measurement of monthly metrics have shown us that blogs that are optimized for SEO, even blogs from a couple of years ago, can outperform new blogs and continue to pull views long after their original posting date. So we are going to make a more focused effort on optimizing each blog post for SEO through keyword and topic research for titles and SEO best practices throughout each piece.

8. **Leverage the blog.** Work closely with all contributors, faculty and staff to leverage the content of the blog more fully.
    a. **Media Coverage.** Continue to collaborate with our PR agency to leverage blog posts to pitch our SMEs to the media. If there are regular reporters that work with our SMEs, reference them in a Twitter post when the blog is posted. Then post the resulting media coverage in a media roundup blog post and share the link to the coverage on social media outlets, particularly on LinkedIn.
    b. **Encourage faculty and staff to share with their networks**. Routinely send out an email to faculty and staff asking them to share key blog posts with their professional networks, and further educate them on the value of extending our reach in this way.
    c. **Post blogs to Post discussion groups to encourage discussion** with students, prospects, and other audiences. Encourage business faculty to share Post blogs about trending business topics to their professional business communities to widen the reach of our blog and of our SMEs' expertise. We have been doing both of these all this year and more and more faculty are participating.

LINKEDIN

Since the majority of Post University's students are pursuing online degrees, LinkedIn has the potential to be a particularly important channel for the University. Over the past year, we have developed a strong presence on LinkedIn through our University page, which was launched this year. Our impressions have grown significantly over the past year, and we have had a decent increase in engagement (likes and comments) as well. However, the participation level on LinkedIn is still below that of our Facebook community and we have had little success with participation in discussion groups.

One Caveat: As referenced in Part I**,** LinkedIn may seem like the ideal platform for reaching our business and career-oriented online students, but its impact has to be kept in perspective. While the [Social Media Update 2014](#) (published 1/2015) by the Pew Research Center, ranked LinkedIn in second place among the surveyed social networks with 28% of online adults using it (up from 22% in 2013), it was still dramatically behind Facebook, which holds first place with 71% of online adults using the network. Perhaps more compelling are the frequency statistics, 70% of Facebook users use the site on a daily basis (up from 63% in 2013). In that race, LinkedIn comes in last place, with **only 13% percent of its users logging on every day**, behind Facebook, Instagram, Twitter, and Pinterest. So while the content focus may be a good fit, LinkedIn can only be part of our engagement strategy for all of our audiences, including online students.

What We're Doing Now. We have a well-established University page where we post links to our blogs and social posts that are focused to more serious topics than some of those that we post on Facebook and Twitter. This year, the impressions and engagement stats grew dramatically as we regularly posted to the University page. We also worked with Madelaine Kelsey in Human Resources to develop the Company page as the home for Post University as an employer. The two LinkedIn pages link to each other and drive audiences to the appropriate page for audience needs.

We have two University-administrated discussion groups, an Alumni Group (326 members) and the Post University Official Group (519 members). Each group continues to get requests for new members on a regular

basis. Despite some effort to nurture these groups, there has been little discussion from members beyond members seeking jobs through the groups. There is also an MBA group led by Chris Szpryngel, a Healthcare MBA group led by Carole Bergeron, and an MSA group led by Alisa Hunt. The leaders of these groups have been active in sharing thought leadership with the group, but little conversation has grown in any of the groups.

LinkedIn Influencer Publishing Platform. Last year, [LinkedIn opened its Influencer Publishing Platform to all members](#). In addition to being shared with the author's personal network, Influencer posts are algorithmically distributed to the LinkedIn community—opening a door to expanding the influence of our faculty and administrator subject matter experts. Chris Szpryngel has experimented a little with the LinkedIn Publisher Platform to repurpose blogs that he wrote on the Post blog and also wrote one unique blog for the platform. While we are interested in leveraging the expanded reach opportunities the LinkedIn platform affords, we want to be sure to not draw traffic away from our own blog. Next year we plan to work toward creating packaged content that involves an initial blog post on the Post blog and then perhaps expand on the topic, or focus on a very specific aspect of the topic, on the Publisher forum with each blog linking to the other.

LinkedIn University Pages. LinkedIn [introduced University Pages](#) as "one cornerstone of our strategy to help students at every critical milestone from campus to fulfilling, successful careers." For universities, they provide an opportunity to have a centralized hub from which to communicate with all university audiences—from prospective students to alumni. The pages offer:
1. University information
2. Aggregated Alumni Career Information
3. A feed for posting information, similar to Facebook
4. Links to Feature LinkedIn Groups and Notable Alumni
5. A Tab for Students & Alumni which shows featured students and alumni and is searchable.

Having a central place from which all of Post's LinkedIn communities can operate offers expanded opportunities for reaching all of Post University's various audiences. To make the most of the University page as a means of connecting and engaging with key audiences, we will collaborate with Admissions, Career Services, Military Programs, and the Deans/APMs of the schools.

Tactics for LinkedIn:

1. **Recruitment of Prospective Students**: Because older, adult students looking for an online degree program are likely to already be on LinkedIn for networking and professional development purposes, it has a strong potential to be a referral source for online prospects.

   Tactics for Prospective Students:

   a. Use the LinkedIn University page to promote video clips about online (and main campus) degree programs and informational clips by faculty on hot topics in the field. We began that this year by creating program videos for the EMH, MSHSV, M.Ed., Psychology, MBA, and MSA. This coming year, we hope to use LinkedIn Sponsored posts linking back to the website in order to develop a more direct link between the program content to requests for information and (ultimately) prospects.

   b. Blog posts about Post alumni or current students that are succeeding in their chosen careers resonated well on LinkedIn this year and we will continue to do these types of posts.

   c. Introduce new programs such as the Interactive Communication or Instructional Design program through blog posts promoted on the University page. This year we did this type of post and linked

to the program page. Next year, we can link to the new website, where prospects can fill out a request for information and learn more about the program.
.
d. This year, we leveraged current students by asking audiences to share their positive experiences with the University on the page through engagement questions in discussion groups and on the University page and through prospective students' campaigns such as the **#ChoosePost** and **#PostAdvice campaign**. All of these activities provided opportunities for engagement with our online students and also, offered great testimonial quotes that could potentially be used in promotional materials.

e. Promote student stories such as the upcoming videos we recently shot of our graduating seniors.

2. **Retention of Current Students:** It's likely that the majority of our adult online learners are already using LinkedIn for their professional networking, even if they aren't connecting with the University's other social sites on Facebook and Twitter. The University page offers an alternate, professional environment from Facebook to engage with the University through news, blog posts, and discussions with other current students.

Tactics for engaging with current students:
a. Promote content that will resonate with online students:
    i. Student success story blogs on students and recent alumni achieving their goals in the field.
    ii. Professional content and media items from online faculty (e.g. Don Mroz's recent by-lined article on Evolllution.com.)
    iii. Career-oriented posts on professional development, staying motivated, etc.
b. Use LinkedIn discussion groups to engage current students with each other, faculty, and alumni. Create online opportunities for connecting alumni and current students for mentoring opportunities, career advice, and networking for internships and employment.

Alumni. Because we are a for-profit and don't have the traditional relationship nonprofit colleges have with their alumni, we don't often have traditional alumni engagement events, such as alumni weekend. Without those face-to-face opportunities to engage with alumni, it's even more important to try to develop a connection with them online. They might not be able to donate, but they can *advocate* for the university. They can also provide a wonderful network that could assist current students in finding internship jobs, and valuable connections.
Tactics for alumni engagement:
c. **Nurture and actively engage the Post Alumni discussion group.** We started to try to do this in the current fiscal without much success. The only alumni who participated was there specifically looking for opportunities for job leads and were not much interested in other engagement. We set up a job group within the alumni group, but have not gotten much engagement other than that.
d. **Invite alumni to share their professional success stories on the University page**
e. **Encourage alumni to connect and support current students.**

3. **Faculty and Staff.** Encourage all faculty and staff to incorporate supporting the University page as part of their professional networking activities on LinkedIn. We had several school and department group meetings this year to train staff on how best to support their departments and Post in general, through their social networks. Several faculty, particularly the faculty of MBSOB have embraced this and made networking Post content a regular practice.

Tactics for faculty and staff engagement:
   a. Ask faculty and administrators to participate in discussion groups, post on media links and professional advice and participate in University events promoted on the LinkedIn page. This was actively pursued this year through large school-level gatherings where networking suggestions and best practices were presented. We also worked one-on-one with the deans and key contributors to encourage them to take full advantage of their LinkedIn network.
   b. Ask staff at all levels to share Post University content, blog posts, and media coverage with their professional networks on LinkedIn on a routine basis. We do this through emails prior to large campaigns and also through our training efforts with various academic groups.
   c. Encourage staff and faculty to participate in discussions taking place in the Post Official group, Alumni group, and any new groups that may be developed as applicable to their roles (e.g. Admissions, etc.).
   d. Encourage APMs of programs with significant student populations to manage a discussion group focused on their program where applicable. We worked this year to assist Carole Bergeron, Alisa Hunt and Dick Dumont to initiate groups for their audiences. Chris Szpryngel has taken ownership and nurturing responsibilities for the MBA group.

LINKEDIN ADVERTISING

We have a small budget for next year to begin testing promoted posts on LinkedIn. These posts would be focused on prospective online students and would largely be targeted to our graduate programs. These posts would include a video or some other content and a link to a program page that contains a Request for Info form.

FACEBOOK

Despite the media popularity of Twitter, often fed by celebrity buzz, Facebook still has the largest online audience, (71% of online adults as of the Social Media Update 2014 released by the Pew Research Center in January 2015) with Twitter fifth (23%) behind LinkedIn (28%), Pinterest (28%) and Instagram (26%),. So while there is ongoing media coverage about traditional college-aged adults (18-24-year-olds) abandoning Facebook (down three percent to 88.6% as of Digiday's article on college students preferred networks), the sheer volume of participation in Facebook continues to make it an important social outlet for just about any organization.

What We're Doing Now.

Currently, Facebook is also Post's most popular social network. The page currently has over 8, 600 followers (which does not include the more than 300 followers that were purged as part of Facebook's removal of inactive accounts earlier this year). We had a great year with Facebook, notably increasing our stats in reach, followers, and engagement. We consistently rank well on LikeAlyzer, the popular web-based metrics tool for Facebook pages that allows us to measure our success against our competitors. Most recently, we have ranked in second place overall in the category of all U.S. universities on Facebook.

We added several popular regular features this year including #MotivationalMonday, Throwback Thursday (#tbt), and Question of the Week, our weekend engagement question for ADP students. We also ran several successful campaigns and fun promotions (#PostUCatDay, National Cat Day; International Talk Like a Pirate Day; #PostUDogDay, National Dog Day; and #PostShades, National Sunglasses Day), as well as engagement campaigns for key events such as Orientation and Commencement, and for regular engagement (#PostAdvice and #ChoosePost).Our Orientation and Commencement events were big successes and included a combination of engagement questions, short videos, and lots and lots of photos. We are currently planning the launch of this year's Orientation event on June 22nd, and plan to continue all of these successful features and expand to more features and more content for large events in the coming year.

Tactics for Facebook: In order to build engagement, it's important to create content that inspires a habit of engaging with the Post University Facebook page, first as a reader, and ultimately as a content participant.

1. **Video features:** This year, saw Facebook challenging YouTube's place as the main platform for video content sharing, and to ensure that, Facebook rewards pages that upload and post videos directly to Facebook. We took advantage of that and it paid off very well. We introduced our **Post Takeaway feature,** where our faculty and staff SMEs give their short takeaway on a trending topic in the news; created many new videos for academic programs; and encouraged our graduating class to share their **#PostMemories** and also to give **#PostAdvice** to the incoming class. Overall, our video features have done well in engagement and have greatly increased our overall reach. Our reach and engagement on Facebook is dramatically higher now that we are using native video and we plan to continue to do these types of videos throughout the year next year.

2. **Regular features**. Developing engaging content posts that are consistently published from week to week helps to remind readers to check in with what's going on at the Post Facebook page. We will continue to use the popular regular features that we developed this year: including: **#MotivationalMonday**, **#tbt** (Throwback Thursday), and **Question of the Week** (for online students). Our weekend **ADP "Question of the Week**" feature routinely receives a high level of engagement and often provides high quality feedback on the university and our programs through the student comments. **New in the next fiscal**, we will be adding a weekly (during the Main Campus school year) **Sports Spotlight** feature that would offer a photo or video of one of our teams either playing or news updates on athletic awards. Sports posts do very well on Facebook, with both main campus and online followers and we plan to expand on those post more in the coming year.

3. **Student Engagement through Events and Pages**. We can use events and groups in Facebook to encourage current and prospective student engagement.

   a. **Each class will have its own Facebook page**. We set up a Facebook page for the Class of 2019 earlier this year and will continue to do this for each class as soon as the incoming class has been committed. While there is some blurriness here because online students may have fluctuating graduation dates, we can be flexible about letting students join the group without restricting membership only to students on track to graduate in four years. Primarily, though, these pages will give the Main Campus students a place to get to know their classmates, share plans, and discuss their classes. It is also a place where Main Campus Admissions can share key messages to the class.

   b. **Create a Facebook Event for major student activities** to encourage participation and conversation for the Event. These might include Accepted Students Day, Orientation, and, of course, Commencement. For Post, these events offer an opportunity to speak to targeted audiences on Facebook and also a place to encourage conversations about the event.

4. **Engagement campaigns:** Cross-platform engagement campaigns focused around an event or a topic can be a great way of boosting engagement. There are a number of events throughout the year that offer great opportunities for cross-platform campaigns, including **Commencement**, **Orientation** and any special events that may come up, like the planned 125th Anniversary, **[Alumni and Family Fun Day]**.

FACEBOOK ADVERTISING: Next year, we will be diving more deeply into Facebook advertising, something we only did some minor testing with this year.

There are two main goals we are planning to explore more fully with Facebook advertising next year.
1. Boosting and promoting posts to increase reach and drive engagement.
2. Advertising academic programs through Facebook advertising to drive potential leads to the website to fill out a request for information form.

Boosting and promoting posts:

We plan to devote a monthly budget to promoting posts and campaigns on Facebook in order to expand the reach and increase engagement of key content and posts. This promotion of posts will expand our ability to reach our audiences for key content and help to grow our community size and engagement.

Key content that will be boosted:

1. **Blog posts:** We will continue to build the thought leadership of our faculty and staff through blog posts and promote these posts to reach a broader audiences, particularly prospective students and the media. We will also use advertising to promote blog posts featuring student and alumni success stories that will enhance the profile and brand of Post, particularly to prospective students.
2. **Key University news:** University news that we want be sure reaches our audiences, such as information for prospective or accepted students, or announcements of key accomplishments or awards the University receives.
3. **Engagement and Event Campaigns:** We will use the promoted posts to expand the reach and engagement of key engagement campaigns and events, including posts related to Commencement Day, **Alumni and Family Fun Day,** and Homecoming.

Facebook Academic Program Advertising: This year, we did a lot of promotion of our academic programs through blog posts, program videos by APMs and student testimonials. We want to expand on that this, by creating Facebook ads promoting graduate and select undergraduate programs. While we did some advertising on Facebook, the goal was primarily to increase reach and engagement. With these ads, the goal will be to drive leads to program pages of the website with the goal of having them fill out the request for info form.

TWITTER. Thanks to the media buzz around Twitter, it has the appearance of being the most used, and certainly most talked about, social network. Ellen DeGeneres' famous Oscar selfie has almost 3.5 million retweets and 2 million favorites, but in the day-to-day battle for social dominance of online adult users, Twitter still has a way to go. It ranks **fifth** in Pew's 2014 Social Media Update survey behind Facebook, LinkedIn, Pinterest and Instagram and only gained two percentage points from the 2012 study. The new study also finds it significantly behind Facebook in every demographic category. Despite this, there is no question that Twitter is used by a significant portion of our current and prospective audiences and should be a key component in our day-to-day and campaign-based social strategy.

What We're Doing Now. We currently run one main @PostUniversity account for the official university presence on Twitter. That account has just over 3,200 followers. There are also multiple Twitter accounts managed by the Athletics department, including the main @GoPostEagles account (1053 followers), which we regularly retweet in the main University account. We also have helped the Graduate Admissions team to launch a Twitter account that focuses on graduate student recruitment and spotlights Virtual Open Houses and also shares #MyPostExperience blogs from students and recent alumni. We are currently working with the Financial Literacy and Repayment Advisors team to develop a Twitter (and Facebook) account that the team can use to share important information with students and recent graduates. This year, we also helped Don Mroz to launch his @PostPrez account.

We currently use Twitter for our immediate, day-to-day news posts about the university, to promote content on the University blog, and as part of social campaigns that use a shared hashtag, including our #PostUClassof2015 graduation and #Post125 campaigns, and the upcoming #PostU2019 class hashtag for orientation. We also created short student videos and are using those on Twitter under the hashtags #PostAdvice and #PostMemories. The #PostMemories campaign was very successful over graduation on both Twitter and Instagram. We have not done Twitter-only based promotions or campaigns, or segregated specific content

exclusively to Twitter, but do plan to look for opportunities where doing that would be strategically advantageous. So far, the account has had modest success with engaging audiences to retweet, favorite, and click-through our posts.

Tactics for Twitter:
1. **Twitter chats:** We would like to experiment this year with Twitter-only chats on key topics and with faculty and staff SMEs. Possible Twitter chats could include:
    a. **Live #PostChat targeted at prospective students.**
    b. **A live chat with the President:** where current or prospective students, or anyone else, can ask Don questions about the university.
    c. **Live chats with Post SMEs.** These could include topic-based chats with experts such as David Jannetty, Chris Szpryngel and Jill Buban.
2. **Setup a PostEaglesTalk account.** Use this account to develop and work with current students to post student stories, testimonials, and personal advice from current students about their experience at Post.
3. **Work with Don Mroz to expand the content of his a Twitter account.** More and more college presidents are having a regular presence on Twitter. When done right, these presidents have success in supporting recruitment and retention efforts through engaging with students on Twitter. It's a highly impactful way of briefly checking in and connecting directly with students—making Don a real person to the 17,000 online students who most likely will never have the pleasure to meet him in person. Possibly more important than the content, though, is the opportunity these Twitter posts offer to university audiences to see the personality and thoughts of the university's leader. This year, we worked with Don to establish is presence on Twitter on his @PostPrez account. So far, he has used it as a great way to share campus happenings with his audience. Next year, we would like to work with him to expand his presence to use it for thought leadership and some admissions and student engagement-focused posting.
4. **Twitter hashtag campaigns.** Using a hashtag as the anchor for Twitter campaigns can get an active conversation going that is facilitated by the immediacy of Twitter's format. They can be used for engagement questions, or to encourage user generated content. We ran several hashtag campaigns on Twitter this year and will continue to look for opportunities to expand on these types of campaigns. We also look for opportunities to "newsjack" by posting content based on trending topics.
5. **Develop Twitter-exclusive content and campaigns**. A mistake so many colleges do, and we have been guilty of this as well, is to just use Twitter as a short-format Facebook, which isn't how Twitter users view it and isn't the most effective use of the platform. We need to develop campaigns and content that are tailored to Twitter's format. Hashtag campaigns and Twitter chats are some ideas, but we want to work to develop unique ideas that will make our Twitter account stand out.
6. **Twitter video.** With the new native video and livestreaming video (MeerKat, Periscope) available through Twitter, we want to continue to look for opportunities to leverage the technologies and opportunities native Twitter video affords.

YOUTUBE

Video is a critical component to Post's social media presence and we extensively expanded our video content this year. We will continue to use YouTube as part of our video strategy, but YouTube is facing huge competition now from Facebook and Google and will potentially not be as key of a platform in the future. Nevertheless, it will continue to be a key part of our video strategy for the coming year. Also, YouTube will be the source for video for the new website, so developing and integrating video for the new website will be an important component of our content strategy for the coming year. Taking video seriously and incorporating it into not just our social strategy, but our website strategy is key to being noticed in the competitive university market.

What We're Doing Now. We currently have **322 videos** (an increase of 183 videos and 131.6% over the all-time total at the end of last fiscal year) on our YouTube channel with 217 **subscribers** (an increase of 59.6% over the all-time total from the end of last fiscal year).

This year we more than doubled the total videos that were on the YouTube channel at this time last year, reflecting our commitment to making video a large part of our social and content strategy. The new videos included new program videos with faculty and students, thought leadership videos through our new **#PostTakeaway** video series, new student testimonials, and a large number of short videos focused on students including our **Tip of the Week videos** for new Main Campus students; **#PostAdvice** videos, where we asked outgoing graduates to offer advice to incoming Main Campus and ADP students; and **#PostMemories** videos where graduates shared their favorite memories of their time at Post.

Tactics for YouTube:
This year, we made great improvement in video production over last year and added many new testimonial, student, academic program and thought leadership videos to our YouTube channel. We plan to continue and expand those efforts while continuing to experiment with and leverage new video opportunities and new YouTube features.

We will also continue to try to optimize our YouTube presence and take advantage of features that will heighten our profile and video views. These will include:
1. **Continue to add new video features:**
   a. **On the Scene**: short videos of interviews with students at campus events.
   b. **Sport's Spotlight videos:** Short snippets of sports games and athletes practicing before games**.**
2. **Optimize our presence on YouTube:**
   a. Use **Fan Finder** to create channel ads for our YouTube channel. YouTube offers free channel ads to help direct people who are likely to love your content to your channel. Channel ads are short videos that give users an idea of what your channel is about and give a call to action to explain why the person should subscribe.
   b. **Add website annotations**. In addition to adding a call to action and a website link in the video's description, we can also use annotations to add a clickable link to our website (or a landing page) in the video player.
   c. **Add InVideoProgramming.** InVideoProgramming allows you to embed a channel logo or video across all videos on your YouTube channel to create a brand identity across your YouTube presence.
   d. **Optimize the title and video description for SEO.** Include keywords in the title and description of the video.
   e. **Organize our YouTube page:** As we add new videos, we should be sure to review and, if necessary, reorganize our YouTube page to have optimal accessibility to highly desirable videos.

INSTAGRAM

While currently in fourth place in social media usage, Instagram is undeniably a requirement for university social media strategy. Over 75% of Instagram users are under the age of 35, which make it an ideal platform for traditional college students, but also includes many of our online students who are relatively young professionals juggling a career and pursuing a degree.

What We're Doing Now. We currently have 344 followers and 283 posts (up **102.3%** on the total number of followers and **133.8%** on total posts from the end of last year). Most of the photos are taken by Post staff and are of events and campus shots except for our popular #tbt feature, which are historic photos from archives and yearbooks. We encourage our students and other audiences to post their photos to Instagram using a hashtag and we repost them on the University account.

Tactics for Instagram:

1. Recruitment-related campaigns that will use a hashtag to encourage current students to share glimpses of their college experience with prospects. The first of these will be our #PostAdvice campaign where we have created short videos of both Main Campus and OEI students giving advice to incoming and prospective students.
2. Engagement campaigns- we did an exceptionally successful (for Instagram) campaign at Graduation using the #PostMemories hashtag. The campaign included 15 short (15 second or less) Instagram videos of graduates sharing their favorite memory of Post. We would like to do more of these, including On the Scene quick videos at campus events and other specific campaigns using short videos. Also, we will be focusing more on sports coverage next year and will incorporate photos and short videos featuring our sports teams.

PINTEREST

Pinterest is now [ahead of Twitter and Instagram with 28% of online adults on Pinterest](). A key thing to note is that 80% of Pinterest users are women and much of Pinterest's success has come on the e-commerce side, where brands spotlight products.

What We're Doing Now. We currently have 20 Boards on our Pinterest account with 331 pins and 152 followers. As with Instagram, we are just beginning to build our presence on Pinterest and our engagement is fairly small. The current boards such as "Student Spotlight," "Students Giving Back," and "All Under One Tree" give users a good view of what the Post experience is like and support the University's branding. While we do post to Pinterest, it is not currently a top priority for our social strategy. Interestingly, we have a follower who has started her own Online Student at Post University board. She is an extremely active member of the Pinterest community with over 4600 followers and 100 boards over all on Pinterest, but her Post Pinterest board has over 2,500 followers. She has shared posting privileges to her Board with us and actively promotes Post to her followers.

Tactics for Pinterest:

1. Strategically use Pinterest to support branding and engagement goals. With its highly visual format, it offers great opportunities for branding and student engagement.
2. Offer a fun community for students to see and share (through our repins of their hashtagged photos) Post event and campus activity photos, inspirational pins, and sports photos.

STORIFY

Storify is a great way to give followers a place to catch up on all of the social media buzz surrounding an important event, campaign, or online chat. We plan to make a habit of creating a Storify story, which will pull in all the social posting around the hashtag created for each of these type events and then promote the recap or story on our other social sites. This gives everyone a chance to see not just what Post is posting about the topic, but students, alumni, faculty, etc. We generally start a Storify board for major events like [Commencement]() and [Orientation]().

GOOGLE+. In March, Bradley Horowitz, a longtime Google VP of product, announced that he had become the new lead for Google+ and that it would be broken into two new products, Google Photos and Streams, [in a post on Google+.]() This led to a new flood of Google+ is dead blogs and articles in the media. Clarification the next day stepped away from that notion and said that the Photos and Streams was an internal naming convention that would not affect the outward product. The identity and direction of Google+ still seems to be somewhat in flux and it isn't clear how Google really plans to position it going forward. Industry observers have noticed subtle changes in the Google interface where [Google+ links are disappearing]() from their prominent places on Google pages and in Gmail. Still, for now, there continues to be search-related advantages to using Google+ and we will continue with our Google+ community until something concrete changes in Google's approach to Google+

Google has given us several reasons that make it worthwhile to develop and nurture a presence there.

1. **SEO**: Using Google+ impacts how and when Post will show up in search results in several ways:
    a. **Personalization**: As reported in <u>an article on SearchEngineWatch.com</u>, Google+ impacts search results for people who are logged in, so that people who follow you on Google+ and people who follow anyone who +1's your content are more likely to see the content show up in Google search results.
    b. Content *originally created* in Google+ is ranking highly in search results
    c. Part of Google's Hummingbird release was to process signals from social platforms, again to favor Google+.

2. **Google Hangouts.** This plan has explored the opportunities for Google Hangout on Air throughout this document. While you don't have to have a strong presence on Google+ to take advantage of Google Hangouts on Air, using Google+ allows you to send invitations for your Hangout event to your circles.

What we're doing now. This year we relaunched our presence on Google+ and incorporated into our social mix for most content. For audience, we treat it uniquely, using it to promote all of the content that promote on LinkedIn, plus some of the content that we otherwise post only to Facebook and Twitter. While the page has not gotten much engagement, we consistently have a respectable number of community page views; a small, but growing number of post views, and a very large number of photo views. We've seen the value of having blog posts gain better positioning in social through our Google+ community, but need to continue to grow our followers.

In addition to our regular posting, we hope to grow our followers by doing more Google Hangouts. This year we did our first Google Hangout with Don Mroz, and hope to do more with him and other faculty and staff throughout the year.

Tactics for Google +

1. **The President's Monthly Hangout:** As mentioned previously, we can develop a monthly Google Hangout On Air Event with Don Mroz. The live event would give online and on campus students a regular opportunity to hear from the president—about the university, about education, or about business topics— and with the potential to do a live Q & A. With a regular schedule, the event and topic could be promoted aggressively on social media to encourage live attendance and then the resulting video could be put on our YouTube channel.
2. **PostTalk or EagleTalk Hangouts:** Our own version of something similar to a TED Talk, done as a Google Hangout On Air, with one of our subject matter experts talking about a topic related to their field but that has broad appeal. The talks could be launched from the blog and promoted on the website and social media. This platform would make it easy for ADP faculty that are not in the Connecticut area to participate.
3. **Alumni Hangouts:** Engage alumni to have Q&A-type hangouts with current students looking for work in the alumnus' profession.
4. **Main Post Google+ page:** Use the main account to speak primarily with current students, prospective students, and, secondarily, with alumni. This account would focus on academic calendar events, campus events (Main Campus), career advice, etc. It would be used to promote that University's subject matter experts and administrators.
    a. **Promote University news and content**. Post news and sports much like the Facebook page, and promote Post blogs on the page.
    b. **Leverage Hangouts** as discussed for LinkedIn and Facebook, but with the added value of being able to make them invited events.

OTHER POSSIBLE PLATFORMS:

Tumblr and SnapChat are two platforms that demographically skew toward the age group for traditional college students. Tumblr blogs are becoming popular with colleges, particularly those that are student-run or have student contributors. Universities are experimenting with SnapChat to communicate with prospects and current students. We plan to evaluate the possibilities with these and other new platforms and determine if adding them to our social media suite would be beneficial to our overall social strategy.

APPENDIX A: BASELINE METRICS FOR POST SOCIAL SITES
Below is a very basic overview of our metrics as a basis of comparison for the competitive analysis that follows
(From 4/10-5/10 unless otherwise noted).

POST UNIVERSITY
Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Blogger, Google+

POST UNIVERSITY BLOG

Monthly Blog Stats

Month	Page Views(in network/out of network)	Blogs
April '15	19,234/3205	15
March '15	14,894/2513	11
February '15	14,625/3652	8
January '15	20,184/4430	9

Individual blog post stats, April 10 – May 10

Twelve ways teachers can use technology to teach
Date: 4/14/15
Author: Linda Kaiser
Page views: 241

Three ways to make the most of your tax refund check
Date: 4/16/15
Author: Phillip Dawson
Page views: 124

Five ways to prepare for a career long before graduation
Date: 4/17/15
Author: Debora Manente
Page views: 135

The Finance of Terror: Recognizing and derailing the terrorist gravy train
Date: 4/20/15
Author: John Albanese
Page views: 176

My Post Experience: Sathaphone Phophantasak, across the world in pursuit of a dream
Date: 4/21/15
Author: Dan DeBlasio
Page views: 261

Social media being used to gauge "pulse" of city
Date: 4/24/15
Author: Sharon Burke
Page views: 187

My Post Experience: Jessica Gioia, embarking on a new journey
Date: 4/27/15

Author: Dan DeBlasio
Page views: 352

My Post Experience: Celeste Robitaille, learning to lead
Date: 4/30/15
Author: Dan DeBlasio
Page views: 104

5 Questions with Steve Paulone: Strength of the U.S dollar
Date: 5/1/15
Author: Dan DeBlasio
Page views: 100

Post's Main Campus co-valedictorian persevered and thrived
Date: 5/6/15
Author: Don Mroz
Page views: 473

Post's ADP co-valedictorian makes it a family affair
Date: 5/7/15
Author: Don Mroz
Page views: 286

Meet the Class of 2015, Post's most diverse graduating class
Date: 5/8/15
Author: Dan DeBlasio
Page views: 464

FACEBOOK

Followers: 8,486
Average Likes: 20
Average Comments: 5
Average Shares: 1

Top 5 posts last 30 days:

1. [Undergraduate Commencement Photo Album](#) (5,600 reach, 141 likes, 37 comments, 1 share)
2. [Graduate Commencement Photo Album](#) (3,700 reach, 167 likes, 15 comments, 2 shares)
3. ["Post University is…" Video](#) (4,900 reach, 109 likes, 25 comments, 25 shares)
4. [Question of the Week for ADP 4/25](#) (1,700 reach, 28 likes, 17 comments, 0 shares)
5. [Student-athlete awards photo](#) (1,200 reach, 43 likes, 10 comments, 2 shares)

Top posts from the Commencement Event on Facebook

Graduates: what song can you not get enough of right now? Let us know and we'll compile a list and build a Grad Playlist on Spotify! #PostUClassof2015
Date: 4/1/15
Comments: 12
Likes: 16

Just 25 DAYS remain until graduation! Who in #PostUClassof2015 is getting excited!!
Date: 4/14/15
Comments: 21
Likes: 22

For parents, family, friends of graduates: What would you like your graduate to know as they celebrate this achievement? #PostUClassof2015
Date: 4/20/15
Comments: 19
Likes: 41

Post will have students from several states and countries graduating this year! What location will you be representing? #PostUClassof2015
Date: 3/25/15
Comments: 34
Likes: 28

Facebook Analytics - 30 days

April 27- May 3
Page Likes – 8,410 (+ 0.5%)
New Likes – 65 (+62.5%)
Total Reach – 20,687 (+27.4%)
People Engaged – 1,131 (-15.2%)

April 20 – April 26
Page Likes – 8,350 (+ 0.4%)
New Likes – 42 (+55.6%)
Total Reach – 16,232 (-14.5%)
People Engaged – 1,333 (-26.8%)

April 13- April 19
Page Likes – 8,326 (+ 0.5%)
New Likes – 51 (+131.8%)
Total Reach – 18,976 (+90%)
People Engaged – 1,820 (+110.2%)

April 6 – April 12
Page Likes – 8,281 (+ 0.4%)
New Likes – 35 (+118.8%)
Total Reach – 7,829 (+1.9%)
People Engaged – 842 (+2.6%)

TWITTER

Our Twitter account currently posts content similar to Facebook, but in Twitter limits.
Followers: 2,955
Average Favorites: 3
Average Retweets: 1

INSTAGRAM
Followers: 328

Our account currently is made up mainly of photos from events across campus, things the staff can visually capture to show what we are doing and the positive things our students take part in, such as volunteer efforts, athletics, University functions, etc. Occasionally, students will post photos on Instagram with a reference or hashtag.

Average Likes: 15
Average Comments: 1

LINKEDIN
Followers: 10,481

The LinkedIn University page currently promotes the University blog and other materials University staff and faculty are creating. This includes student profiles, alumni stories, thought leadership pieces, media roundups and announcements about faculty and staff activities.

Average Likes: 5
Average Comments: 1

YOUTUBE
Subscribers: 215

The page features videos on faculty and staff interviews, student testimonials, and a look into life on the main campus, including video from games and activities, and virtual tours of the University and its facilities.

Number of total videos: 284
Average Views: 500

Top 5 Videos:

Virtual Campus Tour 2013
Published: 2013
Views: 6,615

Residence Halls: Virtual Tour 2013
Published: 2013
Views: 2,180

Student Profile: Sharon Cossu
Published: 2012
Views: 2,179

Malcolm Baldrige Tribute Video
Published: 2012
Views: 1,979

Student Profile: Reverend Ed Cornell
Published: 2012
Views: 1,753

PINTEREST
Followers: 155

Currently has photos similar to Instagram, but categorized into topics such as "Student Spotlight", "Go Eagles!", "Students Giving Back". Another way to display in photos what our University is doing well.

Total Boards: 19
Total Pins: 299

GOOGLE+
Followers: 35
Views last 30 days: 76,298
We post links to our blogs, program videos and other links set out via our social channels. We also conducted our first Google Hangout in 2015.

APPENDIX B: SOCIAL MEDIA COMPETITIVE ANALYSIS STATS

Schools:

- Grand Canyon University
- University of Phoenix
- Drexel University (Online)
- Southern New Hampshire University

***Note:** Since we are not the owners of these pages, without a more extensive review, we don't know whether stats posted here are completely organic, or if the organization has extended their influence with paid reach.

Grand Canyon University

Social Sites – Facebook, Twitter, YouTube, LinkedIn, Google+, Instagram

Facebook – Very little commenting, but a high number of likes and shares, specifically on their numerous religious posts and gospel hymns. Majority of posts are religious, but other posts are a combination of events happening on campus and academic program promotions.
Followers: 267,612
Average Likes: 150
Average Comments: 4
Average Shares: 15

Twitter – Promotional links to University content, quotes and hymns. Several tweets per day, including sports coverage and academic program promotion.
Followers: 45,900
Average Favorites: 10
Average Retweets: 5

YouTube – Yearly high quality "welcome" video. "Trending Faith" videos which are inspirational and religious that do well. Highlights of sports games provided by athletic department.
Subscribers: 4,607

LinkedIn University page— Multitude of current student and alumni reviews and positive messages. University itself does not post here, or has not in some time, just a place for leaving reviews.
Followers: 34,308

LinkedIn (company) – Very few posts. Links to other social channels, University website, and University LinkedIn page.
Followers: 12,382

Google+ - Mainly text posts, including "Thoughts on Purpose" campaign, which shares simple messages of success and inspiration. Many religious posts, and identical Facebook posts.
Followers: 3,236

Instagram – Mainly photos of sports and students on campus. #GoLopes is a widely used hashtag, and users do engage well with their posts.
Followers: 13,800

University of Phoenix

Social Sites – Facebook, Twitter, YouTube, LinkedIn, Instagram

Facebook – No more than one single post per day. Good engagement on #IAmPhoenix campaign asking students what they are proud of being a Phoenix student, alumni. High volume of likes, comments and shares due to massive community.

Followers: 1,815,203
Average Likes: 1,575
Average Comments: 45
Average Shares: 85

Twitter – High tweet volume. #SuperPhoenix, which recognizes alumni that are having success in their careers, and #RealTalk, which is inspirational posts, both have the highest levels of success.
Followers: 214K
Average Favorites: 6
Average Retweets: 3

YouTube – "Let's get to work" section shows how graduates are putting their degrees to work. They also have a new "Phoenix Latino" section, which recognizes success of their Latino student base.
Subscribers: 13,283

LinkedIn – (company page) Several links to articles on their "Alumni Association" website on time management, work/life balance, other business-related issues. Tips given in the comment section by viewers.
Followers: 71,562

LinkedIn University page – Massive alumni base, as expected. Majority of posts are alumni posting the success their having, or interacting with other alumni. Phoenix does not post here, but does respond to comments when they are posted.
Followers: 498,160

Instagram – Small number of posts with limited engagement. Photos of visitors to campus, forums, holiday announcements, and students in the classroom.
Followers: 1,246

Drexel University Online

Social Sites – Facebook, Twitter, YouTube, LinkedIn

Facebook – Small community with limited engagement. Posts about twice a week, mostly sharing media references on the school or its faculty. Also promotes online academic programs.
Followers: 5,742
Average Likes: 7
Average Comments: 1
Average Shares: 0

Twitter – This account shares information and announcements for both Drexel and Drexel Online. Mainly used to promote student stories and academic research faculty is doing.
Followers: 3,392
Average Favorites: 1
Average Retweets: 0

YouTube – #ABetterU campaign features online graduates who are using their degree and working in their field. Posts are not frequent, featuring about 1-2 new videos a month.
Followers: 133

LinkedIn – (Online School company page) Infrequent posting. Mainly sharing of news articles that mention research being done at Drexel, or students and alumni in the news. Not overly focused on online side of the school.
Followers: 2,145

Southern New Hampshire University

Social Sites – Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram

Facebook – Links to the University blog site and academic program pages are frequently promoted. Photos of campus and student-athletes in action are also a focus on this page. The page also features one line quotes from students about their time at SNHU, and a "See Yourself Succeed" campaign which features interviews from online students earning degrees that were delivered in person by SNHU.
Followers: 36,021
Average Likes: 100
Average Comments: 10
Average Shares: 3

Twitter – Frequent tweets. #SeeYourselfSucceed campaign is well documented, at least once daily, as bus tour rolls across the U.S. These tweets, and accompanied videos, to very well. Not a high amount of likes and retweets per amount of followers.
Followers: 8,776
Average Favorites: 4
Average Retweets: 2

LinkedIn – Good "Class of …" campaign where students and graduates hold up a sign that reads "Class of doers", "Class of Make it Happen" etc. with one line about their experience at SNHU and what it helped them do in their careers. Links to blogs, YouTube videos also shared here.
Followers: 36,496

YouTube – A strong collection of videos posted across the social sites. Also a good focus on international students with an "International Voices" section on the site interviewing SNHU students from around the world.
Subscribers: 1,689

Instagram – As does their Twitter account, their Instagram account focuses mainly on their travels across the nation visiting graduates. Athletic and campus photos are also featured. Average number of likes but limited comments on photos.
Followers: 1,541

Google+ - #seeyourselfsucceed bus tour campaign again resonating well on the page. The page is an extension of the YouTube page, and directly links back to YouTube.
Followers: 989

Key Takeaways from Competitors:

- Shorter, more engaging posts see much more success
- Campaigns geared around student, alumni success are well received
- Video views on YouTube are decreasing, do to organic reach and native videos
- Universities have success focusing on athletic programs
- Schools are taking advantage of recognition holidays, i.e. "Nurses Week", "Librarian Day"