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| **GOAL** | *What outcomes are you trying to achieve and/or influence? What are the business goals?* |
| * Examples:
* Increase applications to target programs
* Surprise and inspire prospects via content that sparks engagement and facilitates lead collection
* Direct prospects to register for online and offline recruitment campaigns (webinars, Open House, events, etc.)
* Differentiate Algonquin College from other Ontario HigherEd institutions by telling the “Algonquin Story”
* Benchmark social media’s influence on lead generation and applications
* Increase use/sales of X service/products
 |

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| **OBJECTIVES** | *Make sure they’re SMART – specific, measurable, actionable, realistic and time-sensitive* |
| * Examples:
* Generate X # of leads for each of the target programs by date
* Generate X # of registrants for recruitment campaign name by date
* Increase web traffic to target program pages by X% between date and date
* Garner X # of views to X video by date
* Increase Facebook engagement by X% between date and date
 |

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| **TARGET AUDIENCE(S)** | *Demographics (age, location, education, etc.) and psychographics (interests, values, attitudes, wants, needs, etc.)* |
| Demographics | Psychographics |
| Examples:PRIMARY: Prospective students* Graduating from High School
* Returning to Education
* College/University Grads
* Current Students
 | * Examples:
* Unsure of where or when to pursue post-secondary education
* Want to know if they’ll fit in at college and can study something they’ll enjoy*OR* May already have some post-secondary education, want to maximize transferability and find the right program
* Already engage with friends via social media
* Want a job upon graduation
 |
| Examples:SECONDARY: Influencers* Parents/Guardians
* Teachers
 | * Examples:
* Play a key role in students’ decision-making process
* Conscious or curious about academic deadlines; eligibility and program requirements; financial aid
 |

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| **CONTRIBUTORS, INFLUENCERS + PARTNERS** | *Can influencers or partners help you reach your goals? Who are the big/important players?* |
| **Group** *(Who do you know or who could you reach out to? Are any related events coming up? Who could you partner with?)* | **Action** *(How can you build/leverage this relationship and turn it into content?)* |
| * Marketing Department and FMOs
 | * Recruitment/nurture events for Target Programs
 |
| * Current Students
* Student Ambassadors
 | * Testimonials
* Student-answered questions and student-developed content
* Social sharing via AC pages and personal channels
 |
| * Partners (College or program-level partners who are employing grads, on advisory committees, etc.)
 | * Snapshots of potential jobs upon graduation
 |
| * Alumni (Department and actual Alumni)
 | * Grad profiles, forums
 |

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| **ENGAGEMENT STRATEGIES** | *What big moves or ideas need to be complemented for us to reach our goals and objectives?* |
| Examples:**Connect current students with prospective students via the social sphere** | * Examples:
* Student-answered questions and student-developed content
* Informal mentors
* Student Ambassadors’ social presence
 |
| **Captivating Recruitment Events** | * Recruitment/nurture events for Target Programs (webinars, info sessions, other)
 |
| **Promoted Posts and Advertising** | * Promote posts re: recruitment/program events
 |
| **Tell the “Algonquin Story” from the student perspective** | * Student life, student insights via AC Student Blog — recruit Student Leaders/students from Target Programs
 |
| **Contests/Giveaways** | * Can we leverage contests/giveaways to create relevant excitement and sharability?
* Can recruiters drive event attendees to FB page for contest?
 |
| **Alumni Engagement** | * Can we use Alumni, arguably some of our biggest advocates, to tell the “Connected to where you want to go” story?
 |
| **Support/Reinforce/Integrate with other marketing initiatives (AC and Target Programs)** | * How can we integrate social media into other activities and vice versa?
 |

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| **EVALUATION** | *How will we measure success and identify areas for improvement?* |
| * Examples:
* Social engagement
 | * Examples:
* Engagement by social channel, +/- % change
 |
| * Website traffic
 | * Via Google Analytics, by channel, +/- % change
 |
| * Event/campaign registrations
 | * Use channel-specific URLs to attribute registrations
 |
| * Link clicks
 | * Tracked by link shorteners, Google Analytics
 |
| * Leads
 | * New leads and sources
 |
| * Applicants
 | * Conversion rates
 |

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| **OTHER CONSIDERATIONS** | *What else needs to happen in order for this initiative to succeed?* |
| * Example:
* Roles and Responsibilities (content development and scheduling, engagement/strategy execution, etc.)
 | * Who will lead/contribute to this strategy?
* Is there a $ budget?
 |

*[Use this table to plan your social tactics – the specific activities that will allow you to execute your Engagement Strategies. Download the Content Calendar to delve deeper into your content.]*

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| **TACTICS** | *What activities can we deploy to execute our engagement strategies?*  |
| **SOCIAL CHANNEL** | **TACTIC** | **NOTES** | **EVALUATION** |
| **Twitter** |  |  |  |
| **Facebook** |  |  |  |
| **YouTube** |  |  |  |
| **LinkedIn** |  |  |  |
| **Blog** |  |  |  |