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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** |  |  |  |