

ESTABLISHING SOCIAL MEDIA MARKETING COMMUNICATIONS (MarCom) FUNNEL MARKETING OVERVIEW

PROBLEM:

How do you devise a successful MarCom Identity?

PURPOSE

What is the common purpose of your committee/org?

MISSION STATEMENT (10 mins)

IDENTIFY COMMONALITY:

What is your common goal, who are you?

Brainstorm to identify Commonality of Mission, Use Keywords.

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BRAND

SIMPLIFY AND NAME YOUR COMMITTEE, use identifiers: KISS (Keep It Simple, Silly)

Identity needs to be very clear and concise.

Think of an outside perspective.

MARKETING AND CONSISTENCY

Once you have an agreed upon brand name identity, purpose, and mission, you are now able to establish cross platform social accts, design logo, & templates

MARKETING COMMITTEE STRUCTURE (Business/Real-World Functionality)

Appoint 1-3 Marketing Chairs/Co-Chairs. (1 per group that meet as a Marketing Committee)

1. Getting the job done. All projects should be funneled through the MarCom Committee
2. Establish job functions per Chair. Who is good at what?
3. Can one person do design, another social, a third vid?
4. Can one person do all 3 on Canva for one program, the Co-Chair do the next, etc.
5. Establish a shared Google Calendar 1 month out with upcoming events, ideas, etc.

COMMUNICATING THE MESSAGE(S)

Consistency is KEY

1. Establish logo, templates, & marcom brand identity & best practices to follow.
2. You want to establish your identity, professionalism,
3. Use a marcom check sheet per project.
 - a. Content, Design, Logo, Ad Channels

SOCIAL MEDIA

Best Practices

1. Set-Up Accts and Avatars
2. Use the SAME handle (name) for all social channels. Consistency is key and avoids customer confusion.

GAIN AUDIENCE

3. Spiderweb to gain acknowledgement.
 - a. Like and follow other accts, they will return favor.
 - b. Tag relevant people
 - c. Hashtag commonalities
 - d. Build relationships. Partner with someone who has many followers.
 - e. Vids & Stories are #1
4. Always Tag someone who can support your posts.
5. Diff uses for diff channels, same message. Facebook to Event, Twitter for quick points, Insta for a current post (use on the day of promo, most popular among students).
6. Give-aways and/or campaigns to build followers. Use your network.
7. Behind the scenes, puppies, day to day, are all successful
8. Don't go ghost! Always engage on all 3 platforms. Don't go more than a few days w/out posting.

DESIGN & PUBLISHING

9. Design: Canva (**Design** & Schedules some platforms),
 - a. Design Consistently. Use same design cross-plat
10. Publishers: HootSuite (All Social, no Insta), Bettr (Insta Scheduler)
 - a. Suggest Canva Design & Hootsuite Publish
 - b. Design, Logo, Time Multi-Channel Publishing
 - c. Post during high engagement times. (2:00-4:00) Schedule
11. Content & Tone
 - a. Always be aware, you represent UVA & Uphold Honor Code
 - b. Use student tone.
 - c. Engage your followers. There is a different ease of language. Don't be 'academic', be you, be humorous, be engaging, be positive.
 - d. Ask questions for responses
 - e. Who, What, When, Where, & How

ADVERTISING MEDIUMS & RESOURCES

1. Posters, HooView, **Connections**, Calendaring, SPIN, Chalking
2. <http://studentengagement.virginia.edu/student-organizations>
3. Kelly Chambers, Program Coordinator for Student Engagement
kmc2sq@virginia.edu
4. Alison White, Marketing Director for Dean of Students, awhite@virginia.edu