

Alumni Social Media Engagement Marketing Plan

Digital Corps – November 2020

Executive Summary

In in one or two brief paragraphs describe the gist of the marketing plan and its goals.

We want to increase alumni's engagement on our social media posts, so we will begin reaching out to alumni and posting content that better aligns with their interests. We want them to like more posts and comment more frequently.

Target Audiences

Identify and describe target audiences.

- **Target Audience #1:** Recent Graduates
 - **Description:** These alumni are active on social media, and they interact with a combination of trendy and professional content.

- **Target Audience #2:** Older Alumni
 - **Description:** These alumni engage less frequently with social media and interact with professional content and content from family and friends.

Goals and Objectives

Identify goals, which are broad and overarching. Then, identify objectives, or measurable checkpoints, that support each goal.

Goal #1: To receive two comments from alumni each week.

- **Objective #1:** Create alumni content to post weekly
 - **Measurement:** Track how much alumni-related content is posted
- **Objective #2:** Create calls to action (CTAs) for alumni
 - **Measurement:** Track the number of CTAs posted to make sure there aren't too many or too few, and track how many alumni respond

Strategy

Identify strategies, which are broader than tactics and should match specific objectives. Note the rationale, or the importance of the strategy.

Campaign #1: Location Question

- **Matching Objectives:** #2 Create CTAs for alumni
- **Rationale:** Alumni will be prompted to comment if we ask a question. This question will open a discussion about location and industry, which can benefit current students interested in similar industries as alumni.
 - **Key Message:** Why they chose to live somewhere based on their career
 - **Target Audience:** Both Recent Graduates and Older Alumni

Tactics

Identify tactics, which are more specific and should explain the steps to reach your campaigns or strategies.

Campaign #1: Location Question

- **Tactic #1:** Ask remote alumni a question.
- **Tactic #2:** Ask alumni who work in-person a question.
- **Tactic #3:** Post about specific alumni
 - Research alumni living in a variety of locations
 - Reach out to specific alumni and ask them about why they chose their location
 - Create posts about the alumni's responses and tag the alumni