

Social Media Proposal Final

Introduction

The Problem

Arizona State University is a college recognized for its ingenuity and innovation. With its abundance of great programs, one would think that social media would play a large part in the marketing of each campus; however, all campuses except Tempe are frequently underfunded and undermanaged. Within the marketing department at the Polytechnic location, social media use is practically non-existent, and most marketing strategies are physical (posters, newsletters, etc.). This comes at a time where even upper management is cutting down on the use of physical media in an attempt to protect students from inappropriate content not affiliated with ASU. As a campus that primarily creates physical media to promote events and students, change needs to be slowly implemented to keep the marketing team valuable. So, how can we actively maintain marketing strategies without resorting to physical media?

The Solution

One way to aid this transition is to increase the use of social media and decrease the use of physical media. This should help the polytechnic location form a better relationship with its students and the families of the east valley. Why do I say this? Well, it's because the primary purpose of social media is to effortlessly connect students, faculty, and families to one place where all campus information can be found. The Poly Marketing team does not have any social media presence as we speak, which means that we are going to have to start from the ground up. Thankfully, social media is not impossible to integrate and should not take a large number of resources or time.

Why Social Media?

Social media can reach a lot more people in an instant than physical media ever could and is even faster and easier to produce than physical marketing. Likewise, we do not just want to

promote our campus events like we have done in the past; we want to solidify a more concrete identity that is separate from the Tempe location. We will follow the ASU style-guide but make some slight modifications so that we, at the Polytechnic site, can be recognized as a more family-friendly and community-oriented version of the Tempe Location. We also want to encourage positive student behavior by promoting and showcasing amazing students who have gone above and beyond what was expected of them. All of the above goals will help us establish ourselves as a separate entity with a lot more to offer than just engineering and help encourage student involvement and communication especially when it comes to campus events and community service.

Content

Platform Content Overview

We are going to concentrate on Facebook, Instagram, and YouTube for this specific proposal since these will have the most benefits with the least amount of difficulty. We are going to create a group or organization for each platform titled something like “ASU Poly Marketing,” the name will be determined on week one of implementation. Each platform is going to serve a different purpose but has relatively similar content. Every platform (even ones we use in the future) will connect to our Facebook page so that we have all our content available in one location. This can help establish a more fluid and professional social media presence.

Facebook

Facebook will be our largest and most used platform. It is also going to be a lot broader than the other two platforms and will probably use content from both YouTube and Instagram to flesh out its posts. Its primary purpose, however, is to be the central hub for all of our content and the face of our social media presence. With this being said, first impressions are , so this platform is going to be updated the most out of all other platforms we are working with. We are also going to have to be very careful about what content is produced, as well, because we do not want to ruin our credibility by creating scandalous content.

Instagram

Instagram is going to be used mostly for short clips and images. These can be taken from really anywhere at any time but should have something to do with our location or our values. One idea for content is to have short stories interviewing incoming freshman before their classes begin and then talking to them again at the end of the year asking them what they learned. If a video takes up too much time, they will be moved over to our YouTube page. We can also put digital posters, flyers, and infographics on our Instagram page which can be used in our Facebook posts.

YouTube

YouTube is going to be our primary source of videos. We hope to start implementing more videos into our marketing by the beginning of next fall. These are going to be longer videos that cannot fit into the time-limit of Instagram. This is also another platform with many different options but some ideas I was thinking of were incoming freshman videos (survival tips, guides, interviews, promoting different organizations, etc.), showcasing some of our amazing clubs, students and affiliations and partnering up with various departments on campus to help make the polytechnic location a better place. All of these should be relatively straightforward to implement in the six weeks we have to prepare. YouTube is also going to be extremely active during August and May, so we need to prepare ahead of time, so we don't become overwhelmed with content.

Audience

Our audience is going to be relatively broad, overall, but more specific with each platform. Facebook is going to be the hub of all social media platforms and will appeal to students, staff, families, alumni, and the general East Valley community. Instagram is going to be more for post-freshman students, and YouTube is going to be more for freshman, incoming transfer students and those new to the campus in general. However, we also need to keep in mind that for Community Showcase posts, we want to appeal to those organizations so that we can form professional relationships that help encourage community service engagement.

Implementation

For implementation, we are going to want to prepare 2-3 weeks of content and have it ready to release before we even start publishing content. It is going to take around six weeks to implement everything, but we can have an extra week if we get behind. This will give us some lee-way in case we run into some difficulties. Our implementation schedule will go as followed:

- Week 1: Make sure everyone is on board and communicating (including Ryan Olkes). Get permission and approval to make an Instagram, Facebook, YouTube page for Poly marketing from upper management.
- Week 2: Begin designing our pages and have all details (branding) (FB – Organization page) finished. Solidify a budget and get money. We would also like to begin preparing our introduction video on our YouTube page if we have enough time.
- Week 3: Create our intro video, edit it and have it ready for publishing (do not publish yet). Start working on back to school videos if we have extra time.
- Week 4: Preparation for Instagram. Making sure we have all equipment then prepare 2-3 Instagram posts (People of Poly [interview students start of senior year and then right before graduation], club posters, Poly projects (showcase projects), other interviews.
- Week 5: Create around 5 Fb posts (1 community service showcase, two event showcases, freshman, others), and make sure all other platforms are linked to Facebook.
- Week 6: Clean up anything that is behind schedule, add anything we feel is necessary, troubleshoot videos, posts, and other content, prepare for back to school posts and videos if not already made.
- Week 7: Only needed if we are behind. Try to finish anything we didn't have time to finish before.

Content Release Schedule

Content is going to be released based on need. We have already brainstormed some possible content ideas for each platform. Below are a few we discussed and how many times they would be released. For each platform subheading, you will see numbers in parenthesis. This is going to be the average update timing unless specific events occur (beginning of new school year, graduation, etc.). Below the subheading for each platform is going to be content suggestions. Some of these content suggestions will have fake posts attached to them. Suggestions might have a recommendation for content release next to them.

Facebook (2 – 3x a week on average)

1. Community Service Showcase (1-2x a month): This is going to be a post showing off some community service event going on currently or in the future. They do not have to be associated with ASU but must align with our interests. In the showcase, posts can be about necessary information (location, time, description) as well as quotes, interviews (with organization members, volunteers, etc.), videos, and values (why we do this, how it helps, etc.)
2. Event Showcase (1x a week): This will be a weekly blog style post that will show off some fantastic events happening on or off campus for the week. These should probably be affiliated with ASU unless approved beforehand. In these posts, there will be information about the event, why you should come and any other information that could persuade students to come.
3. Club Hub Newsletter (2-4x a month): This will be a newsletter talking about the present or future clubs. There will be information about club activities, events, values and why you should join them as well as links to more information.

Instagram: (2x a week on average)

1. Short interviews (as needed): These will be short video interviews (around 30 seconds) with past, present and future students and staff. These can be about practically anything, but some people we may target are incoming freshman/transfer students, members of clubs, PAB and USG. Topics will be questions, comments or concerns that are meant to be answered in a short period of time.
2. Pictures or short gifs of campus life, events, changes, students and/or projects

3. Digital version of Physical Media (as needed): Instagram is a great place to store digital versions of posters, flyers, invitations, and other physical media.

YouTube (1-2x a month except August {1-2 a week})

1. Incoming freshman/transfer students (1-3x a week): These videos will be uploaded a minimum of once a week starting in late July and can go up to three times a week if needed. They will continue until early September. These will be videos that go into more detail about the Polytechnic Campus, its amenities, tips for success, introduction to clubs, advice for living on campus and any other content that can help new students get situated.

2. Club Introduction Videos: These videos will help introduce current or future clubs. Clubs are free to use these videos to help obtain new members. Within these videos will be basic information about clubs, meeting locations/times and why you should join them.

3. Campus tour: This will start as one large video that will show off the campus and its different sections. When each section is introduced, a link to a video on the specific elements of that section will be provided on the video. Right now, we plan on providing specific videos for campus living, Sun-Devil Dining (Citrus Dining, Starbucks, Subway, Grill-Works, Poly Marketplace), Sun-Devil Fitness, Library, Student Union (PAB, USG, Devils Den), Counseling, Health Clinic (and wellness center), Writing Center, TRIO, Career Center, Technology Center, Quads, Financial Aid, Simulator building, and Garden.

Content Samples

Facebook

Poly Marketing Team

Community Service Showcase

The House of Refuge has been helping families for decades find safe and respectable housing while coping with unpredictable and challenging life events that led to temporary or long-term

homelessness. The House of Refuge has helped hundreds of families since opening in 1996 by providing housing, care, donations, afterschool tutoring, skill development classes and much more to families in desperate need of aid. Not only does The House of Refuge provide programs specifically designed to help families secure permanent jobs, but they also provide case-study workers that help them every step of the way.

If you are interested in volunteering for this incredible program, they are hosting a meet up for anyone interested in helping aid families in their homeless recovery this Monday, April 22nd at 6 pm. You can visit their Facebook page by clicking on the picture below for more information.



Poly Marketing Team

Event Showcase

So, summer is coming up. Do you have any plans? For one of our members at Poly Marketing, their goal is to start eating healthy again. She found it extremely difficult to eat healthy while living on campus but is excited to start working on that food journal she put away in late July.



Do you have something similar in mind or just want amazing produce for an incredible bargain? Well, come to the Borderlands Food Bank located on each ASU campus and get up to 70 lb. of fresh produce for only \$12, April 20th. This is a great way to kickstart your healthy eating journey this summer while supporting a world without waste. Click on the picture below for more information.

Instagram

Poly Marketing Team

...



255 likes



Poly Marketing Team We know how stressful final exams can be so we partnered up with the counseling team to give you an opportunity to vent for one minute with a professional! Evidence show that even one minute of venting can increase exam performance by 10%!

Visit our Facebook page for more information!
#GoSunDevils #minutevent #semesterfinals
#ArizonaStateUniversity

Poly Marketing Team



255 likes



Poly Marketing Team Are you housing at the polytechnic campus this fall? Well, I hope you didn't forget to mark your calendars for move in day because it is coming up fast! Remember to login to your MyASU for your important check-in details and we hope to see you here August, 18-21st. Go Sun Devils!

Visit our Facebook page for more information!
#GoSunDevils #MoveInDay #PolyNews
#ArizonaStateUniversity

YouTube

Freshman Tips and Tricks



Description: 4 tips in under 40 seconds about how you can survive your first day of university!

Welcome to the Polytechnic Campus!



Description: Welcome to the Poly campus! In just over a minute you will become an expert on our facilities, dorm life and amenities.

Integration

This integration is going to be relatively straightforward once we get approval from upper management to create new social media accounts. We will not need to hire any new staff, and our budget will stay around 5,000 dollars. We can use this as we see fit with most of it going to buying items for drawings and raffles. Other complications could arise if we realize we do not have the necessary physical or programming equipment. To keep everything on schedule, we will only begin our six weeks of implementation once everything has been approved.

Conclusion

In conclusion, the introduction and use of social media are going to benefit the campus and even the marketing team itself greatly. Social media is easy, cheap and fast marketing that can significantly increase a sense of community and communication between students, staff, and departments. Above all, social media can help us at the Polytechnic campus form a district identity that can help separate us from the other ASU locations. We do not want just to be an offshoot of the Tempe campus anymore, but our own unique location with more of an emphasis on community and families. While doing this, we can show off our amazing students and staff that make Poly what it is and help our community by providing better access to community service opportunities. All of these will help promote the poly campus to future students while providing valuable information to current students. Social media isn't the future anymore; it is the present!

Citations

ASU, T. (n.d.). Life at ASU Polytechnic campus [Digital image]. Retrieved April 21, 2019, from <https://tours.asu.edu/polytechnic>

ASU Changemaker. (n.d.). Borederlands Produce Rescue [Digital image]. Retrieved April 21, 2019, from <https://www.facebook.com/ChangemakerCentral/photos/gm.484967275348909/2009873042384813/?type=3&theater>

ASU Now. (n.d.). Students. ASU NOW: Access, Excellence, Impact [Digital image]. Retrieved April 21, 2019, from [https://www.google.com/search?q=asu polytechnic events&rlz=1C1GCEA_enUS812US812&source=lnms&tbm=isch&sa=X&ved=0ahUKEwid58m7iuDhAhVVqZ4KHYEfBsIQ_AUIECgD&biw=1280&bih=631#imgrc=_6PMDeUxOkDt3M](https://www.google.com/search?q=asu+polytechnic+events&rlz=1C1GCEA_enUS812US812&source=lnms&tbm=isch&sa=X&ved=0ahUKEwid58m7iuDhAhVVqZ4KHYEfBsIQ_AUIECgD&biw=1280&bih=631#imgrc=_6PMDeUxOkDt3M):

Dida, M. (n.d.). [1 Minute Vent Clinic]. Retrieved April 21, 2019, from <https://www.facebook.com/m.d1da/videos/10152180623114069/>

House of Refuge. (n.d.). Meet and Sweets Outreach Volunteer Open House [Digital image]. Retrieved April 21, 2019, from <https://www.facebook.com/HouseofRefugeInc/photos/a.140893729303887/2272162266177012/?type=3&theater>

Nate, K. A. (n.d.). Going Back to College [Digital image]. Retrieved April 21, 2019, from <https://www.youtube.com/watch?v=5OmSHJ6-DJs>

Shutter Stock. (n.d.). Orange Background Images [Digital image]. Retrieved April 21, 2019, from <https://image.shutterstock.com/image-illustration/abstract-orange-background-260nw-99406034.jpg>