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### **Step #1. Identify On Which Social Networks You Have a Presence Already**

1. Facebook Page: Western Marketing Program [www.facebook.com/westernmarketingprogram](http://www.facebook.com/westernmarketingprogram)
2. Twitter: @mktgWestern
3. LinkedIn: Western Technical College Marketing Program - <https://www.linkedin.com/company/16205118/>

### **Step #2. Assess The Usefulness of Each Account**

Did you do it only to secure your brand's name or actually develop some goals?

Another way to assess the usefulness of a network is by investigating whether your target audience actually uses it.

Facebook – Actively used to post to audience. Good outreach. Goals to create awareness of showcasing student's skills and work in the marketing program. Create a brand awareness of the program through content to potentially increase enrollment.

Twitter – Posted content regularly but does not get many engagements or views from desired audience. Only content posted to it directs them right to Facebook.

LinkedIn – Page was used mostly to secure brand's name. Target audiences are basically non-existent. 20 Connections.

### **Step #3. Check Your Social Media Profiles for Consistency**

The same logo/ profile picture is identical across the three platforms. Keywords used in each were relevant to what Western Marketing has to offer. Twitter's bio did not really mention keywords on what the program does other than stating it is the official twitter page for Western Marketing. Twitter does not really have much of its own content lately. They are just direct links to Facebook posts through there which doesn't really make follow both accounts useful. All of the platforms provided a link to a website for Western's Marketing Program which looks well organized and laid out. Overall the social media profiles were consistent in terms of appearance and structure between one another and maintained appropriate networking content for the particular audience.

### **Step #4. Audit Your Audiences on Each Social Network**

Without analytics base to go off for the platforms. It is my opinion that Facebook is the best current marketing channel that would bring the most successful traffic.

### **Step #5. Review Your Activities on Each Social Network**

Each platform is usually sharing posts from other sources. Facebook seems to be the only platform where the feed consists of a variety from prompting its own content and shared content.

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#### **Step #6. Analyze Audience Engagement**

Usually engagement is nonexistent across all platforms. Occasionally there will be likes or retweets from content posted of individuals the viewers recognize. i.e. A picture of a student showcasing their skills and a follower recognizing them because they are personal or business-related friends.

#### **Step #7. Audit Your Competition**

### **SWOT**

#### **Strengths**

Facebook: Post actively to audience with both personally made content and content from other sources.

Twitter: Posts actively to audience.

LinkedIn: Posts that were created were used in a professional way.

#### **Weakness**

Facebook: The content used does not get much engagement.

Twitter: Posts get little to no engagement at all. Recent posts are just outbound links to Facebook.

LinkedIn: No content updated in the past 6 months. Only 3 posts which reach only 20 connections.

#### **Opportunities**

Westerns marketing platforms has the followers to reach potential audiences. (Facebook & Twitter)

#### **Threats**

Only so many individuals interested in the marketing program at Western. Other schools marketing programs also have social media platforms.

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**Stop, Start, Continue**

Something I feel Western should **stop** doing is posting direct links from their Twitter that lead to their Facebook. It doesn't give the target audience a reason to follow each of the platforms individually if it just leads them back to one platform. They would simply just follow that platform and be done with it. While occasionally it is useful to connect to your platforms through post, don't make it a repetitive habit.

Western should **start** posting more engaging posts. Ask the audience questions on what they want to know more about. Create a poll of any sort to have users interact with the page. Make it professional but fun for the audience to come look at.

One thing in particular I think the Western Marketing Program should **continue** doing is posting content they created themselves showcasing students involvement and activities. It shows first handed what to expect within the program. People like to talk about themselves. If a student(s) sees themselves on a post there is a good chance they will share or at least like the post. That's one more like than before. Its all about spreading the posts visibility throughout the platforms. It seems that the post they have created similar to this do actually get likes or retweets. I think this could be a good primary goal for the social media pages.