



2018-19 Social Media Plan

Goals, metrics, and tactics



Audit

Channel	Followers	Last Activity Date	Action
School Facebook	5,265	Today	Tweak plan
Alumni Facebook	2,712	June 29, 2018	<i>Possible deletion</i>
Instagram	2,397	Today	Tweak plan
Twitter	1,735	June 29, 2018	Revamp plan
Snapchat	Unable to tell	Last week of School	<i>Deletion</i>

Competitive Analysis: Followers

Competitor	Facebook	Twitter	Instagram	Avg.
Tabor Academy	7,544	2,560	3,514	4,539
St. George's School	3,400	-	2,374	2,887
Pomfret School	3,582	4,180	2,314	3,358
Portsmouth Abbey	5,270	1,738	2,415	3,141

Competitive Analysis: Posting Schedule & Content

Competitor	Facebook	Twitter	Instagram
Tabor Academy	Nearly every day. Shares almost exact content w/ Instagram. FB has more news stories.	Nearly every day, multiple tweets per day. Separate athletics account that gets retweeted	Nearly every day. Links news stories to bio.
St. George's	Nearly every day. Photos, gifs, news stories, event buildup	n/a	Nearly every day. Almost all content is identical to FB page.
Pomfret	4-5 times per week. Shares almost exact content w/ Instagram. Alumni, events, & campaigns.	3-4 times per week, multiple tweets around events.	Nearly every day. Event buildup, staged photos, graphics
Portsmouth Abbey	Every day. School, athletics, marketing videos	3-4 times per week, 1-2 tweets per day, primarily athletics	1-2 times per week. In the moment School photos/events

Channels for Deletion

Alumni Facebook

- Not enough content to create a year-long narrative
- Most content can shift to Instagram or School Facebook, especially due to their bigger audiences
- Events have already migrated to School Facebook

Snapchat

- App update resulted in dramatic loss of story views
- The update has shifted the use of snapchat from sharing stories to sending 1:1 messages
- Content can be shifted to Instagram stories



Facebook

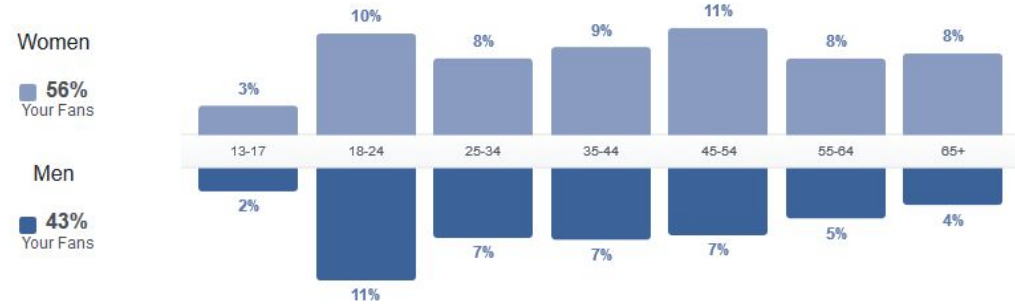
(Portsmouth Abbey School)



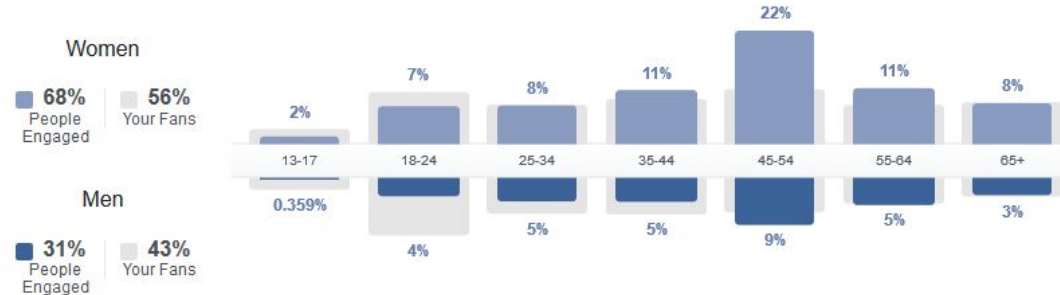
Demographics

- Women between ages of 45-54 are biggest audience and most engaged
- Men between ages of 15-24 are second-largest audience
- Parents are key demographic

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



The number of People Talking About the Page by user age and gender.



Goals

Traffic

- Post content that drives traffic to new website
- Main traffic areas to target: News, Admission, Athletics

Awareness

- Create brand awareness with content that tells our story
- Create a narrative hitting on 5 aspects of School Life: Academics, Athletics, Admission, Student Life, Alumni Success

Leads

- Create content that drives more inquiries to Admission
- Includes branded content & ads

Tactics to reach goal

Traffic

- Ensure nearly every post has a link to follow
- Post meaningful content & snippets that encourage user to “read on”
- Use more conversational & less informational tone
- Align content w/ School calendar

Awareness

- Craft each post to ensure our School’s story is being told (5 aspects of School Life as well as outside validation)
- Keep “Faculty Focus” every Friday; re-work questions & delivery

Leads

- Bi-monthly, link to admissions page with creative content (“find out what it takes to be a Raven,” “visit today,” etc.)
- Create targeted ads for admission events

Result

Portsmouth Abbey School Facebook

By targeting our most engaged audience (parents), we can tailor content to ensure higher engagement and traffic. Student news stories, alumni success, and focus on academics & athletics will garner the most attention.



Instagram

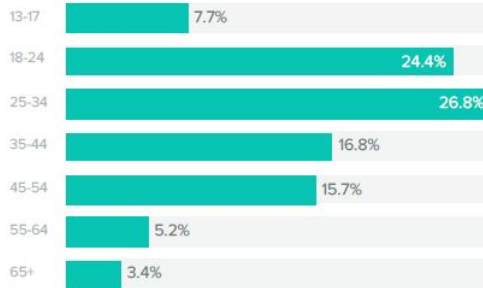
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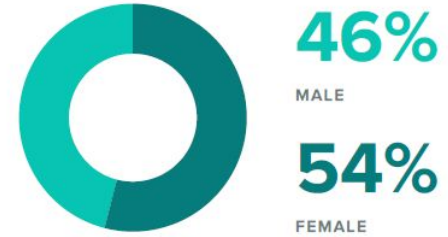
Demographics

- Young alumni are among leading followers
- Engagement is targeted to mostly local residents
- Most popular posts involve staged student photos, particularly sports teams

BY AGE



BY GENDER



Women between the ages of 25-34 appear to be the leading force among your fans.

Top Countries

United States	1,596
Mexico	45
South Korea	40
China	36
United Kingdom	30

Top Cities

Portsmouth, Rhode Island	174
New York, New York	100
Newport, Rhode Island	89
Boston, Massachusetts	84
Middletown, Rhode Island	38

Goals

Awareness

- Show the student experience side of our School Story
- Keep alumni connected through School traditions & stories

Engagement

- Post content students are likely to engage with - people-focused
- Create a contest/challenge: #PASphotos,

Expand Audience

- Engage and expand alumni base

Tactics to reach goal

Awareness

- Use in-the-moment photos
- Create vivid narrative with various student-life representations
- Student takeovers

Engagement

- Post content students are likely to engage with - people-focused
- Create a contest/challenge: #PASphotos, #RavenMemories
- Align content w/ School calendar

Expand Audience

- Post alumni spotlights
- Post and re-post photos from alumni events
- Post more regularly
- Align content w/ Alumni calendar

Result

@abbeyravens

Continuing to post in-the-moment School photos increases student attention and mentions.

Expanding to alumni content not only keeps our biggest audience engaged, but keeps them connected to the School and fosters fond memories.



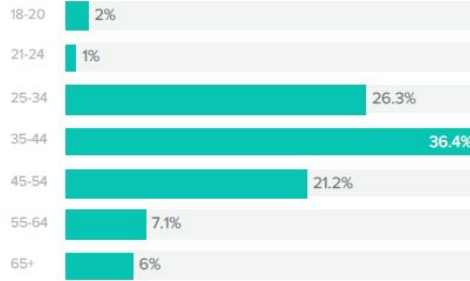
Twitter
(abbeyravens)



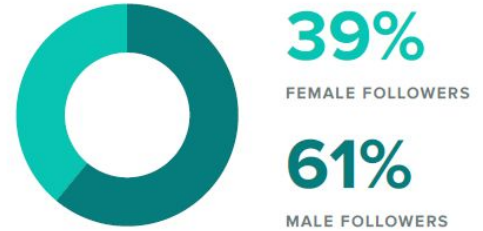
Demographics

- Athletics scores are most popular tweets
- Men between ages of 35-44 are leading fans
- Mostly plain-text tweets

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Men and people between the ages of 35-44 appear to be the leading force among your followers.

Top Countries

United States	1,596
Mexico	45
South Korea	40
China	36
United Kingdom	30

Top Cities

Portsmouth, Rhode Island	174
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Goals

Press Mentions

- Increase legitimacy by garnering more press RTs and content
- Build relationship with local press

Identity

- Revamp platform identity to be athletics-focused

Engagement

- Increase engagement with audience
- Expand to non-alumni base

Tactics to reach goal

Press mentions

- Post more individual & team athletics press
- Conduct interviews with in-season coaches for site; tweet links in news-style format

Identity

- Alter profile to read "Home of Portsmouth Abbey Athletics"
- Use graphics & photos for game day announcements & score updates

Engagement

- Create a solid brand message that allows for others to talk about & to us (positively)
- Engage with @mentions and RT relevant content
- Align tweets w/ athletic calendar

Additional goals & aims

Across all channels

- Look at School calendar & decide which events are best promoted with custom graphics. Goal = to increase attendance & legitimacy
 - *Home sports games: at least one per Varsity sport, per season*
 - *Campus events open to public: Reunions, plays, etc.*
 - Create video/graphic to announce new website
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Expectations

Hours each week

- Spend 5-7 hours weekly on posting/engaging/monitoring

Schedule

- Facebook: Daily
- Twitter: 3-4 times per week, multiple times per day
- Instagram: 4-5 times per week

Responsibilities

- Amanda (posting, gathering content, monitoring & replying)
- Amelia (gathering content)
- Sam (athletics content)

Advertising

Budget

- \$
- % devoted to boosts:
- % devoted to specific-run ads:

Goals (targeted ad for each)

- Increase inquiries
- Increase brand recognition
- Increase yield

Execution

- Create special landing page for each targeted ad
- Create a stock of graphics for admission events promotion
- Choose top-performing post each month & promote it

Contingency Plan

Bad reviews

- Report if needed
- Strategically & periodically ask parents for nice reviews

Negative comments

- If valid, respond with language like: "Hi X, thank you for your concern. We'd like to talk with you to make this right/discuss further. Be on the lookout for a message from us."
- Hide miscellany like "PAS stinks"
- Report vulgar/hate speech

Responsibilities

- Amanda (replying, reporting, hiding)
- Amelia (monitoring, alerting, reporting)

Looking ahead

Possible channels to alter/adopt

- *Vimeo*: a more professional platform with control over featured content, the ways which videos appear, etc.
 - *SmugMug*: an archive of sorts that can hold all photos from all School events and more. Some teaser photos can go on social media with a link to the SmugMug album
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