

Social Media Strategic Plan: UNK Residence Life

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JMC 370: Social Media Strategies

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December 9, 2022

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Introduction

As social media continues to grow in prominence and popularity, it is increasingly important for businesses, organizations, and brands to reach their audiences on these platforms. With that increased importance comes an increased need for strategy within social media use. Keith A. Quesenberry (2021) begins his textbook, *Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution*, by arguing that the increase in “pressure to integrate social media, do it well, and prove success through social analytics” creates an acute need for social media strategy, but goes on to point out that “a successful social media strategy needs to be built upon a framework that is unique to the brand, its products, services, and customers” (p. 1-2). Thus, a brand’s social media strategy requires extensive research and analysis in order to succeed. Our goal through this report and the accompanying presentation is to provide UNK Residence Life with a sound social media strategy moving forward, grounded in research, our analysis of their needs and current social media performance, and our knowledge from a semester of studying social media trends and data. First, we analyze the current social media presence of UNK Residence Life, followed by our proposed strategy for the client moving forward. Finally, we end with specific action steps and resources that will guide UNK Residence Life’s social media team moving forward.

Current Client Social Media Presence

Overview of Client

UNK Residence Life is the on-campus housing office at the University of Nebraska at Kearney. They employ over 100 students in roles aimed at providing community support to residents, two of which are currently working as managers of the UNK Residence Life social

media pages. UNK Residence Life serves nearly 1,600 students living in 10 residence halls across campus and one new apartment building.

Business Objectives

UNK Residence Life's main objective is to retain first-year students to live on campus again for their second year at UNK.

Audience Segmentation

Description of Key Audiences

- 18–20-year-old male and female students at UNK
- The primary audience UNK residence life is trying to reach are first and second-year students at UNK.
- Parents of first and second-year students primarily through Facebook.

Customer Personas

- Ryan Jones is a 19-year-old freshman who wants to still be involved in the residence life community the following fall semester. Ryan wants to feel connected to others in the Res Life community, and be made aware of social activities, relevant announcements, and general news as it pertains to campus life.
- Becky Smith is a mother of four who is very protective of her children and holds them to high academic standards. She lives two hours away from UNK, where her oldest is a freshman. The social media platforms will show Becky how her student is staying safe while living on campus (like the scanners to get into the building) and is getting involved on campus (such as posts from events). It can also keep her up to date with Res Life or college announcements and important information.

Analyze the client's influencers, creators, ambassadors, trolls, and haters

- Influencers
 - RA's
- Creators
 - RA's
 - Hall coordinators
 - Residence life staff
- Ambassadors
 - No paid ambassadors
- Trolls, Haters
 - None

Analysis of the messages

- Low interaction across all channels
- Mostly sharing information for students living on campus
- Recommendations:
 - Create groups for separate halls or floors
 - Host contests with giveaways
 - Post content that invites comments and engagement

Be sure to note these categories of the audience segments:

- Name of audience group
 - First and second year students
- Relationship to social media (platforms used, etc.)
 - Students mostly use TikTok and Instagram

- Interests
 - Having social interactions with others on campus
- Content:
 - What types of content is this audience looking for on social media?
 - Valuable and important information
 - What types of reactions or behaviors does this audience have?
 - Low interaction
 - Influencers/Micro-influencers and opinion leaders to consider
 - Highlight students living on campus, showing off room decorations, floor meeting games or challenges, etc.
 - Social Media Communities this audience is involved in (groups, pages, Twitter chats, shows, etc.,)
 - Specific housing halls, UNK housing social media channels
 - What would make the members of this audience change their behavior or attitudes toward the client on social media?
 - Contests and giveaways would make students interact more. When the UNK dining social media channels do giveaways it gets significantly higher engagement.

Key Messages

- Students
 1. We want students to see the vibrant experience they can have living on campus with us.
 2. We want them to feel included and comfortable living here at UNK.

- Parents
 1. Students will be safe living on campus.
 2. Students will feel supported as they live on their own for the first time.

Supporting Facts

- By living on campus, students' current and future academic lives are greatly impacted. Students living in residence halls are more likely to participate in campus learning communities and by extension are more likely to have interaction with faculty through in-hall study groups and special lectures, enriching their experience beyond the classroom setting. This in the long run helps their grades improve (West Texas A&M University, n.d.).
- If students have a sense of belonging in a classroom or other environment (college dorm) they will be more successful in school (Bowen, 2021).

Steps to take for Engagement and Interaction

- Grow more on Instagram and TikTok to reach students

Content to Create and Engage with this Audience

- Fun content that features students and promotes fun events

PESO Media

- Paid: Boosted ads for big events and housing applications
- Earned: features in UNK or Kearney area news sources
- Shared: other UNK social media accounts
- Owned: UNK Residence Life social media accounts

Action Steps

- Engage more with students on TikTok

Intended Audience

- Instagram/TikTok: Mostly first-year students. We want current first year students to sign up to live with us again next year.
- Facebook: Parents & families of prospective students & current residents.

Key Messages Case Study: Fort Hays State University

- Key Messages:
 1. Having an inclusive, inspiring environment that makes way for excellence in your education.
 2. Assist in the preparation of citizen-leaders by fostering community, providing access, focusing on resident needs and supporting the educational experience.
- Supporting Facts:
 1. If students have a sense of belonging in a classroom or other environment (college dorm) they will be more successful in school (Bowen, 2021).
 2. By living on campus, students' current and future academic lives are greatly impacted. Students living in residence halls are more likely to participate in campus learning communities and by extension are more likely to have interaction with faculty through in-hall study groups and special lectures, enriching their experience beyond the classroom setting. This in the long run helps their grades improve (West Texas A&M University, n.d.).
 3. Students who participate in positions of leadership within residence halls, such as hall council or being a residential assistant, are able to gain the skills needed for future leadership roles in the workplace (UNC Greensboro, n.d.).

4. The experience of being a peer mentor within a leadership-themed living-learning community creates lasting change within the peer mentors (Dunn & Moore, 2020).
- Steps to take for engagement and interaction: Create social media accounts, other than Facebook, and post content. Engage with students in comments and with reposts/stories. Highlight the students living on campus, and what the benefits are for on campus living. Use polls and surveys on social media to hear from the students. Promote leadership opportunities for students within ResLife.
 - Content to create to engage: The website has upcoming events for students to get involved in. They do not have any social media, other than Facebook, to interact with the students, engagement is mostly through the website.
 - PESO (Paid, Earned, Shared and Owned) media to consider With limited to no social media, most of the content they publish comes from ResLife directly. Followers on Facebook share a very selective amount of posts (usually under 5 shares), and have low engagement for posts (under 10 likes).
 - Action Steps: I would tell them to get involved with social media to interact with students. Posting pictures from events on Instagram and Facebook, have and make TikToks.

Table 1***Social Media Audit***

WHO	WHERE Channel/ Environment	WHAT Content/ Sentiment	WHEN Date/ Frequency	WHY Purpose/ Performance
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COMPANY	Facebook; UNK Brand 1.2K page likes 1.3K followers	Photos, links; informational	Approx. 3 posts per week, 1-3 likes per post	Promoting/posting about events, providing resources
	Instagram; UNK Brand 263 followers	Photos; showing campus life and events	Approx. 3 posts per week, 10-100 likes per post	Promoting events and resources (photos get more likes than promotional flyers)
	TikTok; fun and laid back	TikTok videos; fun and silly sentiment	About once a week	Promoting life on campus with fun and engaging content
	Twitter 900 followers	Photos and informational links	Approx. 3 posts per week	Resharing FB and Instagram content
CONSUMER: No unprompted conversation about Res Life on social media	Instagram	Comments and sharing posts to stories	1 comment every ~4 posts	Sharing pictures/events
	Facebook	Sharing posts	Approx. 3 shares/post	Sharing resources more widely
COMPETITOR S – UNK Dining	Facebook 1.1K page likes 1.1K followers	Info, menus, contests, hours	3 times per week with 0-2 likes per post, uses stories to post menus	Sharing relevant information and cultivating community/loyal customers
	Instagram 1,320 followers	Info, menus, contests, hours	3 posts per week with 30+ likes per post, menus posted on stories	Sharing relevant info and cultivating community/loyal customers (same posts across FB and Instagram)
COMPETITOR - LPAC	Facebook 604 page likes 657 followers	Sharing and promoting events	Shares a lot of posts, not many original posts; low engagement	Sharing events through other UNK pages

	Instagram 566 followers	Promoting events and recapping them afterwards	Inconsistent posting; only posts when there is events; 30 likes for promotional posts, 100+ likes for pics	Connecting with students, showing the vibrancy of student life and how fun their events are
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SWOT Analysis

Strengths:

- Facebook keeps people updated on news regarding campus and events.
- Great at sending students reminders to get tasks done, i.e. roommate agreements, meal plans.
- 1.3K followers on Facebook.

Weaknesses:

- Not much engagement from 1.3K followers on Facebook.

Opportunities:

- Post creators give students a chance to see how living on campus can help them in the long run, i.e. with grades, going to classes, participating in events and with peers.
- Offer students ways to always stay engaged and active with activities, i.e., seasonal posts.

Threats:

- Instead of getting students to stay on campus, students leave or live off-campus.
- Lack of student engagement.
- Posts aren't getting the attention they should on social media platforms regarding the dorm system.

Current Audiences:

- Students currently attending

SMART Goals

Use social media to more effectively engage students and get them to continue living on campus as sophomores.

S: Specific

Grow social media channels through 2-3 posts a week to gain followers and engagement retention.

M: Measurable

100 followers on TikTok, and 30% more followers on Facebook. Grow Instagram by 5% with a minimum of 5 engagements which include views, likes, and comments on each post.

Grow TikTok by 7% with a minimum of 10 engagements which include views, likes, comments, and shares on each post. Grow Facebook by 4% with a minimum of 8 engagements which include views, likes, and comments on each post.

A: Attainable

We believe this goal is attainable because UNK Residence Life went from 70 followers to 200 followers on Instagram from August 2022 to September 2022.

R: Relevant

Growing our social media channels is relevant because it is a good way to engage with the current generation of college students, which are the people we are trying to reach to live on campus.

T: Timely

Apply plan January through May of 2023.

Proposed Social Media Strategy

Big Idea and Storyline Creation

Big Idea: #BeHereBeHome

- Building off UNK Residence Life's already existing #BeHere, we suggest the social media big idea of #BeHereBeHome.
- This will highlight positive student stories from living on campus as well as showcase the benefits that come along from "being here."
- Furthermore, it will focus on the UNK community and the benefits that a student's college experience can have if they choose to live on campus (i.e., higher grades).
- The main focal point will be getting students and parents to think of UNK as a college student's home away from home by highlighting stories and benefits of campus living that emphasize the "home" aspect.

Storyline

- Current students living on campus and their stories from living on campus. Why have they decided to come back and stay on campus.
- Telling the stories of students' experiences on campus and the benefits of living on campus.
- Three students will be asked questions as to why they decided to stay on campus their sophomore year and what the benefits are to living and staying on campus for the second year of college.
- We will ask three people and if at all possible make a PSA about the benefits of living on campus that is either 30 secs or 60 secs that will play on the college radio station.

Figure 1

Social Media Storyline

STORY ELEMENTS PLOT ⇨ (5 Acts)	ACT 1 INTRODUCTION / EXPOSITION	ACT 2 CONFLICT / RISING ACTION	ACT 3 CLIMAX / TURNING POINT	ACT 4 RESULTS / FALLING ACTION	ACT 5 RESOLVE / RELEASE TENSION
CHARACTERS (POV: BRAND / CONSUMER) students who live on campus	introducing different students	run into problems (wanting to go to class, finding resources, making friends)	students learn the resources residents have and get plugged in	students have positive experiences with Res Life	Students decide to continue living on campus
SETTING (BACKGROUND / CONTEXT) UNK campus/dorms					
CONFLICT (PROBLEM / SOLUTION) college life difficulties					
THEME (MORAL / LESSON) living on campus is beneficial for college life					

- Identify three suggestions you would make for the brand to improve its overall content:
 - Use different social media platforms for each different kind of post they are wanting to post and get their type of post. (tik tok on tik tok for example)
 - Post at least once or twice a week posts that connect with students. Each time they post make a different type of post. Each time they post it's the same type of post.
 - Reels or posts that engage them (competition on the best recipes to make in the dorm or dorm hacks)
- Recommend one new social media platform for the brand to experiment with for content:
 - We suggest Pinterest as a way to make a social media dashboard that would engage students and get them to your website to see all the resources. Pinterest would guide students to a social media dashboard on your website allowing them to access available resources. Pinterest would also help to achieve the goal of having a targeted social suite approach that leads students to one location on your

website. College students use Pinterest as a way to plan for the future, not the past. 50% of students are looking for personal inspirational growth, for ideas for projects for a class, or for content that helps them to plan or manifest for the future (Richardson, 2021). As you can see, students already use Pinterest for their everyday use. If UNK Res Life makes a Pinterest account that showcases content for dorm life or content they can use for their everyday use.

- Gaps to take advantage of:
 - Since The UNK Residence life is in a “beta mode”, it feels like everything that had been posted needs to be either revised or the ideas that are getting used or shot down is because they aren’t working as a team and seem to be doing things that are making them excel in the digital world like they would want them to. The best thing that can be done is to get the students point of view on things, ask the students what they think about dorm life and what are the benefits to living on campus for two years and why they decided to stay on campus for a second year.
- Content Ideas:
 - Ask three people that are living on campus for their second year and ask why they decided to stay on campus and what benefits from living on campus for the second year.
 - Create a PSA that will talk about how living on campus will make a difference in grades, and are more likely to graduate college.
- Platforms:
 - The three platforms we think are most relevant for UNK Residence Life are Instagram, TikTok, and Pinterest. These platforms will help them to better engage

with current college students and provide value-based content that these students want to see.

Content Creation

Instagram

Post #	Copy
1	Happy first day of classes for the spring semester and welcome back to campus, Lopers! Meet @Amana Reed, with a picture from her on the first day of a much warmer semester! Amana is a sophomore at UNK, and she lives in CTW! Over the next few weeks, Amana's going to be featured on our Instagram sharing why she loves living on campus!
2	How's that beginning-of-semester homework treating you all? Academic success is one HUGE reason to live on campus! @Amana says she loves living on campus because it gives her easy access to all her classes. Living on campus is a great way to succeed and stay connected! #golopes
3	Say hey to @Amana again! Another thing UNK sophomore Amana enjoys about living on campus is the convenience it gives her for her extracurricular activities she is involved with, like dance! Being involved in dance keeps Amana at the Fine Arts Building a lot, but knowing home is just a short distance away helps her keep everything balanced. What extracurricular activities do you love at UNK?
4	One of the best parts about living on campus? Meeting new people! Sophomore @Amana Reed says, "I think that it is way easier to make friends if you are on campus all the time. It has only been one year and I see at least 5 people that I know and say hi to every time I leave my building."
5	Living on campus is where friendships are born, like the one between @Amana and @Morgan! When asked her favorite memory from living on campus, Amana said, "I have so many, but anytime I'm eating in the caf, get Starbucks, or eating Chick-fil-A with friends. Many of my strongest friendships started in the union over food and I just love it." What's YOUR favorite memory from living on campus, lopers?
6	Why should you live on campus after your freshman year? Take it from someone who did! @Amana, a sophomore living on campus, said she chose to stay because of "The easy access that being on campus has, and just not thinking I was quite ready to move off campus quite yet."
7	Living on campus means UNK is your home away from home! @Amana loves that she was able to open her home to her family and host them in a space of her own: "I loved when my sister came and visited me and I was able to show her all around

	campus and have fun with her here.” What place on campus would be at the top of your list to show your family?!
8	It’s time to meet another UNK student who loves living on campus! This is @Samuel Schroeder, and he is a freshman! When asked what he wished he had known about living on campus before coming, he said, “I wish I would have known how much more convenient it is to live on campus, compared to living off campus.” What’s the most convenient part about living on campus for you?
9	Did you know your residence hall is basically a place you get to live with your BFFs?! Another one of @Samuel’s favorite parts about living on campus is all of the awesome people he has met in his residence hall! In fact, he plans to live on campus again as a sophomore so that he can continue to meet new people!
10	Meet @Kenny! Kenny is a junior and he is an RA in Nester South! Kenny decided to be an RA because he wanted to be a support system and advocate for other students on campus. That support system is one of the best parts about living on campus!
11	According to junior @Kenny Mitchell, one of the best parts about living on campus is creating a community with other students! Just like this picture shows, when you live on campus, there’s always something fun going on that you can jump right into!
12	Did you know that Residence Life hosts awesome events? @Kenny’s favorite Residence Life event was the karaoke night in the Towers last year. What’s your favorite Res Life event?
13	@Kenny’s favorite on-campus memory has been hanging out with his friends, whether that’s playing board games, grabbing coffee, or just hanging out doing homework!
14	Another benefit of living on campus? @Kenny loves the proximity to class! Going to class is much more fun when it’s just a short walk--with friends--away!
15	@Kenny wishes that he had been more aware of the resources available on campus as a freshman. Living on campus provides you with awesome resources, starting with your RA! Here are the RAs from the Towers last year, checking out another awesome campus resource, UNK’s Academic Success Offices! Give a shoutout to your RA below!

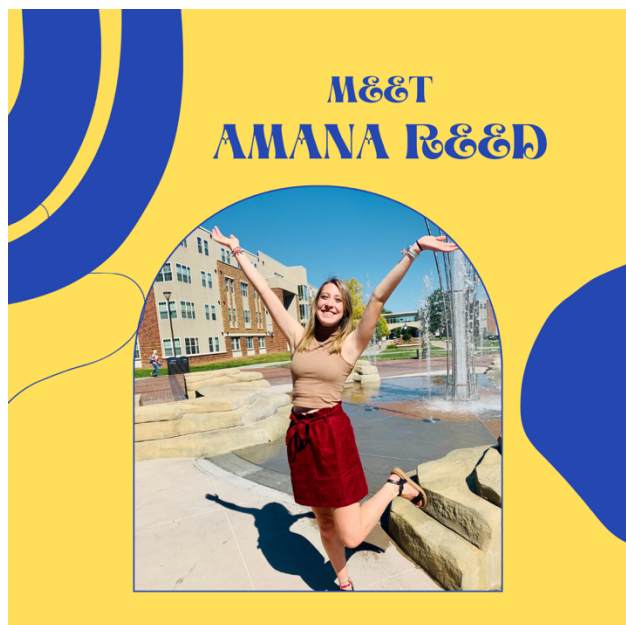
Figure 2*Post 1***Figure 3***Post 2***Figure 4***Post 3***Figure 5***Post 4*



Figure 6

Post 5



Figure 7

Post 6



Figure 8

Post 7



Figure 9

Post 8



Figure 10

Post 9

Figure 11

Post 10



Figure 12

Post 11

Figure 13

Post 12



Figure 14

Post 13



Figure 15

Post 14



Figure 16

Post 15



- Key Audiences
 - The key audiences for this series of content, which focuses on highlighting current UNK residents and the positive experiences they have had, is current UNK freshmen and sophomores. This will appeal to them by showcasing familiar faces and locations and talking about experiences and events they can relate to.
- Hashtags
 - #golopes #campuslife #lopesup #unk
- Tools
 - Canva
- Platform
 - The platform for this series of content is Instagram, though it could also be repurposed for Facebook. In terms of influencers, it would be important to get RAs to share the posts as well as the students that are featured in them.

- Plan
 - o I would recommend that UNK Residence Life uses the calendar function on Hootsuite to schedule and organize all of their posts for each platform. This series of posts specifically would be posted once per week. Hootsuite's team functions will allow both the social media managers to have access to the social media tools and they can divide the work up how they want based on their individual preferences and strengths. Furthermore, Hootsuite would allow the Res Life social media team to set up an approval process so that the director can approve all posts before they are scheduled to be posted so that any changes can be made in advance and the posts can go out as scheduled.

Pinterest

Figure 17

Perks of Living on Campus

Figure 18

Dorm Inspo

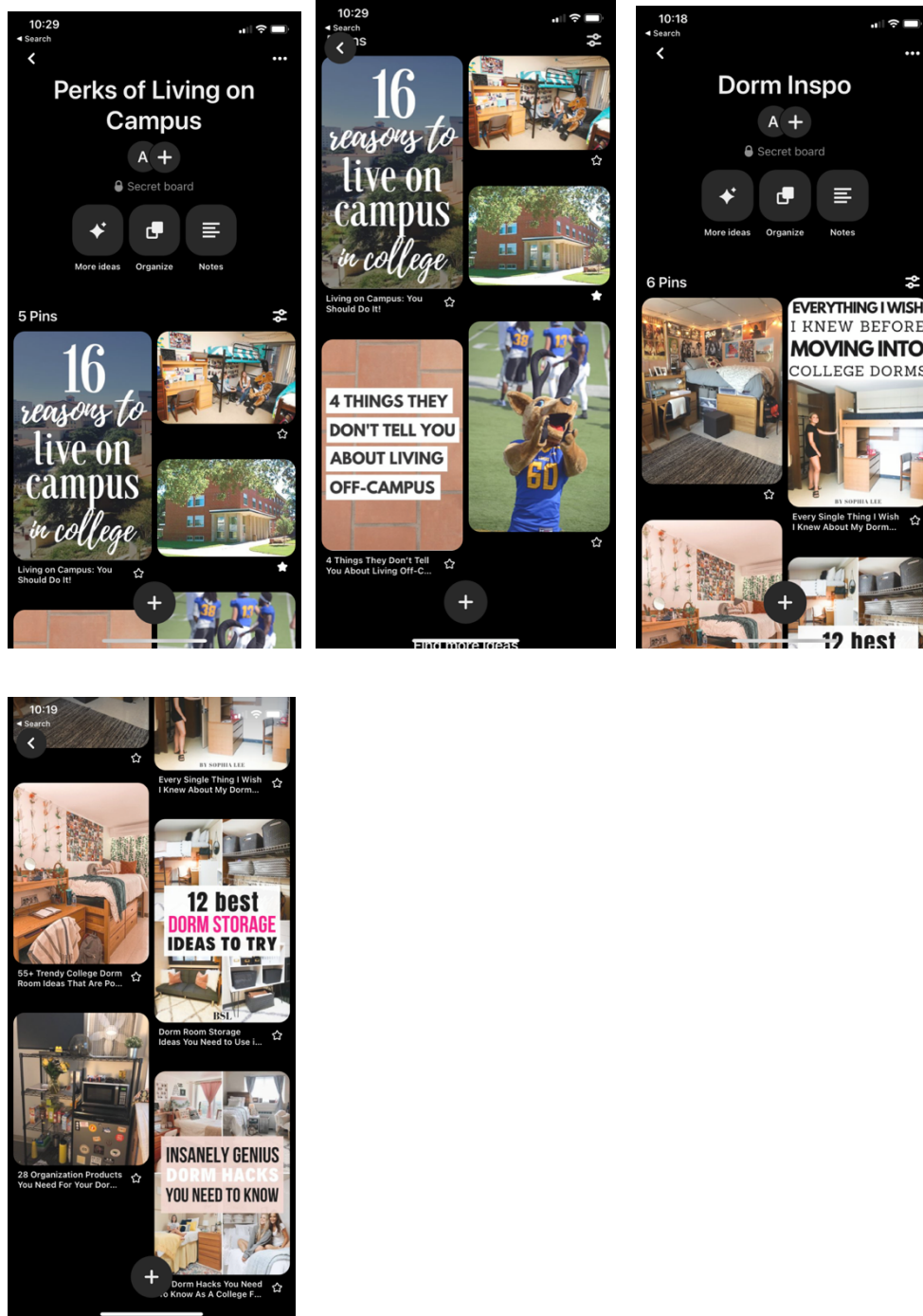
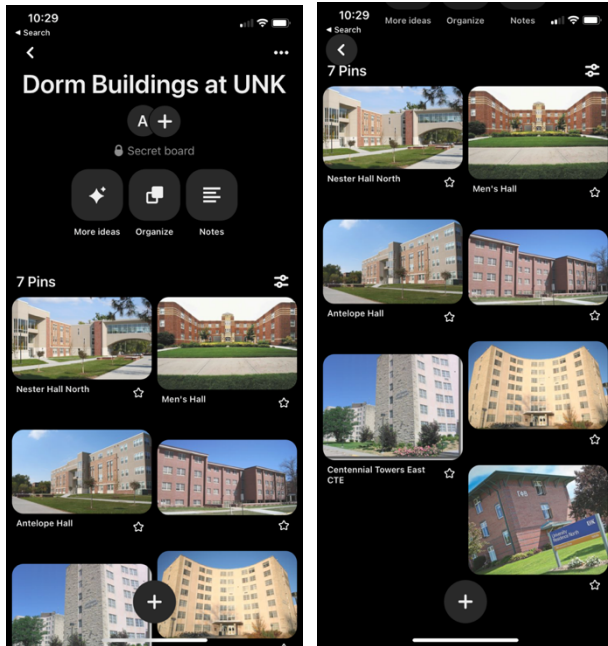


Figure 19

Dorm Buildings at UNK



- Copy
 - Perks of Living on Campus: “See why students are more successful when they live on campus.”
 - Dorm Inspo: “How will you decorate your dorm?”
 - Dorm Buildings at UNK: “Explore your dorm options on campus.”
- Hashtags
 - Perks of Living on Campus
 - #liveoncampus
 - #studentliving
 - #UNKreslife
 - Dorm Inspo
 - #dormdecor
 - #studentliving
 - #UNKdorms

- o Dorm Buildings at UNK
 - #UNKdorms
 - #UNKreslife
- Key Audiences
 - o Perks of Living on Campus
 - First year students on campus
 - Giving audience reasons to stay on campus
 - o Dorm Inspo
 - Students living on campus
 - Giving students new ways to enjoy their dorm space
 - o Dorm Buildings at UNK
 - First year students on campus
 - Giving students options on where they could live next
- Tools
 - o Pinterest
 - o Adobe Express
 - o Canva
 - o Pictures of campus
 - o Blogging platforms
- Platform
 - o This content will be shared on Pinterest. Kim on the Housing board would be a good person to contact to post the content. RAs from each hall could collaborate

on the Dorm Inspiration board to show real students rooms and decorations around the buildings.

- Plan
 - o Each Pinterest board should be posted for each month of the spring semester.

Since students will most likely decide their living arrangements over the summer, it is important to have this content out there to give them inspiration on where to live, and what their dorm room could look like. Linking the Pinterest account to Hootsuite would be the easiest way to schedule these boards for posting each month. Various members can keep track of the boards on Hootsuite as well as Pinterest itself. The platform allows for Multiple collaborators to post and edit each board.

Facebook

- Content Suggestions
 - o Primarily sharing information and publicizing events
 - o Continue utilizing groups for different living communities/residence halls/floors
 - o Target parents with relevant information (housing applications, safety measures, etc.)
 - o Repurpose some Instagram photos to highlight students without sharing identical posts

Figure 20

Facebook Example



- Tools
 - Canva
 - Facebook
- Hashtags
 - #BeHereBeHome
 - #unkhousing
 - #unkreslife
- Platform
 - The content will be shared on Facebook.
- Plan

- o We would recommend posting 2-3 times per week. The Hootsuite calendar would allow scheduling these posts out ahead of time and ensuring that the posts are approved by all necessary parties.

TikTok

- Content Suggestions
 - o Interviewing students around campus (like the TikTok/internet trend in which influencers interview random people on the street) about why they enjoy living on campus
 - o Using funny TikTok trends and relating them back to Res Life (RAs doing TikTok dances, a freshman doing the “One thing about me is...” and talking about their experience living on campus, etc.)
- Tools
 - o Phone with high-quality camera
 - o Microphone
- Hashtags
 - o #UNK
 - o #LifeAtUNK
 - o #GoLopes
- Platform
 - o TikTok
 - o Potentially reshare to Instagram/Facebook Reels
- Plan

- o Posting TikToks once per week/as content is created. This content should be more fun and spontaneous, so the schedule will depend more upon fun events and opportunity for the creation of content.

Content Evaluation

Importance of Data Collection

Collecting data is important for developing a social media strategy because Residence Life can evaluate what their goals and metrics are, compare them to their competitors, create a plan based on their evaluation, and continually monitor how they are doing in their social media plan based off of their collected data from each social media platform and posts.

Data collection also helps to discover what type of content your audience responds to (liking, sharing, commenting, etc). It also helps determine which platforms the target audience uses the most and when they are the most active - this helps to plan and schedule social media content to align to the times your target audience is most active.

Social media is also a great place to track what is being said about your company, or Residence Life, that could impact your reputation or image. Either good or bad, this gives you a measurement of how the audience perceives Residence Life allows for tailored measurements to be taken to improve or mitigate negative responses, and engage with the audience directly.

(blogs.oracle.com)

System of Evaluation

We recommend Residence Life continue to use Hootsuite to evaluate their social media channels going forward. This platform allows users to create and schedule posts, respond quickly to comments and direct messages directly from the Hootsuite dashboard, and review content before posting.

Residence Life should monitor and evaluate their follower count on each platform based on their SWOT and SMART goals. Along with monitoring and evaluating their follower counts, they should also monitor engagement for posts on each platform (i.e. likes, comments, shares, and reposts). It is recommended that Residence Life re-evaluates their social media every 4-6 weeks to compare how they are doing to their current social media plan.

Since we are recommending Residence Life use Hootsuite to monitor and evaluate their social media channels, Blog.hootsuite mentions that the top 5 key social media metrics a company should track are:

- Reach: The number of people who see your content. Try to monitor your average reach, as well as the reach of each individual post, story, and video. Is your reach followers or non-followers? If your reach is primarily non-followers, your content is being shared, doing well in algorithms, or both.
- Impressions: The number of times people see your content. If impressions are consistently higher than reach, people are looking at your content multiple times.
- Audience growth rate: How many new followers your brand gets on social media within a specific period of time.
- Engagement rate: The number of engagements (reactions, comments, and shares) content gets as a percentage of your audience.
- Implications rate: The ratio of shares per post to the total number of overall followers. The higher the amplification rate, the more your followers are expanding your reach for you.

Importance of Social Media Interaction

Buffer.com states that organic reach has dropped across most social media platforms within recent years. However, accounts with higher social media engagement are the least affected. Social media posts with more active and authentic interactions get more reach. Engagement also builds relationships through interacting with the audience through comments. Social media is becoming the number one place for users to reach out to brands and companies, answering a concern or complaint on social media can increase customer advocacy by as much as 25%.

Currentsmarketing.com mentions that engagement also serves to legitimize a brand or company. Being an entity that actually interacts with its audience helps to make it “real” and tangible in the audience’s minds.

Residence Life should focus on building engagement/socialization/interaction going forward, and some of the best ways to do this according to currentsmarketing.com is by making sure their content is interesting and helpful (infographics), relevant to their target audience, shareable, engaging (polls and surveys), and consistent!

Positive Campaign Case Study

The campaign that I think highlights both data and insights together well is the GSK: “Breath of life” health testing tool (Mobile / Healthcare). This campaign and mobile tool was created due to a high number of Chinese adults (100 million) affected by Chronic Obstructive Pulmonary Disease (COPD) and not enough of those adults are being properly tested. This mobile tool allows those adults to self-test. Breath of Life is inspired by a Chinese traditional art of blow painting. Coming together to help this mobile tool is a pulmonologist and an artist to create this app. To check if one has COPD, all they have to do is forcefully exhale into the phone’s microphone and an artistic tree will grow. This is measured by the volume of the breath

blown in a second versus the total volume to produce sound waves. The size of the tree, larger than 70 percent, means you are normal. But if the size of the tree is smaller, and less than 70 percent, a check up is recommended (*WeChat Health Testing Tool*). Residence Life has some social media platforms where students can go to hear the news on campus life.

From Pew Research Center, a new study has found that more adults (18-29 years old) in the U.S. get their news from the social media platform TikTok (Cohen).

Pop Your Bubble, a social experiment & tool that connected users to people outside their typical world views would be a great tool that Residence Life could incorporate into their platform. This social tool connects people based on their differences(Pop Your Bubble). This social experiment analyzed people's feeds to show them their algorithms. I think this idea is great for Residence Life because college students come from all walks of life and many of them have different perspectives. It would be great if Residence Life documents different students, freshman, sophomore, junior, senior, and their take on UNK college dorms.

Another thing that Residence Life can implement is share their news of campus housing via the social media platforms that students use often. They can see which platforms are most popular using Hootsuite to evaluate them (Cohen).

Negativity on Social Media

When dealing with negative reactions on social media, there are many ways Residence Life could go about it. If the reaction is given by a majority of people, Residence Life could thank the people for their feedback, make a public apology and address the problem and give a solution. Residence Life would also need to figure out the appropriate way to respond to different negative reactions. If it is a couple of people, they could simply respond to them privately and see how they can help that individual and what they can do better. Another thing

that is important when dealing with negative reactions on social media is choosing which battles to fight. They also need to make sure that they are timely with their responses and respond with facts versus emotions. Residence Life needs to also remember that they are trying to create a community of positivity between them and the general public.

Call To Action

Evaluation

I think Residence Life should really consider using Hootsuite as it would be a great tool to evaluate a social media channel. Using Hootsuite allows users to create and schedule posts, respond quickly to comments and direct messages directly from the Hootsuite dashboard and review content before posting. Doing this could also put Residence Life in a position to plan their posts and see what content is good or needs work. They can also use the help of students to post their “highlights” of them living on campus as a means to keep students living on campus.

Social Care Team

Trelana Daniel: already a part of the Res Life and is a mastermind when it comes to social media. Has had experience working with groups and can-do great things.

Maisy Wade: part of Res Life and is very creative with social media posts. Has lots of background with technology and is very capable. Is also currently in charge of the Res Life social media.

Emma Schneider: Also part of Res Life; helps with creating, posting, and setting up posts and is great at working with others. currently in charge of the Res Life social media.

Promoting Social Channels Across Campus

Ideas: QR-codes, flyers, using the social channels on letterheads, emails, word of mouth, RA's, PSA, and business cards, engaging with all social media channels. Commenting on other social media channels, promoting on digital bulletin boards.

Crowdsourcing: make a competition throughout the dorms to see who would post, share, and engage throughout all the channels and would win a pizza party. Two-week time event. To find rules on channels or a flier in the dorms.

Crisis Management Plan

The Residence Life team needs to create a privacy policy and crisis management plan specific to social media. This needs to be in social media strategies, rules, and regulations, created by the social care team. The team should create a plan that works for the school. The top priority is the safety of the students, staff, and faculty. The plan needs a media spokesperson, a person that can monitor social media feeds and a person that will talk to parents and keep them informed about what's going on.

Budget

Residence Life is currently using the professional plan for Hootsuite which is \$650 a year. We recommend splitting 4-5 hours a week between Instagram, TikTok, Facebook, and Pinterest for content creation which includes writing, creating graphics, and video. An additional 1-2 hours should be designated to monitoring analytics, scheduling, planning content, and social engagement. While paid or outsourced advertisements aren't currently feasible, we recommend Residence Life to consider investing in paid ads and Hootsuite post boosts to continue to grow and develop their social media channels.

Metrics

Social Media Platform	Business Objective: Keep Freshman in dorms for a second year.	Business Objective: Inform students what's happening on campus and in the dorms.
Facebook	KPI: Brand Awareness is a KPI to focus on for Facebook. UNK housing has 1.3k followers (the most on all platforms) yet receives little interaction on posts. Low interaction is an indicator that followers, impressions and shares should be tracked. Different types of content being posted to the main instagram page for housing could result in more interaction.	KPI: Informing your audience is kind of an unwritten rule, but there is a lot of information that needs to be given to students on a college campus. For example, there is new FSL housing being constructed and a lot of information needs to be given to students who are interested in living there. A portion of content should be focused on informing students about dorms and events happening in the dorms.
Instagram	KPI: Instagram as well as TikTok are new platforms UNK Housing is using. UNK Residence Life went from 70 followers to 200 followers on Instagram from August 2022 to September 2022. A KPI to focus on for Instagram is Brand Audience. If Instagram keeps gaining followers it will be a key indicator for a successful channel that can reach more of the target audience.	KPI: Instagram does not allow for links embedded in posts, so information sharing will have to come in the form of infographics and videos. A KPI to measure if the information you are posting is being received is comments. For example, a post about an event on campus with lots of comments with questions or statements shows that others are interested in your content.
TikTok	KPI: A KPI for the TikTok platform is Brand Audience. Content on this platform does well in terms of views and likes. It has 190 followers and 755 likes to date. Growing a bigger following is important because the more followers you have the more people you will reach. Reaching the right people could result in freshmen staying on campus if they have a positive sentiment of content posted on tiktok.	KPI: Keeping up with TikTok trends and remixing them with the information you want to say is a great way to spread information in an engaging way. A KPI to measure success for TikTok is to look at individual posts' success. Look at data about individual posts (total time viewed, total plays, average time viewed, and total audience).

Twitter	KPI: Brand awareness is a KPI to focus on for twitter. Tweets receive low views and likes despite having 900 followers. Tweeting and retweeting engaging content that students will actually interact with will increase engagement and followers on twitter.	KPI: Twitter is link friendly so sharing information content is simple on twitter. Measure success by not only by how well a post does in terms of likes, comments or shares, but also if the information is being received. An easy way to do this is to make a poll asking a question related to your post.
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Content Calendar

The calendar below is an example calendar that highlights times and days to post across the different platforms we are recommending, as well as ideas and suggestions for content that could be posted, among our own content creations examples. The post days and times are based on research from Hootsuite and HubSpot and reflect recommended times to post according to global engagement data. We recommend monitoring engagement from UNK Residence Life's specific audience and adjusting post dates and times accordingly throughout the semester and in future semesters.

Figure 21

Content Calendar

Social Media Calendar

WEEK OF January 23-27, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Amana first day of semester (Post 1) 12 PM		Pics from Community Council 11 AM		Happy Friday picture with Louie 2 PM
FACEBOOK	First day of classes reminder 8 AM	Announce MLK Day of Service 9 AM			Last day to drop class for full refund 8 AM
TIKTOK				Ask people what they are excited for in 2023? 7 PM	
PINTEREST					

Social Media Calendar

WEEK OF Jan 30-Feb 3, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Amana (Post #2) 12 PM	Inspire Your Heart with Art Day (art stations in dorms) 9 AM		Pictures from community council 11 AM	
FACEBOOK	RA Interest Meeting Reminder 8 AM	Spring 2023 Graduation Applications Reminder 8 AM		Pictures from community council 9 AM	
TIKTOK				RA pretends to be art critic at art stations from Tuesday 7 PM	
PINTEREST			Introduce Dorm Inspo Board for month of Feb - Pin relevant content daily		

Social Media Calendar

WEEK OF February 6-10, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Amana (Post #3) 12 PM		Pictures from community council 9 AM	Student Organization Fair reminder 11 AM	
FACEBOOK		Last Day to Apply for a Degree in May reminder 8 AM	Last day to drop a full-semester course and receive a 50% refund 8 AM	Pictures from NE Museum of Art 9 AM	
TIKTOK				Ask students their February goals? 7 PM	
PINTEREST	Daily Dorm Inspo Content 7 PM				

Social Media Calendar

WEEK OF February 13-17, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Amana (Post #4) 12 PM		Community Council Pictures 9 AM	Random Acts of Kindness Day 11 AM	
FACEBOOK	All Course Withdrawals Noted with a Grade of "W" on Academic Record (Three-Week Session) 8 AM	Black History Month Celebration reminder 8 AM		LPAC Build-a- Bear Event reminder 9 AM	
TIKTOK				Ask students about their weekend plans? 7 PM	
PINTEREST	Daily Dorm Inspo Content 7 PM				

Social Media Calendar

WEEK OF February 20-24, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Amana (Post #5) 12 PM	Ask students their favorite place to study 9 AM		Community Council Photos 11 AM	
FACEBOOK		Spring 2023 Industrial Distribution Career Event reminder 8 AM	Last Day to Submit Tuition and Fees Payment Without Penalty reminder 9 AM	LPAC Swing Dance reminder 8 AM	
TIKTOK				Have students make videos on Study Tips 7 PM	
PINTEREST	Daily Dorm Inspo Content 7 PM				

Social Media Calendar

WEEK OF Feb 27-March 3, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Amana (Post #6) 12 PM		World Compliment Day 9 AM		Community Council Pictures 11 AM
FACEBOOK		TRIO Day celebration reminder 8 AM		No Limits Conference reminder 9 AM	Choir Concert reminder for weekend 9 AM
TIKTOK				Video compilation of World Compliment Day from Wednesday 7 PM	
PINTEREST	Daily Dorm Inspo Content 7 PM				

Social Media Calendar

WEEK OF March 6-10, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Amana (Post #7) 12 PM		Talk About It Mental Health meeting reminder 9 AM	Ask students what they are doing over the weekend 11 AM	
FACEBOOK	KSO Concert reminder 8 AM	FAME Talent Show reminder 8 AM		Spring Semester Break announcement 9 AM	
TIKTOK				Ask people their Spring Break plans? 7 PM	
PINTEREST	Introduce "About UNK" board and post relevant content daily at 7 PM				

Social Media Calendar

WEEK OF

March 13-17, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Spring Break! 8 AM				
FACEBOOK	Spring Break! 8 AM				
TIKTOK					
PINTEREST	About UNK board pin 7 PM				

Social Media Calendar

WEEK OF **March 20-24, 2023**

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Earth Day/First Day of Spring 9 AM		Feature Samuel (Post #8) 12 PM	Share student pictures from Spring Break 11 AM	
FACEBOOK		Student Court/Senate Meetings reminder 9 AM	LPAC meeting reminder 8 AM	"Out of Darkness" Campus Walk reminder 8 AM	
TIKTOK				"Spring cleaning" videos from students regarding the semester 7 PM	
PINTEREST	About UNK board pin 7 PM				

Social Media Calendar

WEEK OF March 27-31, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Samuel (Post #9) 12 PM		Pictures from Community Council 9 AM	Take a Walk in the Park Day 11 AM	
FACEBOOK		Women's History Month Celebration reminder 8 AM	LPAC Karaoke Night reminder 9 AM	Pictures from community council 9 AM	
TIKTOK				Ask students their favorite song & sing part of it? 7 PM	
PINTEREST	About UNK board pin 7 PM				

Social Media Calendar

WEEK OF April 3-7, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Samuel Instagram Takeover All Day	Early Registration starts today 9 AM		Post community council pictures 11 AM	
FACEBOOK		Early Registration for Summer and Fall 2023 reminder 8 AM	All Course Withdrawals Noted with a Grade of "W" on Academic Record (Three-Week Session) 9 AM	NE Museum of Art Gallery reminder 9 AM	
TIKTOK				Show Art major student and their reflection from gallery 7 PM	
PINTEREST	About UNK board pin 7 PM				

Social Media Calendar

WEEK OF April 10-14, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Kenny (Post #10) 12 PM		Community Council pictures 9 AM		International Moment of Laughter Day 11 AM
FACEBOOK		Talk About It: Mental Health on Campus Meeting reminder 8 AM	TRIO-SSS Summer Celebration reminder 9 AM	Application for Summer 2023 Graduation Opens reminder 9 AM	
TIKTOK				How do you self- care? (Mental Health) 7 PM	
PINTEREST	Introduce reasons to live on campus board; relevant posts daily at 7 PM				

Social Media Calendar

WEEK OF April 17-21, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Kenny (Post #11) 12 PM		Post Community Council pictures 9 AM	National High Five Day 11 AM	
FACEBOOK	Connect @ Cushing reminder 8 AM	Share the Scoop reminder 8 AM		Last Day to Withdraw from One or More Full- Semester Courses 9 AM	
TIKTOK				Share how you destress from school? 7 PM	
PINTEREST	Reasons to live on campus board posts daily 7 PM				

Social Media Calendar

WEEK OF April 24-28, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Kenny (Post #12) 12 PM		Community Council pictures 9 AM		Arbor Day 11 AM
FACEBOOK	General Registration Begins for Summer 2023 and Fall 2023 reminder 8 AM	First Leaders Meeting reminder 9 AM		NE Art museum gallery reminder 9 AM	
TIKTOK				Ask students to share fun artwork 7 PM	
PINTEREST	Reasons to live on campus board posts daily 7 PM				

Social Media Calendar

WEEK OF

May 1-5, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Kenny (Post #13) 12 PM		Bike to school day 9 AM		Ask students what their plans for the summer are 11 AM
FACEBOOK		Student Senate meeting reminder 8 AM	LPAC meeting reminder 9 AM	NE Museum gallery reminder 9 AM	
TIKTOK				How do you study productively to prepare for finals? 7 PM	
PINTEREST	Reasons to live on campus board posts daily 7 PM				

Social Media Calendar

WEEK OF May 8-12, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Feature Kenny (Post #14) 12 PM	Dead Week Study tips 9 AM		Post community council pictures 11 AM	
FACEBOOK		Talk About It: Mental Health on Campus Meeting 9 AM	Wellness Week Music Festival reminder 8 AM	CBT Scholarship Night reminder 9 AM	
TIKTOK				Funny dead week memes/videos of students 7 PM	
PINTEREST	Reasons to live on campus board posts daily 7 PM				

Social Media Calendar

WEEK OF May 15-19, 2023

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	Good luck on finals 9 AM	Feature Kenny (Post #15) 12 PM	Recap of events throughout the semester 11 AM		Pictures of graduation 1 PM
FACEBOOK	Grading opens (Full-Semester) & finals week 8 AM			Spring Semester Ending reminder 9 AM	Graduation Day All-Day
TIKTOK				What's next after graduation for you? 7 PM	
PINTEREST	Reasons to live on campus board posts daily 7 PM				

General Suggestions

- Leverage large staff for more social media shares and a greater reach.
- Weekly meetings to ensure that the social team is on the same page.
- Hootsuite training to ensure that it is being fully utilized.
- Tag locations and people and use more personalized spotlights on students.
- Utilize Instagram stories for a weekly “Ask an RA” virtual advice column.

Additional Resources

Below are links to additional resources that our team found helpful over the course of the semester and in our research for this strategic plan. They are accessible and cover a wide variety of issues and current trends in social media, and we believe they will be helpful to your team as social media continues to grow and evolve.

- [Hootsuite Blog](#)
- [HubSpot Blog](#)
- [Sprout Social Blog](#)
- [Pinterest Predicts 2022 Report](#)
- [Roompact, Six Ways of Building Residence Hall Community Updated for the Social Media Age](#)
- [Facebook Case Studies: Education](#)
- [Repli360, How to Reach Student Renters on Social Media](#)
- [Multi-Housing News, 4 Social Media Tactics to Attract Student Renters](#)

Conclusion

Overall, much of what UNK Residence Life is doing already is working. They have had significant growth on two new social media channels—Instagram and TikTok—over the past semester. Our suggestions in this report are geared toward helping them increase engagement on all their current channels as well as leverage a new channel—Pinterest—to be able to connect with students in a variety of ways. We believe that utilizing the #BeHereBeHome big idea in order to really center students in their social media strategy will allow UNK Residence Life to take their social media presence to the next level.

