# SOCIAL
# MEDIA
# PLAN

# DAVID
# AYERS

# SOCIAL MEDIA PLAN

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## OBJECTIVES

**1** Increase awareness of the IMCPractitioner (IMCP) alias and David Ayers (DA) personal brand

**2** Achieve familiarity as a thought leader in the field of higher education marketing

## STRATEGIES

**1a** Gain **50** additional *connections* in the higher education industry (high quality leads) on LinkedIn

**1b** Gain **214** additional *followers* on Twitter for a total of **300** followers

**1c** Average **25** unique *visitors* monthly on DA personal brand website

**1d** Average **25** *views*-per-post on WordPress

**2a** Gain **20** total *Likes* to content posted on LinkedIn

**2b** Gain **20** total *Retweets* to content posted on Twitter

**2c** Gain a combination of **20** *Pins*, *Retweets*, or *Likes* to content posted on DA personal brand website (social media plug-ins not yet configured)

**2d** Gain **20** total *Trackbacks* to content posted on WordPress

# *TACTICS*

*Promote* original content shared via <u>WordPress</u> and <u>Twitter</u> to a large amount of professionally connected individuals (700+) | **2X/Week**

*Comment* on applicable Influencers' posts (e.g., John A. Byrne, John Maeda, Jeff Selingo, Phyllis Wise) | **1X/Week**

*Discuss* relevant issues in appropriate groups (e.g., Higher Education Marketing & Communications, University & College Designers Association [UCDA], Integrated Marketing Communications, Integrated Marketing Summit) | **1X/Week**

*Tweet* original content to followers | **2X/Day**

*Engage* current thought leaders | **1X/Week**

*Tag* Tweets according to subject or category (use tertiary attributes, expanding content to certain niche audiences)

*Integrate* the IMCP blog as an additional component of the DA "WORDS" web page (http://www.davidayers.me/words.html), providing a feed of new content weekly

*Configure* social media plug-ins to link DA personal brand with IMCP alias and vice versa, encouraging two-way traffic

*Post* valuable, insightful commentary in a timely and relevant manner to IMCP blog (harness the power of current trending events and news items) | **2X/Week**

*Tag* posts according to subject or category (use tertiary attributes, expanding content to certain niche audiences) and *mark* each article with author tag and byline thereby increasing SEO for DA personal brand
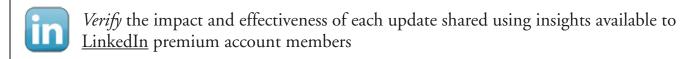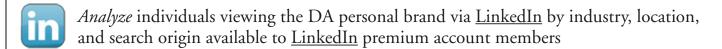
*Comment* on blogs with a significant online presence (e.g., The Chronicle of Higher Education, Inside Higher Ed) and *share* social signature/Gravatar that tracks back to the IMCP alias and DA personal brand

*Include* a permanent link or teaser page in IMCP blog infrastructure that directs readers to the DA personal brand website
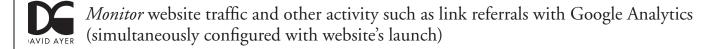
# METRICS

*Verify* the impact and effectiveness of each update shared using insights available to LinkedIn premium account members

*Analyze* individuals viewing the DA personal brand via LinkedIn by industry, location, and search origin available to LinkedIn premium account members

*Gauge* statistics such as total views, favorites, and most popular Tweets from weekly Twitter digest e-mails

*Conduct* a Twitter search for "rt @ IMCPractitioner" to reveal total Retweets earned/sent

*Use* third-party applications such as SumAll, Retweet Rank, and TweetReach to research all-time measurables such as Mentions, Retweets, and Replies

*Monitor* website traffic and other activity such as link referrals with Google Analytics (simultaneously configured with website's launch)

*Utilize* WordPress' own proprietary dashboard to measure all-time views-per-post, clicks to other social accounts via widgets, and search-to-site terms

# MESSAGES

**1**  The IMCPractitioner is an academic exposé on higher education marketing

**2**  The IMCPractitioner is required reading for higher education professionals

David Ayers is a second year, second semester graduate student at Marist College studying Integrated Marketing Communication.

# DAVID AYERS