

The Breeze

Serving James Madison University Since 1922



MKTG 410 Social Media Marketing Plan Project

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Executive Summary

The Breeze is the accredited student newspaper of James Madison University. The Breeze produces thousands of copies weekly as well as instituting a website, mobile app, and various social media profiles. The content covered by The Breeze includes a variety of topics, such as sports, news, culture and an opinion section. It's primary audiences include but are not limited to JMU current students and alumni, as well as JMU parents and faculty. Currently, The Breeze is seeking to enhance their online presence, gaining a larger follower base on social media accounts, ultimately to drive traffic to their website.

Over the course of this past semester, we have collectively teamed up and created social media marketing plan that addresses the needs of the Breeze. According to the Pew Research Center, as of August 2017, two-thirds (67%) of Americans say that they get their news on social media. With the rapidly increasing use of social media and the digital space for news consumption, The Breeze is looking to leverage their previously established strong brand in this realm. We met with Blake, a primary administrative figure for The Breeze to gain insight of his perception of their current strengths as well as areas for opportunities. We were provided with a realistic budget of \$10,000, as well as data they have collected from engagement on social media platforms. With this, we have generated three overarching objectives: consolidation, differentiation and participation. The Breeze will be enabled to achieve long term goals through our strategies and content themes of: community, engagement and reliability. Throughout the plan, current social media tools and position of The Breeze in the market were analyzed, social media objectives were thoroughly developed, insight into their target audience was researched, along with overall recommendations.

Situation Analysis

Internal Environment

The Breeze is poised in an advantageous position where it is aware of who its primary audience are, and have an avenue in which to reach them. James Madison University students, parents, alumni, and faculty are exposed to The Breeze from the moment they walk on campus. The current awareness and brand perception of The Breeze can be leveraged into the digital space and develop a strong following on social media. The distribution methods from the newspaper stands at popular locations on campus to local grocery stores and website have created a series of touch points that can be utilized to further this strong brand recognition. With that in mind, The Breeze does not receive sufficient online engagement from their massive target audience compared to their potential. The Breeze generates content which already captivates their target audience consisting of students, faculty, alumni and parents that can effectively translate into social media campaigns. These include, the “Best of the Burg” competition, special editions specifically homecoming issues, as well as sport coverage.

The Breeze is a decentralized student run organization. They have an extremely driven student labor force who care immensely about their craft and The Breeze has a history of success through their current structure and operations. In addition to the resources of student labor, it has an active Facebook account, Youtube Channel, two Instagram accounts, and five Twitter accounts: @TheBreezeJMU, @TheBreezeSports, @Breeze_Culture, @TheBreezeOP, and @TheBreezeTV. The Breeze TV also has a semi-active Youtube Channel. The Breeze demonstrates its readiness to implement a strategic social media strategy to drive more traffic to

their website and further brand awareness. Based on its posting data and trends, it is apparent that The Breeze has made attempts at creating guidelines for posting on social media but what is currently in place is ineffective and potentially loosely defined. Through using the \$10,000 budget to hire a social media manager and buy a social media automation system the Breeze will be able to instill more effective procedures and policies to succeed on social media and be fully prepared internally for social media activities.

External Environment

The Breeze has an inherent audience base of students, parents, faculty, and alumni that will exist so long as JMU exists. All four groups are active users of social media, specifically current students. The Breeze currently has 26,000 social media followers across all social networking platforms, and aims to continue to gain more and ultimately become a national newspaper. Due to Blake's statistics, 70% of the consumers look at The Breeze on a mobile app and are concluded to be mostly students; the remaining 30% look from a desktop and are assumed to be faculty and alumni. Based on statistics provided, the demographics consist of 67% of the readers being 18-24 years old, 17% are 45-54, and 16% are 35-44. With that being said, its largest and most popular audience is comprised of students, and The Breeze is looking to connect with alumni and faculty readers more effectively.

By attempting to tap into the world news and political sector of reporting through social media, The Breeze is making its newspaper susceptible to competitors including CNN, The Associated Press, The Wall Street Journal, and the Washington Post. These competitors have a substantial amount of followers, and critically acclaimed global dominance. Therefore, The Breeze puts itself at a disadvantage positioning themselves this way and attempting to compete

in such a saturated market. However, from a local standpoint, The Breeze monopolizes its market and is the thought leader for local news in Harrisonburg and surrounding communities.

The Breeze is currently transforming its paper to be digital and seeks to market their ongoing transition through their social media platforms. This is observed through consistent posts highlighting calls to action to visit The Breeze's website. With this transition, The Breeze is seeking to position its mobile app to be the primary source for accessing its newspaper. Another marketing effort it is implementing is an email newsletter, that currently has over 3,000 subscribers. The newsletter provides a link to The Breeze's website and attaches new content created that week. This allows The Breeze to increase awareness of their digital newspaper space and serve as reinforcement for those who are not exposed to the name as often, as a majority of the subscribers are alumni.

There are many key trends in the external environment that may affect decisions regarding social media marketing. Politically, The Breeze has to be careful on what is being written specifically regarding JMU, as it is a public institution; thus The Breeze has policies and regulations they must follow based off of President Alger's discretion. From a social standpoint, its target audience of students, alumni, and faculty, value news and updates about JMU. This has a positive impact because everyone wants to be socially connected, and The Breeze is a perfect channel to bridge that gap. Today, The Breeze continues to have opportunities to capitalize on technology and has done so by having accounts on social networking platforms and incorporating its mentioned mobile app. Environmentally, events that occur at JMU, planned, unplanned, positive, or negative, impact the content that The Breeze publishes. A varying

amount of environmental factors, such as time of the year, an ongoing topic, or an unpredictable event occurring, all contribute to the buzz the content will receive and what content is written.

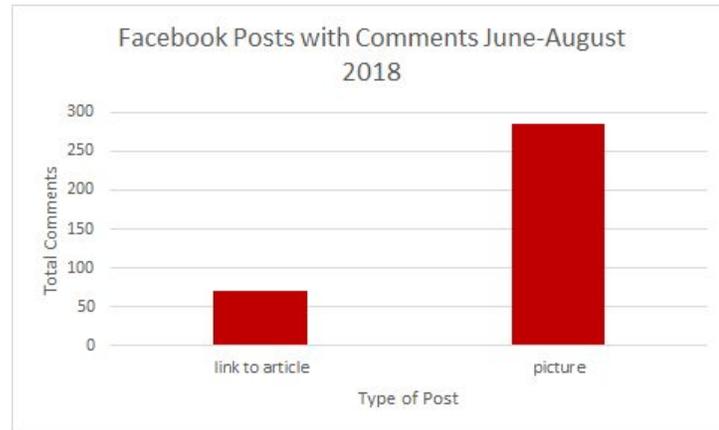
Social Media Audit/Social Media Presence

Sentiment Analysis (Last 4 Months)

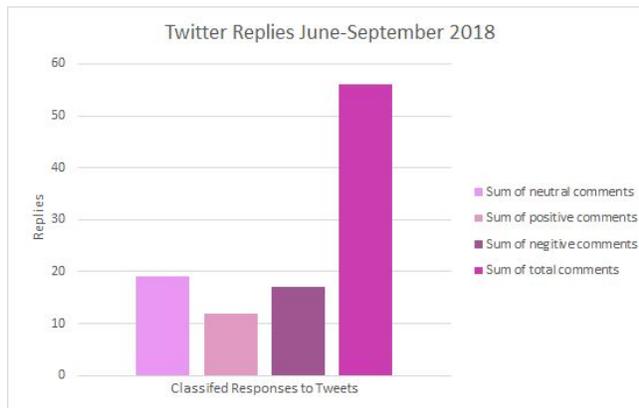
Facebook Data Sept-Aug		Engagement mechanism		
Type of Post	Sum of total comments	Sum of total likes	Sum of shares	Sum of views
link	0	3	0	
link to article	192	2526	501	3400
multiple pictures	5	419	19	
picture	25	498	74	
text post	0	2	0	
video	282	912	649	94655
Grand Total	504	4360	1243	98055

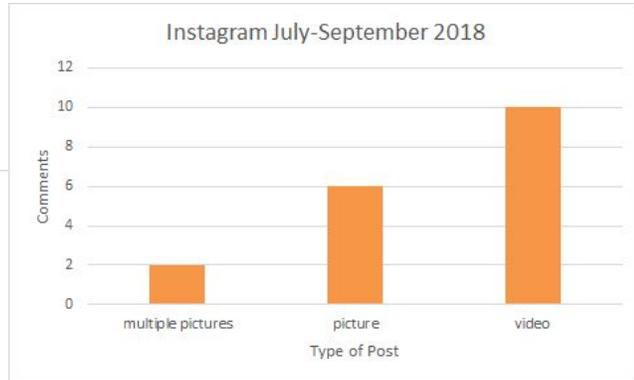
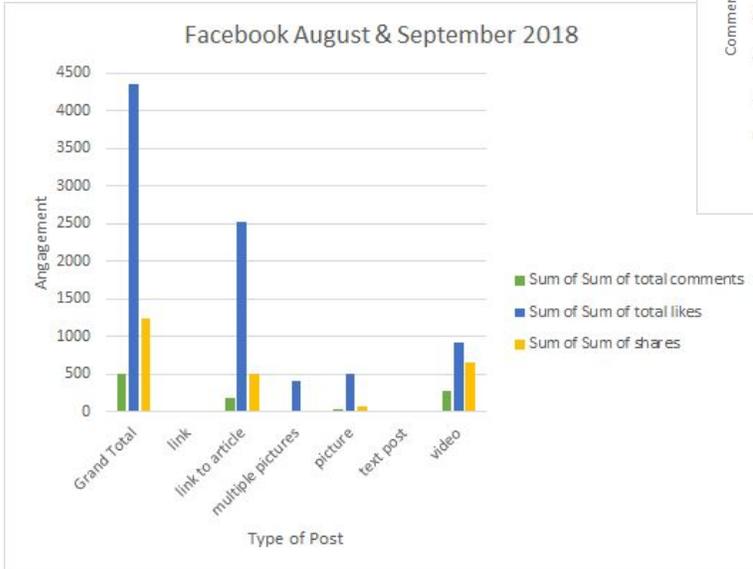
Facebook Data June - August	
Type of Post	Total
link to article	71
picture	285
Grand Total	356

Instagram	
Type of Post	Total
multiple pictures	2
picture	6
video	10
Grand Total	18



Type of Post	Sum of neutral comments	Sum of positive comments	Sum of negative comments	Sum of total comments
Tweet	19	12	17	56
Grand Total	19	12	17	56





A sentiment analysis was conducted across Facebook, and Twitter during the months of June through September 2018 and Instagram from the months of July through September 2018. The analysis primarily consisted of posts that received comments, in which the comments were classified as positive, negative, or neutral. Facebook had a more robust analysis during the months of August and September by analyzing all posts, examining likes and views as well as opposed to just the ones receiving comments. During the months of June and July on Facebook, there were 24 posts that received comments; totaling with 71 comments on posts that contained text and a link to an article, and 485 comments on posts of photos. During the months of August and September, there were 225 posts on Facebook, such as links to articles, multiple photos, singular pictures, text posts, and videos. Of these posts, there were a total of 504 comments, 4360 likes, 1243 shares, and 98055 video views. On Twitter, there were 35 tweets that received

comments during the months of June through September. There were 56 comments in total during this time period, with the majority of them to be considered neutral or negative comments.

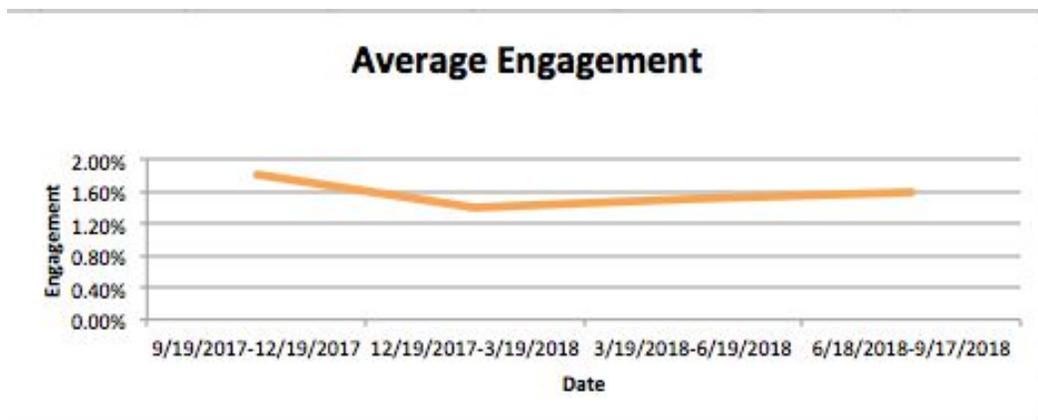
Reach

The Breeze experiences a very positive trend in terms of increasing daily reach over the last 4 months. May 17th to June 17th saw a daily total reach of 3662, but between August 17th and September 17th, 16815 people were reached daily, this translates to 4.59 times more people being exposed to their content in the time frame of August 17th and September 17th compared to May 17th to June 17th. Although this discrepancy is expected due to students leaving Harrisonburg during these months, The Breeze should enhance its efforts of engaging with students during these specified periods. The JMU student body is growing every year, and The Breeze does a great job of informing new students of its presence. This should lead to a natural increase in reach as time goes on.

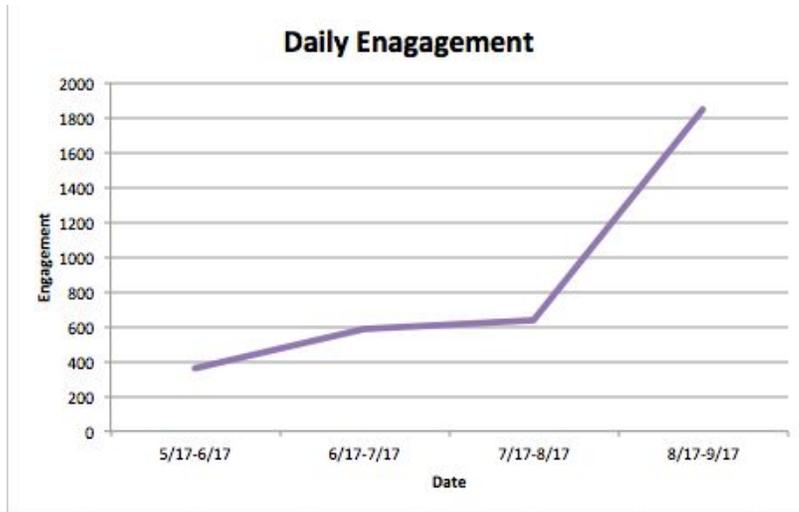


Engagement

Twitter: Engagement rate over the past year fluxated from 1.4%-1.8% which is a fairly stable trend. The 91-day period between September 19, 2017 and December 18, 2017 saw the highest engagement rate at 1.8%, and presumed to be a result of the school year starting. The inverse to this trend can be seen in the summer when impressions per day drop to as low as 13.7K compared to the September 19-December 18 period which saw 33.7k daily impressions. Our plan focuses on increasing engagement through interactive social media posts and two way communication to maintain interaction with the brand and prevent dips in engagement described above.



Facebook: Based on the data provided by The Breeze, it is evident to see the positive trend of engaged users over the last 4 months. This has positive effect in terms of working towards their goal because it demonstrates that The Breeze is retaining those that are already engaged as well as engaging new users. The drastic jump between July 17-August 17 and August 17- September 17 is very staggering due to the fall semester starting. This pattern is undoubtedly a point of interest for the future.



Instagram: The Breeze experiences an engagement rate of 3.19% with an average number of likes of 53 on their Instagram profile. This engagement rate is relatively low for similar accounts, which typically have 5% engagement rate on average. However, 71.9% of the accounts activity appears to be authentic and this is highly above the 57.4% average of similar accounts. Unfortunately we are only able to see current engagement rates so we cannot analyze trends.

Type of Posts

The Breeze’s Twitter profiles publish a wide array of content. They have five twitter accounts that vary in follower count from between 350-12,200. The main Twitter handle @TheBreeze retweets the other Breeze run accounts about sports, movies, JMU culture, and opinion pieces and mainly posts links to online articles. It is common for this account to post the same article more than once in the same day and almost always within the same week. Common themes and phrases were, “check this out” and “take a look at.” The Breeze Sports Twitter account has an obvious emphasis on sports related content, but they post the same articles across

the multiple accounts. This account competes directly with @JMUSports, which is a professionally run account. The Breeze Sports account also displays patterns of tweeting the same tweet multiple times. This type of posting discourages people from following and engaging with The Breeze due to amount of clutter and repetitive content. Facebook also sees overlap of the exact same articles that are on Twitter, with similar habits of posting the same post multiple times. Overposting discourages the target market to follow The Breeze on multiple accounts and need to be adjusted in order to achieve an large, active and engaged audience.

Instagram in contrast to the other platforms is used more sparingly. Those behind the account do an admirable job of limiting how often they post. The majority of instagram posts consist of their article covers and interesting sports pictures that receive a generous amount of likes. Instagram is also one of the most popular platforms for the age demographics of a large segment of the desired target audience. The Breeze needs to consider becoming more active on this platform to match the trends and expectations of consumers.

Feedback

The Breeze does not receive a lot of feedback and interaction from its audience on any of their social media accounts. its main Twitter account saw an average of 43 likes per day between June 19th and September 17th, which is not dangerously low, but does not reflect the amount of followers they have and the opportunities they have based on this follower base. Facebook also caused it to experience similar problems in the sense that it does not see the amount feedback that accurately reflects their followers. This is in part due to the posts mirroring the articles that have already been posted about on Twitter. Instagram sees an average of 1.5 comments per post

with only 15 comments from April 20th-September 20th. This also is very low based on how many followers they have. In turn, there should be adjustments made to focus on creating more engaging, common themes of different posts across all of the social media accounts.

Average Response Time

In terms of The Breeze responding to comments from readers, we identified two posts on Facebook and one post on Twitter where The Breeze directly responded to a user's comment on a particular post. The Breeze did not have any comments left by readers on Instagram. In today's online world, social media is used for a two way communication; The Breeze needs to acknowledge this trend and leverage open communication. Consistent communication with the audience maintains engagement and results with them being more active in interacting with the brand and creates a brand's community. It is vital for the audience to experience The Breeze as an active member of their own community in order to create a positive consumer experience. We attempted to trigger a response by tweeting directly to The Breeze, looking to test it's means of communication with their audience, however we did not receive a response. Lets say something about what this means for them or something here.

Social Media SWOT Analysis

The Breeze is a well established entity within both the JMU and Harrisonburg community. The accessibility of The Breeze has attributed to its prosperity specifically through developing an online platform that generated over one million engagements last year. The Breeze acts as a link that connects JMU and Harrisonburg in a way that differentiates them other organizations. It is the strong, relevant and intriguing content that ultimately drives the success of The Breeze and retains its readers. The content has been recognized by the Virginia Press

Awards for having impressive advertising and editorials. The brand loyalty of readers of The Breeze can translate into the digital space by addressing weaknesses; including lack of consistent of brand messaging, and competitor intel. The Breeze's online presence currently is on its website, mobile app, five Twitter accounts, Facebook page and Instagram account. Throughout these accounts, content is not centralized around a consistent theme or brand message, and is disengaged and redundant. Engagement on their social media accounts can be maximized and the average response rate should decrease to a more favorable margin.

These weaknesses are addressable and adjusting for them will allow The Breeze to reach its online potential with more accuracy and ease. Based on our primary research interviewing people on campus, the ones who read The Breeze said that they are aware of its online presence. This trend provides an opportunity for The Breeze to further use social media to expand its reach and increase their followers. As mentioned, The Breeze connects many groups of people including alumni, current and future students, parents and faculty. By having a large audience that are already in the social media realm and avid social media users, there are many opportunities for further segmentation among target audiences and generating conversation. The dissemination of the *Daily Duke*, a direct competitor, provides an opportunity to gain more readers and followers who are looking for a replacement brand. Special editions are a prime example, which allows The Breeze to lend their brand to potential social media campaigns. These campaigns will strengthen the bond they create, by bringing these seemingly different communities together.

The Breeze is a part of a unique community that directly demands its niche news. The Breeze is threatened by the jurisdiction of a school rather than a business, this constantly places

constraints on their journalism freedom. Based on the content that The Breeze posts, it positions it to compete with larger news sources that do not face similar restrictions. Utilizing social media to post primarily global news and political content, The Breeze attempts to compete with: CNN, The Associated Press, The Wall Street Journal etc. In order to best mitigate this, The Breeze should acknowledge its competitors and focus on those most similar to them like The Tab, The Odyssey and the Bridgewater College paper, *Veritas*. The Breeze does not have the resources to compete with global news sources. However, it can be the leading competitor in its community if it sticks to its identity as a school newspaper by promoting the relevant content demanded by the target market .

2. Social Media Objectives and Budgeting

Consolidation, differentiation, and participation are the objectives we have defined for The Breeze to create an optimal social media presence. The goal of consolidation references our recommendation to reduce The Breeze's many social media accounts and message clutter. The Breeze should aim to reduce its total number of social media accounts to one Instagram, two Twitter, one Facebook page and introduce a Snapchat account. These accounts should be established before attempting to build up the YouTube channels. This recommendation derives from the lack of participation on this platform from our target market. The accounts should be consolidated two weeks after beginning the activation plan. This time frame is meant to provide a transition period to notify current followers before deactivating the accounts, as well as setting a realistic benchmark.

We recommend the two Twitter accounts be @TheBreezeJMU and @TheBreezeSports as these two accounts have the least amount of message and audience overlap and largest amount

of followers. Our goal for the twitter accounts is to have a 10% increase of followers quarterly. This will be in accordance with The Breeze's goal to nearly increase their Twitter following by 50% within a year. Instagram should be consolidated into one account based off the disparity of success from the number of followers amongst the two accounts. @breezesports is unable to compete directly with @JMU sports on this platform. Moreover, we do not want the second account to take away from the positive trends @breezejmu is seeing, as a majority of the content is repeated from account to account.

We would like to see the range of content continue to widen on all platforms. Five different types of content weekly should be posted which can include a mix of: images, articles, videos, polls, and breaking news segments. To further consolidate, we suggest The Breeze decreases its social media posting volume by 75% at least 1 month after implementing these recommendations. This will address message dilution, overlap, and repetition among the platforms which in turn will create a more valuable user experience.

As a student run organization, The Breeze is different from other news sources and we feel it should take advantage of its unique status by further differentiating itself from business entities. While The Breeze produces incredible articles about any subject, it simply cannot compete with journalism juggernauts when it comes to sharing national and world news. As social media is a main source for news, these organizations are viewed as more credible and reliable. The Breeze's target audience perceives The Breeze as a local news source rather than global. However, the target audience has no better source when it comes to news about JMU and Harrisonburg. With this in mind, for every five posts generated, four should be related to JMU and Harrisonburg. Adhering to this standard will differentiate The Breeze from the big name

news sources and allow The Breeze to focus on positioning itself as a competitor in the local news market. In talking to real-world representatives of each of our target audience personas, we discovered they all preferred content regarding Harrisonburg or JMU. By acting in accordance with the 1:4 ratio standard, The Breeze will disseminate content on their social media accounts that their target audience is looking for and wants to read.

To meet the goals of The Breeze, we want to focus on encouraging the target audience to participate in social media efforts. To achieve increased participation, more polls, questions, and audience solicited content will be disseminated. The Breeze must also lower its response rate to improve customer validation. Average response time of three hours should be reached by three months after implementing these recommendations. Consolidating and differentiating these accounts will allow The Breeze to introduce a Snapchat account; where followers can be drawn in from the already established platforms. Five-thousand followers by six months after creating the Snapchat account will be obtainable. a steady increase in followers one of the most meaningful ways to measure social media success is; The Breeze can therefore achieve the desired 10% increase in followers every quarter.

Gather Target Audience Insights and Create Social Media Personas

The segments that would be most beneficial to target are JMU alumni, students, faculty and parents. They participate in multiple zones including the social and entertainment communities. The social community is filled with people who love reading and sharing articles, socializing, and conversing via the web. Consumers within this community have a main focus on relationships, as well as content that is relevant to their interests. Our target market is also part of the social entertainment zone because they use social games, social music, video and social

television. They are dedicated to communities that involve entertainment and social networks like Youtube and Twitter.

According to the Pew Research Center, the most popular social media platforms used by users aged 18-24 include Facebook, Instagram, Twitter, and Snapchat. These platforms are generally used for social purpose as well as to fulfill various motives: affinity, personal utility, contact, comfort, and immediacy. When on-campus interviews were conducted, it was found that alumni actively use Facebook, LinkedIn, Snapchat and Twitter. Faculty also use those platforms, but are not as active with Snapchat. Both alumni and faculty are seeking to fulfill motives of contact, comfort, immediacy, personal utility, and curiosity. Lastly, according to the Pew Research Center, two main platforms used by parents are Facebook and Youtube, with a high increase in usage of Instagram. They use these for curiosity and altruism.

All four of our personas (Appendix A) value connection. Staying connected through social media is a huge reason why students, alumni, faculty and parents use it. Students love being updated on JMU news, family, friends, sports, and almost anything entertaining and relevant to them. Alumni strive to maintain relationships with friends and stay connected with JMU culture. Faculty is affected by JMU news and therefore try and stay up to date. Parents are motivated to log in to stay connected with their children and learn about JMU's community. The Breeze should tailor content that is relevant to these segments through they differ in sources of motivation.

Select Social Zones

Social community

One of our overarching themes involves getting the JMU community more involved with The Breeze, and can be achieved through reinforcing the social community that The Breeze has to offer. We want to position The Breeze to emphasize the two way communication model and highlight interaction with the audiences within its community. Through the “three C’s” we aim to improve its social community. This process begins with building relationships through **conversation**, then maintaining these relationships through **collaboration**, and finally building a true **community** that is based on shared participation. Six out of our 12 months include campaigns and posts focused around the theme of “community”. The significance of this theme will be consistently reinforced and improved through responses to user comments, consumer generated content, and an overall more effective social presence.

Social publishing

The Breeze prides itself on providing informative and relevant articles to JMU and Harrisonburg. Another core theme in our social media plan is reliability, in which we have created multiple experiences that strive to reinforce its social publishing. For any news source, being positioned as a thought leader and being trusted by the readers is crucial for success. The Breeze must consistently supply its audiences with material that is considered factual, interesting, and helpful. We look to further enhance its social publishing by interacting with individual users and incorporating user submitted content in The Breeze. The Breeze is currently a multifaceted news source with an array of subjects ranging from Harrisonburg information to JMU sports updates. One example of a post that connects to social publishing is our promotion of the #BestOfTheBurg campaign that will fill readers in on the top places in Harrisonburg.

Overall, The Breeze should focus on bringing news to the JMU community that can be seen as relevant and provide value to our segments.

Develop Experience Strategies Centered Around Themes

The Breeze is best positioned to deliver JMU and Harrisonburg related news to students, faculty, alumni, and parents. As a student organization, they are not concerned with pleasing external shareholders and can focus on producing quality content for its readers.

Our experience strategy centers around three themes: engagement, community, and reliability. Our theme of engagement lines up with our goal of participation. Messages embodying the engagement theme include polls, user solicited content, and contests. Community relates to our goal of differentiation. By posting messages that relate to the extended JMU community, The Breeze can differentiate itself from larger news sources and will dominate its niche. Our theme of reliability is in line with our goal of consolidation. It is important for The Breeze to consolidate its social media accounts and posting volume in order to garner trust from its target market. Fewer accounts and less messaging ensures that the messages shared by The Breeze will be reliably meaningful to its followers.

The Breeze wants its target audience of students, faculty, alumni, and parents to participate and interact with its messages and content. This could be through: clicks on links, responses to polls, questions, contests, sharing social media messages and content, commenting on social media messages and content, and following social media accounts.

There are influencers that would encourage members of The Breeze's target audience to follow its social media accounts. The student government's account should encourage students to

follow The Breeze. It would make sense for them to promote student run organizations at the university, especially a long-standing student run institution like The Breeze. Another influencer account would be Pittsburgh Steelers defensive end, Arthur Moats, Twitter account. He is known to share JMU related content and is very enthusiastic about his alma mater. With greater than fifty-five thousand followers, he would be likely to promote The Breeze's content and would amplify the reach of The Breeze. The last influencer The Breeze should target is reality star most famously known for her appearance on *The Bachelor* Ashley Iaconetti. She has participated in an interview with The Breeze and would likely share its content. With more than two-hundred thousand followers, her reach would greatly amplify The Breeze's messaging.

Activation Plan and Social Media Content Calendar (Appendix B)

A social media manager should be hired within two weeks to oversee the social media activities. This person will be the sole entity in charge of the social media accounts for The Breeze. They will be granted a HootSuite Premium account to manage the platforms in an organized manner. We recommend the hired student be a SMAD or marketing major with experience working with social media and budgets. This position will be paid \$4,500 annually. Five of these hours each week will be remote to ensure the response is maintained below 3 hours. Their responsibilities will consist of posting content on to Twitter, Facebook, Snapchat and Instagram, following the guidelines and participation, consolidation and differentiation objectives discussed previously. Our social media manager is responsible for posting a maximum

of four tweets per day from @TheBreezeJMU and from @BreezeSports at least six times weekly. Two of these daily tweets maximum can lead directly to an article. We've outlined twelve examples of intriguing content that follow our engagement, reliability and community themes. The hired manager should use this as a template to inspire the content they will generate.

We allocated our \$10,000 budget based upon our three message themes: community, reliability, and engagement. \$8,749 of the \$10,000 budget will be used. The remaining \$1,251 will be reserved in a discretionary fund to provide leeway for unforeseen circumstances including promotional needs, spontaneous events, and other market changes. Engagement will use 22.8% (\$2,000) of our budget for promotional events like giveaways and contests. Community will need 21.7% (\$1,900) of the budget for promoting content on Facebook, Twitter and Instagram. \$500 of the community budget is allocated for creating up to twenty Snapchat geofilters annually. Reliability requires the bulk of the budget to hire a social media manager for \$10 per hour for 15 hours per week. This employee will oversee the organization and functionality of all social media accounts representing The Breeze.

Community	Snapchat Geotags	\$400
	(\$20 per day) Max. 20 per year	
	Boosted Posts on Twitter	\$500
	Boosted Posts on Facebook	\$500
	\$50 per post	
	Boosted Posts on Instagram	\$500
Reliability	Hootsuite Professional	\$349
	Social Media Manager	\$4,500
	\$10 per hour 15 hours a week	
Engagement	\$1,000	
	Giveaways	\$604
	Yeti Cooler	\$250
	January Sweatshirt	\$46
	Gift Cards	\$25
	Est. Shipping	\$75
	Promotional Items	\$1,000
Total		\$8,749

The Breeze has an overarching goal of significantly increasing their engagement, specifically with students and alumni. Utilizing suggested metrics, allows them to properly benchmark their efforts, measure their success and adjust accordingly based on these found results. Measuring participation, defined as: clicks, poll responses, comments, replies, and shares, supports an increase in reach, ultimately leading to improved engagement rates. Using

these specific metrics, as opposed to accounting for views and likes, ensures the reach necessary to fulfill the engagement with students and alumni that The Breeze is seeking. Once their content is shown to their desired reach, The Breeze can capitalize on different types of content to engage their audience consistently. Another primary goal of The Breeze is to double their follower base of their social media profiles. Consolidating accounts and messages, increases the impressions per message and decreases clutter on feeds. In doing so, the followers across multiple accounts, following multiple messages will be unified into a greater amount of followers for fewer accounts. Due to the Breeze also having an application in place for mobile devices, the messages posted within this platform should be consistent with content posted on social media networks. Keeping a clear, consistent message reinforces the reliability of their content, as well as the overall brand. The adjustments allow for their brand image to be maintained, as well as reinforced, that they are students working for and with students--not a business entity.

Manage and Measure

The primary metrics we are going to use to assess our effectiveness are what we classify as “participation” metrics. Participation is our overarching goal to achieve our short term objectives. The specific measures that we believe qualify as participation are: clicks, poll responses, comments, replies, shares, retweets, and most importantly followers.

We decided to combine these different means of engagement under the overarching term “participation” because they represent significant engagement actions. Seeing as this parallels our goals, we believe that these metrics demonstrate the optimal strategies from a quantitative standpoint. Clicks equate to website views, and are one of the primary metrics The Breeze is

seeking to drive. A click triggers an assumption that the audience interacted with the content, but does not validate that the content resonated with or was of value to them. In result of this, clicks are considered to be a lower level of participation. Over the course of our thematic campaigns, we plan to heavily use polls to engage our target audience. Poll responses assume more participation than a click, because a response serves as a type of call to action, in that it requires some level of thought about the content and message.

Shares also represent more significant engagement and participation and are extremely valuable in terms of increasing indirect reach. A share requires content or a message to have connected with the target audience to the point where they support the content. Users are confirming they want to be associated with it, want to add commentary to it, or believe it would be relevant to their followers or friends. Retweets represent the same level of participation and value as shares, but are exclusive to the Twitter platform.

Comments are a staple representation of engagement. Comments can be classified to gauge the impression the brand is leaving on the user. However, comments are vital in terms of sparking conversation regarding the content. Replies are equivalent to comments on Twitter. Comments and replies are incredible measures of participation, because they require the target audience to have interacted with the content or message in order for them to express a thought about it.

Followers help us measure the amount of people who are likely to participate with our message and content. This metric is the most important when it comes to measuring our success because it means that The Breeze is maximizing the number of people it is reaching within its

target audience.

In addition to quantitative metrics, we also plan to assess the success of our efforts qualitatively. Consistent sentiment analysis demonstrates how our audience is reacting to our social media campaigns and messaging. This analysis will show how well The Breeze's content is stimulating participation. Sentiment analysis should be conducted bi-monthly to ensure that the content being posted is relevant and engaging. Sentiment analysis will allow us to assess our goal of differentiation and theme of reliability. The different sentiments expressed in comments will allow us to tell whether we are seen as reliable and different from other news sources.

We recommend using Hootsuite's Professional level plan to collect and assess data, in addition to managing social media platforms. Hootsuite is an immensely intuitive tool that offers the right level of analytical and management services. Hootsuite Professional costs about \$30 per month and allows one person to manage ten social profiles. We suggest that only one person (a hired social media manager) has access to the Hootsuite account, in order to achieve our goal of consolidation. We believe The Breeze is lacking clear process and management when it comes to its social media activities, and that consolidating the amount of people able to post will make social media efforts more professional, organized, and strategic. We also selected the plan with the minimum number of social media accounts to encourage consolidation on that front as well. Hootsuite will be able to track each quantitative metric except for the ratio of article promotions, this metric must be tracked manually..

Standards of conduct

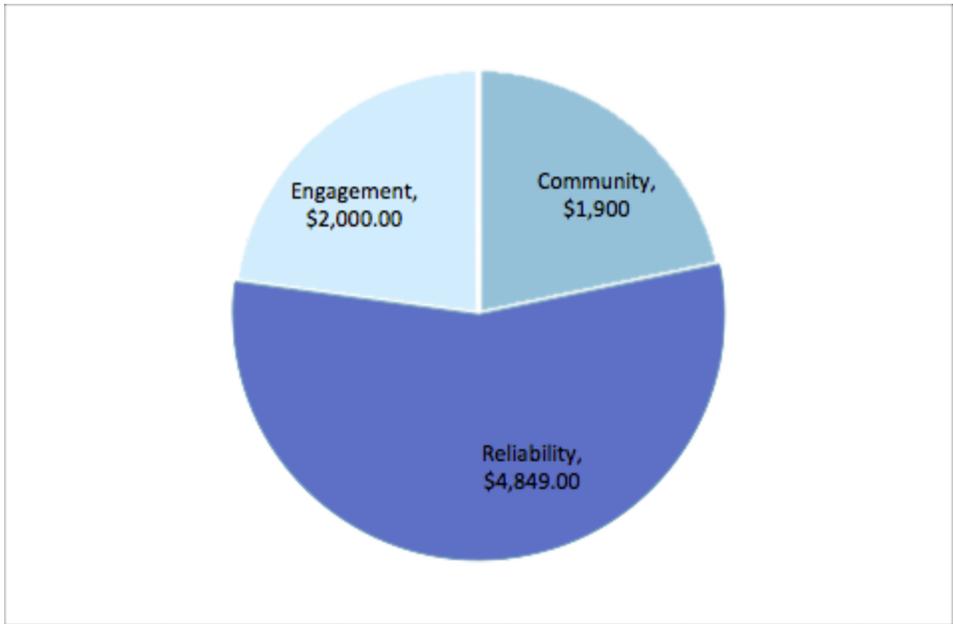
Any member of The Breeze who writes or shares a social media message is expected to act ethically. This means that no hate speech is to be promoted and nothing is to be shared that would tarnish the illustrious reputation of The Breeze. Any information presented on social media from any Breeze account must be a truthful and honest representation of the aforementioned information, especially because one of our major themes of reliability. It is inappropriate to share information related to the processes and operations at The Breeze. Violation of any of these policies are subject to the discipline of The Breeze's leadership.

Disclosure requirements

Any source mentioned a social media message, whether it be in the response to a question solicited on social media or the source of an article must give full consent when being mentioned in a social media message. This consent can be provided through message, document, or verbally. Violation of any of these policies are subject to the discipline of The Breeze's leadership.

Standards for posting corporate information

Any intellectual property for which consent has not been obtained may not be shared. The Breeze's financial information, the financial information of anyone involved with The Breeze, or the financial information of anyone providing content of any type may not be shared. Permission must be obtained before sharing any copyrighted information. Violation of any of these policies are subject to the discipline of The Breeze's leadership.



Appendix A: Social Media Persona

Appendix B: Content Calendar

Citations:

Jain, S. (2017, December 27). How to Boost Your Post On Instagram To Increase Engagement by 100%! Retrieved December 3, 2018, from <https://www.soravjain.com/boost-post-on-instagram-to-increase-engagement>

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Smith, A., & Anderson, M. (2018, September 19). Social Media Use 2018: Demographics and Statistics. Retrieved from

<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

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