

## **SAB Public Relations Plan** **Jamdan Clang and Ellie Feis**

### **Situation Analysis/Summary**

**Organization:** The University of Nebraska-Lincoln College of Journalism and Mass Communications (CoJMC) Student Advisory Board (SAB).

**Mission:** To be the voice of the students, a liaison between staff/faculty at the college and to a resource for students to contact with questions and concerns.

**Target Audience:** Students in the College of Journalism and Mass Communications

**Problem:** The CoJMC SAB suffers from a lack of awareness. Many CoJMC students have never heard of the SAB and do not know that it is a resource for making changes in CoJMC. This project aims to spread awareness of SAB and to get more CoJMC to utilize the services provided by the SAB.

### **SAB SWOT**

*Strengths-* Established members, willingness to help, resources provided by the college

*Weaknesses-* Staggering attendance from members, Lack of student awareness

*Opportunities-* Increase following, help students voice opinions, grow organization

*Threats-* Low student response, SAB scheduling/communication, faculty support

### **Research**

- Research conducted
  - Evaluation of SAB's social media statistics (see social media audit)
  - Evaluation of SAB's success in past student surveys (called Sound Bites).
    - Less than 10 responses from survey conducted earlier in the fall semester.
  - Evaluation of SAB's previous success selling t-shirts
    - Estimated 25-30 t-shirts sold during the 2015-2016 year
    - Problem engaging students earlier in the year with t-shirt design contest. There were no responses to the contest.
  - Student survey revealed most CoJMC students get their information from the CoJMC email.
- Relevance of research: Research affirmed that indicated that students were either unaware of SAB or did not want to engage with SAB.
  - Social media:
    - Top priorities are increasing followers and engagement
  - Survey:
    - Posters and social media posts to spread awareness.
  - T-shirts:

- Generate buzz about t-shirt in advance, give students a say in design.
  - Feature:
    - Publishing a feature in the email will reach CoJMC students.

## Planning

### 1• Measurable objectives

- Have 40 students take the survey we developed.
- Increase SAB following on social media by 10 percent
- Publish an end of the semester advice story from CoJMC SAB
- Get 40 interactions for the CoJMC t-shirt

### 2• Target audience: CoJMC students

## Execution

### 1• Tactics

- Student Survey
- Social Media Plan
- T-shirt Designs
- Advice Feature Story

### 2• How tactics were implemented.

- Student Survey
  - Google Forms
  - Social Media: Facebook, Twitter, Instagram
  - SAB members made class announcements
  - Posters hung up around Andersen Hall
- T-shirt designs
  - Social Media: Facebook, Twitter, Instagram
- Advice Feature Story
  - today@cojmc newsletter
- Social Media Plan
  - Following followers of CoJMC social media accounts
  - Asking members of CoJMC to share page with other friends in CoJMC
  - Adding social media to end of feature story

## Evaluation

### 1• How we tracked and measured our results:

- Social media analytics
  - Twitter Analytics
  - Facebook Insights
- Number of votes on t-shirt photos
  - Number of likes, comments and shares on post
- Survey submissions
  - Google Form statistics
- Publication of feature piece

### 2• Results compared to the measurable objectives

- Have 40 students take the survey we developed.
  - 38 total responses
- Increase SAB following on social media by 10%
  - Facebook: 122 likes
    - 7 percent increase
  - Twitter: 187 follows
    - 10.6 percent increase
  - Instagram: 100 followers
    - 8.7 percent increase
  - Average percentage increase: 8.77 percent
- Publish an end of the semester advice story from CoJMC SAB
  - Advice story accepted for publication, ran Dec. 1
  - Earned media: a Twitter follower tweeted about the post
- Get 40 interactions for the CoJMC t-shirt
  - 17 likes, 17 comments, and 1 share on Facebook
  - 15 likes on Instagram
  - 8 likes, 2 retweets on Twitter

### 3• Final thoughts and suggestions for increasing impact

The most successful content is content that is relevant to the average CoJMC student. SAB has the opportunity to expand more with original content and become more than just a content curator of what other CoJMC accounts post.

To have even more impact on the audience, more effort could be made to reach students through multiple tactic points other than social media, such as the CoJMC email for the t-shirt and survey or promoting the feature article on our social media outlets. There should be a special consideration for appealing to underclassmen, as the lowest number of respondents for the survey were

Social Media Strategy  
CoJMC Student Advisory Board

**Objectives**

1. What does SAB want to achieve with social media?  
Connect with students at CoJMC, Facilitate conversation about improvements that can be made to the student experience, Advertise events and contests hosted by SAB
2. What are your S.M.A.R.T objectives:
  - Have 40 students take the survey we developed.
  - Increase SAB following on social media by 10% by the end of the semester
  - Publish an end of the semester advice story from CoJMC SAB
  - Get 40 interactions with the CoJMC t-shirt designs

**Audience Persona**

3. What would be a broad description of your ideal user?  
Students who are AD/PR, Broadcasting or Journalism Majors at UNL.
4. What does he/she care about?\*
- Getting the most out of their experience at CoJMC, having their opinion heard
5. What is important to them when conducting business with your organization?\*
- Feeling like their opinions are valued.

**Social Media Audit**

6. What accounts are attached to the organization and how are they currently being used?  
SAB (Followers): Twitter (169), Facebook(114), Instagram (92)
7. How often is content posted to these accounts?  
Rarely – Once every couple of weeks
8. Are there spikes in engagement rates (likes, shares, reactions, comments)? What causes them?\*
- SAB Member highlights  
Survey Tweet
9. How does your present social media progress compare to the past?  
It's better than it has been in the past, but is still bad.
10. What are specific characteristics of posts that have been working the best?\*
- Posts that highlight students


























**Tactical Steps**

11. Describe the content that resonates with your customers the most.
  - Content about them/that they relate to
  - Visuals/Interactive
12. What specific examples of posts could help you meet your objectives?
  - Interactive
  - Humorous
  - Related to current events

## Social Media Screenshots/Results

Your 5 Most Recent Posts >

■ Reach: Organic / Paid  
 ■ Post Clicks  
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/29/2016 12:28 pm	 Hey CoJMC! We're getting ready to order t-shirts for next semester,			676 	142 33 	<a href="#">Boost Post</a>
11/17/2016 10:45 pm	 Did you see that the COJMC is taking NYC this week? Today they			136 	26 6 	<a href="#">Boost Post</a>
11/16/2016 12:00 pm	 UNL CoJMC Student Advisory Board shared their photo.			15 	0 0 	<a href="#">Boost Post</a>
11/16/2016 9:26 am	 Hi CoJMC students! Help us improve the college by filling out this			320 	30 8 	<a href="#">Boost Post</a>
11/14/2016 8:54 am	 Happy Monday #Huskers! It's time to showcase our student advis			413 	102 33 	<a href="#">Boost Post</a>

[See All Posts](#)

Nov 2016 • 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 738 impressions

We're getting ready to order @Uni\_CoJMC shirts and we need your input! Visit [facebook.com/SABCoJMC/](https://facebook.com/SABCoJMC/) and tell us your favorite design! [pic.twitter.com/cAjqBrm5YY](https://pic.twitter.com/cAjqBrm5YY)



↩ 1   ↻ 2   ❤ 8

[View Tweet activity](#)

[View all Tweet activity](#)

**Top media Tweet** earned 358 impressions

Me: I should take the stairs to the third floor of Andersen.

Me to me: take the elevator

[pic.twitter.com/LchUoMo5DY](http://pic.twitter.com/LchUoMo5DY)



1 8 22

[View Tweet activity](#)

[View all Tweet activity](#)

**28 day summary** with change over previous period

Tweets  
9 **↑125.0%**



Tweet impressions  
3,832 **↑270.6%**



Profile visits  
938 **↑605.3%**



Mentions  
7



Followers  
187 **↑19**



**Page Summary** Last 7 days

[Export Data](#)

Results from Nov 29, 2016 - Dec 05, 2016

Organic Paid

**Actions on Page**

November 28 - December 4



We don't have data to show you this week.

**Page Views**

November 28 - December 4

46

Total Page Views **▲100%**



**Page Likes**

November 28 - December 4

8

Page Likes **▲100%**



**Reach**

November 28 - December 4

721

People Reached **▲72,000%**



**Post Engagements**

November 28 - December 4

563

Post Engagement **▲6,156%**



**Videos**

November 28 - December 4



We don't have data to show you this week.

## Survey Results

QUESTIONS    **RESPONSES** 38

### 38 responses

SUMMARY    INDIVIDUAL

Not accepting responses

Message for respondents

This form is no longer accepting responses

## Feature story results



# College of Journalism & Mass Communications

## Five tips to help you through dead week




The CoJMC Student Advisory Board has put together a list of five tips that will help students get through dead week. [Continue reading...](#)





Originally published December 1, 2016 - [Submit an Item](#)


 **Jessica Leever**  
@jessica\_leever     **Following**

[newsroom.unl.edu/announce/journ...](https://newsroom.unl.edu/announce/journ...) great advice on how to get through dead week from [@SAB\\_CoJMC](#)

LIKE 1 

9:13 AM - 1 Dec 2016

   1    

 Reply to [@jessica\\_leever](#)