

Content Strategy Recommendation

Executive Summary:

Enjoy Oxford, a non-profit organization, actively engages with its target audiences, including college students, local residents, alumni, and families, across various social media platforms such as Instagram, Facebook, Twitter, TikTok, and Pinterest. The organization currently focuses on community engagement by posting events and fostering connections. Recognizing the growing popularity of TikTok and the need for increased activity, it is recommended that Enjoy Oxford allocates more resources to create short, engaging video clips that have the potential to go viral and reach a niche audience effectively. These TikTok videos can also be cross-posted on Instagram Reels, leveraging its leading role in audience engagement. To maintain a professional online appearance and enhance focus, it is advised to discontinue inactive social media accounts, specifically Twitter, which may not align with Enjoy Oxford's current priorities. While Pinterest and Facebook may be considered platforms of the past, they still present valuable opportunities to reach an older demographic. Posting highlights from specific events, such as Hike-A-Thon, can showcase different facets of Oxford, attracting visitors and diversifying the organization's content. Furthermore, increased emphasis should be placed on creating posts that center around local businesses in the "uptown" area, aiming to stimulate economic activity and contribute to the broader goal of community building.

Research Methods:

In conducting this Social Media Analysis, my initial step involved gathering 30 social media posts from various platforms. I then developed a spreadsheet outlining distinct categories for post coding. These categories included details such as date, time, platform, post type, number of hashtags, purpose, likes, shares, comments, target audience, and cross-platform presence.

The analysis revealed that the identified target audiences comprised families, local residents, students, and alumni. Notably, Instagram exhibited superior performance compared to Facebook across these target groups, with Instagram Reels emerging as the most engaging type of content.

Core Strategy Statement:

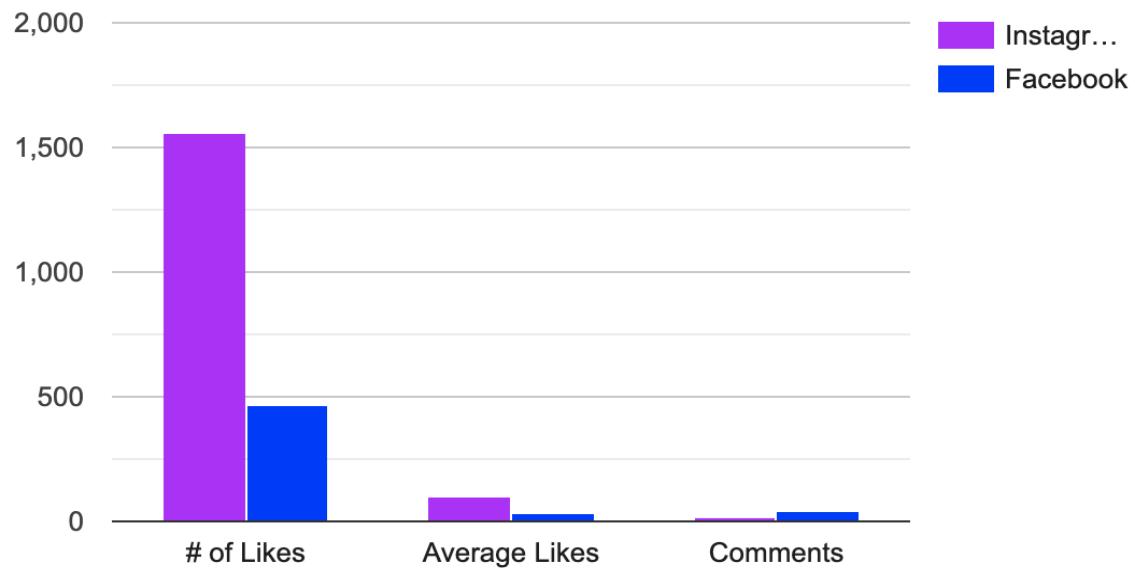
When a user first reads our posts, we want them to feel curious and engaged. After spending a few minutes in our social media, users should feel welcome because they understand we provide content and event details. Our content demonstrates that we provide just what our users need because families are having fun and culture is being explored.

Messaging Framework:

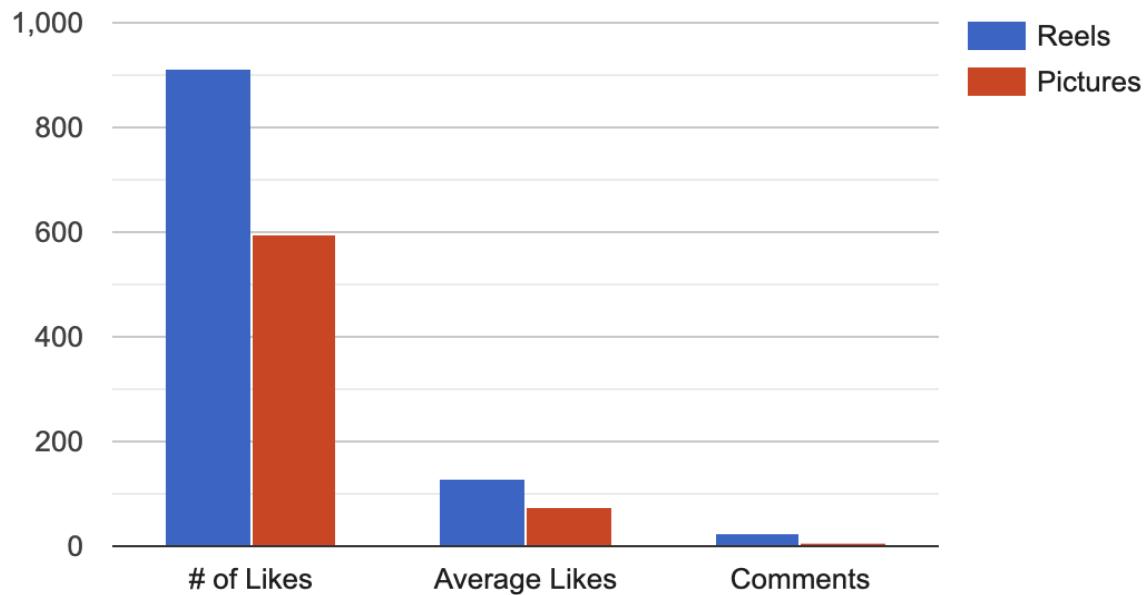
The content we produce helps Oxford establish a tight-knit community and benefit local businesses by providing original and family friendly content that makes local residents feel proud, so that they join in on local events and be a part of a functioning community.

Data Visuals

Instagram vs Facebook Engagement



Engagement on Instagram



Current Posts

Enjoy Oxford is in Oxford, OH.
September 7 at 5:00 PM -

TG(almost)F!! Here's what's happening this weekend in Oxford!
[#ThisWKNDinOxford](#)

[#oxfordohio #butlercounty #ohio #tourism #travel #weekend #september](#)

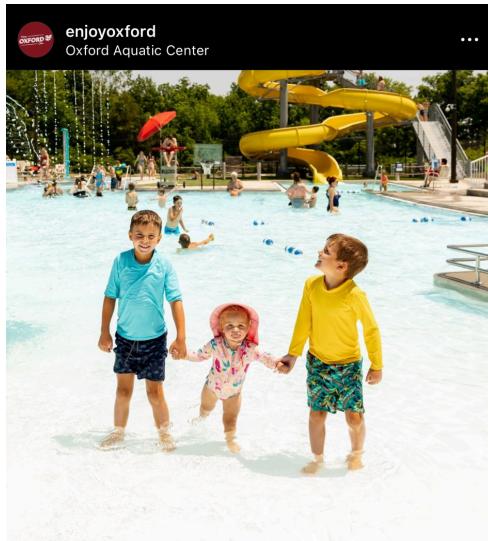
THIS WKND IN OXFORD →
FOR MORE EVENT INFO, GO TO [HTTPS://ENJOYOXFORD.ORG/CALENDAR](https://ENJOYOXFORD.ORG/CALENDAR)

2nd Friday Celebration of the Arts
Friday, September 8th // 6:00pm
Oxford Community Arts Center

Yoga in the Park
Saturday, September 9th // 9-10am
Uptown Oxford

Oxford Farmers Market
Saturday, September 9th // 9am-12pm
Uptown Oxford

11 Like 2 Comment



48 likes

enjoyoxford It's officially the first day of summer, Oxford! 🌞☀️ What's your favorite way to stay busy during the summer in Oxford? Comment below! #firstdayofsummer2023

#oxfordohio #butlercounty #ohio #miamiuniversity #tourism #travel #summer

June 21

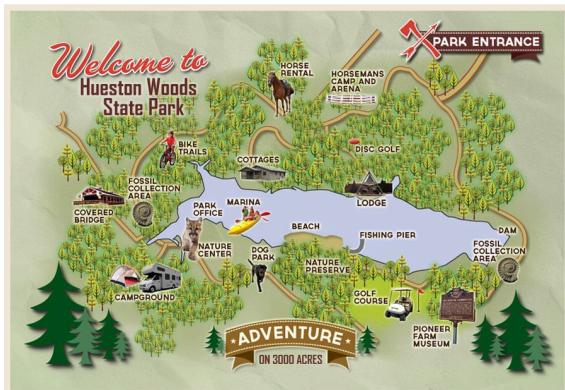


Mockup Posts



enjoyoxford · Follow

Oxford, OH



1134 likes

enjoyoxford Explore Hueston Woods and kickstart your local journey! Visit the lodge, capture the beauty of nature, and grab your first stamp on the adventure card! Collect stamps from all destinations for a tasty reward - a 30% coupon at participating restaurants! Start your adventure now! #HuestonWoodsChallenge #LocalExplorer #AdventureAwaits #NatureEscape ... more

[View all 16 comments](#)



Add a comment...

6 days ago



enjoyoxford · Follow

Oxford, OH



984 likes

enjoyoxford Calling all foodies! Head to the local farmers market, get a stamp under the big tent, and savor the flavors of the community! Snap up pics from the vibrant market scenes and embark on the quest for delicious discounts! Collect all stamps for a fantastic 30% off at participating restaurants! Let the foodie adventure begin! #FarmersMarketQuest #LocalFlavors #FreshAndLocal #FoodieAdventure ... more

[View all 16 comments](#)



Add a comment...

6 days ago



254

21 Comments 10 Shares



Enjoy Oxford is at Mac & Joe's

Yesterday at 4:45am ·

Step into the savory paradise that is Mac & Joes – where every meal is a flavor-packed adventure! Get an insider's look at our cozy restaurant, a sneak peek at this week's specials, and feast your eyes on the featured meal we're rating this week!

Weekly Specials Spotlight! This week, we're crushing on our Western Burger. Our team gives it a solid thumbs up! Tell us in the comments what you think, and you might just see your comment featured in our stories!

But wait, there's more! Comment on this post for a chance to WIN awesome Mac & Joes merchandise! Your next favorite shirt or mug could be on the house! Don't miss out – comment away!

#MacAndJoesMagic #WeeklyCravings #OxfordEats #GiveawayTime

UX Research

The next part of the process was reaching out to both a younger and older audience, and getting their feedback on my mockup posts.

Facebook

1. Destination #1
 - a. Create a post, challenging local residents to travel to Hueston Woods, where they can go to the lodge and receive a stamp on our card. This is the first destination on the card, consisting of other local places. After the resident goes around to all of the locations and receives all the stamps, use as a coupon for a 30% coupon at any of the participating restaurants. This would have a nature picture from Hueston Woods, and a smaller map showing where you need to go to get the stamp.
2. Destination #2
 - a. Create a post, challenging local residents to travel to the local farmers market, where they can go to the big tent and receive a stamp on our card. This is the second destination on the card, consisting of other local places. After the resident goes around to all of the locations and receives all the stamps, use as a coupon for a 30% coupon at any of the participating restaurants. This would have pictures taken from the last couple weeks at the market, and a smaller map showing where you need to go to get the stamp.

Pinterest

3. Nature
 - a. Create a post of the sunset uptown, with a short description about the weather. Somewhere in the picture is a watermark of Enjoy Oxford. Create a board that you can keep posting multiple pins to, and update as new events happen.

Questions

1. Which target audience do you fall into?
2. Which social media do you use?
3. How appealing is the idea of receiving stamps at local destinations and using them as coupons at participating restaurants to you?
4. How frequently do you engage with local businesses or challenges in your community that you discover through social media? What motivates or discourages you from doing so?
5. What do you think of the idea of a new customer coupon? Would it motivate you to visit Kofanya? Why or why not?
6. Do you feel a sense of community or local connection when viewing these posts? How important is that feeling to you when engaging with local businesses and activities on social media?

Findings/Recommendations

- Due to the increasing popularity of TikTok and Enjoy Oxford's lack of activity, I would recommend devoting more time to short video clips that can go viral and reach a better niche audience than any other platform. These videos can also be posted on Instagram Reels since this is their leading tool for engagement.
- Having a business social media account and not posting on it, may give off a sense of commitment. I would recommend deleting their Twitter and other inactive socials to have a more professional appearance online. I feel that Twitter is not an effective way for Enjoy Oxford to devote their time.
- Although Pinterest and Facebook may seem like platforms of the past, I think these are still 2 good platforms to post on to reach an older audience. I would recommend posting highlights from

specific events like Hike-A-Thon, to show the different aesthetics of Oxford. By doing this, it will show a new part of the city people haven't seen before, and possibly attract visitors. Another facet that could be explored would be local coffee shops, and targeting that audience to bring in more business to Oxford's coffee shops.

- Improve upon posts that engage locals with small businesses, as there is not much industry in Oxford. On these posts, utilize giveaways and different prizes to increase the likelihood of engagement, and ultimately bring in new customers.