

Social Media Initiative Plan for Lighthouse Global 2024-2025

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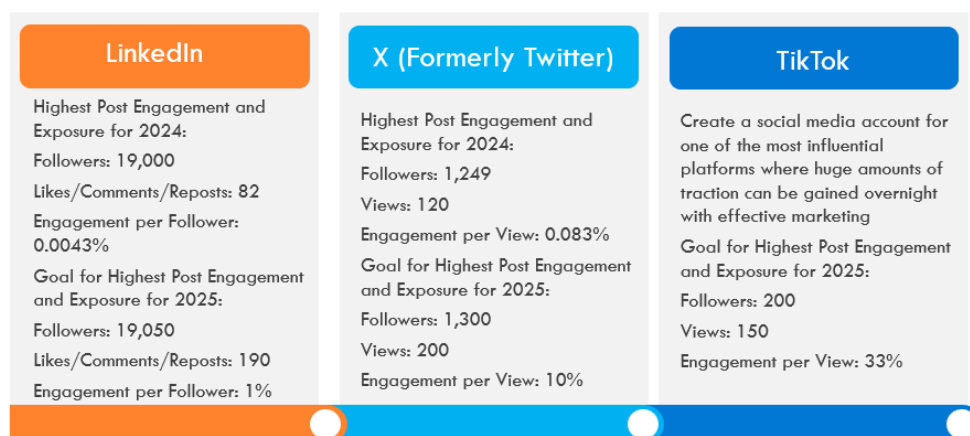
Introduction of Initiative

Lighthouse Global is a company focused on providing services to protect data security, minimize insider risk, organize documents for eDiscovery, etc. Their mission is to light the way forward in the legal industry, and blaze trails towards better information governance in a world of information overload. Their values include comraderie, wow factor, grit, and ingenuity. Lighthouse prioritizes close relationships with their business partners and community, one of the ways they do that is keeping a close relationship with Microsoft whose products they use for their information governance services. A way that they build a bridge between their local communities outside of work is offering a program that pays employees to take time off and volunteer outside of work. Not only does Lighthouse follow and enact environmentally responsible policies, but they also have monthly charity nominations done by employees where everyone can vote for which charity that they believe should be supported at the time.

The win themes to focus on in my initiative are Lighthouse's spotlight on community, strong relationships, and ingenuity. Creating bonds between people who are already familiar with data security, who are interested but don't know where to start, and people who aren't aware of how to protect their data in the first place is a necessity. As well as the ingenuity and creativity needed to find the best solutions for any of those community members.

My chosen initiative is to build on how Lighthouse helps the community of data security and Microsoft partners, with the intention of increasing exposure and engagement by relating to current topics. The goal is to make Lighthouse one of the top choices for information governance by directly relating to and interacting with people who are interested in data security or may not be aware of how to optimize the safety of their business. However, on an analytical perspective, the goal is to increase engagement and exposure:

Goals By Q2 2025..



Current Strategies, Competitor Analysis, and Pain Points

The tactic that I am greeted with first on Lighthouse Global's website is the list of services they offer and what those services include. However, their competitors such as Epiq or Accenture are a step ahead of them in eye-catching website design and explanations as to why they are the best choice. The services offered by Lighthouse include eDiscovery, data security/protection, etc. with the use of generative AI. To find Lighthouse you must be familiar with their company name to find them via Google, meaning they're very reliant on in person sales at events and social media outreach. When you search for generative AI/data security services, neither Lighthouse nor Epiq comes up, yet Accenture does. Accenture's X and website are both thoughtfully maintained with professional up-to-date ads that are quick and eye catching.

When you search Epiq, they are the first result due to their unique name and popularity. To find Lighthouse, you must search for their full company name Lighthouse Global, even specifying Lighthouse AI services will not yield the desired result, it will direct you to a Lighthouse Pharmaceutical AI.

So, to find relevant competitors in the generative AI security scene, you must already be aware of what you are looking for. To compare Epiq and Lighthouse (since their budgets and visual stylization is similar compared to Accenture) the first thing on

Epiq's webpage is why they are better than their competitors and what values they hold while providing their services, then you may select which service you are looking for. On Lighthouse's website, it is a bit overwhelming discussing all their services, this is because their prioritized search result link is their eDiscovery services, not their home page.

On social media, X, Epiq has 2,000 more followers than Lighthouse yet that only totals to about 3,000. Accenture has 540.4K followers. Epiq and Lighthouses' posts include things such as events they have recently been to, or new posts on their blog. As mentioned earlier, Accenture's posts include ads with the tone of professionalism. Some are simply with only words and a pleasant color palette, while others have the tone of advertisements you would see on TV. Periodically, they also do interviews with news outlets like WIRED to spread awareness.

To address the current pain points, the first step should be to invest in a search engine optimization professional and to address which targets they are hoping to address with their posts. Affiliates who are not already doing business with Lighthouse likely will not be enticed by their blog posts. Establishing a target audience and presenting it to a variety of individuals of different backgrounds to test their reception would be the most effective method of moving forward.

Branding Analysis

To begin the consultation for Lighthouse Global, a basis of guidelines for production and quality management needs to be established. The colors used in their logo, website and presentation are white (FFFFFF), orange (F57F29), and navy blue (0A3858). As well as occasionally star of life blue in presentation materials (0078d4). The font used in the header on their website is "Avenir Heavy" and the body text is "Avenir Book". The tone is professional yet friendly.

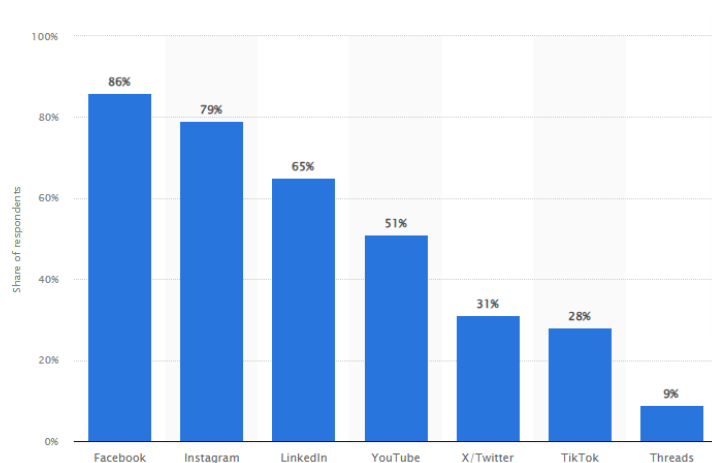
Fonts:	Colors:
Lighthouse Global	

Lighthouse Global	

Generalized Target Audience

The target audience of Lighthouse is wide, including business professionals of all ages and from most walks of life. Lighthouse mainly works with enterprises, but their services can be adjusted for any size of business. Something that every member of their target audience has in common is data security and low free time. With Lighthouse's remote implementation and use of generative AI, it can appeal to both of those challenges at once. It is likely that the members of my target audience are upper middle to upper class and have a larger budget at their disposal, making them at greater risk for data theft or threats.

Since we're working with business owners, team leaders, etc. LinkedIn is a common denominator social media wise, X being a second contender that is popular for personalized news. Facebook and Instagram are platforms that we will be avoiding due to the oversaturation of marketing materials. Leading social media platforms used by marketers worldwide as of January 2024 by Statista:



Below are some specific examples of what our target audience might look like, including their geographic range, age, family, technological abilities, needs, wants and frustrations.

Profiles of Target Audience



Technology
 Phone: ● ● ● ● ●
 Laptop: ● ● ● ● ●
 Tablet: ● ● ● ● ●

Demographics
 Age: 47
 Gender: Male
 Employment: Data Security Engineer
 Location: Seattle, WN


Bio
 Thomas Greene has been a data security engineer for a large company for around 10 years, since being hired, the number of employees has increased from 1,000 to 5,000. At home, he likes to go traveling with his wife and daughter that he is spending even less time with as the company grows. When Thomas is on social media, he prefers LinkedIn to see new blog posts or strategies to utilize MPurview.

Wants & Needs
 Thomas is looking for a way to maximize data loss prevention and insider risk without micromanaging other teams and reading through every email/message sent within the company.

Frustrations
 Thomas' frustrations and pain points lie in the fact that with so many more employees, it is no longer viable to rely entirely on man power to keep track of all cases of insider risk. It is also too difficult to keep track of who should be receiving what data without outside help.

Thomas Greene is a data security engineer for a large company of 5,000 employees. Thomas' job is to prevent data loss and manage insider risk, which involves monitoring outgoing and incoming messages from employees and business partners across multiple platforms. He has been working for his company for a decade now and has watched it grow from 1,000 to 5,000, with the increase in employees it is no longer feasible to keep track of all of the message contents manually, now he works with Lighthouse Global and their generative

AI/data security services to help with his workload. The team at Lighthouse has helped Thomas set up Microsoft Purview to look specifically for which information cannot be shared and to which personnel that information is restricted from. I chose



Technology
 Phone: ● ● ● ● ●
 Laptop: ● ● ● ● ●
 Tablet: ● ● ● ● ●

Demographics
 Age: 32
 Gender: Female
 Employment: Business Owner
 Location: Charlotte, NC

Bio
 Imani Jones is a small business owner with 250 employees. She owns her condo and goes to work in the office half of the week and works from home during the other half. She is unmarried with no children but still enjoys her evenings off creating new recipes with a good bottle of wine. Imani comments, scrolls, and likes, her most used platform is X and as a Microsoft partner she follows Lighthouse Global to see which events they attend next and what changes they make to offered services.

Wants & Needs
 Imani is looking for a way to organize documents and prioritize the safety of her employees without hiring a consultant or multiple new employees.

Frustrations
 Imani is having a hard time finding a versatile method to solve multiple problems without paying for a consultant or software plan that would cover 1000+ employees instead of her 250. She is not interested in expanding her current IT department or hiring more employees.

Thomas because he is finally able to spend more time with his wife and daughter than he has in years thanks to Lighthouse lightening his workload. As well as the demonstration of the company's work on a large-scale company. John's choice to work with us upholds one of Lighthouse's brand values of ingenuity.

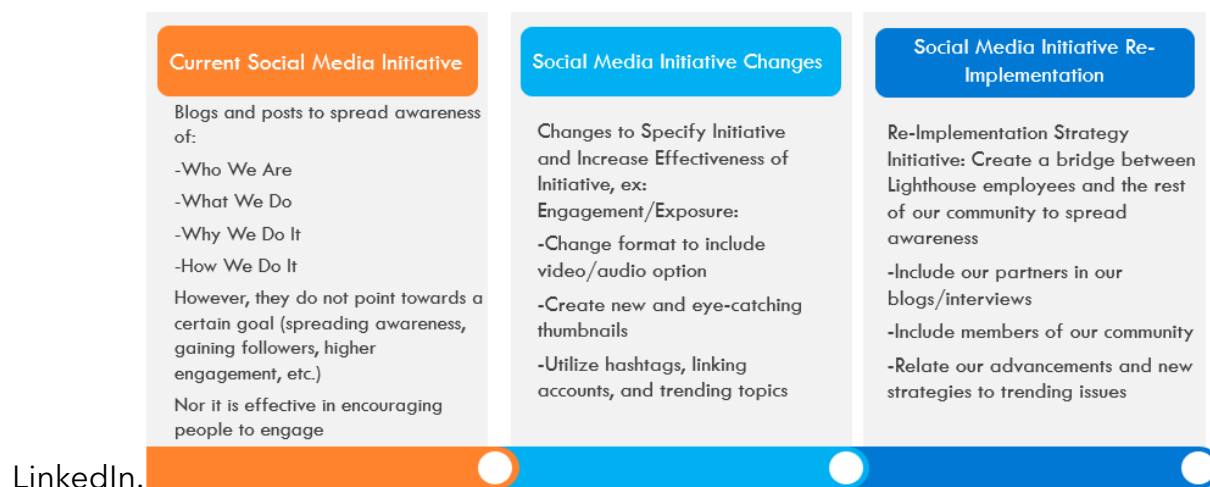
Imani Jones is a small-medium business owner who enjoys her evenings off where she can engineer new recipes and enjoy a quality bottle of wine. Half of her work week she

commutes to the office while the other half is spent at home. Imani is looking for a way to organize documents and prioritize the safety of her employees. However, she is uninterested in expanding her IT department or contracting multiple personnel that would require her to expand her current office space. She was also looking for a versatile plan that could cover her smaller number of employees whose could be adjusted as needed. Imani was chosen to demonstrate Lighthouse's ability to tailor their services in a variety of ways, even for smaller businesses, as well as their ability to work remotely. Imani is a business owner who prioritizes her employees demonstrating Lighthouse's values of camaraderie and grit daily.

Channel Strategy

For establishing guidelines for picking social media channels to set our goals for, to begin with, we'll prune out the oversaturated platforms like Facebook and Instagram (Figure on page 5). Another threat of Facebook and Instagram is the heightened number of scams and phishing which could end up being problematic for the perception of our brand if we are targeted or impersonated, especially as a company that highlights data security and information governance.

Currently, Lighthouse Global uses X and LinkedIn, which follow my preferred guidelines of having less marketers. On top of that, we will also utilize a new channel: TikTok. Below is the revision plan of the current social media strategy used on X and



An example of what the social media changes may look like are shown below as well. The reworked post is on the left, while two examples of the previous ones are on the right:



The goal was to maintain a similar tone but adjust it to feel less like the consumer is being marketed to and more like an opportunity to learn more about how real-life events may affect them, as well as us! Since the content we post on both LinkedIn and X is the same, we can utilize TikTok to post a different type of experimental content. By creating a social media account for one of the most influential platforms where huge amounts of traction can be gained overnight with effective marketing, we can attempt new strategies before deploying them on our other channels.

S.M.A.R.T. Goals, the Metrics Behind the Goals, and Why It'll Work

Reach/Exposure is the metric of the potential outreach of your posts. If you have 1,000 followers there is the opportunity that your post will reach 1,000 people. The relevancy of this metric is highlighted on Lighthouse Global's X where they have 1,249 followers yet they get between 10-45 views on their posts. The highest viewer

count they have received this year is 120 on a post in October about the supreme court's decision on the Chevron doctrine. Continuing to tie their posts to relevant topics with key words that can be found on X's for you and trending page can grow their audience, increase exposure, and boost engagement.

Engagement is the metric of how much and how often people interact with your account and posts via likes, comments, reposts, etc. Exposure and engagement are closely related because to engage with posts, you must be exposed to them. On X, both exposure and engagement on low. Referring back to the post about the Chevron doctrine, despite having more views, the engagement is still very low with only one repost, meaning per view it is an engagement rate of 0.083%. By refreshing the photos used on posts, relating to currently trending topics, and utilizing hashtags, Lighthouse will see a growth in both their engagement and exposure. On LinkedIn, the engagement is higher, with the most post engagement received in the last year being 82. This post uses hashtags and links to relevant profiles resulting in higher engagement. Excluding this post, the posts that utilize videos of employees discussing their work and experiences also see a higher engagement of 10-20 likes, while the written blogs tend to receive less than 10 likes on average.



The use of videos allows people to connect more personally to the person behind the screen than a blog does. It lets you hear someone's voice which can communicate their passion, happiness, and other sentiments much more effectively than writing can. **Sentiment** is the metric of emotion and pathos behind social media posts. One of Lighthouse's main social media strategies is encouraging their employees to post about their personal experiences, stories, and strategies. I think offering both an auditory and blog option would boost engagement, exposure, and sentimentality, especially if you combine that with currently trending and popular topics. Allowing employees to discuss how their experiences at work and the services Lighthouse offers interact with current events and news can make the content posted more relatable and appealing to people who aren't already personally affiliated with Lighthouse Global.

To keep things simple, we'll utilize the same time frame to measure the success of the re-implementation strategies, Q2 2025. The growth metrics may seem low, but an increase from 0.0043% to 1% is a 23155.8% growth. LinkedIn is the most ambitious goal of the three but one that should be feasible with data analytics and adjustment as needed. The goal is also set in the nearer future so we may adjust our strategies if they are ineffective, or tilt harder into them if the growth is promising. The focus is to increase our exposure to pre-existing Lighthouse followers, so that if we gain more, we can ensure the content that they're following us for actually reaches them. As discussed in the rework/re-implementation graph, relating to current topics can bolster both our engagement and exposure by answering the question that people who are not Lighthouse employees have,

"What does this have to do with me?"

Making relatable content that appeals to people outside of Lighthouse answers that question which is the first step to getting people to engage.

Goals By Q2 2025..

LinkedIn	X (Formerly Twitter)	TikTok
<p>Highest Post Engagement and Exposure for 2024:</p> <p>Followers: 19,000</p> <p>Likes/Comments/Reposts: 82</p> <p>Engagement per Follower: 0.0043%</p> <p>Goal for Highest Post Engagement and Exposure for 2025:</p> <p>Followers: 19,050</p> <p>Likes/Comments/Reposts: 190</p> <p>Engagement per Follower: 1%</p>	<p>Highest Post Engagement and Exposure for 2024:</p> <p>Followers: 1,249</p> <p>Views: 120</p> <p>Engagement per View: 0.083%</p> <p>Goal for Highest Post Engagement and Exposure for 2025:</p> <p>Followers: 1,300</p> <p>Views: 200</p> <p>Engagement per View: 10%</p>	<p>Create a social media account for one of the most influential platforms where huge amounts of traction can be gained overnight with effective marketing</p> <p>Goal for Highest Post Engagement and Exposure for 2025:</p> <p>Followers: 200</p> <p>Views: 150</p> <p>Engagement per View: 33%</p>

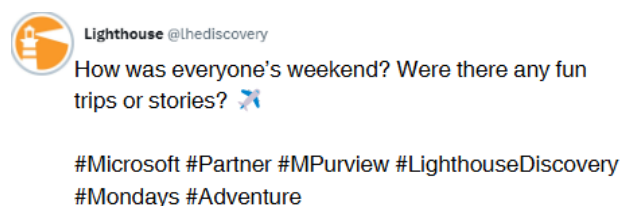
Content Calendar and Examples of Content

January							2024
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	1 Research News and Trending Topics for Blog Community Check-In	2 Post about Upcoming Blog Topic and Who is on it	3 Record/Write Blog for LinkedIn & X Research Trending Topics for TikTok	4 Post Snippet of Blog Recording to Draw Interest TikTok Post	5 Edit Videos and Plan Posts	6 LinkedIn Blog Post X Blog Post TikTok Post	
7	8 Research News and Trending Topics for Blog Community Check-In	9 Post about Upcoming Blog Topic and Who is on it	10 Record/Write Blog for LinkedIn & X Research Trending Topics for TikTok	11 Post Snippet of Blog Recording to Draw Interest TikTok Post	12 Edit Videos and Plan Posts	13 LinkedIn Blog Post X Blog Post TikTok Post	
14	15 Research News and Trending Topics for Blog Community Check-In	16 Post about Upcoming Blog Topic and Who is on it	17 Record/Write Blog for LinkedIn & X Research Trending Topics for TikTok	18 Post Snippet of Blog Recording to Draw Interest TikTok Post	19 Edit Videos and Plan Posts	20 LinkedIn Blog Post X Blog Post TikTok Post	
21	22 Research News and Trending Topics for Blog Community Check-In	23 Post about Upcoming Blog Topic and Who is on it	24 Record/Write Blog for LinkedIn & X Research Trending Topics for TikTok	25 Post Snippet of Blog Recording to Draw Interest TikTok Post	26 Edit Videos and Plan Posts	27 LinkedIn Blog Post X Blog Post TikTok Post	
28	29 Research News and Trending Topics for Blog Community Check-In	30 Post about Upcoming Blog Topic and Who is on it	31 Record/Write Blog for LinkedIn & X Research Trending Topics for TikTok	Post Snippet of Blog Recording to Draw Interest TikTok Post	Edit Videos and Plan Posts	LinkedIn Blog Post X Blog Post TikTok Post	
	Research News and Trending Topics for Blog Community Check-In	Post about Upcoming Blog Topic and Who is on it	Record/Write Blog for LinkedIn & X Research Trending Topics for TikTok	Post Snippet of Blog Recording to Draw Interest TikTok Post	Edit Videos and Plan Posts	LinkedIn Blog Post X Blog Post TikTok Post	

Monday is research day for LinkedIn and X, and post a community/office check-in. Tuesday is a post about potential topics and guests for the upcoming blog/podcast. Wednesday is the recording/writing day and the researching trending TikToks. Thursday is a snippet or teaser post for the video on Saturday and TikTok post. Friday is the day for editing the recording session from Wednesday. Then finally, we post the recording on Saturday and another Tiktok. Sunday is an off day. On research days, it is important to look beyond trending topics and evaluate our own content and metric growth. Waiting until Q2 2025 to adjust/modify our strategy is ineffective as social media is a versatile ever-changing platform.

Examples of potential posts:

Teaser or Full Release Option for Video/Blog and Check-In Post for X



Example of Microsoft Summit Post:

Video/Blog Post (Double click)



Lighthouse Discovery EP 1 with Tara Ragan (Lighthouse Discovery EP 1 with Tara Ragan.mp4)

[Link to Video if it Doesn't Open](#)



Citations:

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