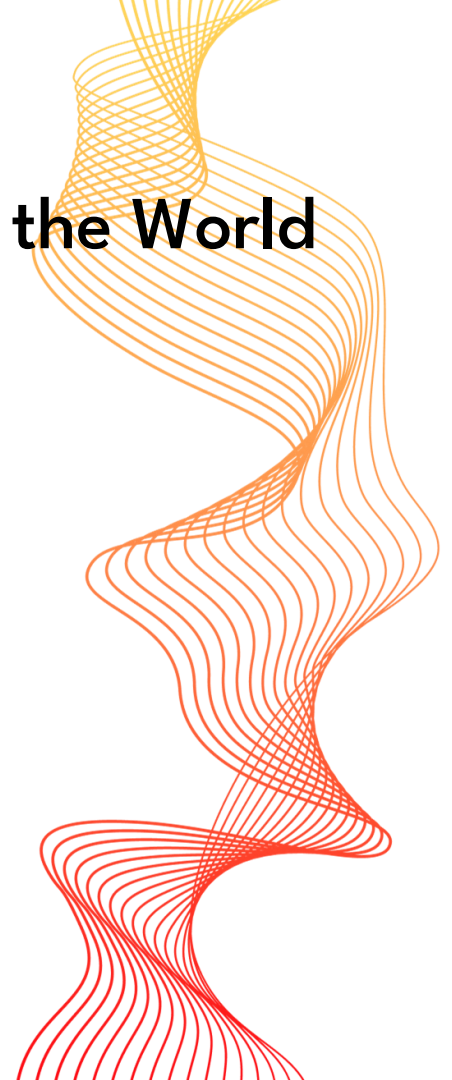




# Social Media Campaign Plan: 'Unveiling the World of Remittances'

This presentation is a Social Media Campaign Plan to promote the academic article 'Remittance Micro-Worlds and Migrant Infrastructure'

by Liza Rose Cirolia, Suzanne Hall, and Henrietta Nyamnjoh





# Objective

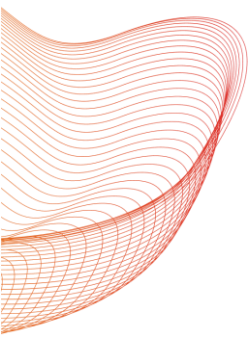
Promote the academic article  
'Remittance Micro-Worlds and  
Migrant Infrastructure'



Increase awareness about the  
significance of remittances

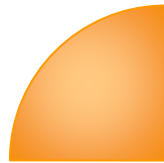


Engage with the target  
audience effectively





## Channels Selected

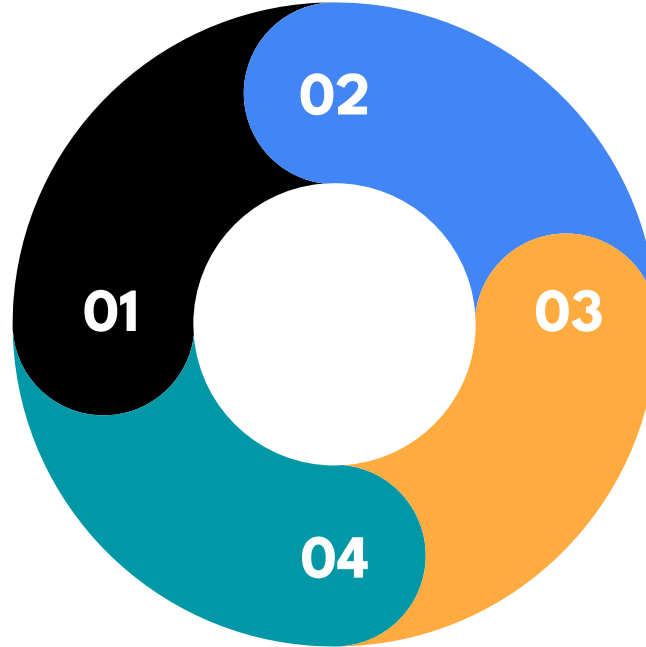
- Twitter: A platform for real time updates and sharing concise information
  - LinkedIn: Ideal for professional and academic content sharing
  - Facebook: To reach a broader audience and foster discussions
  - Instagram: Visual content platform to humanize the research
  - YouTube: For sharing video content, such as interviews with the authors
  - TikTok: Utilize short video content to capture the attention of a younger and more diverse audience
  - UCT Website: Leverage the university's website to host the article and provide additional context and resources
- 



# Crafting Engaging Social Media Posts

Create attention-grabbing headlines and captions that highlight the article's key findings

Share visually appealing graphics, including snippets from the article, infographics, and quotes from the authors



Craft compelling video teasers featuring the authors discussing the research significance


Encourage user-generated content, such as personal stories or testimonials related to remittances



# Use of Relevant Hashtags and Keywords

**01** Keywords: Remittances, migrant infrastructure, financial flows, global migration, academic research

**02** Hashtags: #Remittances #MigrantJourneys  
#GlobalFinance #AcademicResearch  
#MigrationInsights

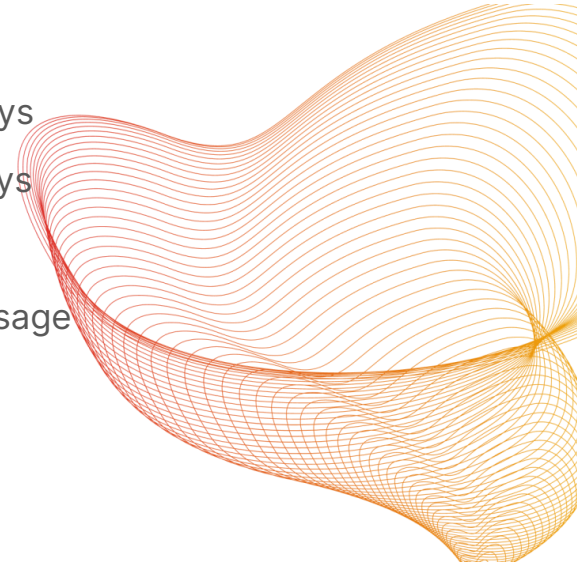




# Posting Schedule

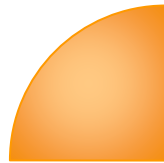
Note: Adjust posting times based on the platform's peak engagement hours

- Twitter: 3 posts per day, spaced out in the morning, afternoon, and evening
- LinkedIn: 2 posts per week, on Tuesdays and Thursdays
- Facebook: 3 posts per week, on Mondays, Wednesdays, and Fridays
- Instagram: 2 posts per week, primarily visual content, on varied days
- YouTube: 1 video per week, on Wednesdays
- TikTok: 2 short video posts per week, optimized for TikTok peak usage times
- UCT Website: Host the full article with a dedicated landing page





## Ideas for Engaging with the Audience

- Encourage audience to share personal stories or testimonials related to remittances
  - Create polls or surveys to gather insights and opinions on remittance experiences
  - Organize contests or giveaways for engaging participation
  - Hold live Q&A sessions on social media platforms with the authors
  - Share interesting facts or statistics about remittances to spark discussions
  - Collaborate with influencers or experts in the field for guest posts or interviews
  - Respond promptly to comments, messages, and inquiries from the audience
- 



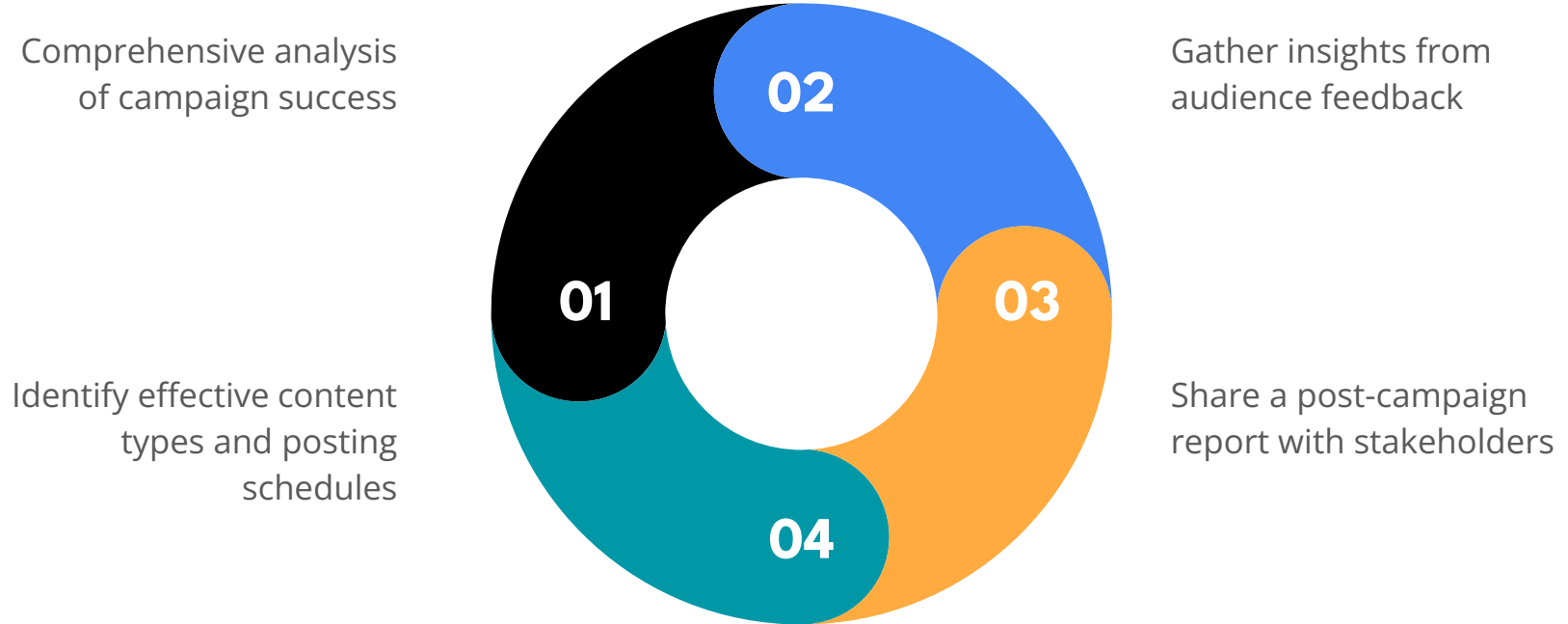
# Metrics for Tracking Success

- Engagement Metrics (likes, comments, shares, CTR)
- Follower Growth
- Website Traffic
- Conversion Metrics (downloads, signups)
- Hashtag and Keyword Performance
- Audience Sentiment





# Post-Campaign Evaluation





## Goal of the Social Media Plan

- Raise awareness about research on remittances
- Engage with the audience effectively
- Measure the success of the 'Unveiling the World of Remittances' campaign
- Expand campaigns to platforms like TikTok and the UCT website





Thank you for your time and attention 😊