

## **TASK 1: SOCIAL MEDIA STRATEGY PROPOSAL**

This proposal outlines a comprehensive social media strategy for DebSoc, focusing on increasing brand awareness, promoting events, and engaging the university community in the art of debate. DebSoc, as a society dedicated to fostering debate skills among its members, stands to benefit greatly from a strategic and engaging social media presence.

### **Target Audience:**

- **Primary:** University students interested in debate, public speaking, critical thinking, and current events. (Freshers - Postgraduates)
- **Secondary:** Faculty members who might encourage student participation, alumni interested in staying connected, and the wider university community with a general interest in intellectual discourse.

### **Objectives:**

- **Increase brand awareness:** Establish Debsoc as the go-to hub for debate activities on campus.
- **Drive event participation:** Promote upcoming debates, workshops, and other Debsoc events.
- **Foster audience engagement:** Encourage interaction and discussion about relevant topics and debate techniques.
- **Build a strong online community:** Create a space where students can connect and share their passion for debate.

### **Key Messages:**

- Debsoc provides a platform for students to develop critical thinking, public speaking, and research skills.
- Debate fosters intellectual growth and encourages respectful engagement with diverse viewpoints.
- Debsoc offers a welcoming community for students who want to hone their debating skills and learn from experienced debaters.

### **Platform Selection:**

- **Primary:**
  - **Instagram:** Widely popular among university students, allows for engaging visual content like photos, stories, and reels.
  - **Twitter:** Ideal for promoting events, sharing debate snippets, and engaging in quick discussions.
- **Secondary:** Consider utilizing Facebook groups to foster ongoing discussions and build a dedicated community (optional).

### **Content Strategy:**

- **Informative:**
  - Upcoming Debsoc events (debates, workshops, guest speakers).
  - Debate basics and tips (e.g., crafting arguments, rebuttal strategies).
  - Interesting debate topics and current event discussions.
  - Profiles of successful Debsoc members and alumni.

- **Engaging:**

- Interactive polls and quizzes on debate topics.
- Behind-the-scenes glimpses of Debsoc activities.
- Live Q&A sessions with experienced debaters.
- Debate-themed humour and memes (carefully curated).
- User-generated content contests (e.g., best debate-related selfie).

**Audience Engagement Strategies:**

- Respond promptly to comments and messages.
- Encourage discussion through open-ended questions and polls.
- Host debates or discussions as Instagram Live sessions.
- Run contests and giveaways to incentivize participation.
- Partner with other student organizations on related topics.
- Utilize relevant hashtags to increase discoverability.

**Performance Tracking:**

- Monitor key metrics on each platform (e.g., follower growth, engagement rate, reach).
- Track the performance of different content types to understand audience preferences.
- Use social media analytics tools to gain insights into audience demographics and interests.
- Regularly analyse data and adjust the strategy accordingly.

**Implementation Timeline:**

- **Week 1:** Conduct an audit of existing social media channels.
- **Week 2:** Define usernames, branding elements, and content calendar for chosen platforms.
- **Week 3-4:** Develop initial content and start posting regularly.
- **Week 5-Ongoing:** Analyse performance, refine strategy, and engage with the audience.

**Additional Considerations:**

- Collaborate with the student media or marketing department to increase reach.
- Develop a social media style guide to ensure consistent brand messaging.
- Train Debsoc members on best practices for creating engaging social media content.
- Allocate resources for ongoing social media management and content creation.

This social media strategy provides a framework for Debsoc to effectively engage with its target audience and achieve its communication objectives. With consistent effort and data-driven adjustments, Debsoc can build a strong online presence and foster a vibrant community for student debaters.