School of Informatics and Computing at IUPUI (SoIC) Audit

- **Social Media Channels**
  - **Facebook - https://www.facebook.com/InformaticsIUPUI/**
    - Basics
      - 2,009 likes
      - 2,105 followers
      - 4.9/5 rating
    - Content
      - Frequency (in the last month)
        - Posts on Facebook 3-10 times a week, sometimes multiple times per day
        - Posts are only made during the weekdays, generally between the hours of 8am-4pm
      - Style
        - Posts include either a video, photo, or link to a news article
        - Exception is on April 10th, when virtual capstone was announced
        - Posts for summer classes being open and highlighting alumnae and students' work and excellence are main topics of posts
    - Customer service
      - As far as I am aware, there is no "customer service" for SoIC's Facebook and there really should be. Adding comments and engaging with users will create a better perception of excellent customer service
  - **Twitter - https://twitter.com/iupuinformatics**
    - Basics
      - 1,307 followers
      - 2,571 tweets
      - Not verified
    - Content
      - Frequency (in the last month)
        - Tweets 1-5 times a week
        - Original content tweets are made around noon time and in the late evening
      - Style
        - Generally retweets from official IUPUI accounts (@IUPUI, @InnovateIndiana, @iupui_lis, etc.) instead of making original content
        - Original content tweets always have some sort of visual element, occasionally can be amusing (source)
    - Engagement

- Pretty low, most tweets only have a couple of likes and retweets
- **Instagram - https://www.instagram.com/soicindy/**
  - Basics
    - 845 followers
    - 371 posts
    - Not verified
  - Content
    - Frequency (in the last month)
      - 4 posts made in the past month
    - Style
      - 3 of the posts are regarding staying home due to COVID-19, other post is for Earth Day
      - Previous posts include upcoming events and photos taken during events
  - Engagement
    - Likes vary from 10-50 on each post
    - No comments on any of the posts
- **YouTube - https://www.youtube.com/channel/UCK01Ot7DTFWXbTyxRKAQJmw**
  - Basics
    - Unable to search subscriber count, as SoIC has their subscribers set to private (source)
    - Not verified
  - Content
    - Frequency
      - No new videos posted since September 2019
      - Videos seem to be uploaded once every few months in one big go, then the account is left alone until new videos need to be uploaded
    - Style
      - Reel videos showcasing the different majors that SoIC has to offer
      - A YouTube series was started and only one video was uploaded before it was completely forgotten about. The series was called "Inside Informatics"
      - Videos showcasing the iDEW program
      - New "reel" videos showcasing the different majors were uploaded September 2019
    - Engagement
      - Most videos barely have over 100 views
      - Video with the most views was the abandoned YouTube series, with 972 views (source)

School of Informatics and Computing at IUPUI (SoIC) Competition Audit

- **Purdue School of Engineering and Technology at IUPUI**
  - **Facebook - https://www.facebook.com/etiupui**
    - Basics
      - 2,004 likes
      - 2,101 followers
      - 4.6/5 rating
    - Content
      - Frequency (in the last month)
        - Makes 3-5 posts a week
        - Generally posts 1-2 times a day
        - Posted every day in early April, sometimes twice a day
      - Style
        - Posts always have an image, video, or link attached to them
        - Early April posts were geared around IUPUI's Top 100 and the students who were participants and winners
        - Cross posts YouTube videos uploaded onto their Facebook page
        - Posts about alumnae students and professors occasionally
        - Advertisements for other services on campus (Career Services, Technical Communication Writing Center, etc.)
    - Customer service
      - Also next to non-existent
  - **Twitter - https://twitter.com/iupui_engrtech**
    - Basics
      - 1,221 followers
      - 2,239 tweets
      - Not verified
    - Content
      - Frequency (in the last month)
        - Tweets almost daily, generally posts 1-3 times a day
        - Posts mostly during the weekday during work hours, but occasionally retweets others during the weekend
      - Style
        - Tweets highlighting student, faculty, staff, alumnae work and achievements
        - Faculty Friday posts every Friday – showcases how the faculty are working during this unique time
        - Generally retweets from other official IUPUI channels (@IUPUI_MusTx, @paydar, @IUPUIHonors, etc.) instead of making original content

- - - Original content always has a visual element attached; photo, video, news article, blog post, etc.
    - Engagement
      - Mediocre; most tweets barely get over 10 likes, let alone any retweets
  - **Instagram - https://www.instagram.com/engrtech_iupui/**
    - Basics
      - 360 followers
      - 92 posts
      - Not verified
    - Content
      - Frequency (in the last month)
        - Posts 3-5 times a week
        - Typically posts 1-4 times per day
        - Posts were done mostly during the weekdays, but occasionally posts were made on the weekend
      - Style
        - Faculty Friday – similar to Twitter, they post a picture and message from a faculty member every Friday
        - Posts celebrating Earth Day, Easter, etc.
        - Occasional posts from the manager of the social media account (source)
        - Posts celebrating students who made Top 100
    - Engagement
      - Likes on each post range from 10-50 likes
      - Generally no comments, occasionally a comment or two
      - Videos are being viewed about 100-200 times
  - **YouTube**
    - The Purdue School of Engineering and Technology at IUPUI does not appear to have a YouTube account.
- **Golisano College of Computing and Information Sciences at RIT**
  - **Facebook - https://www.facebook.com/RITGolisanoCCIS/**
    - Basics
      - 2,424 likes
      - 2,515 followers
      - 4.3/5 rating
    - Content
      - Frequency (in the last month)
        - Generally posts once a week
        - Makes 1-2 posts per day posted
        - Posts only on weekdays between 9am-4pm
      - Style

- - - o Shares about clubs on campus
      - o Posts about alumnae work and achievements
      - o Posts about research the college is currently doing
      - o Every post has an image, video, or news article attached
    - Customer service
      - Like the others, there appears to be no customer service. The channel does not publicly respond to consumers.
  - o **Twitter - https://twitter.com/ritgolisanoccis**
    - Basics
      - 2,759 followers
      - 4,418 tweets
      - Not verified
    - Content
      - Frequency (in the last month)
        - o Tweets 2-4 times per week
        - o Generally tweets 1-2 times per day
        - o All tweets are made on weekdays
        - o Tweets generally made between 8am-4pm
      - Style
        - o Tweets highlighting alumnae work and achievements
        - o Retweets from other RIT channels (@RITtigers, @iSchoolatRIT, @egsrit, etc.) instead of posting original content
        - o Original content always has a visual element attached; photo, video, news article, blog post, etc.
    - Engagement
      - Overall low engagement; generally tweets receive 1-2 retweets and no more than 5 likes
  - o **Instagram - https://www.instagram.com/ritgolisanoccis/**
    - Basics
      - 866 followers
      - 191 posts
      - Not verified
    - Content
      - Frequency
        - o Does not post much, most recent post was from March, second most previous post is from December 2019, third most recent post is from November 2019
        - o Posts do not appear to have any kind of frequency; posts are random
      - Style

- o 6 posts making a big photograph of RIT building, encouraging prospective students to apply
- o Recognizing student achievements
- o Posts advertising upcoming events
  - ▪ Engagement
    - • Posts get anywhere from 20-50 likes per post
    - • Posts generally receive 1-5 comments per post
- o **YouTube - https://www.youtube.com/channel/UCM4hhui6gHOdmI5uos6dzjQ**
  - ▪ Basics
    - • 58 subscribers
    - • 13,823 total video views
    - • Not verified
  - ▪ Content
    - • Frequency
      - o Video uploaded last week, second previous video uploaded a year ago
      - o Videos are generally uploaded either around the beginning of the school year (August, September) or end of the school year (March, April, May)
    - • Style
      - o Videos highlighting student clubs in RIT
      - o Appears to be starting a series over the specific degrees they have to offer
      - o Videos highlighting their annual WiCHacks
      - o Advertises various competitions on their channel
    - • Engagement
      - o Each video typically receives under 1000 views per video
      - o Most popular video highlights the computing programs RIT offers, at 2.2k views (source)
- • **Luddy School of Informatics, Computing, and Engineering at IU**
  - o **Facebook - https://www.facebook.com/IULuddy/**
    - ▪ Basics
      - • 6,350 likes
      - • 6,529 followers
      - • 4.9/5 rating
    - ▪ Content
      - • Frequency (in the last month)
        - o Posts 2-7 times a week
        - o At least 1-2 posts a day
        - o Most posts are posted between the hours of 9am to 4pm
        - o Almost all posts are posted on weekdays

- Style
  - Posts recognizing student, faculty, staff and alumnae work and achievements
  - Posts geared for prospective students inviting them to online meetings
  - Posts about how the school is researching efforts for COVID-19
  - Most posts have a news article attached, though some posts have videos or photos attached instead
- Customer service
  - Occasionally likes comments made by consumers, but otherwise does not have a customer service presence
- **Twitter - https://twitter.com/IULuddy**
  - Basics
    - 3,992 followers
    - 9,993 tweets
    - Not verified
  - Content
    - Frequency (in the last month)
      - Tweets 3-5 times a week
      - Generally tweets 1-3 times per day
      - Tweets are typically made between the hours of 12pm-6pm
    - Style
      - Tweets relating to student work and achievements
      - Tweets relating to faculty receiving honors
      - Generally retweets other official IU channels (@InnovateIndiana, @IUBloomington, @iu_wic, etc.) instead of producing original content
  - Engagement
    - Somewhat on the lower end; tweets generally receive at least 5 likes and 1-2 retweets
- **Instagram - https://www.instagram.com/iuluddy/**
  - Basics
    - 1,803 followers
    - 398 posts
    - Not verified
  - Content
    - Frequency
      - Most recent post was from April 10th, no new content since then
      - Posts 1-2 times a week

- o Typically posts on the weekdays, but occasionally posts on the weekends
  - • Style
    - o Posts advertising upcoming events for both prospective students and current students
    - o Posts regarding coronavirus; advertising for a buddy system for current students, news, research and efforts the college is doing to help the pandemic
    - o Posts about faculty, staff and students' work and achievements
  - ▪ Engagement
    - • Each post gets around 100-200 likes
    - • Posts typically receive 1-2 comments per post
- o **YouTube - https://www.youtube.com/user/iusoic/**
  - ▪ Basics
    - • 442 subscribers
    - • 77,949 total video views
    - • Not verified
  - ▪ Content
    - • Frequency
      - o Typically posts 1-5 times a month, but skips videos for a few months at a time
    - • Style
      - o Main page shows multiple video playlists
      - o Uploads videos from various conferences, generally videos are just people presenting
      - o General Luddy – videos regarding the school, highlighting events and camps they put on, occasionally highlights specific current students, also has videos over each degree they offer in the school
      - o Also uploads informational videos, such as "What is Informatics?" ([source])
      - o Posts announcement videos and general videos advertising the school
  - ▪ Engagement
    - • Views generally vary per video, can be anywhere from 30-500 views

School of Informatics and Computing at IUPUI (SoIC) Social Strategy

Objective:

The purpose of the SoIC Social Media Strategy is to create a strong SoIC presence on social media to increase positive brand awareness among prospective and current students, highlight the achievements of current students, faculty and staff, and create a sense of community during these unprecedented times.

Goals:

- Grow social media audience
- Increase attendance in events, both online and in person
- Recruit and retain current and prospective students, faculty, and staff

Audience:

- Alumni students, faculty and staff
- Current students, faculty and staff
- Prospective students, faculty, and staff
- Parents

Channels:

Twitter: *@IUPUIInformatics*

Frequency: 1-5 posts per week

Primary Key Performance Indicator: Total Engagement per Post (Likes + Retweets + Clicks + Mentions)

Secondary Key Performance Indicators: Engagement Rate (Total Engagement per Post / Impressions); Impressions; Reach; Follower Growth

Notes: Alongside retweeting posts from various IUPUI outlets, SoIC Twitter also tweets about upcoming events. The SoIC Twitter can also be utilized in ways similar to SoIC's competitors, including any work currently being done by students, faculty and staff (especially in regards to the pandemic), and being a central point of contact for prospective and current students, faculty, and staff. Brand positivity can be achieved by posting campus culture and continuing to make posts celebrating national holidays.

Instagram: *@soicindy*

Frequency: 3-5 posts per week

Primary Key Performance Indicator: Total Engagement per Post (Likes + Comments + Sends + Saves + Clicks)

Secondary Key Performance Indicators: Engagement Rate (Total Engagement per Post / Impressions); Impressions; Reach; Follower Growth

Notes: The SoIC Instagram highlights upcoming events, deadlines for applications, alumnae work and achievements, and incorporates posts with current students, faculty and staff. Taking a page from SoIC's competitors, the SoIC Instagram can post #FacultyFriday and highlight a faculty each week during the pandemic. Also, to bring a touch of personalization to the channel, the social media manager can make posts relating to current SoIC students. Instagram posts can also be natively linked to other social media accounts using *IFTTT*.

Facebook: *School of Informatics and Computing at IUPUI*

Frequency: 3-5 posts per week

Primary Key Performance Indicator: Total Engagement per Post (Likes + Reactions + Comments + Shares + Saves + Clicks)

Secondary Key Performance Indicators: Star Ratings; Feedback; Engagement Rate (Total Engagement per Post / Impressions); Impressions; Reach

Notes: The SoIC Facebook highlights upcoming events, achievements made by current students, faculty, and staff, news articles relating to how the school and university are helping during the pandemic, and advertises open courses taking place in the summer. SoIC Facebook can similarly make posts advertising university-sponsored organizations and services, including posting more about their own Career Services.

YouTube: *School of Informatics and Computing at IUPUI*

Frequency: 1-2 uploads per month

Primary Key Performance Indicator: Total Engagement per Video (Likes + Dislikes + Comments + Shares + Views + Watch Time)

Secondary Key Performance Indicators: Engagement Rate (Total Engagement per Post / Impressions); Impressions; Reach; Subscribers Gained and Lost

Notes: The SoIC YouTube does not have much content. A good start is the Inside Informatics series, and if possible, it should be picked back up as soon as possible. SoIC YouTube can also

post videos regarding student clubs, announcements, as well as videos showcasing the campus culture.

Twitch: *@soic_indy*

Frequency: 1-2 streams per month?

Primary Key Performance Indicator: Total Engagement per Stream (Chat Activity + Concurrent Viewers + Watch Time + Follows)

Secondary Key Performance Indicators: Follower Growth

Notes: As of May 1st, 2020, SoIC has implemented a Twitch channel into their content. Due to finals causing a lack of time and the newness of the channel, I have decided not to incorporate a social media audit. I hope this is okay. I want to incorporate the SoIC Twitch channel into their marketing plan because I can see them gaining a different audience, as there is, as far as I am aware, no other school or university out there also on Twitch. Alongside providing a way to memorialize future capstones, the SoIC Twitch channel can also be used to host interviews, talks, and guest speakers in case the Fall 2020 semester requires us to keep the campus population safe through social distancing efforts.

Content Strategy:

Upcoming Events

Due to the pandemic, all events must take place online until further notice. These online events can easily be advertised on social media, including commencement for graduates, alt.Capstone, job fairs, and town hall meetings.

#FacultyFriday

Hashtags are a great way to boost the amount of views a post gets. The Purdue School of Engineering and Technology have started the hashtag #FacultyFriday, which showcases one or more faculty of the school working in their homes and sending general positivity to current students also working at home. The posts are made to both Twitter and Instagram. By incorporating this into the strategy, SoIC can create a sense of community during these unpredictable times.

Student Clubs

Another way to create a sense of community is to actively post about student clubs. Though they are not allowed to meet face-to-face, student clubs can still be active on social media and their members can continue to meet through videoconferencing. Showing off student clubs also piques the interest of prospective students who are considering not only what they want to major in, but what kind of clubs they can be active in if they attend SoIC.

Student, Faculty, and Staff Achievements

Highlighting the work and achievements of students, faculty and staff on social media, especially those projects specifically pertaining to COVID-19, is a good way to showcase that SoIC is still active and working, despite the restrictions set in place.

Tools:

Hootsuite

This is a social media management tool for Facebook, Instagram, Twitter and LinkedIn. Hootsuite has the ability to schedule social media posts, provide social media analytics, curate content, and monitor for conversations regarding SoIC.

If This Then That (IFTTT.com)

This website has shortcuts that allow you to update and post to multiple social media outlets seamlessly and easily.

Google Docs

To keep track of content calendars, keep photos in the cloud, and keep track of analytics, Google Docs is able to provide all of it for free, as well as allowing multiple people to work on one document simultaneously.