

# Tech Talk

## A Social Media Strategy

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2012

## Founded

by Dr. Aditya Khare  
and Dr. Arshiya Chak

2016

## Social Media

Twitter: 60,000 followers  
Facebook: 1,400 followers

Now

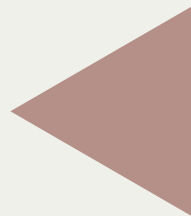
## Website Traffic

Search Engine: 84%  
Social Media: 4%



# Tech Talk

**A technical content  
publishing portal**



# Proposal





## Currently

Small Social Media Presence



**Grow Social Media across platforms**



**= Growth in website traffic**

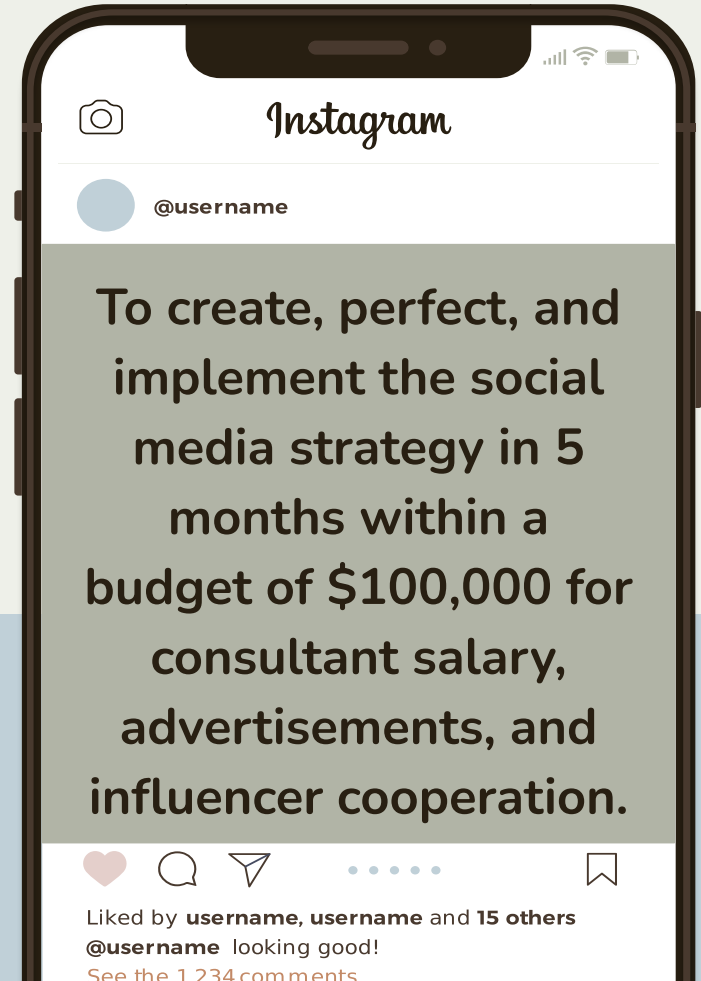


## Purpose:

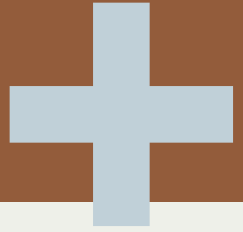
Implement a strong social media strategy to ↑ traffic from media platforms



# Objective

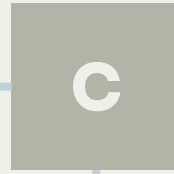


# Project **Description**



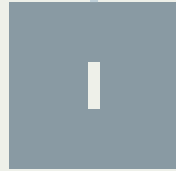
## Proposal

For marketing consultant to work with team.



## Influencers

Proposals drafted, sent, and finalized.



## Consultant

Collaborates with team to produce plan for ads & influencer collabs.

## Content

Ads, methods to increase content engagement, and content integration executed.

## Evaluation

On content maintenance to determine impact of efforts.

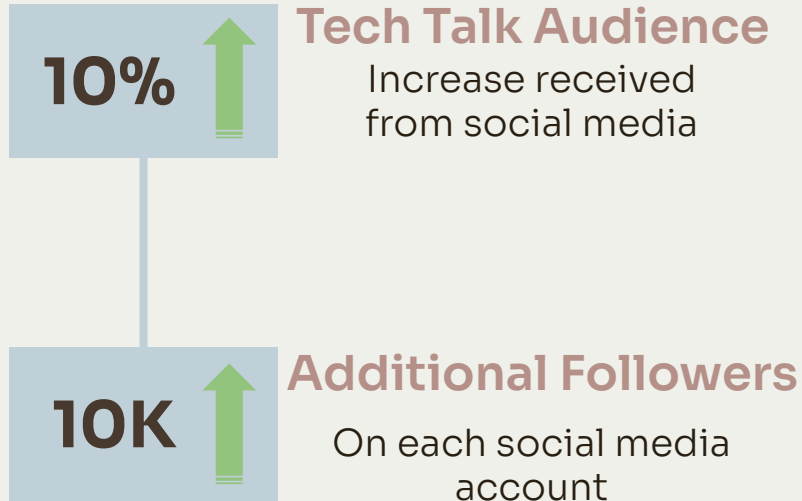


## Report

Quality report including metrics of social media performance.



# Success Criteria



**Evaluation is 6 month-post implementation**

## Expected Benefits

**Increase in followers across all social media accounts**

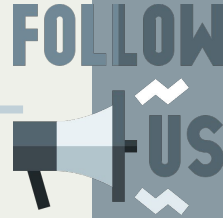
- ☐ Likes
- ☐ Reposts
- ☐ Retweets
- ☐ Posts
- ☐ Advertisements





## Followers

Increase followers on Twitter, Facebook, LinkedIn, and Tiktok.



## Metric Report

Metric reports monitoring social media growth will be created.

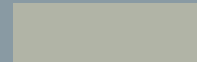


## Analytical Report

An analytical report addressing the positive impact of social media directed traffic to the Tech Talk website will be delivered.



Major  
**Deliverables**



**#1**

### **Presumed Presence**

Social media presence on Twitter, LinkedIn, & Facebook

**#2**

### **Tiktok Presence**

New account to be established for Tiktok

**#3**

### **Influencers = Audience**

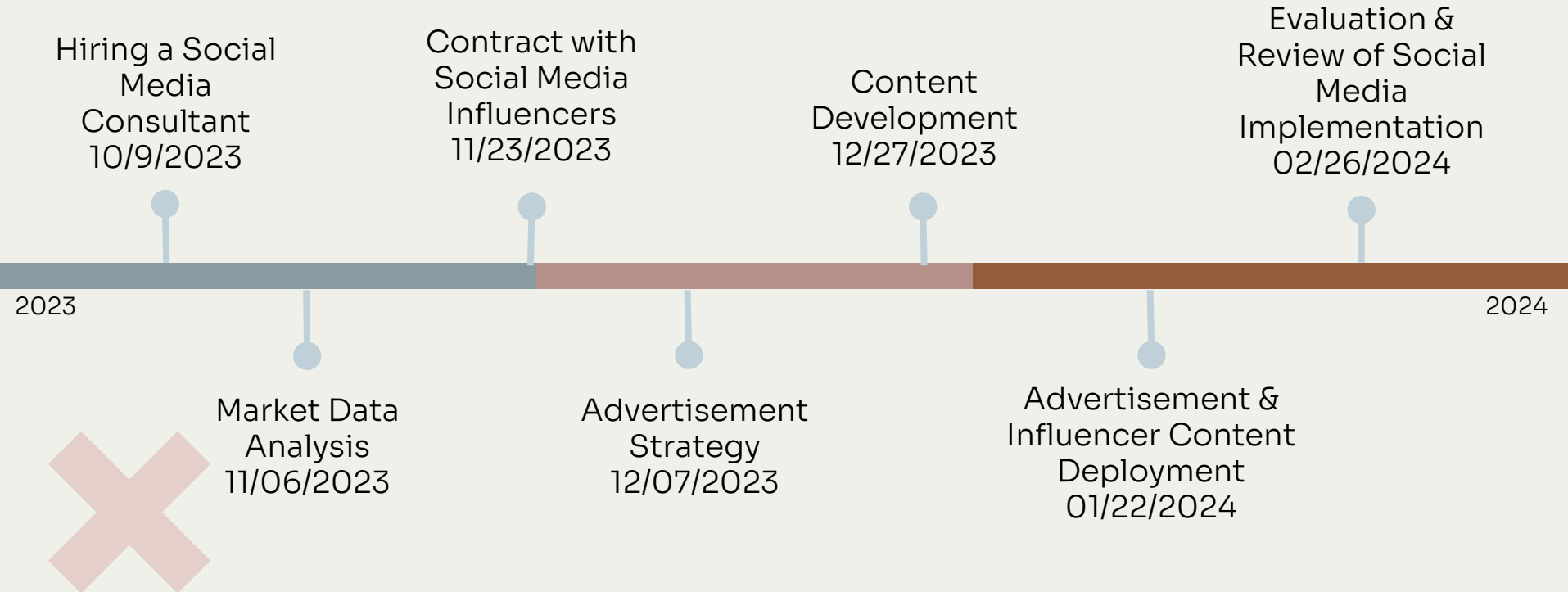
Contracted influencers are existing users



# **Assumptions & Constraints**

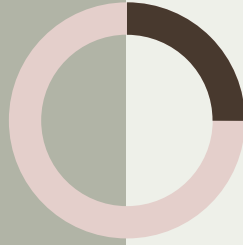


# Milestone Schedule



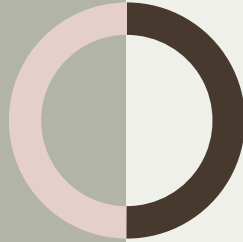


# Acceptance Criteria



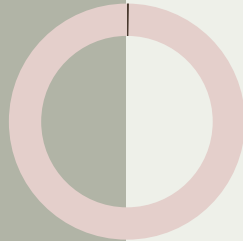
 **6%** minimum

Traffic on Tech Talk  
Website



 **5,000**

Followers on each  
platform

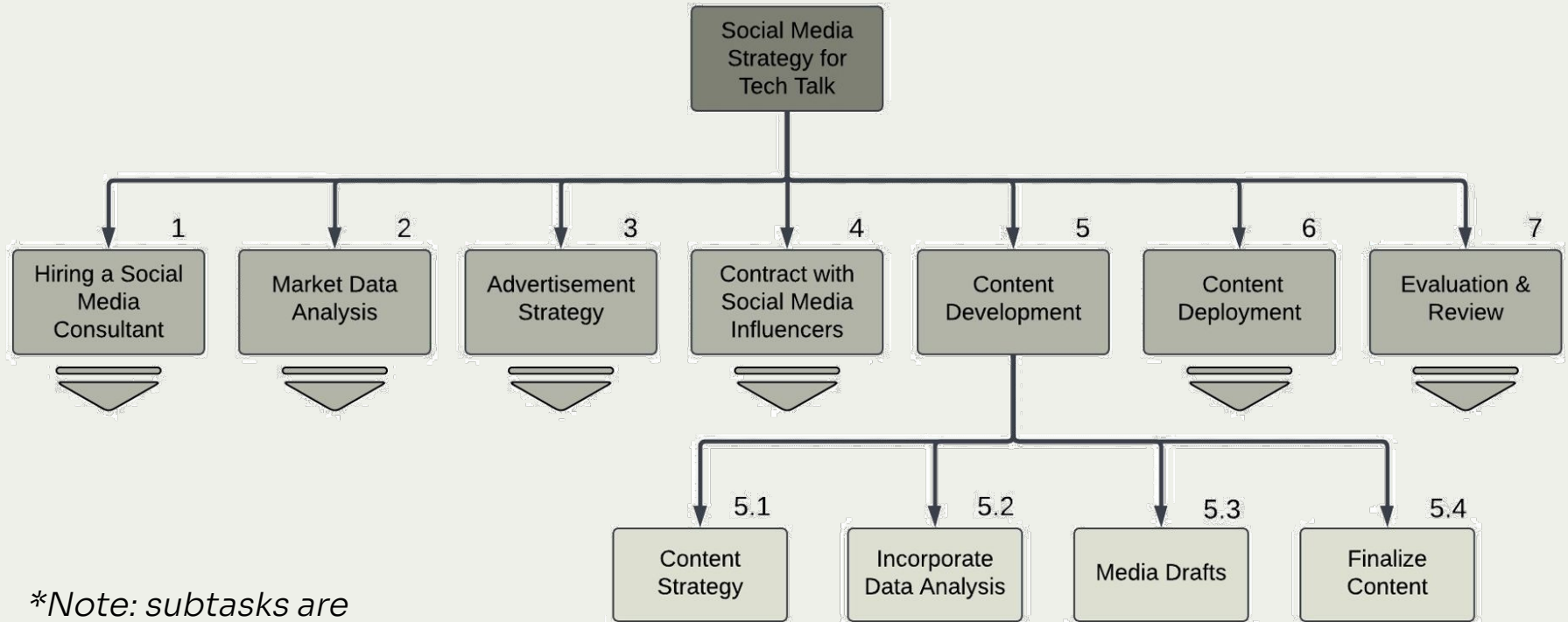


Advertisement, post content, and  
activities will be legal, moral, and  
approved before deployment.

# Planning

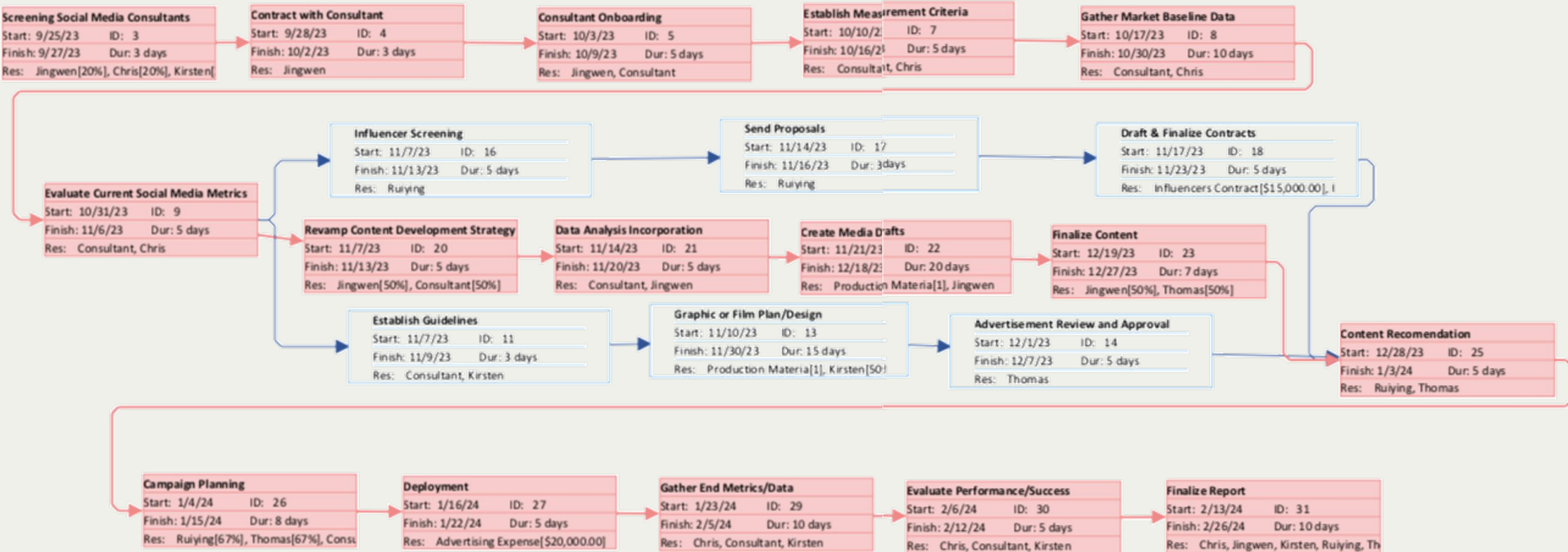


# Work Breakdown Structure



*\*Note: subtasks are hidden*

# Network Diagram

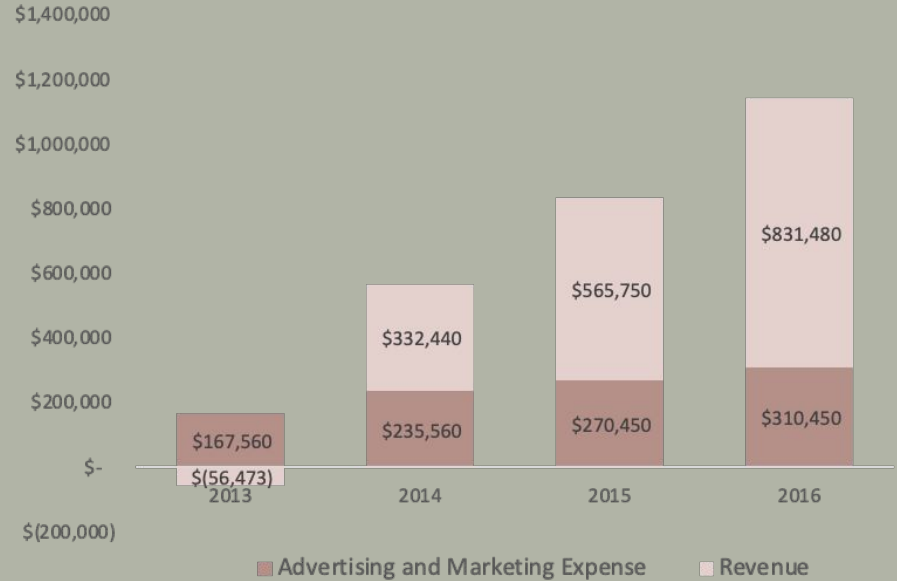
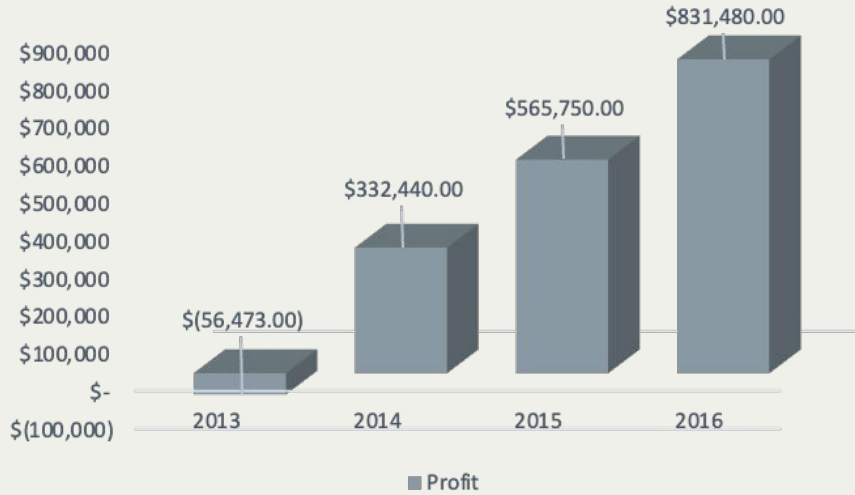


# Budget

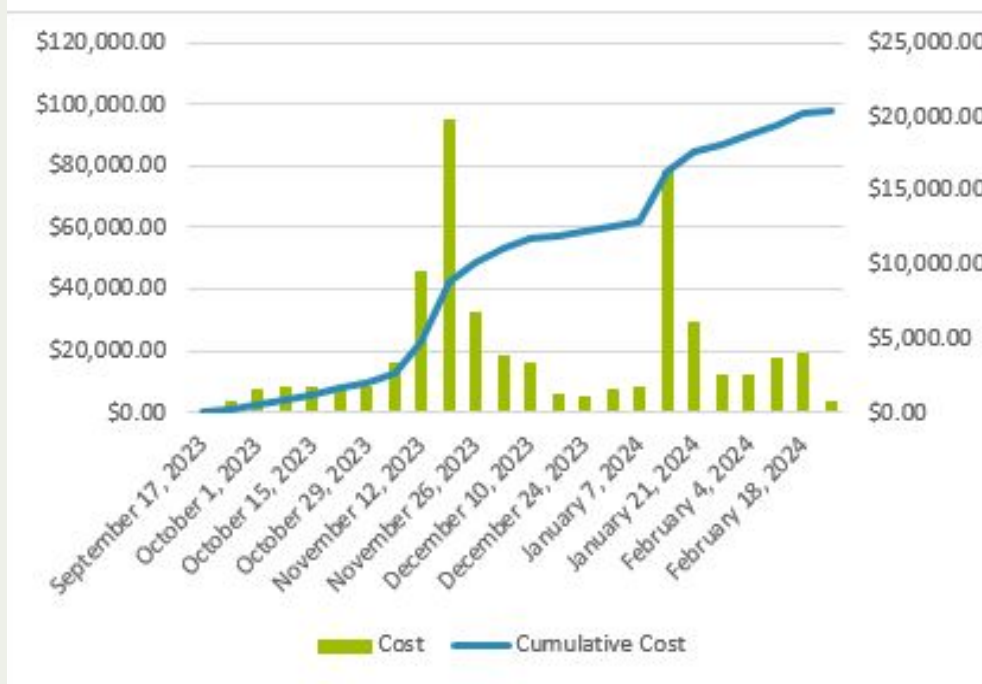




# Tech Talk Growth



Cost	Remaining Cost	Duration	CPI
\$98,213.33	\$98,213.33	111 days	0



Name	Cost
Hiring a Social Media Consultant	\$2,760.00
Market Data Analysis	\$7,200.00
Advertisement Strategy	\$13,980.00
Contract with Social Media Influencers	\$17,080.00
Content Development	\$17,020.00
Advertisement & Influencer Content Deployment	\$24,373.33
Evaluation & Review of Social Media Implementation	\$15,800.00

Name	Remaining Cost	Actual Cost	Cost	ACWP	BCWP	BCWS
A Social Media Strategy For TechTalk	\$98,213.33	\$0.00	\$98,213.33	\$0.00	\$0.00	\$0.00

# Monitoring & Communication



- Overall project monitored monthly
- Weekly monitoring: schedule, resources, and budget
- CAC (Cumulative Actual Cost) and CPI (Cost Performance Index) will be used to monitor the budget so it is not exceeded
- Any essential actions (e.g. advertisement deployment) requires approval by the management team
- The management team and all other stakeholders will be communicated bi-weekly via email and meeting



# Thank you!



**DO YOU HAVE ANY QUESTIONS?**

## Tech Talk: A Social Media Strategy



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