INST 490

Social Media Strategy

Slides: [Social Media Strategy](https://docs.google.com/presentation/d/1hi5X-r6QGGDgVyQ4LBt-9kQRBvCQo4aK0BZLbjpjUmE/edit?usp=sharing)

| Name | Slide |
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| Kirk | Slide 1: Title  Hi all, we are the social media strategy team. |
| Kirk | Slide 2: Introduction: Brief overview of the team, project goals, and objectives.  Our team focuses on developing data-driven content and social media plans for our client, with the goal of enhancing communication, increasing engagement, and aligning outreach with the client's goals.  We used the clients' mission, key stakeholders, communication channels, and any current challenges or opportunities as a foundation to help guide our tailored social media approach.  We reviewed background information and user research findings to gain a deep understanding of the target audiences. This includes exploring their behaviors, content preferences, and which types of captions are most likely to resonate with the audience.  From there, we created a tailored social media approach that aligns with the client’s calendar of events that includes:   * Content recommendations customized for each audience and platforms like facebook, instagram and twitter * Posting guidelines to ensure optimal timing and frequency. * Best practices for increasing audience growth and engagement.   Ultimately, we believe our project will equip our client with a practical, research-backed roadmap to strengthen their social media presence. |
| Sarah | Slide 3: Client Background: Summary of client needs and the context for the project.  **Sarah:** Our client, Justin, is the Client Development and Marketing Manager from the University of Maryland’s iConsultancy program.  The iConsultancy is an experiential learning initiative that connects students with real-world organizations, allowing them to apply classroom skills to real challenges.  Justin asked us to create a social media strategy to spread awareness of the iConsultancy and the iSchool. His goal is to reach diverse audiences and build a stronger digital presence.  This includes showcasing student projects, promoting existing clients, and exploring new platforms to expand their reach.  Ultimately, the goal is to strengthen long-term partnerships, that reflect UMD’s values, and tell compelling stories about how student teams are making an impact—all while improving the quality and engagement of content across current social media channels. |
| Kirk | Slide 4: Approach: Description of the methodology, research, or process used.   * Canva * Google sheets * Jira   First, we conducted research by analyzing social media accounts and strategies used by other similar iConsultancy organizations and brands. This helped us identify trends to post, and common mistakes to avoid.  We then turned to tools to support our workflow and content development, such as Canva to design visually engaging post templates, we also used Google Sheets to build and maintain a collaborative content posting calendar, And lastly we utilized Jira to assign and track tasks across our team.  Once we had a clear understanding of what works and the tools in place, we developed a content calendar that aligned with the client’s event schedule. This included platform-specific posting times to ensure each post reaches the audience when they’re most active and engaged.  This approach allowed the team to stay organized, creative, and aligned with the client’s communication goals throughout the project. |
| Gurlal | Slide 5/6: Findings and Outcomes: Highlight key deliverables and outcomes achieved.   * Social Media Calendar * Social Media Posts/Templates   **Gurlal:** Through weeks of research and client feedback, our group created a simple but efficient social media plan optimized for iConsultancy's needs. The plan is designed to build long-term brand awareness, feature student-client interactions, and establish a consistent web presence. We aimed to create a posting schedule aligned with peak engagement times based on existing best practices, helping to ensure each post reaches the right audience at the right time.  Our principal deliverables are a two-month content calendar outlining recommended post dates, platforms, and topics, along with Canva-based post templates for formats like FAQs, client spotlights, and student features. These tools are designed to be intuitive and easy to reuse, allowing for consistency without demanding extensive time or resources.  Overall, these deliverables give the client a system that's launch-ready and both low-effort and high-impact. With reusable templates and a strategic calendar in place, iConsultancy can confidently grow its digital presence, highlight its value to students and partners, and expand its visibility to prospective clients and collaborators. |
| Nicki | Slide 7: Impact: Discuss how the project outcomes address client needs or add value.  **Nicki**: The impact of our project is really centered around creating a system that’s easy to use, sustainable, and aligned with what iConsultancy wants to communicate. By designing reusable template posts and building a two-month content calendar, we gave Justin a complete strategy that can be picked up and used immediately—without needing to start from scratch or hire outside help. Everything we created is flexible. The templates allow Justin or future student teams to feature different clients, projects, or stories while keeping a consistent tone and visual style. Since the calendar is tailored around the best days and times to post, each piece of content has the best chance to reach the right audience—whether that’s prospective students or future clients. This strategy not only brings visibility to the amazing work being done through iConsultancy, but also sets up a foundation that can grow with the program over time. |
| Aakash | Slide 8: Reflection and Next Steps: Reflect on challenges, lessons learned, and recommendations for future work.  Aakash:   * Looking back at how we had initially approached this task, there are many things that come to mind, both on how to improve what we accomplished and what we should take home from this experience. * One of the main things that came to mind that could’ve been avoided was creating prototype posts first. We immediately started prototyping different posts and trying to post them without having any idea of what we wanted the posts to look like or what information we wanted them to display. This came back to bite us later when we had gotten more information of what the posts should look like and realized the first rendition of posts weren’t going to be used. * This was a good teaching moment for us because it made us ask more questions to our client, so we knew what they wanted and what direction they wanted to take things. * Knowing this all in hindsight, I’m sure our approach to certain aspects of the project would have changed, but the end result would remain the same. * In the future, to improve the social media strategy increasing the frequency of posts, expanding to different kinds of posts, such as reels and shorts, will allow for better engagement and retention rates. To make this process easier, moving the social media to an iConsultancy email and to an official calendar create scheduled and automatic posts would help tremendously and allow for easy maintenance of the social media accounts. |