

Experiment No. 12

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Social Media Analytics

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Computer Engineering

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Aim—Creating Social Media Content and Strategies

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I. INTRODUCTION

In today's digital age, social media platforms like LinkedIn and Instagram are powerful tools for educational institutions to showcase their achievements, engage with students, alumni, and the broader community, and attract prospective students. This document outlines a comprehensive social media strategy for M.H. Saboo Siddik College of Engineering, with a focus on the Computer Department. The strategy includes key performance indicators (KPIs)..

II. Social Media Strategy

1. **S.M.A.R.T.** framework for M.H. Saboo Siddik College of Engineering and its Computer Department.

Goal	Social Media KPI	Details / Timeframe
Increase college awareness	Follower growth rate	Achieve a 20% increase in followers on Instagram and LinkedIn within 6 months.
Boost engagement of college	Engagement rate (likes, comments, shares)	Maintain an average engagement rate of 5% on Instagram and 3% on LinkedIn monthly.
Drive website traffic	Referral traffic from social media	Increase website traffic from social media by 30% within 3 months.
Promote student achievements	Post reach and impressions	Ensure 70% of posts highlighting student achievements reach 1,000+ impressions monthly.

Attract prospective students	Conversion rate (inquiries/applications)	Generate 50 inquiries or applications from social media campaigns within 6 months.
Enhance alumni engagement	Alumni interaction rate	Achieve a 10% increase in alumni interactions (comments, shares) on LinkedIn quarterly.
Showcase department events	Event post engagement	Ensure event-related posts achieve a 7% engagement rate on Instagram within 1 month.
Increase video content reach	Video views and completion rate	Achieve 1,000+ views per reel with a 60% completion rate on Instagram monthly.

2. List of social media platforms to use

Social Network	Use?	Status
LinkedIn	Yes	Claimed - Official page managed by the college. Password saved in 1Password.
Instagram	Yes	Claimed - Official account active. Password saved in 1Password.
Twitter (X)	No	Not claimed - Consider creating an account for announcements and updates.

3. Engagement Plan

What	When	Where
Department Achievements (e.g., student projects, research papers)	Mondays at 10:00 AM IST	LinkedIn, Instagram
Event Announcements (e.g., workshops, seminars, hackathons)	Tuesdays at 12:00 PM IST (2 weeks before the event)	LinkedIn, Instagram
Student Spotlights (e.g., interviews, project highlights)	Wednesdays at 3:00 PM IST	Instagram, LinkedIn

Faculty Highlights (e.g., faculty achievements, research updates)	Thursdays at 11:00 AM IST	LinkedIn
Campus Life (e.g., photos, videos of campus events, student life)	Fridays at 5:00 PM IST	Instagram
Alumni Success Stories (e.g., alumni achievements, career milestones)	Saturdays at 9:00 AM IST	LinkedIn
Industry News (e.g., trends in engineering and computer science)	Sundays at 7:00 PM IST	LinkedIn, Twitter (if claimed)
Reels/Short Videos (e.g., campus tours, student testimonials)	Twice a week (Tuesdays and Fridays at 6:00 PM IST)	Instagram
Blog Posts/Articles (e.g., in-depth articles on research or trends)	When published (typically Thursdays at 10:00 AM IST)	LinkedIn
User-Generated Content (e.g., re-sharing student posts, event photos)	As available (e.g., during or after events)	Instagram

4. Tools

Tool	Purpose	Cost
Hootsuite	Post scheduling, social listening, and analytics	₹1,500/month
Canva	Graphic design and content creation (e.g., posts, banners, infographics)	Free (Pro: ₹499/month)
Buffer	Post scheduling and analytics	₹1,200/month
Google Analytics	Track website traffic from social media	Free
Later	Instagram scheduling and analytics	₹1,000/month
Adobe Premiere Pro	Video editing for reels, webinars, and event highlights	₹2,500/month

III. KPIs and Metrics

KPI	Metric	How to Measure
Follower Growth	Increase in followers on LinkedIn and Instagram	$(\text{New Followers} - \text{Lost Followers}) / \text{Total Followers} * 100$
Engagement Rate	Likes, comments, shares, and saves	$(\text{Total Engagements} / \text{Total Followers}) * 100$
Reach and Impressions	Number of unique users who see the content	Measured through platform analytics (LinkedIn, Instagram, Facebook)
Website Traffic	Referral traffic from social media	Tracked using Google Analytics (Social Media Traffic)
Conversion Rate	Inquiries or applications from prospective students	$(\text{Number of Inquiries or Applications} / \text{Total Reach}) * 100$
Video Performance	Views, completion rate, and engagement on reels and videos	Measured through Instagram Insights and YouTube Analytics
Event Participation	Attendance at events promoted via social media	Track RSVPs and actual attendance (e.g., through event links or registration)
Alumni Engagement	Alumni interactions (comments, shares, messages)	Track interactions on LinkedIn and Facebook

IV. Posts



V. Conclusion

A well-defined social media strategy is essential for M.H. Saboo Siddik College of Engineering and its Computer Department to enhance its online presence, engage with stakeholders, and attract prospective students. By setting clear S.M.A.R.T. goals, tracking key performance indicators (KPIs), and leveraging the right tools, the college can effectively measure the success of its efforts and optimize its social media campaigns. Platforms like LinkedIn and Instagram offer unique opportunities to showcase achievements, share engaging content, and build a strong community of students, alumni, and industry professionals.

Regular monitoring of metrics such as engagement rate, follower growth, website traffic, and conversion rate will ensure the strategy remains aligned with the college's objectives. With a consistent and data-driven approach, the college can establish itself as a leading institution in the digital space while fostering meaningful connections with its audience.

References:

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