

Social Media Strategy Map

Group Host (You): Drew Rieder, Assistant Director, Alumni Relations

Target Group: Alumni

Group Profile: What does a typical follower/fan of your group look like (demographic and psychographic characteristics)

1. Profile A: "**Astute Alum**" -This is an alumnus who is savvy w/ technology and is interested in what's going on in the alumni world. They are our best customers so to speak. They are clickers and they are very interested in getting all the information they need and more in the quickest manner possible.
2. Profile B: "**Alum in Training**" -This is the constituent who is interested but a bit skeptical about joining anything. They like the GU buzz and a lot of the things that go on, but they don't believe the word "free" and they need to reach out and experience in order to believe (doubting Thomas syndrome). They need to get engaged at an event level or have personal interaction to get them closer. They are one of the main reasons why our search needs to be "user friendly."
3. Profile C: "**Lost Alumnus**" -This is a constituent who could fit in many different boxes (alum, fan, friend, parent, student--you name it). They have a hard time w/ technology and they get frustrated very fast. Maybe they've had a bad experience, possibly they are one of our golden alums who like things the old way or they've simply become disconnected from Gonzaga and need a lot of convincing just to dip their toes in the water.

Further Research Necessary: What additional information do we need to obtain to better understand the characteristics and needs of our target group?

- What are the demographics of our users on FB, TW and Li?
- What content do constituents seek out the most (track click throughs)?
- What are our users perceptions of our different social media channels?
- Which SM channel is the most universally used?
- What's missing from our content plan for our alumni?

SMART Objectives: What you want your group to do (within the next 6 months; see attached ideas Drew previously supplied)?

1. Supply compelling and up to date information on all our outlets so as to draw our alumni to be a part of the conversation.
2. Be consistent and timely in generating content.

3. Implement analytics and analyze this data on a regular basis for all Social media and web portals.

Measurement: How will you know they are doing what you want them to do?

- Followership
- Increased significant interactions
- User generated content/comments
- Google Analytics/bit.ly/su.pr

Where Group Dwells/Feeders for each Profile: could be different for each profile. For example, Profile A may dwell in Facebook and Linked In, but not Twitter. At this point, we are interested in primary “hang out” spots – where is the majority at? Don’t forget to consider some of our own sites and blogs, such as Parent blog, News Site, etc. Also think about social media tools we may not yet be utilizing.

1. Profile A: "**Astute Alum**" -These folks are predominantly on TW-FB-Li, Zagsonline, Foursquare, and several other trendy social media sites. They're cutting edge.
2. Profile B: "**Alum in Training**"-Most likely on Facebook. Is skeptical about Twitter but maybe willing to try it. Not on LinkedIn. This profile is one that doesn't actively produce content in whatever social media outlets they're a part of. The potential is there, though.
3. Profile C: "**Lost Alumnus**"- You could split this into two camps. The "Lost Alumnus" could be like the Astute alum in that they participate in many social media channels and they're web savvy. But at the end of the day they are disinterested in or disconnected to GU. They would only visit occasionally. The 2nd camp is not in any of these channels and things the Internet is "of the devil."

Content and Personality: Types of stories, information, facts, etc. that will compel your group to move through the funnel to your Core Web Presence. Also note the personality approach you will use with each of your profiles. In all cases, we should be ourselves, but what part of your personality would you use when meeting or talking to your target group/profile at a party or gathering?

1. Profile A: "**Astute Alum**" -We need to be hip, relevant, now and quick to respond to questions, inquiries and comments. Content should draw them into dialogue that gives them a voice on different topics.
2. Profile B: "**Alum in Training**" -This is the patient coach and soft salesman personality. We need to help them evolve into uber tweeters and confident posters which will in turn enable others causing a snowball effect. They don't understand web speak or hip phrases. So it's good to mix it up when posting content.
3. Profile C: "**Lost Alumnus**" -Empathetic and passionate and listening. These folks might have several axes to grind and need to vent and tell their story. Letting them do this will

bring them closer to joining the conversations that are occurring. Tailored content is good for these types of folks as well as just a good potpourri of news & info.

Group Core Web Presence: The destination(s) to which you are funneling your group. This is the place where direct avenues are presented for them to take action on your objectives. In the words of Mr. Britton, your “purchase” button is there.

1. Join their alumni chapter
2. Register & attend an event
3. Become a GUAA member
4. Join our Social communities on FB, TW and Li.
5. Update their record
6. Post content to our sites (FB-TW-Li-Zagsonline)

MAIN PORTAL: www.zagsonline.org

User Stories: Examples of paths your group may take from “feeder message,” through the funnel, to Core Web Presence. Please explore a few user stories by printing out each web page your target group will follow along the way. Here is an example user story:

1. Profile A: **"Astute Alum"** -Mr. Astute is a young alum and searches "zag" on Twitter and finds our TW handle (@zagalumni). He quickly follows us and we follow him back. He checks our recent tweets and clicks through on a few tweets that interest him. He is new in San Francisco and looking for a job. He checks out the chapter map on ZagsOnline and clicks through to the GU Bay Area chapter page. He likes what he sees and actually registers for an event. He then clicks on "join your chapter" and fills out the form to become a member. Also, while on ZagsOnline he sees our other social communities and clicks through to FB and TW quickly joining these communities and checking out this content, too.
2. Profile B: **"Alum in Training"** -Mrs. Training is a mid-techy, career woman who loves GU but doesn't consider herself an officianado at SM. She does mostly facebook and one day she sees a compelling post on the Gonzaga University FB page in her user stream. She clicks through and comments on the story. This involvement draws her in to investigate the GU FB page more. Upon perusing the site she sees the ZagsOnline graphic and clicks through to find some great content. She discovers there is a chapter in her area and fills out the online form to become a member. She also e-mails the chapter steward for her area to make a more personal connection thus drawing her in closer.
3. Profile C: **"Lost Alumnus"** -