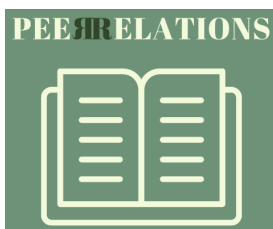




# Integrated Social Media Plan for **Shared Competencies**

## Final Planbook

Fall 2021 —



PEER RELATIONS: Erika Mosso, Campbell Ferrick, Bryan Bush

November 2021

PRL 376 - Content Opt for PR Writing

Professor LeRoy

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## MEET THE TEAM



Erika Mosso

Erika Mosso is a junior majoring in public relations at the S.I. Newhouse School of Communications. She is also minoring in marketing at the Martin J. Whitman School of Management. As a first-generation Chicana who hails from NYC, she has always learned from the varying cultural hubs and people in her environment. Erika's passions are deeply rooted in hopes of creating a more inclusive and diverse media in the Entertainment Business.



Campbell Ferrick

Campbell Ferrick is a Junior at Syracuse University, where she majors in Public Relations at the S.I. Newhouse School of Communications and Minors in Political Science at the Maxwell School of Citizenship and Public Affairs. She specializes in branding content and has an eye for aesthetics that she applies to her work in Public Relations.



Bryan Brush

Bryan Brush is a Public Relations Major at the S.I. Newhouse School of Public Communications. He is 20 years old and from New Jersey. A junior at Syracuse University, Bryan writes for The Daily Orange and is an Account Supervisor at Hill Communications. He specializes in social media content creation as well as writing press releases, blog posts, and news articles.

## ORGANIZATIONAL BACKGROUND AND AUDIENCE PERSONAS

### What is SC?

Shared Competencies Communication Needs is a collection of six learning goals offered to Syracuse students in the hopes of further preparing them for the professional world. Shared Competencies wants Syracuse students and faculty to be able to communicate the benefits of their academic years into their eventual professional jobs. The organization stands as “Syracuse University’s framework for assessing student learning outcomes and operational outcomes/objectives is organized into three phases for academic, co-curricular, and functional units” (Syracuse University, n.d.). Shared Competencies has recently been put into effect and hopes to enact the feeling of confidence about entering the professional world to the university’s newest students.

The Shared Competencies six strategic goals are as follows:

- Ethics, Integrity, and Commitment to Diversity and Inclusion
- Critical and Creative Thinking
- Scientific Inquiry and Research Skills
- Civic and Global Responsibility
- Communication Skills
- Information Literacy and Technological Agility

### Purpose of Shared Competencies:

- “To ensure consistency in student learning experiences across Syracuse University’s eleven Schools and Colleges that award undergraduate degrees, and to provide a framework for assessing and improving student learning outcomes”
- Allow students to communicate the value of their degree to prospective employers and graduate schools
- Provide pathways for students to connect their major field of study, liberal art requirements, and co-curricular or other experiences.
- Enable academic programs to integrate the institutional learning goals into the curriculum.
- Meet Syracuse University’s regional accreditation requirements (Middle States Commission on Higher Education).
- The three principles of the Shared Competencies are (1) sustainability, (2) shared institutional governance, and the Shared Competencies hope to have (3) an emphasis on faculty, student, and staff development.

**Audience Personas**



**UNDERGRADUATE JUNIOR**

*Jessie*  
**PEREZ**

THEY/THEM/THEIRS  
**MAJOR: COMMUNICATION + RHETORICAL STUDIES**

Ethnicity/Racial Identity:

**1st Generation Mexican-American; nonbinary**

Socio-economic status: **Low-income;**

**Receives FAFSA**

Do they receive work-study? **Yes**

**GENERATION**

**PASSIONS:**



**SOCIAL MEDIA USAGE:**

**TikTok** - only use is for sending other TikToks to their family and friends; Does not post any TikToks; Interacts with “For You” page video comments.

**Twitter** - uses to get a general understanding of relevant and recent news; Posts music and entertainment commentary.

**Spotify** - keeps track of what their friends are listening to through the “Friend Activity” feature; also makes playlists with their friends.

**OUTSIDE INTERESTS:**

**EXTRACURRICULAR ACTIVITIES:**

- **Mentor** - fullCIRCLE Mentoring Program at the Office of Multicultural Affairs.
- Fashion and Design Society (FADS)
- The OutCrowd Magazine
- Mixtape Magazine
- TNH Agency



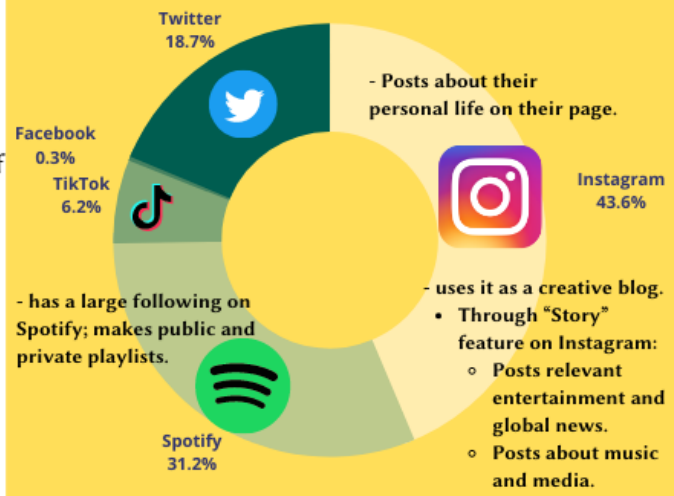
- **EMPLOYMENT:** Work-study position at Bird Library
- **OTHER:** PetSmart Unleashed Group Mentoring Program for Emerging Talent

**CHALLENGES:**

- Receives necessary accommodations for ADHD.
- Funding their education.
- Balancing work, school, and extracurricular activities

**GOALS:**

- Integrating all projects with Diversity, Equity, Inclusion, Accessibility, and Accurate Representation.
- Maintaining Dean’s List throughout their college career.
- Creating a more inclusive and accurately represented space for creatives in the media and entertainment industry. Plans to accomplish this as a public relations practitioner working in external and internal communications in this industry.
- Securing an internship at PetSmart after completing their mentoring program.





UNDERGRADUATE SENIOR

**Miles STEWART**

HE/HIM/HIS

MAJOR: PUBLIC RELATIONS  
MINOR: MARKETING

Ethnicity/Racial Identity:

Caucasian male

Socio-economic status: Middle class;

Receives FAFSA

Do they receive work-study? Yes

GENERATION



PASSIONS:



Environmental issues/Climate change



Music



Technology/AI



Sports



Movies

GOALS:

- earn Dean's list each semester
- Secure a summer internship and job after graduation
- Plan to effectively pay off student loans as fast as possible
- Find work as an agent for an athlete or celebrity

OUTSIDE INTERESTS:

• EXTRACURRICULAR ACTIVITIES:

- Hill Communications
- The Daily Orange
- The Good Life Magazine
- The Newshouse
- Z89 Radio
- PRSSA
- Newhouse Peer Advising
- Club Tennis Team



• EMPLOYMENT: Work-study position at the Newhouse CAGE

CHALLENGES:

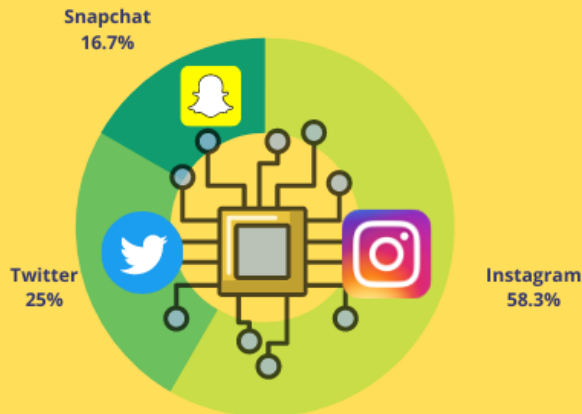
- Time management
- Balancing coursework and extracurricular commitments
- Determining what career path to pursue

SOCIAL MEDIA USAGE:

**Instagram** - used as a news source and for entertainment consumption purposes; Posts about personal life

**Twitter** - used to stay informed about current events and for work as a student journalist; Tweets links to written articles; Provides live updates for SU Athletics sporting events

**Snapchat** - not used much in general, but primarily used to stay in touch with friends back home





# Christian BEAUDRY

MAJOR: MANAGEMENT  
MINOR: COMPUTER SCIENCE



Ethnicity/Racial Identity:  
Caucasian male



Socio-economic status: Middle-class;  
has never had to have an after-school job

Do they receive work-study? No

GENERATION Z

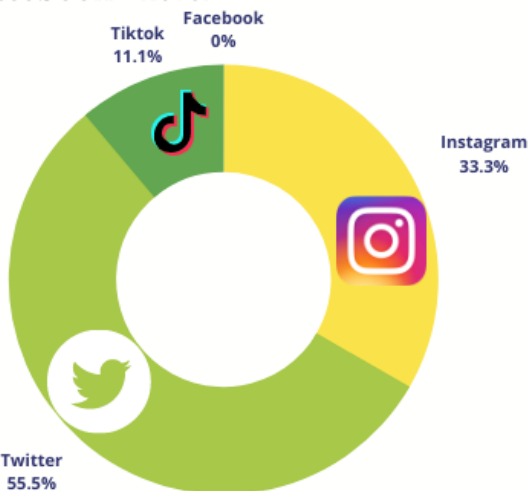
## SOCIAL MEDIA USAGE:

**Instagram** - uses it to follow friends, but rarely posts and doesn't spend much time on it

**Twitter** - uses it often to follow sports, does not tweet

**TikTok** - not a TikTok page, instead use TikTok for paid promotion (Ads) - uses it to communicate with friends on, but not to post on, interacts with the ads that he finds interesting

**Facebook** - never



UNDERGRADUATE  
FRESHMAN

## OUTSIDE INTERESTS:

### EXTRACURRICULAR ACTIVITIES:

- Plays lacrosse and baseball, very active in sports and working out
- Enjoys old-school music, and is learning to play the drums



- Currently unemployed.

### CHALLENGES:

- Has Dyslexia and finds it hard to keep up with the academic aspects of the school whilst balancing a fun social life.
- Misses his family since it's his first year.
- Wants to be in classes that actually interest him instead of the mandatory first-year requirement classes.



### GOALS:



- Wants to work in sports team management, for major sports teams
- Aims to get straight A's throughout college to be able to secure an internship at ESPN
- Hopes to make the lacrosse team as a freshman walk-on

## SOCIAL MEDIA AUDIT

As there is currently no previously established social media presence for Shared Competencies, our team constructed a social media audit with proposed strategies and recommendations for each platform we plan to create content for. These platforms include Facebook, YouTube, Instagram, and Twitter. We also proposed the creation of a Shared Competencies e-newsletter and analyzed the Shared Competencies website in this audit.

### Facebook

The overall strategy we recommend for Facebook is taking advantage of the multiple features that Facebook offers to spread awareness about the Shared Competencies initiative and contribute to the establishment of its digital presence. The Shared Competencies social media team will be responsible for all aspects of Facebook content creation and management. The Facebook Insights tool will be used to measure and analyze the performance of all content that is published.

- Timeline
  - Strategy
    - Utilizing the Timeline feature to disseminate information and updates about the Shared Competencies initiative
    - A variety of different content can be created
  - Post Frequency
    - About three times a week to users updated and informed about Shared Competencies
  - Content Shared
    - Various categories of content including posts that promote the initiative, posts that allow users/students to ask questions about the initiative, and posts that describe each of the six competencies
- About
  - Strategy
    - Using the About section to describe what the Shared Competencies program is and include its purpose, mission statement, and vision
  - Post Frequency
    - Would only have to be written once, as the About section remains accessible on a Facebook page
  - Content Shared
    - Basic information that includes components such as the Shared Competencies purpose and mission statement
- Videos
  - Strategy
    - Taking snippets from long-form videos and posting them over time



- Post Frequency
  - Weekly or bi-weekly, to complement other forms of content
- Content Shared
  - Informational content to allow for students to develop an understanding of what the Shared Competencies program is, how it impacts their academic coursework, and how the program can benefit them
- Events
  - Strategy
    - Using the Events feature if Shared Competencies plans to hold any informational events about the initiative
  - Post Frequency
    - As needed
  - Content Shared
    - Content centered around events on the SU campus

### YouTube

We suggest the creation of a private YouTube channel that will enable Syracuse University students to view Shared Competencies' videos. These videos will share fundamental information such as what Shared Competencies is and why the program is being launched. Once the initiative is launched, videos about the concepts taught in courses can be shared to allow for students to utilize them. Videos will be uploaded bi-monthly. Additionally, investing in 15-30 second advertisement spots on YouTube that use location services data will be beneficial in terms of specifically targeting current and prospective students in the Syracuse, New York area. Advertisements will run bi-weekly. The multimedia team and graphic designers within the organization will be responsible for YouTube content. Performance will be measured by clicks, visits, views, comments, subscriptions, and advertisement clicks.

### Instagram

Our recommended overall strategy is to use Instagram as a consolidated version of the more information-heavy text about the Shared Competencies. This will make information more digestible for the picture-heavy platform. Instagram Insights and Google Analytics will be used to measure the performance of each content type published on Instagram. Similar to Facebook, it is beneficial to take advantage of the multitude of features that Instagram offers regarding content creation. The Shared Competencies social media team will be responsible for Feed Posts, Guide, Stories, and Story Highlights. Syracuse University's TNH Ad Agency will be hired to create Reels and student videographer interns will be hired to create IGTV (Instagram TV) content.

- Feed Posts
  - Strategy
    - Informational content that engages with followers

- Post Frequency
  - Establishing a consistent content posting schedule with at least two posts per week
- Content Shared
  - Upcoming projects and plans
- Reels
  - Strategy
    - Creative content, bloopers from IGTV content, engagement with followers, highlights of student work and accomplishments
  - Post Frequency
    - Weekly
  - Content Shared
    - Short time frame gives more creative opportunity
    - A fun idea can be the use of "fake" ads that promote the benefits of the Shared Competencies. Comedy can be used and they can build traction amongst students. Promotion of student accomplishments/inventions
- IGTV
  - Strategy
    - Info, student-centered and student-led content, student stories
  - Post Frequency
    - Two to four times per month
  - Content Shared
    - "Student Spotlight" series
    - Snippets from informative videos on YouTube
- Guide
  - Strategy
    - The Guide feature on Instagram can provide an overview of the Shared Competencies
  - Post Frequency
    - One-time posts that stay on the Shared Competencies Instagram page
  - Content Shared
    - Six Shared Competencies goals; Purpose of the Shared Competencies
- Stories
  - Strategy
    - Engagement with students and potential students, Q&A
  - Post Frequency
    - Three times per week
  - Content Shared
    - Events, Story "Takeovers" from Students, cross post with brands you partner with
- Story Highlights
  - Strategy

- Q&A answers from past Stories
- Post Frequency
  - N/A
- Content Shared
  - The use of the Story Highlights feature on Instagram Story Highlights may include the "Shared Competencies six goals"
  - Each "Highlight" can include the framing language for each individual goal

## Twitter

Our recommended strategy for Twitter is to foster unity between all the target audiences of Shared Competencies. This will be achieved through the creation of Tweets and videos that will be posted. Twitter content will be analyzed from the "Tweet Activity" function within the platform as well as Google Analytics. The Shared Competencies social media team will be responsible for Tweets and student videographer interns will be hired to create Twitter videos.

- Tweets
  - Strategy
    - Redirect to program updates and website articles
  - Post Frequency
    - Three times per week
  - Content Shared
    - Tweets that evoke interest in Shared Competencies (i.e. "Did you know...")
    - Upcoming projects and plans
    - Event-sharing
- Videos
  - Strategy
    - Info, more faculty-and-staff-centered content; Spotlight on faculty experiences; Student-Staff relationships and work;
  - Post Frequency
    - Two to four times per month
  - Content Shared
    - Interviews with faculty and staff

## E-newsletter

An e-newsletter would help start up engagement with students in the best way possible. Since Shared Competencies is associated with SU, an e-newsletter would encourage students to interact with the program more. We recommend that an email be sent out on a bi-weekly basis. These emails will contain information detailing the services of Shared Competencies and what's offered to students, where students can communicate with advisors and teachers about

Shared Competencies, and where students can get more information about the initiative. Shared Competencies' public relations and media team will be responsible for creating the e-newsletters. Emails will be monitored by total clicks, successful deliveries, number of unique opens, clicks per unique opens, number of recipients, new subscriptions, and unsubscribers.

### **Website**

We recommend making a designated website specifically for the Shared Competencies initiative. This website would be separate from the current syr.edu domain that Shared Competencies has. The post frequency will depend on what content would be posted on the website. If the website will only provide updates in addition to the information already provided from the syr.edu domain, then content will only need to be posted as needed. If Shared Competencies wishes to incorporate other forms of content such as videos or blog posts, the posting frequency for these types of content should be weekly or biweekly. We recommend transferring the current information under the syr.edu domain to a new website solely dedicated to the Shared Competencies initiative. In addition, other forms of content can be posted such as blog posts, updates about the rollout of the initiative, and video content to promote/advertise the program. The current website manager or director of Shared Competencies will be responsible for overseeing the development of an independent website. Google Analytics will be used to monitor activity on the newly launched website.

**GOAL SETTING AND OBJECTIVES**

**GOAL #1:** Our goal is to increase the awareness and understanding of Shared Competencies within the student body.

<b>Objective #1:</b> Increase inclusion of Shared Competencies by 25% in official first-year-related activities.	
<b>Strategy 1: Have student leaders (such as RA advisors, peer mentoring programs, freshman-year experience activities) relay important information about SC</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Have RA advisors advertise SC events and hand out informational flyers for SC activities	Include QR codes on flyers that go to a google form sign up, which require students to put their dorm to measure how many students sign up for events online
Tactic 2: Have information and event notifications sent through GroupMe's run by student leaders	See how many times the link gets clicked from the GroupMe/student sign up sheet for events
Tactic 3: Student leaders should be required to post on social media about the events for SC	Swipe up on the links provided/how many clicks the tagged SC account gets from a story
<b>Strategy 2: Incorporate knowledge of the Shared Competencies into the Freshman Orientation.</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: In the first information session, there will be a short video that is displayed explaining the main concepts and overview of the SC.	Have Orientation Leaders take attendance of their group before the panel by scanning a QR code.
Tactic 2: There should be a more in-depth and interactive panel event that students will need to visit during their Orientation about the SC. Make it a game where students will be in teams and have some sort of a relay race where they answer questions, do an activity, and whoever completes it first, gets a prize.	Have students check in and out at the event by swiping their SUID before they enter the event.
Tactic 3: Have the Orientation Leaders encourage students to attend SC events throughout the year by telling them that they will have food, giveaway prizes, etc.	Start a GroupMe chat with the OL(s) and their group. Have them relay event information throughout the year and measure students' interest by checking how many times the links are clicked for events.

<b>Objective #2:</b> Increase student knowledge by having 50% of students attend Shared competencies seminars. Maintain consistency amongst student involvement in the Shared Competencies.	
<b>Strategy 1: Hold student webinars/seminars that about 25% of students attend outside of class</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Have Shared Competencies host mock interviews and career workshop events.	Have students check-in/out virtually with specific code for when the event starts and ends to gage attendance
Tactic 2: Host webinars on Zoom with guest speakers/alumni that give tips on how to stand out in one's industry of interest.	Measure the number of clicks from students who enter a Zoom webinar.
Tactic 3: Start a webinar/seminar series that creates a space for students to talk about common challenges they might encounter in college (imposter syndrome, time management, etc.)	Measure the number of clicks from students who enter a Zoom webinar. If they are

	in-person seminars, have students swipe their SUID for attendance.
<b>Strategy 2: Host fun activities and events as a source of promotion for the Shared Competencies throughout the first Academic Year of Shared Competencies launch.</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Encourage students to attend by offering food for every attendant (ex. Waterstreet Bagels or Glazed and Confused doughnuts)	Event sign-up sheet to track how many students are coming
Tactic 2: Offer a “swag” bag of promotional items like free notebooks, bookstore coupons, Syracuse tailgating gear to every individual who stays for the entirety of the event	Have students check-in/out virtually with specific code for when the event starts and ends to gauge attendance
Tactic 3: Have an information table be set up during the student involvement fair with a representative from SC, have the table also have journals, pens, etc. marked with the SC logo.	For all of those who ask questions or show interest at the table, have them scan the QR code.

<b>Objective #3:</b> Gain 500 total followers on Shared Competencies social platforms by six months after program launch.	
<b>Strategy 1: Create Social Media accounts and a website associated with Shared Competencies</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Hire students to manage SC social media accounts for internship credit	Measure by how many follows, clicks the social media accounts get
Tactic 2: Cross-promote through other already existing bigger accounts (i.e. contests, raffles, giveaways)	See how many redirects from other accounts the posts with the SC account receives
Tactic 3: utilize the use of hashtags and engage with followers in the comment sections	Measure the insights on the posts with interactive hashtags and comments, see if they hold any similarity and repeat if they perform well
<b>Strategy 2: Establish a content calendar that spans six months after program launch.</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?
Tactic 1: Send out an e-newsletter to all freshman students at SU	Check how many students unsubscribe from the email, how many stay subscribed
Tactic 2: Make the e-newsletter eye-catching/attention-grabbing in the hopes that students will be more likely to interact with it	Track how many clicks the email received, how many redirects to the SC website from the email
Tactic 3: Add content such as short videos or Instagram “Guide” books that explain the six strategic goals.	Measure how many views, sends, saves the videos get

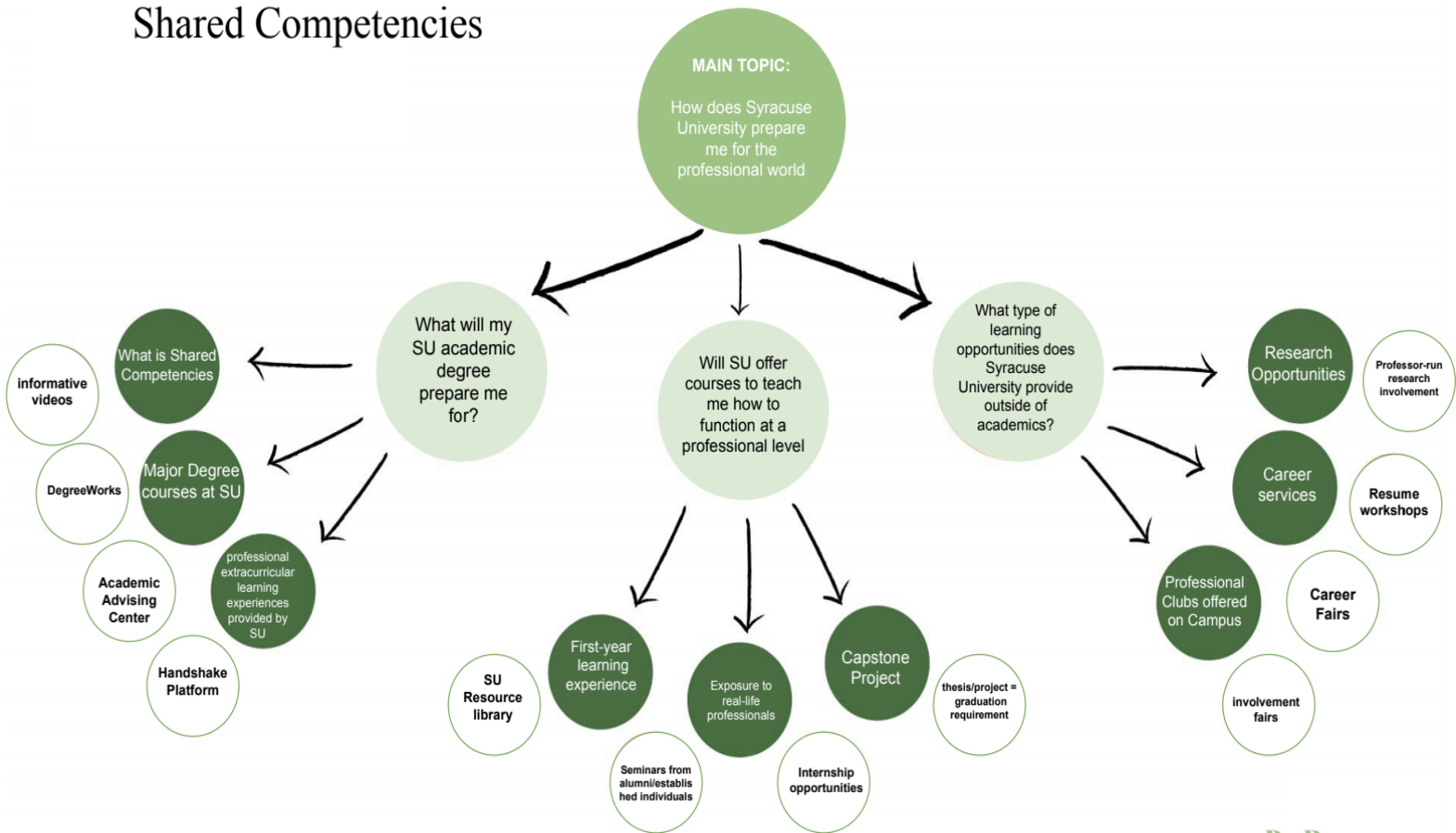
KEYWORDS

Shared Competencies Keywords

Shared Competencies keywords, according to students, were Career, Professional, Opportunities, and Academic, all of which relate to the Shared Competencies program being initiated at Syracuse University. Below you will find our Peso Model Content Map, which allows us to interrupt and answer a hypothetical question that Shared Competencies, and its program at Syracuse University, serve as an answer to.

Peso Model Content Map

Peer Relations  
Content Map:  
Shared Competencies



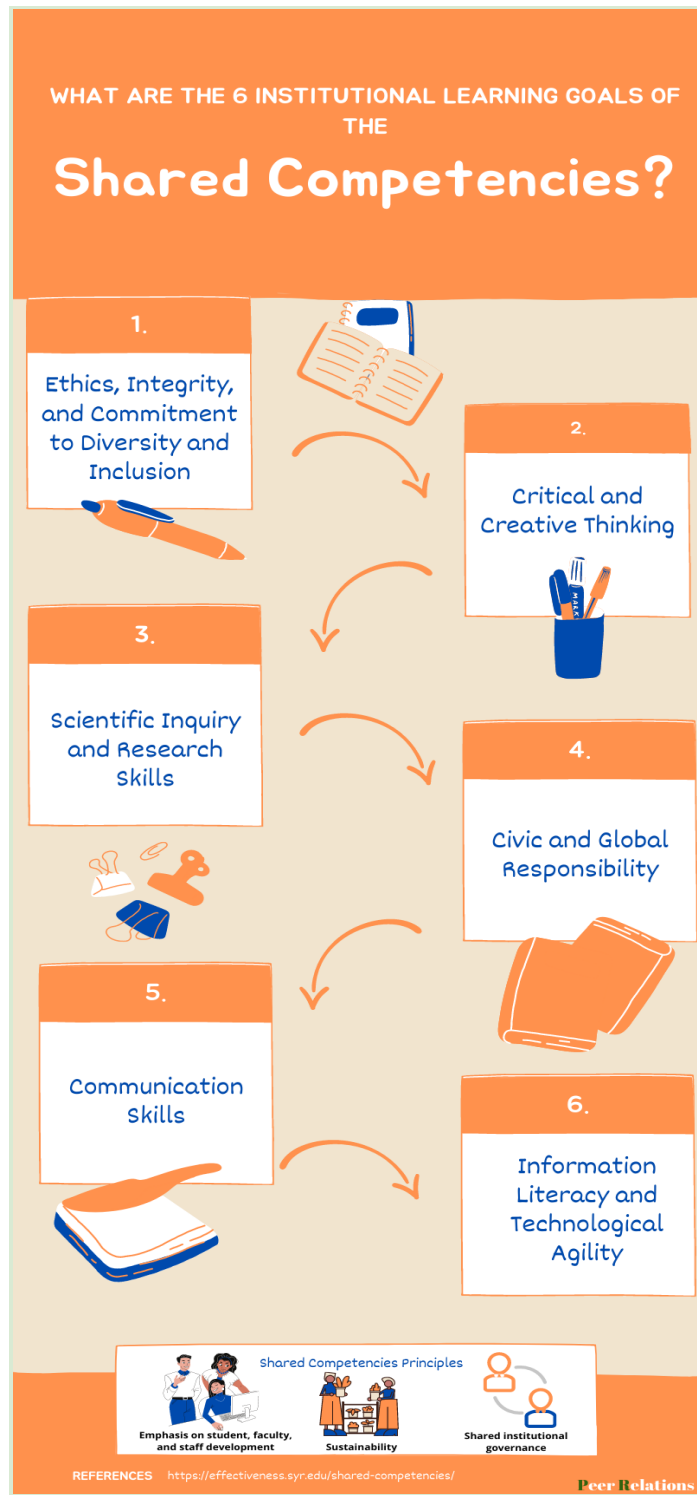


TACTICS AND CONTENT DEVELOPMENT

Content Calendar

Editorial Content Calendar								
Platform	Publish Date	Due Date	Author	Posting Time	Post Image (Thumbnail or Image Link)	Post Topic or Title	Post Content or Caption	Keyword(s)
Information Session Video on website - Script (objective 1)	12/20	12/19	Shared Competencies communications team	1:00 PM		Video information session that identifies and explains purpose and main concepts of Shared Competencies	"What is Shared Competencies? Stay tuned to listen about the initiative's six institutional learning goals and how Shared Competencies will benefit your education here at SU!"	Shared Competencies, institutional learning goals, benefit, education, SU
GroupMe chat (objective 1)	create account on 12/18 and send out weekly messages to group members	12/17	RA advisors	during school hours		Dissemination of information about Shared Competencies from student leaders (RA advisors)	Sample message: "Good morning!! I hope you enjoyed your weekend. Shared Competencies is having a table at the Student Involvement Fair! They're gonna have some Syracuse merch and goodies, come out!"	events, information, messages, Shared Competencies, goodies, merch, Involvement Fair
Informational flyer (objective 1)	one week before event	two weeks prior	Shared Competencies communications team	all day on campus		Information about Shared Competencies' presence at a student involvement fair	"Shared Competencies at the Involvement Fair! September 12th, 4-7 p.m. on the quad. For updates, follow us on social media @susharedcompetencies"	Shared Competencies, Involvement Fair, September 12th, 4-7 p.m., quad, updates, social media,
Zoom (objective 2)	monthly throughout the second semester	1/1/21	Shared Competencies	7:00 PM		Zoom meetings/events where Shared Competencies hosts guest speakers and alumni, so students can learn about their careers, ask questions, network, make connections, etc.	"Interested in the world of finance? Attend a Shared Competencies zoom speaker event featuring Dr. X, one of the finance industry's top professionals and a former syracuse graduate! Bring your questions and prepare your linkedins!"	network, events, alumni, guest speaker, career
Informational flyer (objective 2)	1/5/21	1/4/21	Shared Competencies communication team	all day, around campus		Career workshops through Shared competencies, flyers will offer information on the workshops dates and times, who will be there, where it is etc.	"Join shared competencies this wednesday in HOL 122 and learn how to apply for entry level internships with professor X"	career, workshops, internships
Handshake - (objective 3)	12/18	12/17/21	Shared Competencies	12:00 PM		Handshake Job listing under "On-Campus" and label it as "CuseWorks Shared Competencies social media student intern"	Shared Competencies is looking to hire SU students to manage our social media accounts! (internship credit offered)	hire, social media, students, internship
Email - (objective 3)	12/18 (then continue doing so the once a week until the internship spots are filled)	12/17/21	SU Career Service Center	2:00 PM		Sent via Career Service Emails, subject line say "SU social media internship opportunity"	Looking for an internship opportunity? SU's very own Shared Competencies is looking to hire SU students to manage our social media accounts! SC is also offering internship credit for classes for students who fill the position!	credit, SU, social media, students, internship
Instagram - (objective 3)	12/18/2021-post weekly	12/17/21	Shared Competencies	3:30 PM		Create insgram account for shared competencies that will feature guide posts, event reminders, student stories, and videos detailing shared competencies	Potential caption: "Wondering what shared competencies is? Watch to learn about our six step process, and more!"	shared competencies, social media, students, events

Shared Competencies Infographic

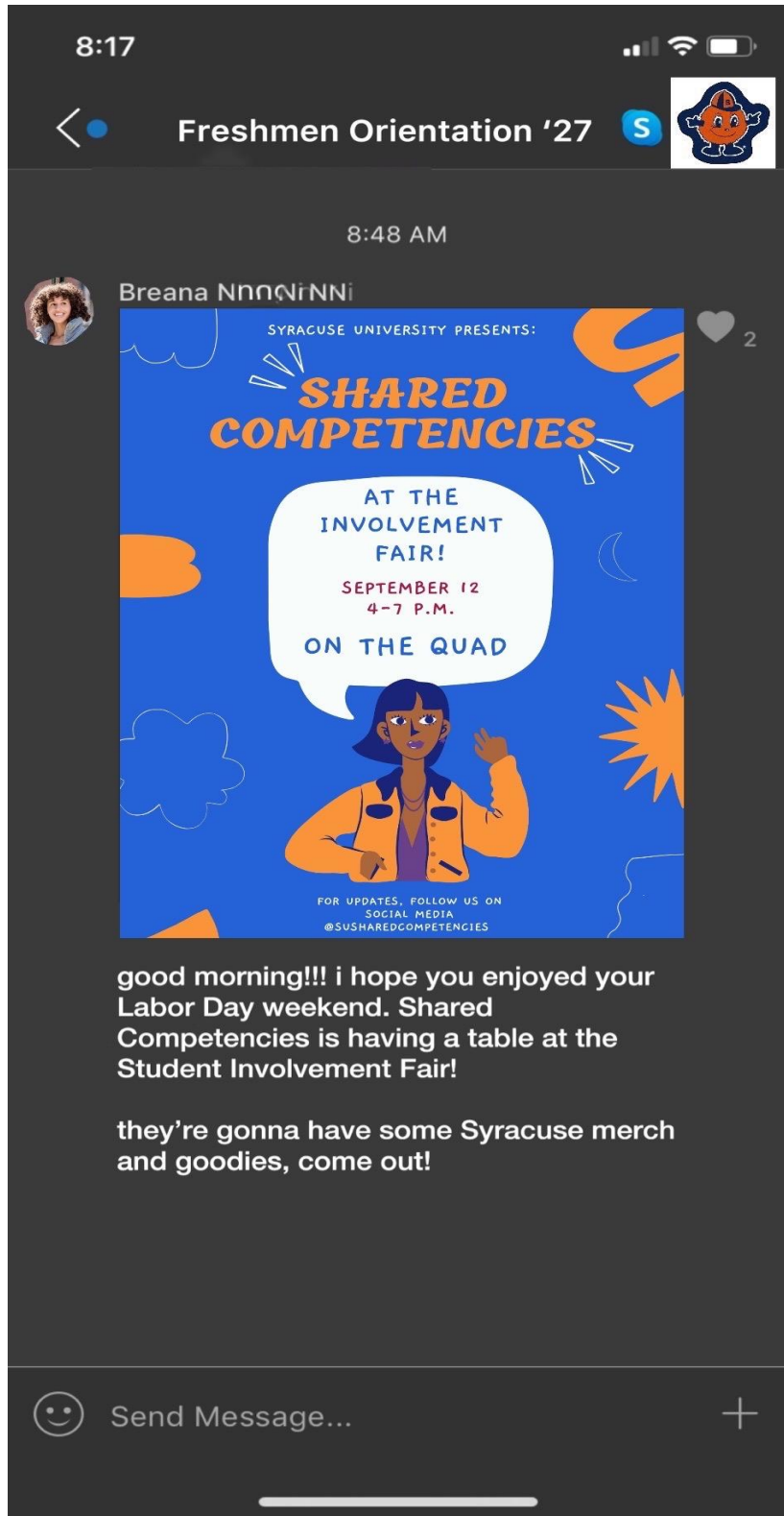


MOCKUPS

**MOCK-UP FLYER:** SC would benefit from having RA advisors advertising SC events and handing out informational flyers for SC activities to their first-year students



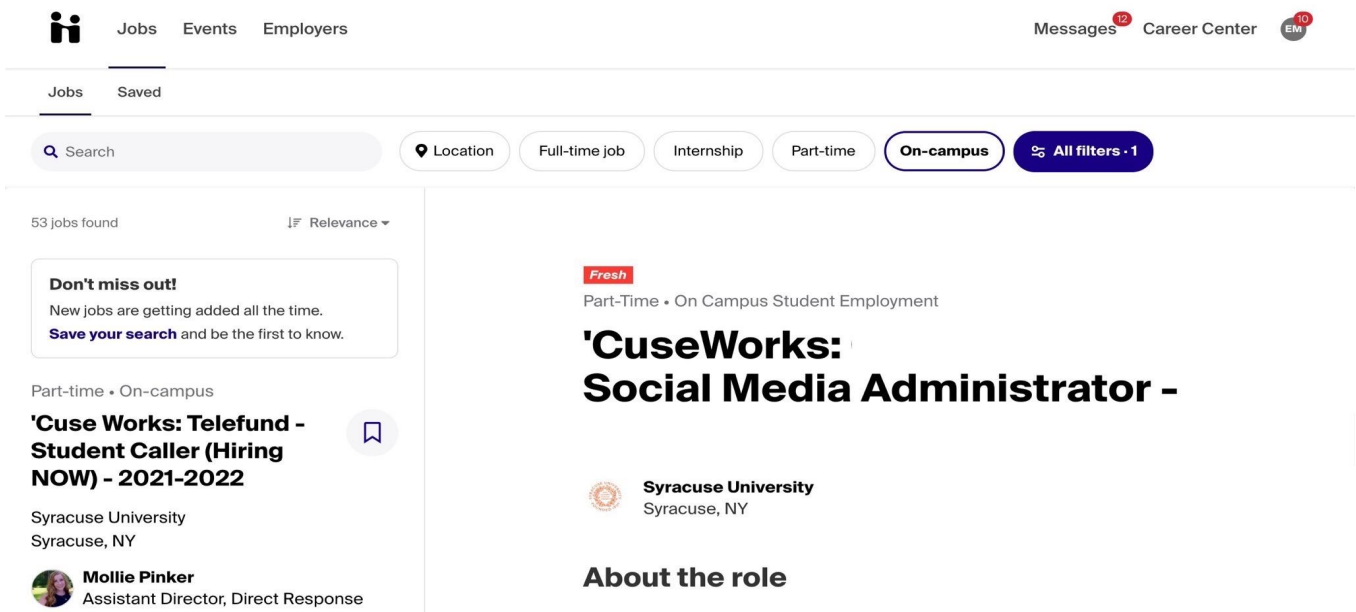
**Mock Up GroupMe:** Have information and event notifications sent through GroupMe chats run by student leaders. Contains messages that would regularly be sent out by orientation leaders to their freshman group in their first year



**Mock Youtube Content:** In order to make SC information more available to students, SC should show a short video in the first information session, that is displayed explaining the main concepts and overview of the SC.



**Mock Up Handshake Post:** We suggest that SC should create Social Media accounts and websites associated with Shared Competencies, and hire students to manage SC social media accounts for internship credit.



**Mock Up Event:** SC should host a more in-depth and interactive panel event that students will need to visit during their Orientation about the SC. Students will be in teams, play games, and whoever gets the most points gets a prize.

## INTERACTIVE PANEL

- Students will be in teams, play games, and whoever gets the most points gets a prize.




**ETHICS, INTEGRITY, AND COMMITMENT TO DIVERSITY AND INCLUSION**

Students will play Mafia/Werewolf.  
[Thttps://www.youtube.com/watch?v=dd2sOmZUBmM](https://www.youtube.com/watch?v=dd2sOmZUBmM)


**CRITICAL AND CREATIVE THINKING**

Kahoot TRIVIA on American History: Questions like "Where was Hip Hop founded?"



**SCIENTIFIC INQUIRY AND RESEARCH SKILLS**

Each group has to come up with two truths and a lie for the opposite team. The opposite team must uncover in 5 minutes which is the lie.



**CIVIC AND GLOBAL RESPONSIBILITY**

Students will be split into teams and quizzed about current events.




**COMMUNICATION SKILLS**

Students will be put in randomized teams and play volleyball.



**INFORMATION LITERACY AND TECHNOLOGICAL AGILITY**

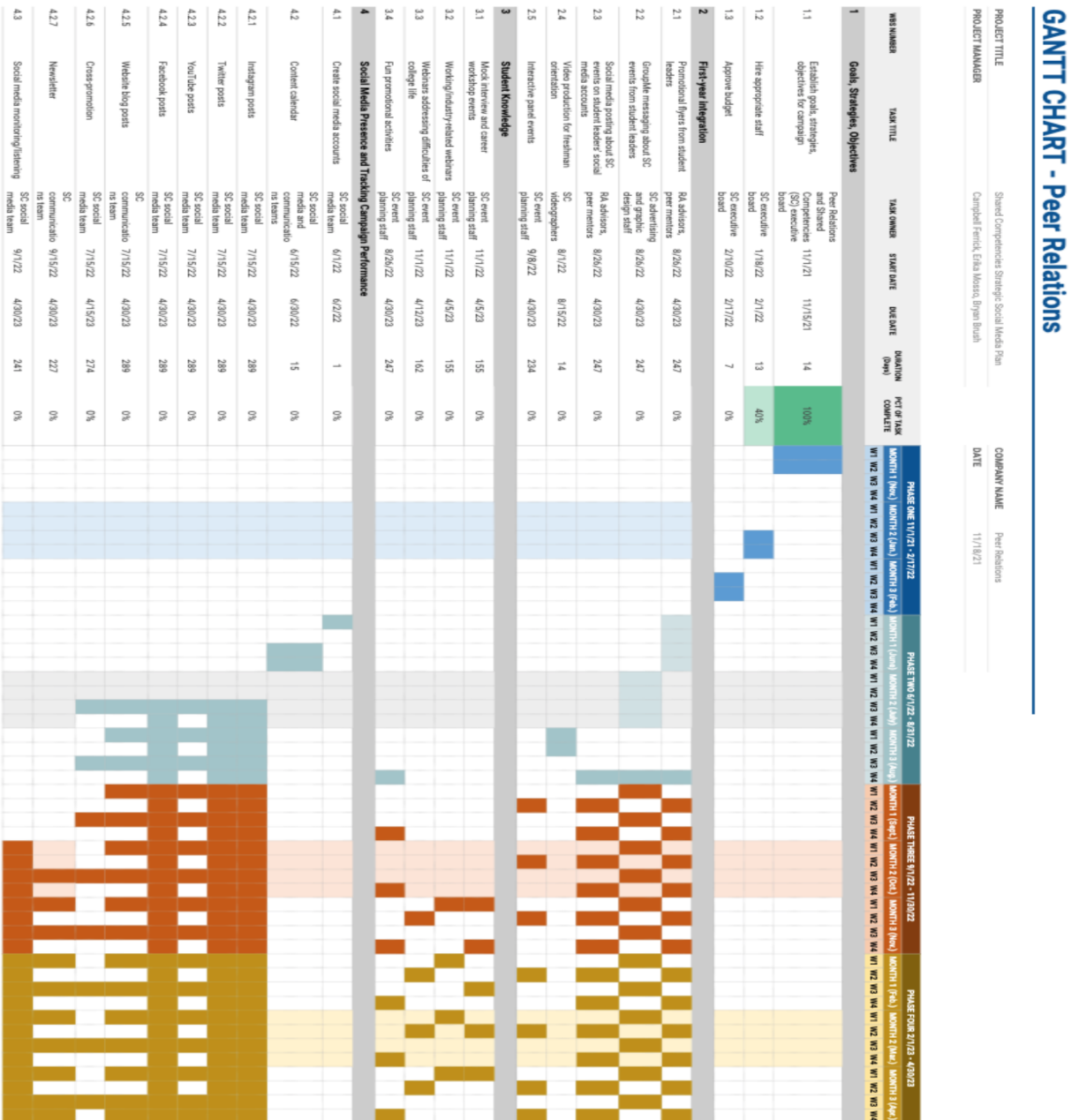
Students will analyze a social media account and answer questions about engagement statistics.



IMPLEMENTATION AND EVALUATION

Implementation

Our agency's target audience are gen-z students. Therefore, we have catered our implementation to fit this demographic. Appropriate channels of communication for students are social media platforms such as Instagram, Twitter, and TikTok. Our budget includes events that will help include students and make them engage with the Shared Competencies. Our Gantt Chart displayed below shows the types of activities and social media interactions that are necessary for our campaign to be successful.





Our agency has calculated both a low range and a higher range budget. We hope to work closely with the Shared Competencies as a way to minimize any costs. The reasoning behind the higher range in the budget is due to the range of inexpensive alternatives that are available. Staff members that are needed are student interns (this will not be a cost because student interns will receive internship credits). Student interns that will be needed are for managing the social media accounts for Shared Competencies. Our agency will be in charge of creating and planning social media content. Our agency will also be in charge of creating advertisements that will be promoted through Syracuse University’s social channels. Therefore, our agency will need a stipend of about \$3,500 a semester for our work. Other necessary items for management are a media management software system such as Meltwater. Meltwater’s services cost \$4,000/year, but there are free media management alternatives such as the app Later. There is a free plan available that provides management of Instagram accounts and it tracks analytics, saved captions, scheduled stories, etc. A paid plan from Later would start at \$8/month (\$96/year). TweetDeck for Twitter is also a free application. Hootsuite also provides a free limited plan with features such as receiving in-depth reports and scheduling posts. But, it is a limited plan because it only provides access to 30 scheduled messages for 3 social profiles.

Equipment is also needed for promotional and marketing. Equipment such as camera and videography equipment. Quality content is what keeps consumers attracted to a brand.

**Budget:**

**Camera/Videography Equipment:**

Buying Equipment	Cons:	Free alternatives:	Cons:
Two-three good cameras will suffice for promotional and marketing needs.	<ul style="list-style-type: none"> <li>The cost of each camera for content can range from \$700- \$1,000+ each.</li> </ul>	Using <a href="#">the CAGE</a> equipment from the Newhouse School of Communications	<ul style="list-style-type: none"> <li>Reserving equipment can be an issue since the equipment is in high demand by Newhouse students.</li> </ul>

Estimated impressions 5.5K - 9K per week	Estimated views 3K - 5.1K per week
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**Social Listening and Media Management softwares:**

Low Range Media Management options (free applications)	Cons:	Higher Range Media Management options (range from \$684 to \$7,200/year)
<ul style="list-style-type: none"> <li>Hootsuite</li> </ul>	Hootsuite - The free limited plan only provides	<b>Hootsuite plans:</b> \$49/month or \$588/year:

access to 30 scheduled messages for 3 social media profiles.

PROFESSIONAL

\$49 /mo \*

Free 30-Day Trial

Core features

- ✓ 1 user
- ✓ 10 social accounts
- ✓ Schedule unlimited posts
- ✓ Access messages in one inbox




Additional features

- ✓ Schedule posts in advance  
Always post at the optimal time
- ✓ Schedule multiple posts at a time

[Learn More](#)

Free 30-Day Trial

Hootsuite Team: \$129/month (\$1,548/year)

		<div style="background-color: #3498db; color: white; text-align: center; padding: 10px; font-weight: bold;">TEAM</div> <div style="text-align: center; margin: 20px 0;"> <h1>\$129 /mo *</h1> </div> <div style="text-align: center; background-color: #27ae60; color: white; padding: 10px; font-weight: bold; margin: 10px auto; width: 80%;">Free 30-Day Trial</div> <hr/> <p><b>Core features</b></p> <ul style="list-style-type: none"> <li>✓ 3 users</li> <li>✓ 20 social accounts</li> <li>✓ Schedule unlimited posts</li> <li>✓ Access messages in one inbox</li> </ul> <div style="text-align: center; margin: 10px 0;">  </div> <hr/> <p><b>Additional features</b></p> <ul style="list-style-type: none"> <li>✓ Schedule posts in advance <small>Always post at the optimal time</small></li> <li>✓ Schedule multiple posts at a time</li> </ul> <hr/> <ul style="list-style-type: none"> <li>✓ Manage team access and roles with permissions</li> <li>✓ Assign posts or comments to team members</li> </ul> <div style="text-align: center; margin: 10px 0;"> <a href="#" style="color: #3498db; text-decoration: underline;">Learn More</a> </div> <div style="text-align: center; background-color: #27ae60; color: white; padding: 10px; font-weight: bold; margin: 10px auto; width: 80%;">Free 30-Day Trial</div>
<ul style="list-style-type: none"> <li>• <b>TweetDeck</b> - lets you manage an unlimited number of Twitter accounts</li> </ul>		

• Later Application

**Later Payment Plans:**

**Later Basics: (\$8/month or \$96/year)**

**Basics**

For individuals building their social strategy across multiple social channels





From

**\$8**/mo

billed monthly

Start Free Trial

**Includes**

- ✓ 1 Social Set ⓘ  
(1 of each    )
- ✓ 30 posts per social profile
- ✓ 1 user

**Add-ons**

ⓘ Not available

**Later Starter: (\$65/month or \$780/year)**

**Starter**

For small businesses wanting to increase engagement and drive traffic to their website





From

**\$65**/mo

billed monthly

Start Free Trial

**Includes**

- ✓ 1 Social Set ⓘ  
(1 of each    )
- ✓ 60 posts per social profile
- ✓ 1 user

**Add-ons**

Social Sets (\$15/mo each)  
Users (\$5/mo each)

**Later Growth: (\$105/month or \$1,260/year)**

**Growth**

For growing social media teams with a focus on driving traffic and sales



From

**\$105**/mo

billed monthly

[Start Free Trial](#)

**Includes**

- ✓ 1 Social Set   
(1 of each )
- ✓ 150 posts per social profile
- ✓ 3 users

**Add-ons**

Social Sets (\$25/mo each)  
Users (\$5/mo each)

**Later Advanced: (\$165/month or \$1,980/year)**

**Advanced**

For large social teams and agencies managing multiple brands for max growth



From

**\$165**/mo

billed monthly

[Start Free Trial](#)

**Includes**

- ✓ 1 Social Set   
(1 of each )
- ✓ Unlimited posts
- ✓ 6 users

**Add-ons**

Social Sets (\$40/mo each)  
Users (\$5/mo each)

		<b>Meltwater/Cision/ Prowly Subscriptions:</b>		
		Cision	Meltwater	Prowly
<b>Pricing</b>		From \$7200/yr	From \$4000/yr	From \$189/mo
<b>Contract Length</b>		Annually	Annually	Monthly or annually
<b>Media Database Size</b>		1.4M+	380k+	1M+
<b>Press Release Creator</b>		✓	✗	✓
<b>Press Release Distribution</b>		✓	✓	✓
<b>Online Newsroom</b>		✓	✗	✓
<b>Media Monitoring</b>		✓	✓	✗
<b>Ease of use</b>		Hard	Medium	Easy
<b>Free, dedicated training</b>		✗	✗	✓
<b>Free Trial</b>		✗	✗	Try Prowly for free

Entertainment/Events

<b>Objective #1:</b> Increase inclusion of Shared Competencies by 25% in official first-year-related activities.			
<b>Strategy 1: Have student leaders (such as RA advisors, peer mentoring programs, freshman-year experience activities) relay important information about SC</b>	<b>Evaluation Method</b>	<b>BUDGET - low range</b>	<b>BUDGET - higher range</b>
Tactic 1: Have RA advisors advertise SC events and hand out informational flyers for SC activities	Include QR codes on flyers that go to a google form sign up, which require students to put their dorm to measure how many students sign up for events online	\$0	\$0
Tactic 2: Have information and event notifications sent through GroupMe's run by student leaders	See how many times the link gets clicked from the GroupMe/student sign up sheet for events	*Low Range Media Management options (free applications)*	*High Range Media Management options*
Tactic 3: Student leaders should be required to post on social media about the events for SC	Swipe up on the links provided/how many clicks the tagged SC account gets from a story	\$0	
<b>Strategy 2: Incorporate knowledge of the Shared Competencies into the Freshman Orientation.</b>	<b>Evaluation Method</b>	<b>BUDGET - low range</b>	<b>BUDGET - higher range</b>
	How will you evaluate the success of this tactic?		

Tactic 1: In the first information session, there will be a short video that is displayed explaining the main concepts and overview of the SC.	Have Orientation Leaders take attendance of their group before the panel by scanning a QR code.	\$0	
Tactic 2: There should be a more in-depth and interactive panel event that students will need to visit during their Orientation about the SC. Make it a game where students will be in teams and have some sort of a relay race where they answer questions, do an activity, and whoever completes it first, gets a prize.	Have students check in and out at the event by swiping their SUID before they enter the event.	\$0	Allocate \$2,000 for Orientation events
Tactic 3: Have the Orientation Leaders encourage students to attend SC events throughout the year by telling them that they will have food, giveaway prizes, etc.	Start a GroupMe chat with the OL(s) and their group. Have them relay event information throughout the year and measure students' interest by checking how many times the links are clicked for events.	*Low Range Media Management options (free applications)*	*High Range Media Management options*

<b>Objective #2:</b> Increase student knowledge by having 50% of students attend Shared competencies seminars. Maintain consistency amongst student involvement in the Shared Competencies.			
<b>Strategy 1: Hold student webinars/seminars that about 25% of students attend outside of class</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?	<b>BUDGET - low range</b>	<b>BUDGET - higher range</b>
Tactic 1: Have Shared Competencies host mock interviews and career workshop events.	Have students check-in/out virtually with a specific code for when the event starts and ends to gauge attendance	Have faculty and students from campus activities volunteer for setup and event. - \$0	Allocate \$5,000/semester = \$10,000/year
Tactic 2: Host webinars on Zoom with guest speakers/alumni that give tips on how to stand out in one's industry of interest.	Measure the number of clicks from students who enter a Zoom webinar.	*Low Range Media Management options (free applications)*	*High Range Media Management options*
Tactic 3: Start a webinar/seminar series that creates a space for students to talk about common challenges they might encounter in college (imposter syndrome, time management, etc.)	Measure the number of clicks from students who enter a Zoom webinar. If they are in-person seminars, have students swipe their SUID for attendance.	*Low Range Media Management options (free applications)*	*High Range Media Management options*
<b>Strategy 2: Host fun activities and events as a source of promotion for the Shared Competencies throughout the first Academic Year of Shared Competencies launch.</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?	<b>BUDGET - low range</b>	<b>BUDGET - higher range</b>



Tactic 1: Encourage students to attend by offering food for every attendant (ex. Waterstreet Bagels or Glazed and Confused doughnuts)	Event sign-up sheet to track how many students are coming	Work with donated food from local businesses - \$0.	Allocate \$6,000/semester = \$12,000/year for food for events:
Tactic 2: Offer a “swag” bag of promotional items like free notebooks, bookstore coupons, Syracuse tailgating gear to every individual who stays for the entirety of the event	Have students check-in/out virtually with specific code for when the event starts and ends to gauge attendance	Use Syracuse merchandise - \$0	Allocate \$2,000/year for Promotional items:
Tactic 3: Have an information table be set up during the student involvement fair with a representative from SC, have the table also have journals, pens, etc. marked with the SC logo.	For all of those who ask questions or show interest at the table, have them scan the QR code.	\$0	

<b>Objective #3:</b> Gain 500 total followers on Shared Competencies social platforms by six months after program launch.			
<b>Strategy 1: Create Social Media accounts and a website associated with Shared Competencies</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?	<b>BUDGET - low range</b>	<b>BUDGET - higher range</b>
Tactic 1: Hire students to manage SC social media accounts for internship credit	Measure by how many follows, clicks the social media accounts get	*Low Range Media Management options (free applications)* + \$0	*High Range Media Management options*
Tactic 2: Cross-promote through other already existing bigger accounts (i.e. contests, raffles, giveaways)	See how many redirects from other accounts the posts with the SC account receives	*Low Range Media Management options (free applications)* + budgeted amount of raffle prizes (\$1,000)	*High Range Media Management options*
Tactic 3: utilize the use of hashtags and engage with followers in the comment sections	Measure the insights on the posts with interactive hashtags and comments, see if they hold any similarity and repeat if they perform well	*Low Range Media Management options (free applications)*	*High Range Media Management options*
<b>Strategy 2: Establish a content calendar that spans six months after program launch.</b>	<b>Evaluation Method</b> How will you evaluate the success of this tactic?	<b>BUDGET - low range</b>	<b>BUDGET - higher range</b>
Tactic 1: Send out an e-newsletter to all freshman students at SU	See how many students unsubscribe from the email, how many stay subscribed	*Low Range Media Management options (free applications)*	*High Range Media Management options*
Tactic 2: Make the e-newsletter eye-catching/attention-grabbing in the hopes that students will be more likely to interact with it	How many clicks the email received, how many redirects to the SC website from the email	*Low Range Media Management options (free applications)*	*High Range Media Management options*
Tactic 3: Add content such as short videos or Instagram “Guide” books that explain the six strategic goals.	Measure how many views, sends, saves the videos get	*Low Range Media Management options (free applications)*	*High Range Media Management options*

## Evaluation

Data analytics have allowed Peer Relations to examine what strategies we must implement in the hopes of achieving our goals for the client, Shared Competencies. Shared Competencies has asked us to develop a plan to increase the initiative's student reach and communication methods. An increase in awareness is the most important goal of our report, therefore we rely on data collection through social listening. Social listening is the process of monitoring media/content platforms for mentions, interactions, and visits, all of which are considered insight data for a company looking to find out its relevance on different media platforms. From social listening data, we will be able to decipher what sources of content are performing well, and what aspects are encouraging higher engagement levels. In order to evaluate the progress our strategies have over awareness and interaction levels, we must evaluate the social listening data from both before and after our strategies have been implemented.

We would evaluate our strategies progress through social listening data analysis. Through this we are able to count the number of shares, likes, views, mentions, interactions, comments, sends, and so on. All of these insights can be identified through social listening, making it the most valid method of data collection. For example, if we were looking to see the increase of student engagement on social media we could compare the data of likes before and after the implementation of our client plan. The most important metrics would depend on the social platform we would be evaluating, such as:

- Instagram: 200 likes on a post (regularly)
- Videos: 1,500 views +
- Website: 2,500 visits/interactions
- Events: Attendance numbers of 350+
- Emails: 1,000 link clicks/redirects

These numbers are in relation to the average student interactions with media and events at SU, narrowed down to what would be the expected interactions from the freshman class. The number of times this data should be evaluated should be monthly, beginning two months prior to the implementation of the strategies we (Peer Relations) have suggested. All this information can be measured through social listening, and Shared Competencies can use this information to proceed with future content.

The tools Shared Competencies should use to obtain social listening data should be easily accessible to the organization. As of current Shared Competencies only has access to social listening information through Google Analytics, although this is a fine system to use, for a more in-depth collection of data Peer Relations would suggest subscribing to software systems like Hootsuite, Sprout Social, or HubSpot Social Media Management Software. All systems of social listening will give Shared Competencies data reports on interactions, and advanced insights on content and posts. Social Listening data tells us what kinds of content are garnering the most attention, and therefore what type of content should be continued and what content should be improved upon. It is important to

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measure the quantitative and qualitative data from both before and after the implementation of Peer Relations' suggested strategies to see if the tactics are working and enhancing engagement.

The client's understanding of success would likely be measured by how many students are aware of their organization, enjoy the facets of Shared Competencies, and verbalize their positive feelings about Shared Competencies (which they can find out through surveys and student reviews). We as a hired public relations team would identify our success through the success rate of our suggested tactics, and whether or not the goals of our plan are achieved. In order to achieve the results Shared Competencies is hopeful for, the company must implement multiple strategies that will enhance student-company communication and encourage students to be excited about Shared Competencies being included in their academic career at Syracuse University.

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