SOCIAL MEDIA MARKETING PLAN

HANNAH SHIRLEY

24 February 2013

Executive Summary:

The Missouri Gamma Chapter of Pi Beta Phi has three key target audiences: active members, prospective members, and the faculty and staff of the Drury community. The primary focus of this social media marketing plan is to use social platforms as a means to find, engage, attract, and retain members of the intended audience. This plan is based on comprehensive research of the sororities' current social media presence and target market analysis. This examination has resulted in a set of specific goals and strategies for reaching those goals. The goals for this social media plan are:

1. Strengthen the brand image, among the Drury community and the community of Springfield
2. Increasing brand awareness
3. Increasing brand perception
4. Positioning the brand
5. Expanding brand loyalty

A set of comprehensive social media strategies will be employed to achieve the above goals. These strategies include listening, interacting, engaging, embracing, influencing, and contributing among social media platforms. The platforms used throughout this plan include: Facebook, Twitter, and Instagram. This plan also entails how the progress of social media efforts will be tracked, measured, and evaluated. These actions will allow the execution to obtain optimal results.

This plan features creative executions that can serve as a framework or guide to the chapter's Vice President of Communication, the person who handles all of the social media. Throughout this plan all of the social media activity among Facebook and Twitter is heightened. This marketing plan also suggests the use of Instagram for the sorority because of the large following that Instagram has among the target audience. This plan features cross-pollination between social media accounts which will drive the audience to more than one social media site.

This plans encourages the group to use all social media sites once or twice throughout a week, laying out appropriate topics and content ideas by month and social vehicle.

Overview:

Pi Beta Phi was on founded on April 28, 1867 at Monmouth College. Founded by 12 women, Pi Beta Phi, was modeled after the mens fraternity so Pi Beta Phi is considered a fraternity since the term sorority had not yet been invented. There are 135 active chapters of this organization around the United States and one chapter in Canada. "The mission of Pi Beta Phi Fraternity for Women is to promote friendship, develop women of intellect and integrity, cultivate leadership potential and enrich lives through community service." "The vision of Pi Beta Phi Fraternity for Women is to be recognized as a premier organization for women by providing lifelong enrichment to its members and contributing to the betterment of society." Pi Beta Phi also has seven core values. Those values are: integrity, lifelong commitment, honor and respect, personal and intellectual growth, philanthropic service to others, and sincere friendship. Pi Beta Phi's national philanthropies are First Book, Arrow in the Arctic, Champions are Readers and Read Across America. Pi Phi primarily focuses on literacy programs with youth and children.

Pi Beta Phi came to Drury University in 1914. Drury University is located in Springfield, Missouri and has approximately 1,600 day students. Potential new members go through a formal recruitment process in fall (most students do this in the fall of their freshman year). The selection is mutual; the chapter has to choose the candidate while the candidate also has to choose the chapter. Pi Beta Phi at Drury University currently has 61 active members who have adopted the mission statement, the vision statement, and the core values into their daily lifestyles. The Drury University chapter's local philanthropy provides a scholarship for a child with autism through the Andrea Newbold scholarship fund. Pi Beta Phi has strict policies regarding traditional media (television and radio); however, social media activities are not restricted by such policies.

Pi Beta Phi is one of the four Drury University sororities. The others are: Delta Delta Delta, Kappa Delta, Pi Beta Phi, and Zeta Tau Alpha.

A social media marketing plan can directly benefit the Missouri Gamma Chapter of Pi Beta Phi. Even though the sorority is present on several social media platforms, members have yet to effectively use the media to promote their sorority. Although the Missouri Gamma chapter of Pi Beta Phi is comfortable with technology, the posts are often informal or unprofessional. Since this organization is part of a larger organization, it is imperative that they not only inform, but they also engage their target audience.

Social media tools are growing in use among groups on Drury's campus and it is important Pi Beta Phi's presence be just as prominent as that of other groups. Active social media can directly help the members of the sorority in several ways. It can help promote what the members are doing throughout the community, which can further attract people to their sorority and enhance the chapter's credibility among non-members, including faculty, staff, and employers. Being widely accessible in the digital world is important in this social media decade. It can help attract potential new members to the sorority by accurately showcasing what the sorority does within the community.

Social Media Presence: January 10, 2013- February 10, 2013

The Missouri Gamma chapter of Pi Beta Phi is present on two social media platforms: Facebook and Twitter, but do not have the necessary engagement and often only posts information. The Twitter account has many followers, but more than half of them are chapter members. The Missouri Gamma chapter of Pi Beta Phi Facebook account reaches quite a few more people, but it has less of a response especially from those outside of the chapter. There is an Instagram account for the chapter, but nothing has been posted.

Platform	Sentiment	Reach	Company Posts	Feedback	Average Response Time to Feedback
Twitter	Positive: 14 Neutral: 13 Negative: 0	163 Followers	Total: 167 Average Monthly: 27	Attached	1-2 Hours
Facebook	Positive: 2 Neutral: 2 Negative: 0	235 Likes	Total: Over 200 Average Monthly: 4	Attached	1-2 Hours
Instagram	N/A	10 Followers	Total: 0	N/A	N/A

Competitive Analysis:

Strengths:
• On more than one social media platform
• Interactions on Twitter have a high response rate
• Ample opportunity for participation on all platforms
• Organization is well known- nationally and locally
• Students produce content so it is relatable to current and prospective members

Weaknesses:
- Students produce content on all accounts and some postings may be perceived as unprofessional
- Timeliness of posts are random
- Lacking consistency
- Lack of expertise in social media platforms
- Do not have products or services to offer users

Opportunities:
- Twitter has the greatest concentration of intended audience
- Facebook posts with pictures of members in action
- Twitter postings daily about new happenings in the chapter
- Instagram can showcase pictures and videos from philanthropy events
- Twitter and Facebook present an opportunity to showcase members
- Work directly with headquarters- occasionally showcase the sorority as a whole rather than individual chapters
- Grow involvement among current members

Threats:
- Increase of social media presence of Drury University's other sororities
- Competitors likely to respond to increase in social media
- Changing student leadership

Goals:

In consideration of the chapter's mission and the analysis of its situation, it is apparent that a significant opportunity exists for the Missouri Gamma Chapter of Pi Beta Phi. The use of social media will attract members outside of the sorority including potential new members, with a comprehensive social media marketing plan.

The following social media goals will guide the plan of action:
- Strengthen the brand image among: active members, prospective members, faculty and staff within the Drury community
- Increase Pi Beta Phi brand awareness among Drury students, faculty, and staff
- Increase Pi Beta Phi brand perception among Drury students, faculty, and staff
- Positioning Pi Beta Phi brand so that it is held to higher standard on social media and within the community
- Expanding the brand loyalty of Pi Beta Phi to more than just its members

Strategies:

Pi Beta Phi will pursue a highly aggressive set of strategies for its social media marketing campaign. Such a comprehensive approach is not without risks because it represents a sizable investment of time and effort. In addition, since no one controls the social web and since blunders do no harm to a brand, in-depth engagement standards will be established for Pi Beta Phi members interacting on the social web.

Pi Beta Phi's comprehensive social media strategies include:
- *Listening* to the social presence of where, how, and who is mentioning the brand, specifically relating to Drury University's Pi Beta Phi chapter.
- *Interacting* with the audience on Facebook and Twitter, and not simply promoting the sorority. This interaction will help strengthen the brand by improving brand awareness, recognition, and perception.
- *Engaging* the audience to drive recommendations through the use of Instagram showing the fun atmosphere of the sorority as well as philanthropic endeavors.
- *Embracing* the audience by establishing a vibrant brand community, where the audience can pose questions and receive answers.

Target Audience:

Missouri Gamma Chapter of Pi Beta Phi has a wide range of market segments, ranging from active members to potential members to members of the Drury community. Many members of the target audience are avid users of social media, so it is imperative that the group be present and active on Facebook, Twitter, and Instagram.

Tools:

Facebook:
Facebook is the most popular social network, with more than 750 million users. It is especially well suited for interacting with existing and potential customers. Hence Pi Beta Phi will use its Facebook presence to strengthen the brand by improving brand awareness, and perception. The intent of Facebook is to focus on the content by highlighting individuals of the chapter or highlighting upcoming events. Another advantage of Facebook is creating personal connections which help to further generate traffic to the page.

Following are the key tactics that will be implemented on Facebook to help build the brand:
- Post content that is of interest to the Drury community on Facebook to help build the brand
- Post content about once a week
- Promote events to the community
- Showcase the work of the brand through pictures and statuses

Twitter:
Twitter is currently the fourth most popular social media platform. Twitter makes it possible to reach a large audience almost instantly. It also acts as a global search engine through the use of hash tags. Twitter can also be used to start and hold discussions with the target audience.

Following are the key tactics that will be implemented on Twitter to help build the brand:
• Respond to questions and comments promptly
• Average of 5 tweets per week
• Use shortened links to share interesting articles, videos, and news
    • Articles could pertain to other Pi Beta Phi chapters and interesting news among what they are doing
    • Videos of philanthropic events, songs, or anything pertaining to Pi Beta Phi that the audience would find interesting
    • News relating to literacy or Autism research
• Retweet to increase sharing of our content in return

Instagram:
Instagram is a social platform well suited for engaging members with photos of events and photos of members. Instagram should be used to personalize the brand by showing what is going on behind the scenes, featuring interesting and informative pictures. Photos can also be used as a teaser for more information elsewhere, such as the Missouri Gamma website or the Facebook page.

Following are the key tactics that will be implemented on Instagram to help build the company brand:
• Upload pictures of interesting events or active members
    • Feature an "angel of the week" posting about what that particular member is doing within the chapter and why they were voted as angel of the week
• Be diligent about using titles, descriptions, and tags to caption each picture
• Upload pictures weekly
• Reply to comments daily
• Cross-marketing by posting the most interesting content on all social media platforms: Instagram, Twitter, and Facebook

Monitoring:

Monitoring is imperative to have effective social media. Monitoring allows posts throughout all social media platforms to be tracked, measured, and evaluated. It is important to monitor social media to have a successful brand because it is imperative to know what is and is not working within the social media accounts.

Measuring:

Facebook:
- Increase of 5 likes per month with a 12-month total being 60
- Increase of 10 likes per month on posts with a 12-month total being 120

Twitter:
- Increase of 2 new followers per month with a 12-month total being 24
- Increase of retweets by 2 per tweet
- Increase in the number of mentions of 3 per month totaling to about 36 per year
- Increase in visits to website from tweet links 2 per month

Instagram:
- An increase of 5 followers per month
- An increase of 5 likes per picture per month increasing in by one like each month
    - January 5 likes, February 6 likes, March 7 likes etc..
- An increase of 1 comment per month
    - January 1 comment, February 2 comments, March 3 comments etc..

Monitoring Tools:

There are two free monitoring tools that can be used to track, measure, and evaluate different social media platforms.
- **HootSuite** has features such as link tracking, Hootlet, scheduling, finding new business contacts, and team collaboration. Link tracking will track all the clicks received and will analyze them in charts before sending them through email. Hootlet is a bookmark plug-in that easily allows you to share within a browser. One simply goes to the page they want to share and then clicks on the plug in and Hootlet shortens the URL. Hootsuite scheduling allows you to schedule messages for all of your social media platforms in advance. Hootsuite also allows you to track key phrases through the Hootsuite streams. Lastly, one of the key features of Hootsuite is team collaboration through this feature Hootsuite enables you to add multiple team members to the account of your choice. The feature also allows you to see who is responding, who is posting, and who has scheduled tweets.
- **TweetReach** is a twitter analytic tool. TweetReach allows for one to measure how many accounts received your tweets, how far the message traveled, and who is influencing the conversation about your brand or product. TweetReach measures the reach, exposure, and the impression of a brand or company's tweets. Reach is the total number of unique Twitter users who received tweets about the search term. Exposure is the total number of times tweets about the search term were received by users which are each called receipt of a tweet an impression.

Tuning:

Tuning is the constant and continuous process of adjusting and improving the elements of the plan to maximize the chances of success. The process involves assessing a brand's progress in implementing its social media strategies and then adjusting the social media plan based on the feedback to optimize goal achievement. Because of the ever changing market, tuning is necessary to reevaluate the goals, strategies, and execution of social media marketing plan.

Budget:

Because Pi Beta Phi is a campus organization and have no budget for social media, this plan strictly uses no-cost social media tools and tracking resources.

Editorial Content:

January:
Twitter
- Welcome back to school
- Chapter loyalty day
- CAR
- Intramural games for the week
- Book Club
- Greekbill
- Miscellaneous
    Facebook
- Chapter Loyalty Day
- Miscellaneous
    Instagram
- Picture of chapter from Chapter Loyalty Day
- Miscellaneous

February:
Twitter
- Meeting reminder
- Banner Painting for Homecoming
- Panhellenic Event
- Street Clean
- Greekbill
- Book Club
- Intramural games for the week
- Sorority Theme dance
- Miscellaneous
    Facebook

- Valentine's Panhellenic Event
- Pi Phi street clean, include pictures
- Miscellaneous
  Instagram
- Picture of Pi Phi homecoming banner: working on banner, finished product
- Picture of kids from book club with Pi Phi's: action shots of members reading and playing with the kids
- Miscellaneous

March:
  Twitter
- Read Across America Day
- Meeting
- Book Club
- Badge Day
- Pie a Pi Phi: event details, t-shirt sales, pictures at the event, money raised
- Street Clean
- Greek Bill
- Miscellaneous
  Facebook
- Read Across America Day: celebration at Boyd Elementary
- Badge Day Ceremony
- Pie a Pi Phi
- Miscellaneous
  Instagram
- Pictures from Read Across America Day
- Pictures of members at the Badge Day Ceremony
- Pictures of kids from book club with Pi Phi's
- Instagram pictures from Pie a Pi Phi
- Miscellaneous

April:
  Twitter
- Meeting
- Greek Week
- Book Club
- Formal Dance
- Color Run
- Literacy 5K
- Scholarship banquet
- Greek Bill
- Senior Farewell
- Founder's Day
- Miscellaneous

Facebook
- Scholarship Banquet
- Founder's Day
- Literacy 5K
- Miscellaneous
    Instagram
- Pictures from the color run
- Pictures from 5K literacy run
- Pictures from senior farewell
- Miscellaneous

May:
Twitter
- Meeting
- Book Club
- Good Luck on finals
- Summer
- Miscellaneous
    Instagram
- Pictures of kids from book club with Pi Phi's
- Miscellaneous

June:
Instagram
- Update on members summer activities

July:
Twitter
- Fourth of July

August:
Twitter
- Work Week
- First day of Classes
- Recruitment
- Congratulations to the new members
    Facebook
- Work week progress
- Story of active member and why they chose Pi Phi
- Alumni Picnic
- Pictures of the new members
    Instagram
- What to wear for recruitment- pictures for each day
- Pictures of the new members

September:
      Twitter
- Intramural games of the week
- Sorority trunk show
- Composite Pictures
- Greek Bill
- Mystery Dance
- Book Club
- Last day to drop a class
- Family Day
      Facebook
- Family Day pictures and itinerary
- Mystery Dance pictures
      Instagram
- Intramural pictures showing players
- Family Day pictures

October:
      Twitter
- Intramural games of the week
- Book club
- Philanthropy Party
- Greek Bill
- House Hop
      Facebook
- Philanthropy Party details
- Book Club agenda
- Pictures from House Hop
      Instagram
- Pictures from Book Club
- Pictures from House Hop

November:
      Twitter
- Book Club
- Initiation
- Formal Dance
- Greek Bill
      Facebook
- Pictures from Book Club
- Pictures of newly initiated members
      Instagram
- Feature pictures of all the newly initiated members

December:
> *Twitter*

- Book Club
- Car
- Finals
- Greekbill
- Winter Break
> *Facebook*

- *Finals Study Post*
- *Winter Break*

Content Ideas:

Several of these events happen monthly so the following are some content examples that can be used for postings; it is however, important to remember to add variety to each tweet so that is is not simply skimmed over in a timeline. There also should be a miscellaneous post on each social media once a month. These posts should pertain to news, videos, or articles relating to Pi Beta Phi.

Meeting- content can be reminding members of their weekly meeting, what is to be expected at this meeting, and an agenda

Book Club- content can explain the book that is going to be read or the activity that will happen during book club, these tweets should contain pictures from the event

Street Clean- content should encourage members to come help clean the street that Pi Beta Phi has adopted

Greek Bill- content should remind members that Greekbill is due and also what Greekbill contains to know whether they need to pay or not, and that members check points on Greekbill too

Intramurals- remind members about the upcoming games, include previous statistics as well as standings, including pictures of members playing in the games