

Social Media Strategy

Overall strategy goal:

To align social media messaging to reflect Kettering brand messaging, promote the Kettering experience, tell the stories of our students; in order to boost reach and engagement on all channels.

Brand Voice:

Key messaging that aligns with the overall Kettering brand messaging. Each channel will develop it's own voice within the brand voice based on the audience.

Three ways to reach that goal:

1. Build out key messaging points for each channel with the use of data driven insights to grow audience reach.
2. Engage stakeholders with high quality content that puts a focus on our students, how unique they are, and how the Kettering experience sets them apart.
3. Continued research into latest trends, new social media channels, and new strategies that will keep us ahead of the curve and allow us to engage with our audience in a new way all while driving leads.

Target Audience:

Facebook

Primary audience: parents, alumni, faculty and staff

Secondary audience: community members, students, potential students

Gender & Age: a breakdown of gender and age of page followers and the top three age ranges, and a breakdown of gender and age of people who are engaging on our page.

- Gender and age range of followers:
 - Women: 49%
 - 45-54 - 14%
 - 25-34 - 9%
 - 35-44 - 9%
 - Men: 50%
 - 25-34 - 21%
 - 18-24 - 8%
 - 35-44 - 8%

- Gender and age range of people engaged:
 - Women: 58%
 - 45-54 - 21%
 - 55-64 - 11%
 - 35-44 - 9%
 - Men: 41%
 - 45-54 - 8%
 - 25-34 - 8%
 - 35-44 - 7%

Summary: The Kettering Facebook page has a higher number of men following than women, but the most engaged followers are women aged 45-64, likely mothers of Kettering students.

Instagram

Primary audience: students, young alumni

Secondary audience: faculty, staff, community members

Gender & Age:

- Age range:
 - 18-24
 - Men: 37.1%
 - Women: 25.8%
 - 25-24
 - Men: 35%
 - Women: 24.5%
 - 45-54
 - Men: 8.9%
 - Women: 23%
 - 13-17
 - Men: 2.5%
 - Women: 4.1%
- Gender:
 - Men: 52.1%
 - Women: 47.9%

Summary: Our most engaged followers are students and young alumni. There looks to be a secondary audience of women age 45-54, likely Kettering mothers, faculty, and staff members. The top location of followers is Flint with 9.8%.

LinkedIn

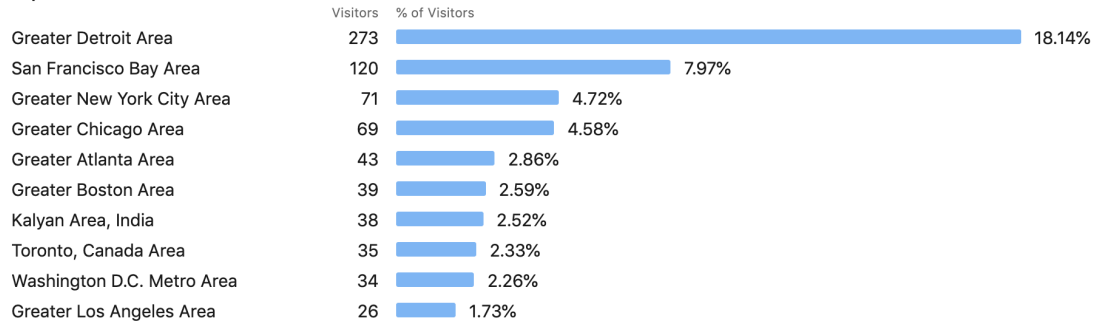
Primary audience: Alumni, Students

Secondary audience: Faculty, Staff

Location:

Visitor demographics ⓘ Time range: Jan 27, 2021 - Feb 10, 2021 Data for: Location ▾

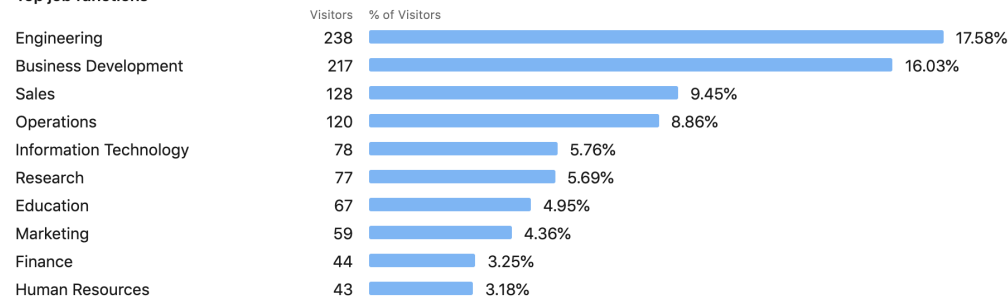
Top locations



Type of work, seniority level and industry:

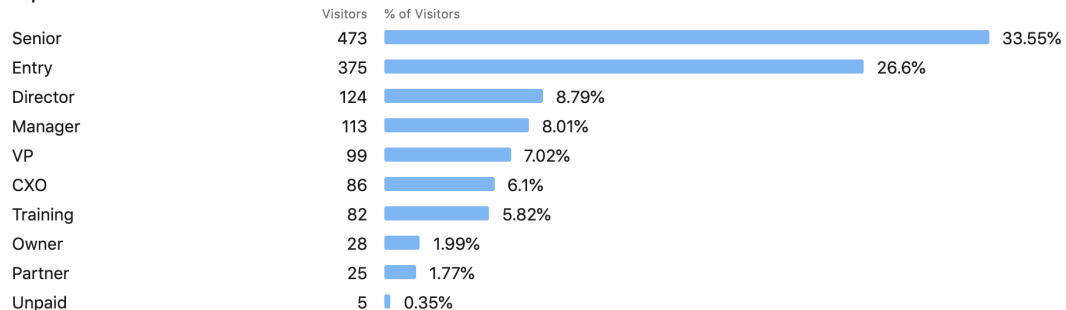
Visitor demographics ⓘ Time range: Jan 27, 2021 - Feb 10, 2021 Data for: Job function ▾

Top job functions

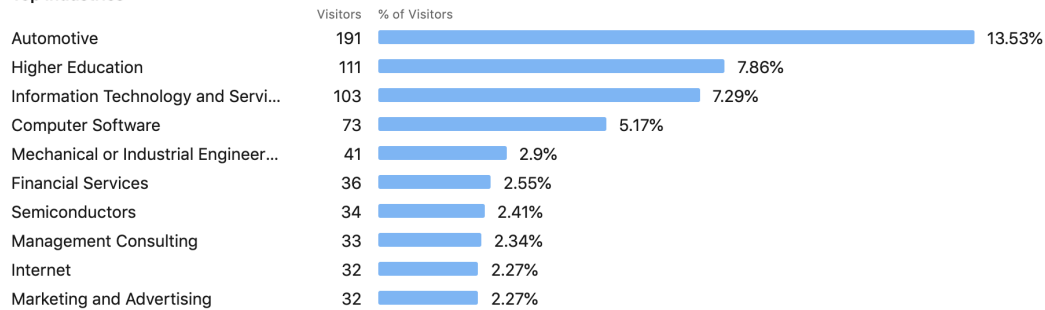


Visitor demographics ⓘ Time range: Jan 27, 2021 - Feb 10, 2021 Data for: Seniority ▾

Top seniorities



Top industries



Summary: The LinkedIn audience is primarily made up of established alumni, young alumni and students. With the primary job functions being engineering and business development, within the automotive, higher education, and IT industries. Primary location is metropolitan cities with automotive and tech industries.

Twitter

Twitter's basic analytics doesn't provide a demographic breakdown. But from our best understanding this is the audience breakdown.

Primary Audience: Faculty, Students

Secondary Audience: Alumni, Community Members

Top performing content:

Kettering News Stories: One of the better performing types of posts on Facebook, LinkedIn, and Twitter (and Instagram if it has a strong image). They do a great job of telling stories and promoting the Kettering brand. They tend to have the largest reach as they will get shared out by followers on many platforms. We can further improve the reach of these stories by including them in other forms of communication like Bulldog Weekly, Determination and the Daily News.

Campus Imagery: Scenic shots of campus perform well on Instagram, Facebook and Twitter. Campus shots are important to our social media presence as they highlight facilities, bring back memories for alumni, and support brand messaging. We can improve on this by getting more

shots of the hands-on aspect of campus, like students in the lab, working on cars, volunteering, etc.

Videos: Video content continues to perform well on all social media channels. Videos highlighting campus, events, and the Learning Commons all help to promote the Kettering brand. This is an area we can build out on with proper staffing.

Ways to Improve Content:

- Video student testimonials
- Ask professors to give takes on relevant world issues, news, and technological breakthroughs in short video segments.
- Student spotlights shift to headshots with quotes in the post. Less branded, more like “People of New York.”
- Tell the story of our students and what sets them apart.
- Professor profiles.
- Co-op spotlights

Recommendations

Facebook: This in a way is like our website, it’s a catch-all for key information. The plan for Facebook doesn’t need to change much, it’s goal is to communicate key information to the Kettering community, which includes students, parents, faculty, staff, alumni, and Flint community members. The primary focus should be to get clear, branded messaging out and to promote the campus experience through captivating imagery and video. The secondary focus should be the promotion of campus events.

Instagram: This channel has the biggest potential for growth and needs to be focused on the students and student experience. A shift to student highlights with quality portraits, campus imagery, video highlights, throwback photos, and faculty spotlights that promote the Kettering experience. Instagram is the best channel to reach current students on. Utilizing Instagram stories to promote events will allow for quick communication that doesn’t clutter the image feed. The images should be an almost professional quality. We have the cameras to capture high quality imagery and need to utilize them to tell the story of our students, faculty, and campus.

Examples of Instagram feeds we should strive to model ours off of.

Samples of schools who are doing it right:

Michigan Tech:

[Michigan Tech \(@michigantech\) • Instagram photos and videos](#)

MIT:

[MIT \(@mitpics\) • Instagram photos and videos](#)

Stanford:

[Stanford Engineering \(@stanfordeng\) • Instagram photos and videos](#)

[Stanford University \(@stanford\) • Instagram photos and videos](#)

LinkedIn: This channel continues to see growth and is one of the best areas to communicate with Alumni from all walks of life. There is a great opportunity to build relationships with alumni and stay connected with them through this platform. We recommend working with the alumni relations team to find ways to cultivate this relationship. LinkedIn is also a great tool for learning and professional development, being that we have a unique Co-op model we recommend building out content that can help students and young alumni develop and grow as professionals. This is also a great platform to share out broad-reaching campus highlights, announcements and imagery.

Twitter: This channel has slowed growth wise over the past few years, but still remains an important place for key Kettering messaging and communications. We recommend this channel be scaled back to share Kettering announcements, campus news, and event promotion, with the occasional fun article related to STEM. Leverage faculty experts through media relations, to share out news stories they're featured in, increase awareness of experts, and expand reach.

Channels to look into:

TikTok

- Popular among high school students
 - 41% of users are age 13-17
 - 56% of users are male, 44% female
- Global Reach
 - Chinese accounts make up 80% of total time of users
 - 26.5 Million active users are from the US
 - 46% of new users are from India
- Popularity
 - 90% of users go on daily
 - Average of 52 minutes per day spent on app

Content

- Would need to be heavily student controlled for authenticity
- Possibly a TikTok for General D where he attempts TikTok challenges
- Campus tours
- Throwback videos

- Notable Alumni saying hi or doing a challenge
- Robotics

Universities who are using TikTok

- https://www.tiktok.com/@uf?is_copy_url=1&is_from_webapp=v2
- <https://www.tiktok.com/@syracuseu/>
- <https://www.tiktok.com/@iubloomington/video/6831155620008234246>
- <https://www.tiktok.com/@universityofmichigan?lang=en>
- <https://www.tiktok.com/@austinpeaystate?>
- Articles on TikTok use by colleges and universities
 - [TikTok for Higher Education Marketing and Recruitment | RNL](#)
 - <https://www.targetx.com/blog/5-of-the-best-examples-of-tiktok-for-higher-ed/>
 - [Blog - Top 5 examples to inspire your university activity on TikTok](#)

Snapchat:

Snapchat continues to be one of the most popular apps among college students and high school students. The University has an account that has not been active in a few years.

Snapchat has over 218 million daily active users and counting. The vast majority — a little over 81% — of its users are between 18 and 24.

Snapchat is meant to be organic and the content should be simple and student focused.

Content (all which can be repurposed for Instagram and TikTok):

- Tour guides giving virtual tours of campus
- Joining one of the SAE teams on a build
- Highlights of the Robotics Center
- Student Government takeover
- Ride along on the MRC track

Filters: one of the easiest ways to create brand awareness is to create custom filters for students to use while on campus, both geo filters and face filters.

Both of these channels should, if we're not already, utilize paid advertisements on. These are both great areas to reach potential students and promote the brand through paid advertising.

Student Ambassadors: Work with students who love Kettering and everything it stands for. Ask them to capture unique campus shots that we can use of our social media channels. Have them do takeovers on our channels.

Alumni Ambassadors: Find alumni who loved their experience at Kettering and ask for pictures from their time here. Ask them to create short videos encouraging students and talking about how the Kettering experience set them up for success.

Social Media Tools:

We recommend using a social media management system (SMMS) that can easily allow us to track, listen, gain insights, post, and report data in a centralized location. We currently have no setup to collect all data points, post from, and follow trends. A tool like Hootsuite, Sprout or Eclicher would be beneficial. One of these SMMS can help streamline our efforts, improve reporting, listen to our followers and competitors, gain better insights to our audience, that can then allow us to better engage with our audience and stakeholders.

SMMS Recommendations:

- [Eclinchier: Best Social Media Management Platform](#)
- [Hootsuite: Social Media Marketing & Management Dashboard](#)
- <https://sproutsocial.com/>

Summary

The Kettering social media channels should work to reflect and develop the overall Kettering brand messaging. The use of data driven insights should be used to better understand and build out key messaging for each channel. The goal is to tell the stories of our students, the Kettering experience, make sure important announcements reach the right audience and to engage stakeholders. With these recommendations we can develop, grow, and maximize each social media channel to its full potential.