



Texas Wesleyan  
UNIVERSITY

# TXWES

## SOCIAL MEDIA STRATEGY

▶ [TXWES.EDU](https://txwes.edu)

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# MISSION STATEMENT

Texas Wesleyan's social media presence will show — not tell — what *Smaller. Smarter.* is all about by engaging our community on the social media platforms where they are already engaging with others.

Posts will allow followers to experience our *Smaller. Smarter.* community and shine the spotlight on how our engaging educators are building critical thinkers with hands-on experiences. It will highlight the moves of our movers and shakers (alumni) and get our followers excited not only about our athletic achievements, but also how we keep a focus on the student in student-athlete.

Couple this with showcasing our engagement with the East Fort Worth community we've called home since 1890 and followers will be immersed in what it means to be a Ram.

# OBJECTIVES

## AUDIENCE SHOULD BE ABLE TO IMMERSE THEMSELVES IN THE TEXAS WESLEYAN COMMUNITY

- Posts should tie back to the social media mission statement by allowing our followers to experience TXWES virtually.
  - Posts about movers and shakers (alumni)
  - Posts about athletic achievement
  - Posts on engaging educators (faculty)
  - Posts on critical thinking and hands-on experience (student achievement)
  - Posts on student life
- Post copy should reflect Texas Wesleyan's unique playful voice.

## GROW TXWES FOLLOWERS

- Social media team will use social listening and social media analytics to determine who are the ideal audience members for the University's various channels. (See Audience Segments)
  - Posts will feature content tailored to those audiences that will increase the number of followers and overall TXWES social media footprint.
- The team will periodically monitor the social media conversation surrounding TXWES and follow the latest social media trends to ensure TXWES is keeping up with the times. The team will:
  - Place an emphasis on encouraging users who use TXWES hashtags to follow TXWES accounts.
  - Use general higher education hashtags to join already established trends.
  - Follow social media feeds of competitor institutions to stay updated on current trends. When appropriate, TXWES social media accounts will incorporate those trends into organic posts.

## INCREASE COMMUNITY ENGAGEMENT

- Social media channels will harness the power of its current followers by posting engaging content that they will want to share.
  - Our followers are our cheerleaders. They need content to interact with. Our posts will feature engaging visual and interactive elements that they will want to share with the world.

# AUDIENCE SEGMENTS

In order to best connect with potential followers and engage our current followers, Texas Wesleyan's social media channels will curate content for our ideal audience. Our ideal audience has been broken up into segments to better develop content and strategies to target each segment. Texas Wesleyan's social media channels are comprised of the following audience segments:

## PROSPECTIVE STUDENTS

- Through the TXWES social media channels, prospective students will be able to see if our *Smaller. Smarter.* campus is the right fit for them. This means giving them the point of view of our current students' experiences. This includes:
  - College-bound high school students
  - Undergraduate transfer students
  - Graduate students

## PARENTS

- Parents of students will see how their student is getting — or will get — the most out of their college experience thanks to our expert educators and robust on-campus experience. We will promote the safety of our campus, and how we keep students' health and safety our top priority.
  - Parents of prospective students
  - Parents of current students

## CAMPUS COMMUNITY

- Our RAMily is made up of a diverse group of people who bring unique worldviews to campus. Our social media channels will highlight the strength of our community through examples of success and outreach:
  - Current students
  - Faculty
  - Staff
  - Alumni
  - University friends, i.e. residents of our Polytechnic Heights neighborhood and greater East Fort Worth community

## ALUMNI

- Our alumni are movers and shakers in their fields. Our social media will highlight our vast alumni network to show that our graduates go places.

# SOCIAL MEDIA CHANNELS

## FACEBOOK

- Facebook is used by all ages. Users ages 18-24 make up 24% of Facebook’s advertising audience, and users 45-54 make up 10%.
- All segments of the TXWES audience are likely to found on Facebook.
- Forms of content:
  - Videos, short and long form
  - Photos
  - News story links

## INSTAGRAM

- Instagram is most popular with Millennials and Generation Z. Users age 25-34 are Instagram’s largest advertising audience, closely followed by 18-24.
- The TXWES audience segments that are likely to be found on Instagram are prospective students, current students and recent alumni.
- Forms of content:
  - Photos (feed)
  - Short form videos (reels)
  - Long form videos (IGTV)
  - Time-sensitive content (Instagram stories)

## TWITTER

- Twitter is most popular with users age 25-34 as they make up 29% of Twitter’s advertising audience. Users 18-24 make up 24%.
- The TXWES audience segments that are likely to be found on Twitter are prospective students and campus community.
- Forms of content:
  - Written tweets
  - News story links

## LINKEDIN

- LinkedIn users tend to be well-educated users with a more in-depth, industry-specific knowledge.
- The TXWES audience segments most likely to be found on LinkedIn are alumni, faculty and staff.
- Forms of content:
  - News story links

## SOURCES

- <https://blog.hootsuite.com/facebook-demographics/>
- <https://blog.hootsuite.com/instagram-demographics/>
- <https://sproutsocial.com/insights/social-media-marketing-strategy/>

# CONTENT CREATION

## GENERATING CONTENT FROM UNIVERSITY ENTITIES

The university-run social media channels serve as outlets for strategic communication to our ideal audience members that reflects the goals of TXWES' social media channels and/or the Engage 2025 Strategic Plan and its main message pillars:

- Engage in Learning
- Engage in Community
- Engage in Leadership

The Office of Marketing & Communications welcomes partnerships with university departments and organizations. University entities can submit a request via email to [communications@txwes.edu](mailto:communications@txwes.edu) to share content on TXWES' social media accounts. The email should include key details to be used in the post and any high-resolution visuals we would have permission to use.

It is at the discretion of the Office of Marketing & Communications to decide what content is shared based on the current communication strategy, quality of content and content schedule.

## COLLECTING USER GENERATED CONTENT ON SOCIAL MEDIA

The social media team will ensure they have permission to use social media content from external users. If one of Texas Wesleyan's accounts are tagged in the post, that is considered permission to use. If there is no tag, then the team will reach out to the user, asking for permission through a reply on the post. If the user replies, "yes," then the social media team may move forward with using that content when they see fit.