

SFA ALUMNI ASSOCIATION:

Social Media Marketing Plan

Developed by: Vanessa Arasin, Joanna Temple, Henry Wilson, Eric Nambo, & Caitlin Frazier

The SFA Alumni Association's Mission:

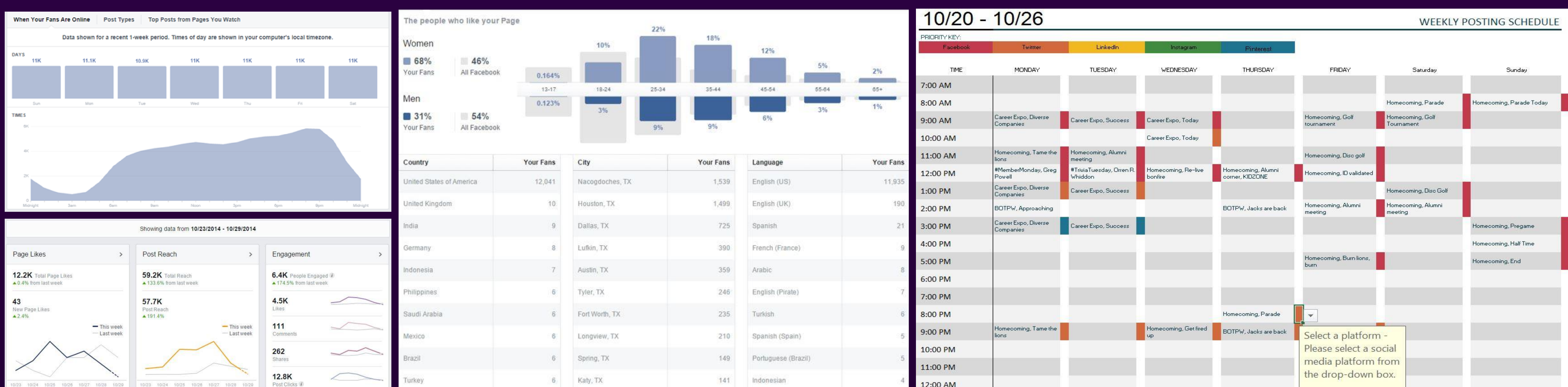
We engage SFA alumni, students, and friends to create an attitude of continued loyalty and support.

We Grow Lumberjack Pride.

Social media represent a possibility for the SFA Alumni Association to grow their audience engagement, memberships, and donations in a cost effective way. This opportunity comes with challenges and therefore needs to be framed and guided by effective policy to ensure best use and maximum effectiveness.

The group has provided the research and best practices on each social media network for the SFA Alumni Association to review and provide the new parameters for a social media posting policy. The successful competitors' social media pages have been examined and descriptions of their use and their policies have been used as benchmarks. A variety of many examples of personal, professional, and fun social media posts were provided so that testing, analyzing, reviewing, and revising for effectiveness may be done in the future.

Analytics and Social Media Calendar



Special thanks to our faculty advisor Dr. Marlene Kahla and our client



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STEPHEN F. AUSTIN STATE UNIVERSITY