



YEAR PLAN

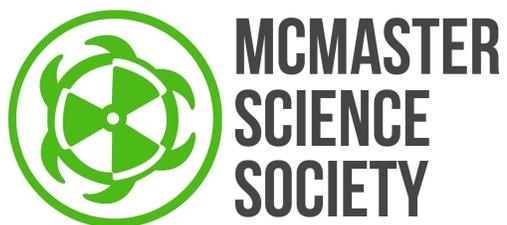
Social Media Director

Nicole Wong

McMaster Science Society

2019-2020

Submitted June 2nd, 2019



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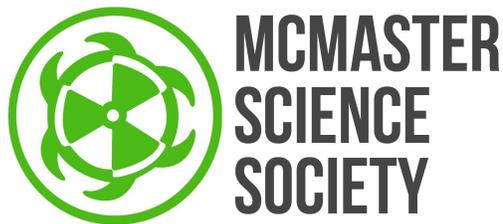
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LETTER FROM THE ROLE

Hey MacSci!

I am so humbled and excited to be returning to the MSS for my third year, this time as the Social Media Director! With my previous involvement being centered around internal affairs, being a member of such an outward-facing portfolio like Communications is a new learning opportunity - and one that I'm very grateful for. With all of this in mind, I cannot wait to bring my knowledge and energy into this role.

The Social Media Director role is a fairly new one; prior to last year, the Vice-President Communications was responsible for the coordination and execution of all social media content. Kudos to Sai (the previous Social Media Director) for taking on the position in its inaugural year and beginning to define its purpose and responsibilities. However, after the addition of the role, social media engagement has sadly decreased across the board...coincidentally, as a result of a lack of communication between the Social Media Director and the VP Communications.

My main objective this year is to fully solidify the role of Social Media Director and, in turn, increase the quality and outreach of our online content. Strengthening outreach is a year-long objective, with the end goal being a quantitative increase in the reach and engagement of the MSS with the Faculty of Science and beyond. Part of this includes performing a full analysis of our social media trends over the past year to better understand the activity of our followers, and therefore update our posting schedule and content with this data in mind. It also includes increasing the usage of our Instagram, Snapchat, Twitter, and LinkedIn accounts (as great as Facebook can be, it isn't everyone's #1 source for news anymore) to reach a broader audience.

However, while increases in engagement are great, I also recognize that it's important to strengthen those relations that we already have. For example, I also want to give more back to you! Running giveaways and contests on our social media platforms is just one idea of many that I have for new content. Continuing to publish



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photo series - such as the Scientists at Mac posts made last year - can help students learn more about the faculty and those within it.

This year I hope to better establish a foundation for the future of social communication in and out of the MSS, therefore ensuring that more people can get involved in the society. If you've made it this far into my year plan, I wanted to thank you. If you're still interested in learning more, keep reading on - or, feel free to email me! There are few things that I care about more than this society, so I would be more than happy to discuss how we can work together to make this community better.

Stay rad, MacSci.

Banting and Best,

Nicole Wong

Social Media Director

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OBJECTIVES

Social Media Analysis	
<i>Goal</i>	To produce a full report of the 2018/2019 social media activity in order to better understand the activity of our viewers, as well as model new posting habitudes from those trends through development and implementation of a social media promotions strategy.
<i>Description/ Current State</i>	<ul style="list-style-type: none"> - Currently, the MSS has been posting to social media sans any specific strategy/plan, simply based on when they want to inform people about their events. While this works in theory, social media algorithms are not our friend. <ul style="list-style-type: none"> - Reach is based on how many people engage with our content: if more people are clicking/liking/reacting, then Facebook/Instagram/Twitter will start to push our posts to the top of feeds; - Having our posts to the top means that more people will see the opportunities we have to offer, thereby increasing the effectiveness of our social media outlets as a form of communication. <ul style="list-style-type: none"> - To be able to do so, we need to make sure content is being posted at the optimal time to take advantage of the algorithms.
<i>How?</i>	<ul style="list-style-type: none"> - Look into the trends from last year's posts to see when people were online, which content they engaged with most, and how they chose to engage with it. <ul style="list-style-type: none"> - Facebook and Instagram have analytics built into them, giving me a source for yearlong data! - Excel will become my best friend, as I look for trends within the posts/activity from last year. - Present this data to the MSS Executive and educate them on how best to share content to reach the target audience. - Formulate an action plan for all future social media posts!
<i>Long Term Vision</i>	This is a key piece in establishing foundations for this position in the future. Hopefully the next Social Media Director will be able to use

data from this year (plus last year's analysis) to develop an even better strategy, and so on and so forth.

Partners VP Communications + the entire Communications team

#ThisIsMacSci

Goal To utilize our social media outlets to better represent students within the Faculty of Science.

*Description/
Current State*

- With the Faculty of Science being such a diverse community, it's vital that we're representing all groups who are a part of MacSci, not just those who already have a platform for their story.
- Many of the photos posted by the MSS often feature the same faces (MSS Exec, Sciclones); while this is very valuable content, more effort should be made to feature a variety of faces within our media streams! So many people are doing amazing things within the Faculty, meaning there are many other awesome people we can choose to highlight.
- Last year's photographers continued with the Scientists at Mac project started back in 2016, which is a promising platform that can be developed further and built upon to reach even farther.

How? Scientists at Mac Expansion

- Increase advertisement for the Scientists at Mac signup through directly sharing the application form with Program Societies. Since they're better connected to students within their respective departments, it will hopefully bring out more stories.
- Feature more professors and TAs at McMaster! With many students looking to graduate school after their undergrad, it would be cool to hear the journey of those who are already there. Similarly, having professors tell their story can show students the diverse paths people can take in life before reaching a position like a professorship.
- Increase consistency of posting (e.g. set a schedule for Scientists at Mac posts specifically) both on Instagram and Facebook.

Program Society Takeovers



- As per the Program Society (PS) Policy, PS are entitled to utilize our social media platforms to advertise their events and services. I hope to work with the VP Communications to make this process clear to PS exec. This will ensure their events and services get the reach and engagement they deserve. Posting about these unique events can help boost interest and attendance!
- Beyond just making posts on their behalf, having Program Societies takeover our Instagram/Twitter/Snapchat throughout the year can help increase visibility of the work being done by these amazing student leaders.

Humans of Thode

- For the past three years, Connor MacLean has maintained a photo series known as "Humans of 24 Hour Thode", a HONY-like catalogue of library snapshots during exam season. Many students went out of their way to be featured in this series!
 - This project illustrates the power of high-quality photography in engaging students.
 - With the absolutely talented photography team we have here in the MSS, it can be a new format to get more students involved.
- Plan: have the photographers take pics in Thode and feature them on our Facebook and Instagram pages during exam season! It's a simple idea, but getting the conversation started through a new photography series will get students hyped and excited about being featured (and getting a great photo with their friends.)

Being More Aware of Instagram and Facebook Representation

- When choosing photos to advertise our events/services, ensure that multiple groups are being represented within our feeds based on previous posts. It can be easy to pick a random photo and just go with it, but being more conscious of this process can go a long way.

<i>Long Term Vision</i>	To maintain a social media presence that all students feel represents their experience and community at McMaster.
<i>Partners</i>	VP Communications + the entire Communications team

Everyone Loves a Good Giveaway

<i>Goal</i>	To increase engagement with our social media platforms and give back to students through MacSci Giveaways!
<i>Description/ Current State</i>	- Giveaways are a fun way to introduce people to new platforms and accounts across the board. Since the MSS sells so much amazing merchandise, why not give students the chance to win some stuff + introduce them to our platforms?
<i>How?</i>	- Work with the rest of the exec to plan giveaway packages around key events (General Assembly, Formaldehyde, Ultimate Arts Show). - Analyze engagement data from each giveaway to learn what students want (a t-shirt vs. a gift card vs. the opportunity to pie Sam Marchetti in the face, etc.) and use that to plan future giveaways.
<i>Long Term Vision</i>	Establish giveaways as a new format to gain new followers, as well give students something to look forward to during the year!
<i>Partners</i>	VP Communications + the entire Communications team

TIMELINE: JUNE 2019-APRIL 2020

Month	Objective/Project/Event/Goals
June	<ul style="list-style-type: none"> - OUAC Deadline/ Accept McMaster Promo Push - Finish WW Social Media Analysis
July	<ul style="list-style-type: none"> - Work on MSS Social Media Analysis
August	<ul style="list-style-type: none"> - Work with Sciclone Media team on WW Social Media Coverage - Finish and publish MSS Social Media Analysis
September	<ul style="list-style-type: none"> - Present Social Media Analysis to MSS Exec - Giveaway #1 (plan it with GA) - Promo/social media coverage of GA - Promotions for Periphery/MacSci Musical hiring!
	<p><i>October</i></p> <ul style="list-style-type: none"> - Schedule promo for October events! <p><i>November</i></p> <ul style="list-style-type: none"> - Schedule promo for October events! <p><i>December</i></p> <ul style="list-style-type: none"> - First round of Humans of Thode Posts <p><i>Ongoing</i></p>
October - December	<ul style="list-style-type: none"> - Maintain Scientists at Mac posts - Schedule promo for: <ul style="list-style-type: none"> - MacSci Musical - Formaldehyde - Tutoring - Giveaways for: <ul style="list-style-type: none"> - Formaldehyde - HOCO - 6/13 Program Society takeovers

<p>January- March</p>	<p><i>January</i></p> <ul style="list-style-type: none"> - Giveaway for MacSci Musical - Formaldehyde social media coverage - GA social media coverage <p><i>February</i></p> <ul style="list-style-type: none"> - Promote MSS elections <p><i>March</i></p> <ul style="list-style-type: none"> - Promotions for Sciclone and Periphery applications <p><i>Ongoing</i></p> <ul style="list-style-type: none"> - Continue with Scientists at Mac - Finish all Program Society takeovers
<p>April</p>	<ul style="list-style-type: none"> - Transition new Social Media Director!