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## Social Media Audit for Western Technical College's Marketing Program

Western Technical College's Marketing Program currently utilizes Facebook, Twitter, Instagram, SnapChat, YouTube, LinkedIn, Google+ and eMail for their social media exposure. It is important to note that Digital Marketing is included in the Marketing definition for Western Technical College and social media messages. Who is currently following which platform at any moment in time may not be an easy question to answer, mainly because not everyone uses one of the eight social media channels listed. Also, one may utilize more than one channel. For my social media audit, I will be performing an audit on Western's Marketing Facebook, Twitter and LinkedIn pages.

The Facebook page for the Marketing Program students showcases the marketing students' activities and items of interest regarding the college. The current Administrator is Shelly Wetzsteon and has no budget. One of the goals is brand awareness and informing the public of the program, the students and the type of classes offered. While the content on the page is informative, a suggestion would be there could be more posts regarding ongoing classes and future goals. The Community lists 274 people liking the page and 270 following the page. It is interesting to see the last post was the Open House on October 3, with thirty-three people clicking on the post. This page is limited to current students only posting on the page but did list a non-student liking the page. I would suggest, based on the seven questions of a social media audit, that more informative posts be made. In earlier classes, we learned that a page that is not posting on a current, or subject related, basis may not be regularly monitored and may deter return visits. I understand that as Administrator, Shelly Wetzsteon has the final decision on who creates and posts content on this website and guidelines would need to start with her.

The LinkedIn page for the Marketing Program students featured three articles on general information. There is a drop-down box that listed three groups affiliated with the marketing program and boasts 52 members in the three clubs. A button invites you to follow the site also. The Administrator is not a faculty member but select students in a current term. One of the goals for this social media vehicle is to grow the current program enrollment. I would suggest, based on the seven questions of a social media audit, that more informative, current posts be made. As stated above, current content would benefit this page. I am not aware of the social media policies but would deduct that either Pam Culver or Shelly Wetzsteon would have the final decision if any questions arose. As a student of Marketing Management, I intend to like this page as a way of getting my name and resume out in the community.

The Twitter page for the Marketing Program students seems to be the most active, with 394 Tweets, 377 Following, 196 Followers and 111 Likes. With just a quick glance, several of the LinkedIn posts are on the Twitter page, and may indicate that when two of the Marketing social

media pages share the same content, more people may be served. The Administrator on this page is Pam Culver and reaches out to Marketing Students. This page is linked to the “Marketing Programs at Western Technical College” webpage also.

When I attempted to view activity for the last week, my results are:

**Page Summary** Last 7 days ▾ [Export Data](#)

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Results from Oct 14, 2018 - Oct 20, 2018  
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic 
 ■ Paid

And I then decided to go back the last 28 days for a better view of activity.

Questions	Answers	SWOT	Stop	Start	Continue	Metrics
Facebook: Besides viewership, what can we do to promote our page?	Unfortunately, content is older and may detract from visits.	See SWOT Chart Below  9/23/18-10/20/18 also reveals 50 people were reached but it was a decrease of 32 percent for paid search and 9 reached for organic search.	They should stop being idle and become more active. Anything would help, ask students to get involved!	Start recruiting students to head up a topic a month or quarter. Every little bit helps.	Continue being a presence and enlarge on it.	For the period of the last 28 days: Reach: 50 (down 32 percent) Engagement: 16 (up 167 percent) Page Views: 33 (up from 136 percent)

Twitter	Content is older and may no longer be relevant. This page is similar to the Facebook page in content.	See SWOT Chart below	Same as above.	Same as above.	Same as above.	395 Tweets 377 Following 196 Followers (these two, Following and Followers should be reversed) 111 Likes
LinkedIn	Content is older and appears to have been shared via the other two social media sites first.	See SWOT Chart below.	Stop being idle and promote yours site. Students will be looking for jobs soon and this is an excellent vehicle to receive the results the students need.	Start encouraging students to be more active and get out there post things that are important to them and become a regular poster once employed with the Western Marketing LinkedIn page	Continue to post on a regular basis. If it is important, it should be shared.	20 Followers (6 mos old statistic).
Overall	LinkedIn Facebook Twitter	Facebook may emerge, but the other 2 will stay strong	All three need work, Facebook and LinkedIn the most.	All three need work, Facebook and LinkedIn the most.	Twitter is strong with 394 followers, I would encourage Facebook and LinkedIn to strengthen their	

					presence in the world.	
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By utilizing the social platforms above, what else is available that may be beneficial? Would Pinterest have an adequate share of the market? Unfortunately, there is no easy answer to that question. I feel the social media markets are each reaching someone and while I do not have firm numbers, I feel someone is looking at each of the three I did review.

What can we define in the way of Strengths? Weaknesses? Opportunities? Threats?

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Allowing students have the opportunity to post content, with Administrator review.</li> <li>• Allowing content to reach the entire College via social media vehicles.</li> <li>• Using social media to reply to comments posted.</li> <li>• Can be a work-in-progress, not a finished product.</li> <li>• Allows user by posting social media, we do not need to be on the Campus to create and post content, with Administrator permission.</li> <li>• Allows every student an opportunity a chance to create and post content.</li> <li>• Allows for the opportunity to feature a Marketing student.</li> </ul>	<ul style="list-style-type: none"> <li>• Content may not be timely, due to Administrator review.</li> <li>• Allows us to determine if we are reaching all interested viewers.</li> <li>• Allows us a view as to who may visit the site and not return due to lack of interest of posted material (may not apply to their program/interest).</li> <li>• Allows us to determine if there is a lack of interest in the Marketing Program audience.</li> <li>• Allows Administrators to indicate that they may not be able to commit to as many hours as in previous semesters.</li> <li>• Allows Faculty to ask that the list of social media sites be fewer (are the other programs as active on social media?).</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Asking students to create content weekly and post in the appropriate social media.</li> <li>• Creating a Board of Students who answer to the Administrator regarding what is posted/future posts (Brainstorming about posts that may be of interest on upcoming events).</li> <li>• Boosting posting.</li> <li>• Linking posts.</li> </ul>	<ul style="list-style-type: none"> <li>• Creating new social media platforms that are not tested for Western Marketing Program (no interest from students).</li> <li>• Determining UW-L is ramping up their social media strategies.</li> <li>• Determining that there is new social media launched and we are not one of the first ones to use it.</li> </ul>

<ul style="list-style-type: none"> <li>• Maintaining a list of students who are actively creating/posting content.</li> <li>• Creating presentations on the creation of social media content (better ways of doing things.</li> <li>• Creating weekly or bi-weekly meetings of students who are interested in creating and posting content.</li> <li>• Creating an Administrator “Guidelines of Posts” document to guide students before submitting.</li> <li>• Creating a panel of students who are able to create content using one of the eight social media outlets, assign the same topic or thread you would like created and allow them to create the appropriate message.</li> <li>• Enlisting volunteers to help in all avenues of the social media messages.</li> </ul>	<ul style="list-style-type: none"> <li>• Determining that we may have a time critical content blast and the power blinks and we do not know if the message actually launched.</li> <li>• Determining that content posted is not the first to launch, therefore not followed.</li> <li>• Determining another school opens and since they are new to town, people are following their posts.</li> <li>• Declining enrollment and not enough posts are created/posted in a timely matter. (Threat from outside Western Technical College due to pilot program with a business not requiring tuition).</li> </ul>
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### Stop, Start, Continue Strategy

What should the Marketing Program stop doing? What should they start to do? What should they continue doing? An interesting set of questions, but is easy to answer. I would not suggest stopping anything they are currently using for the three social media, as it is a work in progress, every step of the way. I would start posting more frequently on the Facebook page and encourage current students become more active on LinkedIn. By putting themselves out in the public on the LinkedIn website, the chance of future employers seeing their posts and academic journey with Western Technical College, future students may have future opportunities also. I would encourage more posting on Twitter also, as it is a social media vehicle that is being followed. Would I focus on just one social media? No, because not everyone looks at just one social media, and depending on what we are comfortable with, may not want to use the other ones. For every new social media that is introduced, I would encourage the students to take it upon themselves to research and evaluate the social media vehicle and determine if it would be invaluable to spreading the message of the brand. We are not a finished product but a work in progress. And so is social media.