

Social Media
**AUDIT AND
PLAN**

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Social Media Audit and Plan

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Overview

Facebook

Page

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Twitter

LinkedIn

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CLIENT INFORMATION



CLIENT AND PROJECT INFORMATION

Date
Summer 2021

SpaceCoastGatorClub@
Brevard County
Florida

Project Manager
Susie Bond
VP of Communications

Contact Data
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Website

Link : <http://spacecoast-gatorclub.com/>

- Solid framework for website
- A few pages, including the "Events" page, are out of date.
 - o Updates on these pages are crucial as
- Links to all official social media pages should be linked on the website.
 - o At the moment only a link for Facebook is included

Space Coast Gator Club® Mission

Formal: To support the University of Florida's mission of teaching, research and service as determined by the University of Florida Board of Trustees by fostering and enhancing the relationship between the University of Florida and its alumni, students, and friends. The Space Coast Gator Club is dedicated to giving back to our community and the University to maximize the educational opportunities of the

current and future students.

Informal: We bring the Swamp and love for the Gators to Brevard County!

2021.

OVERVIEW OF ALL SOCIAL MEDIA

As of May 24, 2021



1,562

Page likes

Last post - 4 days ago
Active account
Content aligns with the club's mission



924

Followers

Last post - 4 days ago
Active account
Content aligns with the club's mission



1,232

Followers

Last post - 3 years ago
Inactive account
2nd biggest following



577

Followers

Last post - 4 years ago
Inactive account
Lowest following

SOCIAL MEDIA PLATFORMS OF FOCUS

recommended social media platforms to achieve goals.



Facebook

Facebook is an active page with a significant following, it being the club's social media platform with the largest amount of followers, there should be a focus on continuing to grow the community. The Facebook page has the most established audience. The content currently posted aligns with the club's description on the platform; provide activities throughout the year, including viewing parties, social events, and community service.

Twitter

Twitter is one of two social media accounts the club actively posts on. Taking advantage of this, the club might consider using Twitter to reach new audiences. Twitter allows you to reach a large number of people quickly through tweets and retweets. Current content posted aligns with their Facebook account. Crafting content unique to Twitter would provide their followers on the platform new valuable information.

LinkedIn

LinkedIn is the top online site for professional, social, and career networking. The club's audience, alumni, students and friends, are likely to be active users of such social media platform. This can further be reinforced by the fact the club has the 2nd biggest following on LinkedIn although the last post was over 3 years ago. Actively posting on LinkedIn would help the club better reach its target audience.

SOCIAL MEDIA AUDIT

01. Facebook

For 2020 - May 2021



Facebook Audit

Link	https://www.facebook.com/spacecoastgatorclub
Overall description on platform	The Brevard County affiliate of the University of Florida Alumni Association
Frequency of posts	5-10 times a month with a few inactive months. Inactive Months - June-September 2020 - January-February 2021
Common post topics	- Space Coast Gator Club Scholarship - Florida Gators Football - Meetings - Holidays
Typical post format	Text along with an image
Typical day of the week/time of day	Inconsistent, however, beginning and end of each month have an increase in posts.
Number of followers/page likes	1,562 page likes <i>As of May 24, 2021</i>
Frequency of videos, images, only text	Posts almost always include image Posts with only text are rare Links are occasionally shared
Content Shared	Unique content specific to the club Content relating to UF Sports
Engagement?	Posts generate likes, but comments are less frequent Posts about scholarship winners generate high amounts of likes and more comments than usual

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
We have a large following from our target audience.	We don't publish as frequently as our top competitor.	Much of our audience are UF affiliates, we have the ability to target them better.	Our top competitor appears to be investing in creating unique weekly Facebook events.

AUDIENCE OVERVIEW

Demographics

- Followers tend to be
 - o UF alumni
 - o from Melbourne
 - o ages range from 30-60
- From Melbourne's surrounding cities
 - o Cape Canaveral
- UF affiliated if not UF alumni

General Sentiment

- For the most part neutral
- Occasionally more positive
 - o Congratulatory
 - o Happy
 - o Encouraging

Engagement

- Handful of individuals engage regularly on content posted
- Most engaging content are posts about SCGC scholarship

SOCIAL MEDIA AUDIT



02. Twitter

For 2020 - May 2021

Twitter Audit

Username	@SpaceCoastG8rs
How they describe themselves	Gator community in Brevard County
Frequency of posts	Inactive most months, with 1-5 posts on active months Inactive months - November 2020 – March 2021
Common post topics	Space Coast Gator Club Scholarship, Florida Gators sports, Meetings
Typical post format	Only text with a link
Number of followers/page likes	924 followers 362 following <i>As of May 24, 2021</i>
Content Shared	Shares content about UF admissions, opportunities and scholarships. RT accounts affiliated with UF
Engagement?	Posts aren't generating likes or replies. No particular post type increases likes or replies. Account doesn't engage with those who do reply.

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
We have a large following from a different target audience than Facebook.	We don't publish as frequently or engage with our audience.	Ability to increase brand awareness. Ex: Expand to new audience; followers of our followers. Most of those who follow us are UF organizations, expand to reach new people.	Having too many competitors. Most other UF Gator Clubs on Twitter tend to be more active than us.

AUDIENCE OVERVIEW

Demographics

- Followers tend to be
 - o UF affiliates
 - o Other UF Gator Clubs
 - o UF and local organizations
- From Melbourne
- UF Alumni

General Sentiment

- Primarily neutral

Engagement

- Lack of engagement
- Low to none replies and likes

SOCIAL MEDIA AUDIT

03. LinkedIn

For 2020 - May 2021



LinkedIn Audit

Link	https://www.linkedin.com/in/space-coast-gator-club-397b4979/
How they describe themselves	UF Alumni Association & Gator Fan Club for Brevard County, FL
Frequency of posts	Inactive
Number of followers/page likes	1,232 <i>As of May 24, 2021</i>

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<p>We already have a large following.</p> <p>Allows integration with many websites and applications</p>	<p>We are inactive, don't publish frequently</p> <p>No or fewer comments from viewers</p>	<p>We can target our audience (UF students, alumni, affiliates) better if we become active on LinkedIn.</p> <p>Presence on leading social media networks related to our industry. This is the platform our target audience spends a lot of their time on.</p>	<p>Due to inactivity, the algorithm might not push new content posted.</p> <p>Our immediate competitors appear to be investing in LinkedIn where we have very little presence.</p>

AUDIENCE

OVERVIEW

Demographics

- Followers tend to be
 - o recent UF graduates
 - o UF alumni
 - o ages range from 25-60
 - o From Melbourne

General Sentiment

- None, due to inactivity

Engagement

- Inactive for the past 3 years

COMPETITORS

Competitor	Facebook	Twitter	LinkedIn
Similar Club Treasure Coast Gator Club@	- Inactive account - Less than 20 posts in 18 months	- Inactive account - 1 post in 18 months	- No account
Larger Club Tampa Gator Club@	- Frequent posts - Takes advantage of Facebook features <ul style="list-style-type: none"> o Creating events for their organization o Reacting to comments from audience 	- Frequent posts - Unique graphics shares along with text - Engages with audience by replying to comments	- No account

Similarities and Differences

Our club isn't taking advantage of Facebook features like the larger clubs is.

Unlike the similar club, we post more frequently. However, when compared to the larger club, we fall behind in posting frequently on Twitter.

Unlike the larger club, we don't craft new and unique content for Twitter. Typically, we share the exact information on both sites with only text. The larger club has special graphics.

Both the similar and larger club don't have an existing LinkedIn account. This is a great opportunity for our club to reach new audiences these clubs aren't reaching.

RECOMMENDATIONS

Look and Feel

Across all platforms

Create a cohesive look across all social media platforms

Create or edit existing banners for all social media platforms

Vectorize main icon/logo used on all social media platforms

Example of vectorized image



Content

Across all platforms

Share local events even if not related to UF
 - A core of the club is networking and community events

Create unique graphics to share on platforms
 - This will make content more attractive to the audience and increase engagement

Create events on Facebook for club meetings and share on page

Post an average of 3-5 times a week across all social media platform

Have templates for frequently shared information, like club meetings
 - This will allow for the timeline to have a cohesive look and feel

→ Post Post frequently on Facebook, Twitter, and LinkedIn.	→ Engage Use platform features to engage with audience; retweets, like.	→ React Respond to both negative and positive comments.	→ Answer Answering any questions in comments.
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SOCIAL MEDIA GOALS

Goal 1

Increase brand awareness across all social media platforms of focus, Facebook, Twitter and LinkedIn.

Goal 2

Increase community engagement across all social media platforms of focus, Facebook, Twitter and LinkedIn.



Social media is not a media. The key is to listen, engage, and build relationships.

OBJECTIVES

Ojectives by Goals

Goal 1:

To increase followers/page likes by 3% across all social media platforms of focus, Facebook, Twitter and LinkedIn by fall 2021.

To increase mentions on Twitter by 2% by fall 2021.

Goal 2:

To improve engagement by 3% across all social media platforms of focus, Facebook, Twitter and LinkedIn. by fall 2021.

Potential Metrics to Measure

Brand Awareness

- ✓ **KPIs:** followers, impressions, traffic, share of voice, reach

Followers count – “How many people can you potentially reach?”

Reach of your social media posts – “How many people have do reach each day / week / month?”

Mentions, shares, and RTs – “How many people are talking about your brand or sharing your social media posts?”

Engagement

- ✓ **KPIs:** clicks, “likes,” shares, comments, mentions

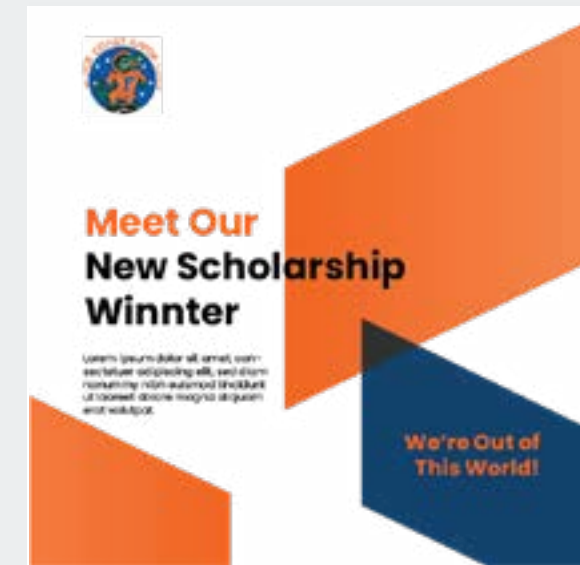
Likes, shares, and comments per post – “How many people are interacting with your social media posts?”

Mentions and replies – “How many people are mentioning your brand, and how many have you replied to?”

To reach goal for 2 months

Facebook	Twitter	LinkedIn
Followers/month	Followers/month	Followers/month
+24	+14	+19

CONTENT STRATEGY



Design.

Create unique graphics to pop on feed.



Technology.

Use platform's analytics tools to see what content is performing the best.

Content Ideas

Facebook

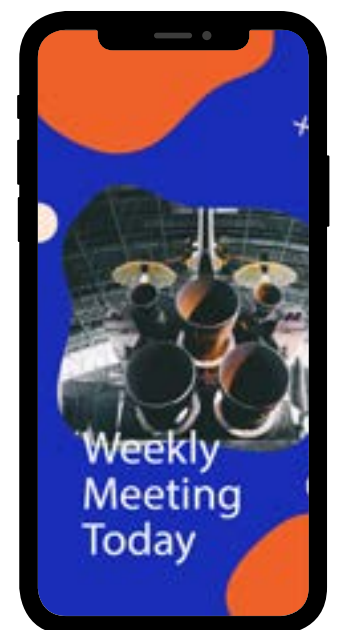
- Local Events
- Create events unique to club
- Template graphic for club meeting
- Share stories; meet the team, weekly meeting, space launch, ect.

Twitter

- UF opportunities, scholarships, and jobs
- Unique graphics

LinkedIn

- Job opportunities in surround area
- Share audience's success



Facebook Story