

**Higher Ed Gadfly | Consulting | Innovation | Solutions**

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## THE SOCIAL MEDIA AUDIT



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Higher Ed Gadfly (HEGF) has developed and executed social media strategies with **proven ROI**.

Our approach is a back-to-basics philosophy that starts with an analysis called a **Social Media Audit (SMA)**. The SMA examines the social media landscape as it applies to the client, reviews current social media campaigns, and identifies an organization's effectiveness in integrating the broader communications program through social media channels. This is a comprehensive report which provides the organization with a firm foundation for future planning and execution.

## THE SOCIAL MEDIA STRATEGY PLAN (SMSP)

The SMA serves as the baseline information document for the development of a communications strategy. **The Social Media Strategy Plan (SMSP)** is an integrated marketing communications plan which considers social media channels, public relations, and digital marketing components as a whole (rather than separate operational activities). Each SMSP is unique (just like your organization from competitors) and the marketing and promotion mixes developed in the plan are designed to target the specific strengths and objectives of the organization. There is no "one-size-fits-all" solution to effective social media explorations.

## SM3

But social media programs are not specific to student enrollment efforts. For colleges and universities, a fully integrated and optimized social media program improves **three primary areas of opportunity (SM3)**:

1. New Student Enrollment
2. Student Retention
3. Remarketing

SM3 supports new student enrollment programs by helping prospective students learn about what it means to join your student body. SM3 also supports retention efforts by providing students with a sense of support and care from the school--your voice, gives your students a voice. As a remarketing tool, social media has substantially better reach and impact than email campaigns and lower costs than direct mail. Consider SM3 as the final execution leg of a robust communications strategy.

## WHY WORK WITH HIGHER ED GADFLY?

- HEGF is an educator first and a successful marketer second
  - I have taught and counseled thousands of new college students, so I know what they need to hear and how to reach them
- HEGF is not an agency
  - I've lived the life of a university marketing strategist, know what it means to be personally responsible for results, and I have consistently achieved organizational goals
- HEGF knows you are unique
  - I view social media as a way to bring your uniqueness into the forefront of student thought, it is your uniqueness that will serve as the deciding factor in student recruitment
- HEGF has proven the ROI of social media
  - You should work with people that have **actual results**