YEAR PLAN

Social Media Director
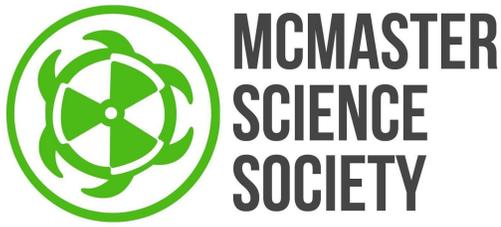*Rameen Jamil*
McMaster Science Society
2020-2021

(submitted *11/06/2020*)
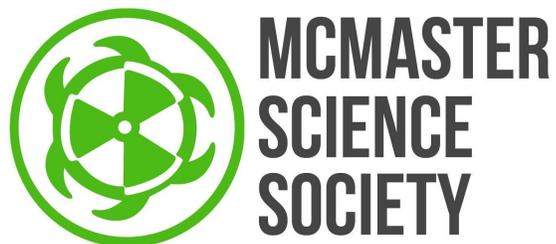
2020-2021 Year Plan

Letter from the Position

Hey MacSci!

I'm so excited to have gotten this amazing opportunity to join the MSS for the first time, as none other than the Social Media Director! I'm honoured that I get to execute this role, and bring my own perspective and experiences as an undergraduate student into the MSS!

The role of the social media director is to create a clear link between the MSS and the undergraduate community through the utilization of various social media platforms.This is done by providing a consistent stream of social media content. This role is fairly new, and the previous social media director, Nicole Wong, did an amazing job in creating a strong foundation for this role, by exploring social media analytics and creating clear strategies in how we can reach the biggest audience when it comes to our social media content!

I want to continue to solidify this role for future social media directors, because I believe there are new avenues this role can take, while also expanding on strategies that have already been built into place by Nicole. I want to continue to explore the analytics of various platforms such as Instagram and Facebook, and similar to how Nicole did last year, perform a full analysis of all social media posts made this year, in order to understand the trends and create a solid posting schedule which will maximize both reach and engagement.

My overall goal for this year is to strive to create a personalized and approachable brand for the MSS through the use of social media. This will assist in bridging the gap between the MSS and the undergraduate community, which in turn will lead to stronger relationships! I want to accomplish this by providing more behind the scenes content of the various work that the MSS does, which can give an insight into what it means to be a part of the MSS, and this will hopefully encourage people to apply for future positions! This will also be done by providing social media content separate from promotions, including content such as Scientists at Mac, and a new series called "What does the MSS mean to me?", where students can build a personal connection to the MSS by understanding how it has impacted individuals through their stories. I'm extremely humbled that I can be a part of the growth and progression that the social media content of the MSS continues to experience;I can't wait to

continuously build this role with my own ideas! Thank you for taking the time to read through this, and I can't wait to get started!

Rameen Jamil
Social Media Director
socialmedia@mcmastersciencesociety.com

OBJECTIVES:

Objective 1: Make the MSS more personal and approachable	
Description/ Current State	- Currently, the social media content of the MSS primarily consists of promotion for various events - This can lead to an impersonal and unapproachable image of the MSS, as it doesn't give much insight into what the MSS actually is - This lack of personal content can intimidate students, especially first years, which can create a gap between the MSS and undergraduate community, making it harder to build relationships

Goal	My goal is to expand the way the MSS uses social media, into more personal content that will bridge the gap between the MSS and MacSci students
	   - This will be done through more behind the scenes content!
	      - Posting photos and videos of the planning process of big events that the MSS has throughout the year (Formaldehyde, MacSci Musical, etc.)
	      - Show more behind the scenes team building content (Can include snippets of meetings, team bonding within portfolio's, etc.)
	   - "What does the MSS mean to me?" series
	      - A consistent photo series featuring various MSS execs, where a photo of them is posted + a short blurb that consists of: How the MSS has impacted their undergraduate experience, why they decided to join the MSS, and what they hope for the future of the MSS

	- Ideally, this will be a consistent series with a different exec being featured every 2 weeks tentatively
	- This series will give an insight on the impact that the MSS has had on various individuals. Sharing personal stories is a great way to not only keep people engaged, but also build relatability around the MSS.
	- Use more personal and representative photos on our Instagram when promoting events
	- Continue Scientists at Mac!
	- This goal will help the MSS create a less intimidating image, and putting out more engaging content through these steps will not only encourage students to participate more in MSS events, but will also encourage students to apply for future MSS positions!
	
	What are your strengths and weaknesses that relate to the goal you're trying to reach?
	- One of my strengths include me being able to collaborate effectively with others in a team environment!
	   - This goal involves working closely with the rest of the MSS in order to bring various new content, and so having strong collaborative skills where one can communicate, listen, and build off on ideas is important, so that the content we put out best represents the MSS
	- One of my weaknesses include difficulties in organizing myself
	   - Social Media has various social media content that needs to be published, so being able to organize oneself is extremely important! I'll improve on this by making myself checklists and giving myself reminders so I can keep track of everything!

Barriers to Success	- May be difficult to keep track of all the content that needs to be put - As the amount of MSS promo needed for events increases, may be tougher to put out other content as well - Reaching the most amount of people effectively
How?	How do you plan to overcome the barriers mentioned above in order to reach your goal(s)?

	- Use the google calendar for everything! Will make it easier to keep track of everything that needs to be posted - Keep track of all the analytics so content is getting posted at the best times - Keep an effective posting schedule
Long Term Implications	This goal will broaden the social media content that the MSS puts out, creating relatability amongst the MSS, and helping to form a strong connection between the MSS and the Faculty of Science - Series such as the "What does the MSS mean to me?" series will show students within the Faculty of Science how impactful the MSS actually is, and will encourage students to engage more with us and our events - Posting more behind the scenes content will give an insight into the work that the MSS does, which will hopefully interest students enough to apply for future MSS positions - As students become less intimidated by the MSS, we will hopefully see more engagement on our social media platforms and bigger turnouts to events!
Partners	Nathale Abasto (VP Communications, vpcomm@mcmastersciencesociety.com) + Rest of the Communications Team

Objective 2: Expand on the Social Media Analytical Strategy	
Description/ Current State	- An analytical report was produced based on the social media activity of the MSS for the year 2018-2019 - This report gave various information on reach and engagement for social media platforms such as Facebook - This a report was used to understand certain trends such as what times of the day people use social media the most, what type of content is most engaging, and when content gets the most reach - A social media strategy was then created, which included a posting schedule based on the trends that were seen - This analytical report has only been done for one year, and since trends are constantly changing, it's important to continue to produce and expand the analytical report on a yearly basis, in

	order to fully gain an understanding on these constantly changing social media platforms

Goal	My goal is to do a full analytical report of the social media activity of this past year (2019-2020), which will include a comparative analysis to the analytical report produced for the year before (2018-2019), in order to create a better social media strategy based on changing trends.
	
	- Produce a full analytical report on the social media activity of the MSS for this year (2019-2020) which includes reports on both reach and engagement
	- Do a quantitative and qualitative analysis between this report and the report from the year before in order to examine the changes in trends, and to see the influence a posting schedule has had on reach and engagement
	- Do a presentation on this data to the execs in order to inform them on the analytics of social media, and to inform them on how this will influence my social media strategy for this year
	- Work with VP comms to create a strong posting schedule based on this report
	- This goal will support the MSS/students of the Faculty of Science as understanding trends in social media will assist us in promoting events at times when they will reach the biggest number of people. This will lead to higher engagement on our platforms, and bigger turnouts to our events.
	
	What are your strengths and weaknesses that relate to the goal you're trying to reach?
	- One of my strengths include being very detail oriented
	  - Being detail oriented is effective for a goal such as this one, because an analytical report can get very extensive with a lot of different information that should be included. Being detail oriented will ensure no important information is missed or left out of the report
	- One of my weaknesses include a tendency to procrastinate
	  - To work on this, I will set specific goals for myself on a daily basis, in order to make sure I'm staying on track, while also giving myself scheduled breaks so I don't burnout.

Barriers to Success	- A lot of information to sift through which can be overwhelming - Creating a presentation for the exec that is both engaging and informative
How?	How do you plan to overcome the barriers mentioned above in order to reach your goal(s)? - Giving myself goals on what I want the analytics report to include - Creating a presentation that isn't too condensed with information so the exec can easily understand it when I present it in September
Long Term Implications	This analytical report will hopefully give a bigger insight into different social media trends compared to previous years, which will help form a solid social media strategy for future years, leading to higher engagement amongst the Faculty of Science - Doing a comparative analysis will give an insight into how trends have changed - This report will be an effective resource for future social media directors so that they can expand even further on their social media strategies
Partners	Nathale Abasto (VP Communications, vpcomm@mcmastersciencesociety.com) + Rest of the Communications Team

Objective 3: Use social media to build more anticipation around events	
Description/ Current State	- Currently there doesn't seem to be a clear social media strategy for promoting big events such as Formaldehyde - Most of the promotions consisted of sporadic posting, with multiple events being promoted in a short amount of time; this led to less anticipating/excitement around events - Currently, there are very short promotional periods for big events, and the promotion is not very consistent - When promoting events, it's important to create a build up of hype, as this catches people's attention, and will keep people engaged enough so that they're more inclined to come to events

MCMASTER
SCIENCE
SOCIETY

1280 Main St. West
Hamilton, ON, L8S 4L8
905-525-9140 Ext: 23322
Burke Science Building (BSB), B108

Goal	My goal is to create extensive social media plans for promoting events in order to create more anticipation around events, and limit sporadic posting.

	- Done through a longer promotional period
	    - For bigger events, such as Formaldehyde, this promotional period should start about 1 month before the event date. For smaller events, this promotional period should start 3 weeks before the event date
	- Give people visuals for the event i.e. make it easier for people to imagine what the event will consist of
	    - Share old photos for promo if this is a recurring event
	    - Create a highlight reel from past years
	    - Post 1 interview with somebody who has been to the event in a past year and what they gained from it
	- Have giveaway packages to keep people engaged for events
	    - These can include ticket giveaways, as well as MacSci merchandise
	- Keep up social media engagement *during* the event (the promo shouldn't end when the event day comes around!
	    - Encourage students to post photos from the event using a certain hashtag (e.g. #formaldehyde2021) as this creates targeted social media content and will give students a source for all content relating to that event
	    - Continue to post videos and photos from the MSS social media accounts to keep up engagement
	- Use consistent colour schemes and fonts to maintain a simple, yet eye catching creative brand that will engage students
	    - Use bold colours such as green, black, and grey, that coincide with the colours of the Faculty of Science
	    - Use the fonts "Strong" and "Classic" that catch the eyes of students, but are still clear and easy to comprehend
	- This goal will support the MSS/students of the Faculty of Science, as it well effectively get people more excited for the various events the MSS runs, not only increasing the turn out to these events, but also creating a higher level of engagement on our social media platforms

	What are your strengths and weaknesses that relate to the goal you're trying to reach?
	- One strength I possess that will help me achieve my goal is that I'm pretty flexible, and I know how to adapt to new situations.
	   - Sometimes unexpected things happen (people submitting things late for example), so it's important to be able to adapt to new situations!
	- One weakness I possess that may get in the way of my goal is that I can be very self critical.
	   - I will work on this by constantly writing down things I want to improve on, but also keeping track of things I'm proud of, to create a more balanced mindset.

Barriers to Success	- Making sure I have things in advance for a longer promotional period (graphics, video, etc.) - Sometimes people submit requests late so it's difficult to effectively promote the event - Keeping up a balance of putting out social media content while also not overwhelming people's feeds - Keeping track of if these strategies are effective
How?	- Keeping an open line of communication with the rest of the communications team so we stay on track - Being prepared for promotional strategies for big events before people even put in requests (year schedule can assist with that) - Having goals for what content you want to release for each event
Long Term Implications	This objective will expand this role for future Social Media Directors, as creating more extensive and well thought out promotional plans will lead to more turn out to events. - A longer promotional period will allow us to put out more consistent content about various big events, which will be helpful in persuading people to come out to events - Sharing more personal photos, videos, and interviews, during promotion, will generate more interest surrounding MSS events - Future social media directors will be able to expand on these strategies

Partners	Nathale Abasto (VP Communications, vpcomm@mcmastersciencesociety.com) + Rest of the Communications Team

EVENTS & PROJECTS

Name of Event/Project: MacSci Giveaway (Fall and Winter Semesters)	
DATE	TBD
PURPOSE	To increase engagement between students and our social media platforms
PROCEDURE	- Put in a request into the communications form for a graphic centered around the giveaway! - Communicate with the other portfolios about having something from the MacSci store as the giveaway prize (what item, how many prizes, etc.) - Giveaway will then be set for an effective date where there aren't too many other promotions happening (exam season most likely) - Giveaway will take place on our Instagram page! It will be advertised as a social media contest (People must tag a certain number of people in the comments, follow @macsci on instagram, and repost the post onto their story to be entered into the giveaway) - Giveaway will be open for 5-6 days before a winner/winners are announced!
DIFFICULTIES	- Advertising the giveaway affectively - Reaching the biggest number of people - Keeping track of how many people enter the giveaway
PARTNERS	VP Communications + Communications Team + Other Portfolios
PROJECTED OUTREACH	500+ people
BUDGET	$50 (tentatively)

GOALS TO STRIVE FOR

5 things that you wish to have prepared for the beginning of September:

1. Analytical report published
2. Google form sign up for "What does the MSS mean to me?" series
3. A prepared analytics presentation for the exec
4. All of the social media accounts properly updated with the correct information
5. A solid posting schedule based on the social media analytics
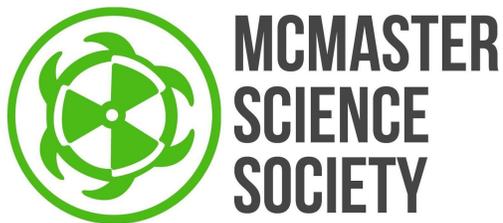
5 things to be completed during the fall term (1st):

1. 1 giveaway for the fall semester
2. Biweekly posts for "What does the MSS mean to me" series
3. Biweekly posts for Scientists at Mac
4. A series of behind the scene posts for: Formaldehyde!
5. Successful promotion for all MSS events occurring in the fall semester!

5 things to be completed during the winter term (2nd):

1. 1 giveaway for the winter semester
2. Biweekly posts for "What does the MSS mean to me" series
3. At least 1 post per month for winter semester of: Scientists at Mac
4. A series of behind the scene posts for: MacSci Musical!
5. Successful promotion for all MSS events occurring in the winter semester!

TIMELINE

Month	Objective/Project/Event/Goals
June	- OUAC deadline
July	- Promote the Services Series (Allows people to learn about what the MSS will be doing throughout the year) - Promote Sciclopedia
August	- Social Media coverage for welcome week? - Publish the social media analytics for (2019-2020)
September	- Present the social media analysis to the exec - Sign ups for "What does the MSS mean to me!" - Promotion for various teams hiring (Formaldehyde, Quantum leap, etc.) - Promote first year rep nominations! - MacSci Musical auditions!

October	- Promote and social media coverage for GA - First year rep elections
November	- Formaldehyde ticket promo + giveaway! - SIF deadline - Symbiosis promotion - Musical crew application promo!
December	- Promo mobilitea - Another giveaway for exam season!
January	- Promote and social media coverage for 2nd GA! - Social media coverage for Formaldehyde - Quantum leap promotion - Art Show Calls promotion - Core exec nominations!
February	- Sciclone applications! - Core Exec elections promo - MacSci Musical promo - Ultimate Arts Show - Student Opportunity Grant Applications
March	- Academic Roundtable - MSS Periphery Hiring - Another Giveaway!
April	- Transitioning the new social media director!