

Twitter and social media agenda

The social media component of American Publicity's GPLC campaign consists of a year-long schedule of content to be shared through the council's social media profiles. Each month features an agenda with goals, specific tactics, topics, and hashtags to be used through Instagram, Facebook, Twitter, Youtube, and any other site with which the GPLC has a presence. These topics should also be reflected in the GPLC website and other existing forms of web media at staff discretion. This campaign corresponds with American Publicity's first objective of increasing the council's presence on social media, along with the broader goal of increasing GPLC volunteerism among males Duquesne students, a group that primary research has shown to have a broad and significant usage of social media. Each month has a summary of designated topics and strategies to be implemented on GPLC social profiles. At the end of each summary is a compilation of hashtags to be used on Twitter and Instagram, as well as any other contexts that may be appropriate. Each month should feature a bare minimum of five posts for each social media outlet that the GPLC maintains, and some specific recommendations for post frequency are included in the monthly summaries.

April 2014

The GPLC Trivia Bowl takes place on April 6th. Between the end of March and the event, Facebook and Twitter should each share at least one post, preferably with photographs of previous events. At least two pre-event photographs should be shared on Instagram. For several days following the Trivia Bowl, social media profiles will share photographs and recaps of the event. The Easter holiday is another opportunity for promotion, and social media can invite followers to share their holiday traditions and emphasize how the topic of "new beginnings" relates to both Easter and the GPLC. Changing spring weather invites opportunities for outdoor photos and general connection with publics, with posts such as Instagram photographs of GPLC offices or outdoor activities.

#GPLC #GPLCtriviabowl #newbeginnings #happyeaster #happyspring

May 2014

In May, the same seasonally-oriented methods described above can be used on social media, with more shared images and posts celebrating the weather. Later in the month is the starting point for the summer phase of the campaign, with seasonally-oriented messages encouraging volunteerism as a method of occupying the dull summer months. As with other seasonal-specific methods, summer-oriented photographs will be especially represented on Instagram, which should post at least 6 weather and seasonally-oriented images per month. The summer-oriented messages can be particularly targeted to students, who are likely leaving college for the summer this month and looking for resume-building volunteer work.

#GPLC #happyspring #summeriscoming #graduation #summervolunteerwork #resumebuilding
#summervolunteering

June

June will continue the summer-related topics of May, reinforcing the experiential value of volunteering and the monotony of summer while sharing pictures (when possible) of GPLC-related photos in the summer weather.

#GPLC #summer #graduation #summervolunteerwork #resumebuilding #productivesummer

July

July continues the summer social media campaign, with a social media blast around the 4th of July consisting of at least three tweets, two Facebook posts, a brief youtube video, and three instagram photos on and around that holiday. This is an opportunity to ask users what their plans are for the holiday and share the experiences of GPLC staff, students, and volunteers.

#happyfourth #summer #GPLC #summervolunteerwork

August

While continuing the general summer seasonal campaign, the middle and later part of the month will also focus on back to school season, again reinforcing the value of volunteering to college students as well as GPLC students themselves. Examples can include testimonials from college students who have found value in volunteering as it relates to their education as well as GPLC students who talk about GPLC GED courses as an alternative to re-entering high school. Staff should aim to have at least two volunteer and two student testimonials shared through Facebook and their website. If possible, these testimonials should be videotaped and shared on Youtube.

#backtoschoolwithGPLC #getbackinschool #backtoschool #summer #summervolunteerwork
#resumebuilding #productivesummer

September

The back to school campaign will continue for the earlier part of September, with emphasis on the coming Fall in the later part and special mentions of Labor Day observance. As with other holidays, this will be done with volunteers, staff, and students sharing how they celebrate the holiday with photos and testimonials. Towards the end of the month, social media can begin covering the Leaders for LIteracy Luncheon in the following month by sharing photos and testimonials from past events and targeting organizations that may want to attend. Banned books week is September 20th through 27th, which may be a good hashtag to encourage critical

thinking and the power of reading.

#backtoschoolwithGPLC #getbackinschool #backtoschool #fall #falliscoming #resumebuilding
#happyLaborDay #GPLCleadersforliteracy #leadersforliteracyluncheon #bannedbookweek

October

The main focus of October will be promoting and then recapping the Leaders for Literacy Luncheon. In the first half of the month, Facebook and Twitter will post at least one LLL related post each day and continue targeted connections. In the week before the event, this will double to two posts each day. In the week after the event, at least one photo will be shared each day recapping the event. Aside from this specific campaign, October will feature general sentiments about Autumn as well as Halloween. The LLL should be heavily documented on Youtube as well as Instagram, with at least five unique posts for each site dedicated to the event.

#lll #leadersforliteracy #leadersforliteracyluncheon #happyhalloween #GPLC

November

Along with the longer campaign of mentioning Autumn-related topics, Autumn will have special mentions of Veteran's Day and Thanksgiving. On Veteran's Day, stories from or about Veterans who have been involved in the GPLC as students, staff or volunteers. If this is not feasible, general sentiments about veterans will be shared to exploit public sentiment. A similar, longer campaign will take place around Thanksgiving, with students, staff, and volunteers sharing what they are thankful for and what the holiday means to them.

#thankavet #veteransday #happythanksgiving #whatimthankfulfor #fall

December

December will include social media posts about Fall and Winter, while the main campaign will be for the Holiday season. Social media posts about Hannukah, New Years, and especially Christmas will be a major part of this month's campaign. As with other holidays, students and volunteers will share what these holidays mean to them throughout the month. Christmas Eve, Christmas Day, and New Year's Eve will have special, specific recognition on social media, with at least two posts on Facebook and Twitter each day, each with photos, testimony, and for Christmas Eve, a special statement from the director through both text and video. This is an excellent opportunity for multicultural students and volunteers to talk about their own cultural and faith traditions, such as Kwanzaa, Ramadan, or other Christmas traditions, preferably through videos posted to Youtube. Photo opportunities with civic observations of these holidays would be ideal for Instagram and other social media. Following these holidays, there will be several posts leading up to New Year's Eve that focus on new beginnings and resolutions for the

New Year from staff as well as students.

#alliwantforchristmas #happyhannukkah #happykwanzaa #happyramadan #merrychristmas
#holidaytraditions #newyearth #newyearsresolutions #anewbeginningfor2015

January

The main focus of January will be continuing the New Years Resolutions theme and discussing the winter. Resolutions from volunteers staff and students will be included, along with suggestions about reading more, furthering personal education, and volunteering. Posts will also emphasize the value of staying intellectually active during the dark winter months. For Martin Luther King day, posts highlighting Dr. King's value in American history as well as his scholarship and thought will be posted. If any GPLC staff can attend an event related to the holiday, this should be heavily documented through Youtube and Instagram.

#curlupwithabook #readsomethingwarm #newyearsresolutions #anewbeginningfor2015
#newsyearsday #martinlutherkingday #ihaveadream

February

February will continue the winter related posts, and emphasize Black History Month. BHM posts will emphasize black intellectuals and authors, as well as the need for more black volunteers and tutors. Black staff members and volunteers may be asked to provide testimony, and GPLC representatives should find a related cultural event to attend and take photos. There will be some Valentines Day-related posts, perhaps promoting romance novels. President's Day will have a few posts, encouraging people to use their day off to read or volunteer.

#curlupwithabook #readsomethingwarm #blackhistorymonth #blackliterature

March

March will continue winter-related topics at the beginning of the month, while more spring-related posts should be allocated towards the month's end. In particular, posts related to the spring holiday for college students should be emphasized.

#curlupwithabook #readsomethingwarm #springiscoming #springbreak #volunteerspringbreak

Evaluation

This campaign will be evaluated by user interaction with social media, counted by Twitter followers, favorited Tweets, retweets, Facebook page likes, facebook comments, and likes of facebook posts. These will be combined to determine the total reach.

Budget

This tactic will be moderate in staff time and cost. Having at least a small update on at least one social media site each day is a basic goal of this tactic as well as regular audience recruitment, so a staff member should contribute an average of 20 to 30 minutes each day for this tactic, although some days will require more or less. Throughout the span of a year, this adds up to about 170 to 185 hours of staff time, including photo uploads and transcribing testimonials. The monetary budget for this tactic only covers profile promotion costs, primarily promoting facebook pages. The monetary budget will be around \$150 to be used at staff discretion to promote and boost Facebook statuses and events as well as the GPLC Facebook page itself.