



MEaP Marketing Brief for Work- based Learning

Student resource

ABSTRACT

This document is an extended brief designed to take you through the basics of social media marketing and what we would like from you.

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Social media marketing



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General Brief

- Posting on Social Media (SM) channels: creating borrowed content on all of our SM channels to develop our SM profile across our channels
- Applying the knowledge above to promote our Easter Intensives.

Phase 1 – Planning

Researching and getting familiar with our brand

You will need to fully familiarise yourselves with the MEaP website www.meap.org.uk and our current SM channels (Facebook, Twitter, LinkedIn). From our site, you will find out about what we do and what our service users expect from us.

Tasks

1. Discuss with Esther and Amber your first impressions of the site (what do you think our values are?) and our SM channels
2. Gather ideas for generating promotional content (see Phase 2; education-related news items from other outlets) on Facebook, Twitter and LinkedIn by having studied the site. Please negotiate a time frame with Esther and Amber for this.

Hint 1: For promotional content: you need to think about what potential students would want to know about us

Hint 2: For promotional content: you need to think about what parents would want to know about us

Hint 3: For promotional content: you need to think about what Local Authorities would want to know about us

Practical task: Set up an Instagram account for MEaP. You will need the MEaP logo for this, please email Ornette at ornette@meap.org.uk



Planning a campaign for Easter Intensives

Task

- Discuss with Esther and Amber your ideas for using our SM channels and the knowledge gained above to create a multi-channel social media promotional campaign and how you will execute the campaign. Please negotiate a time frame for this campaign as the Intensives start April 5th.

Hint 1: You need to think about what would make our Easter intensives attractive to students

Hint 2: You need to think about what would make our Easter intensives attractive to parents

Hint 3: You will need to assign clear tasks within the team and set out a timetable

Hint 4: You can use the existing flyer on <https://meap.org.uk/easter-intensives-online-tutoring/>

Outputs

- 1. Using Zoom to present your ideas to Esther and Amber orally accompanied by a 500-word report (written collaboratively by the team) about your knowledge of MEaP Academy Community Education Centre and its SM presence (audiences)**

Hint 1: Summarise your perceptions of the MEaP Academy Community Education Centre brand

Hint 2: What to look out for – We also want to see your research into how Facebook, Twitter and LinkedIn are used to target different audiences:

<https://www.google.com/search?q=social+media+segmentation&og=social+media+segmentation&ags=chrome..69i57j0j0i22i30l8.9237j1j7&sourceid=chrome&ie=UTF-8> (please also see scholarly articles – free pdfs)

For example, differentiating channels by their audiences.

- Facebook and Twitter for parents.
- LinkedIn and Twitter for Local Authorities.
- Instagram for students.

In your research give expanded explanations as to why certain audiences use certain channels more often than others and how you intend to apply this to our SM presence-building.

Hint: What sort of news item would each audience group be interested in and what SM channel would work best for the news items and why??



For example, would students be interested in social justice campaigns such #BlackLivesMatter, impact of #COVID-19 on youth mental health or the environmental agenda??

Learning Outcome

- You will have demonstrated your understanding of MEaP and its community centre from its website and social media channels.
- This will also demonstrate your understanding of basic market profiling

2. Using Zoom to present your ideas to Esther and Amber orally accompanied by a 500-word report (written collaboratively by the team) about your ideas for a promotional campaign for Easter Intensives.

Hint 1: What to look out for – How Facebook, Twitter, Instagram and LinkedIn are used to target these audiences for promotion.

Hint 2: Who in your team will be responsible for what SM channel, how will you coordinate your efforts to form a campaign and what is your schedule? In other words; what is your plan?

Learning Outcome

- You will have demonstrated your application of knowledge of the MEaP brand to target specific audiences for promotion of our Easter Intensives
- This will also demonstrate your understanding of basic market promotion – also demonstrating a basic understanding how each Social Media channel works



Phase 2 – Delivery

In order to complete this phase, you will need our SM logins:

Twitter - @MEaPSchools

Facebook - <https://www.facebook.com/MEaP-Supplementary-Education-and-Lifelong-Learning-612342882246351/>

LinkedIn – <https://www.linkedin.com/in/meap/>

Building our SM reach and profile

Tasks

- Create borrowed content for these channels. This means looking for education-related news posts from other outlets and re-posting on our SM channels (according to the profiles from Phase 1), perhaps with your spin or take (which you will have written about in your Phase 1 reports!) Remember to be sensitive to MEaP brand.

Hint: Research when the best times of days are for maximum user traffic on each of the SM channels

- Create education-related posts on Instagram for young people ages 12 – 15yrs

Hint: Use your knowledge from Phase 1 about what students would want

Output

Target – three re-posts a day across all channels (as per audience) at different optimum times



Promoting Easter Intensives

Tasks

- Reposting current flyer across current SM channels
- Finding creative ways of linking flyer to current news reposts (current affairs etc)

Output

Target – one flyer-post a week, across all channels (as per audience)

Hint: Try to find different topical news items to link flyer-post to for the week