

Social Media Audit

Facebook –

SWOT Analysis - Updated somewhat frequently, very friendly looking page and inviting. Has great pictures and reviews. Also has a good number of unrelated topics to mix it up a bit. Probably still not enough posts to keep the followers interactive. Does not tell you very much about the actual Marketing Program. Does not do a great job of showcasing the student's skills. After looking over the insights it is clear to me that if the Western Marketing Program wants that page to be successful they need to do a lot better at posting more regularly, and we also need to start boosting some posts.

Who Is Using It – Seeing as on Facebook it will only show you people that you are mutual friends with who also like the page it basically seemed to be past Marketing Students.

Stop, Start, Go – Everything is set up and ready to go for the Facebook Page, it just needs someone that will post regularly with good content. Right now it is very repetitive and not good at showing the skills of people in the program.

Twitter –

SWOT Analysis – Some of the positives include that there has been some updating in the last month with a total of 4 posts. However, there was a giant gap of about 5 months in between those posts. Most of the content put on the Twitter page is just recycled from the Facebook page and most of the time even linked right to the Facebook page, there are also only 196 followers which is lower than what you would want.

Who Is Using It – There are a lot of local businesses as well as former and current students who follow this account. I was surprised to see how many businesses followed this account.

Stop, Start, Go – Twitter as of now is being used as a copycat media, where is basically just mirrors whatever was said on Facebook. The Twitter page needs to have some original content as well, it also needs to post a lot more often.

LinkedIn –

SWOT Analysis – I think this is probably the weakest account out of the marketing mix I am looking at. The one positive with this account is that it stays consistent with the colors and pictures with the other 2 accounts. Some of the bad includes that there is only 1 sentence giving a background on the Western Marketing Program, the last time it was updated was 6

months ago, and they only have 19 followers. This social media can probably get scraped, it is not even worth having out there at this point.

Who Is Using It – I am unable to view the people who follow this account, but if I had to give an educated guess I would assume it is people who have either been in the program or are currently in the program.

Stop, Start, Go – The LinkedIn page is by far the weakest of all the social media platforms. If this wasn't based on being a Marketing Program I would say just scrap LinkedIn and don't mess with it anymore. But I think it needs to be overhauled since it is a Marketing Program and it needs to follow more people and put out content time to time.

The Overall Marketing Mix –

I would say that there is a lot of work to be done, none of the accounts get updated frequently enough, all 3 do a bad job at giving an overview of what this program is like and what it's about. I also think more boosting should be done for the Facebook page because Facebook had the biggest audience and for \$20 to \$60 you can really expand who sees it and I believe it would be a good way to grow the program.