



SOCIAL MEDIA STRATEGY

SOLA AWOJODU | MAY 11, 2022

ABOUT ME

Sola Awojodu

- AAS, Graphic Design, 2014
- BFA, Graphic Design, 2016
- MS, Interactive Media & Communications, 2022
- 5 years of experience in Marketing & Communications
- Audiovisual and Integrate Experience Enthusiast



OVERALL GOAL

*Increase **engagement** amongst AVIXA's audience.*

- Engage with members of the AV community directly



KEY FINDINGS

Twitter: 25.7K Followers

Instagram: 4.2K Followers

LinkedIn: 27, 536 Followers

Facebook: 13.9K Followers

YouTube: 7.02K Followers

TikTok: 245 Followers

Over 11,400 Members



KEY FINDINGS

Strengths

- Content is bright, colorful, interesting
- Informative and captivating tone
- Content is being repurposed across various platforms
- Content covers current association happenings
- Engagement during live events

Opportunity Areas

- Target audience
- Post frequency
- Topics of posts
- Follower Engagement



VALUE PROPOSITION

AVIXA has a lot to offer

AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership.

Broken Down:

- Information & Education
- Community
- AV standards
- Certification
- Training
- Market intelligence
- Thought leadership content



TARGET AUDIENCE PERSONA I

Everyday AV Professionals

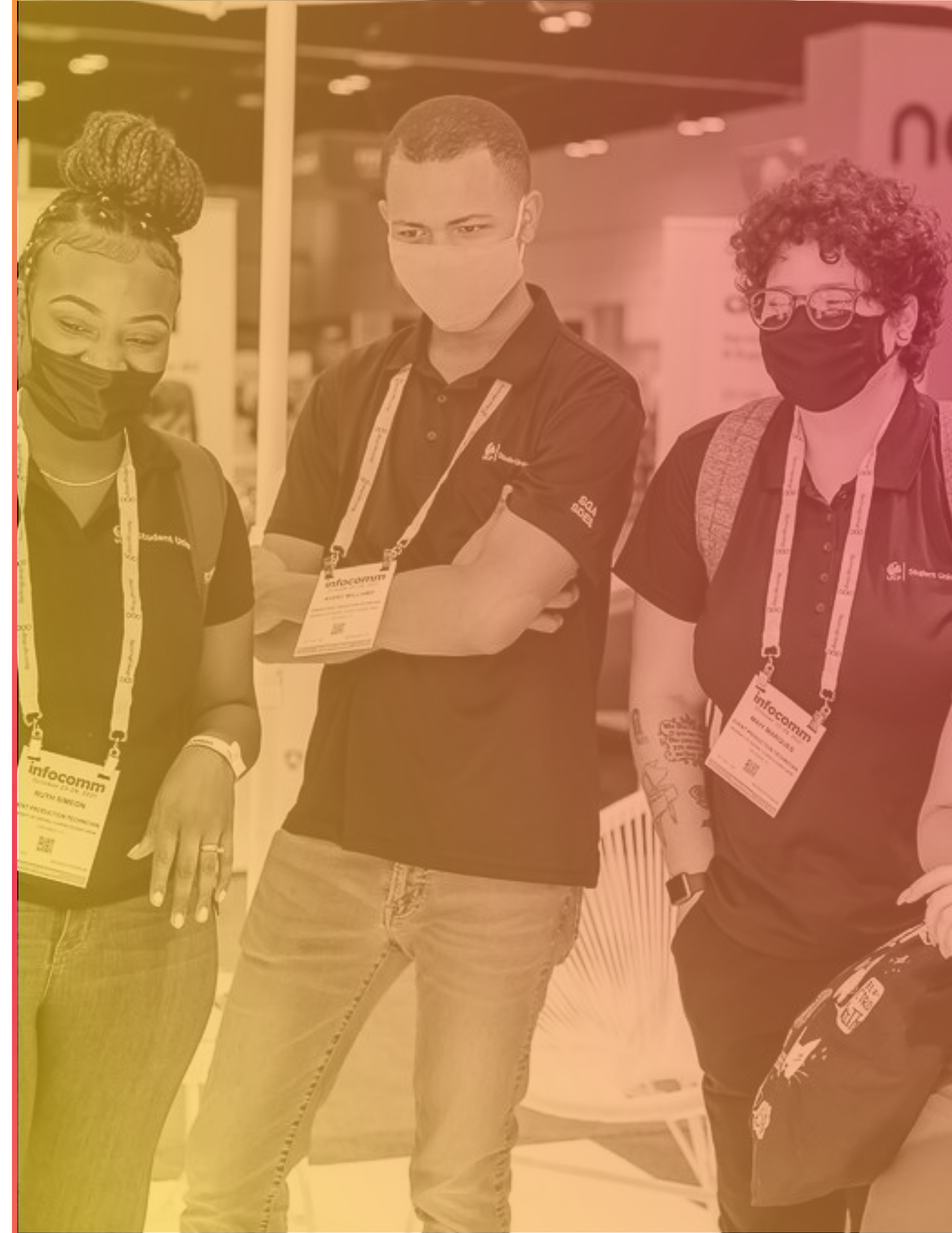
- Individual currently working within the AV industry
- Actively working on the technical aspects of live events, digital signage, audio engineering, etc.
- 28-55 years of age
- Commonly a male, but not limited
- Knowledgeable, experienced, wants to stay current



TARGET AUDIENCE PERSONA 2

AV Enthusiasts

- Individual highly interested in audiovisual technology and integrated experiences
- Beginner or intermediate experience
- 16–27 years of age
- Exposed to or learning about AV in their personal environments (church, school, vr, museums, etc).
- Desires to become an AV professional and/or guru



SMART GOAL 1

*Increase the engagement on social media posts to an average of **1%** of AVIXA's number of followers within **6 months***

- For example, if AVIXA has 100,000 followers across Instagram and Twitter, the association should have a minimum of 100 likes, comments and/or shares (combined) for each post/tweet.



SMART GOAL 2

*Increase the amount of followers to **40k across all platforms by 2023***

- Currently, AVIXA has nearly 5K followers on Instagram and 25.6K followers on Twitter. This year, AVIXA should gain 10,000 followers (combined between Instagram and Twitter), which roughly equates to 1,430 followers per month until January 2023.

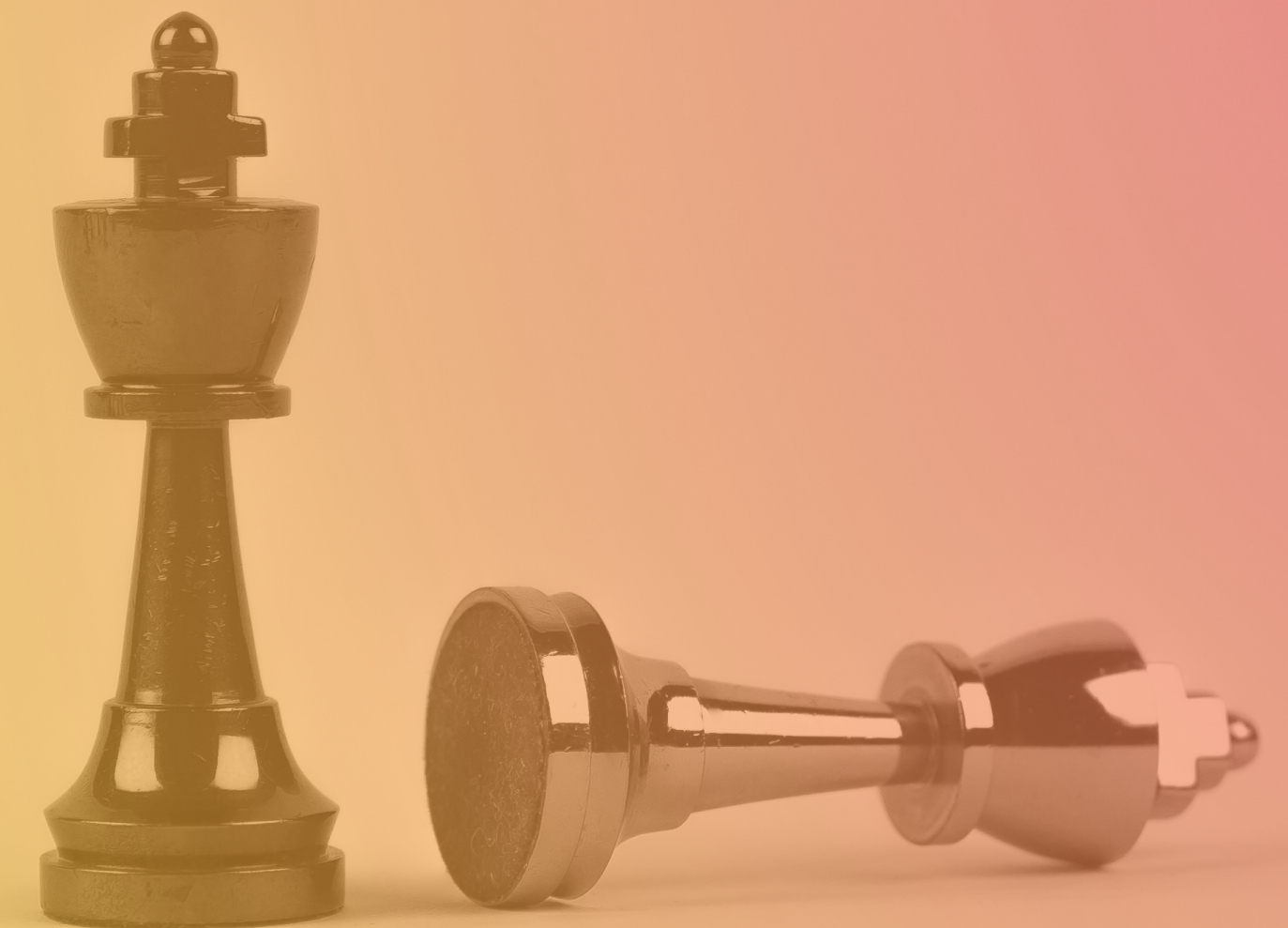


STRATEGY

Engagement overall

- Engage with AVIXA followers by keeping the conversation going and sharing content that encourages a response

Finding creative ways to engage with AVIXA's audience will aid in increasing follower engagement on Twitter and Instagram. AVIXA can start by making it a habit to consistently respond to comments, DMs, and Tweets in a timely manner. Additionally, sharing useful content like AV tips, tricks, lessons, and tutorials can help spark conversations online. Finally, AVIXA can host fun and exciting events exclusive to their social networks, such as giveaways that require audience contributions or contests in which they share content created by real-life AV professionals or companies.



KEY METRICS

Both SMART goals will be tracked via:

- **Follower Count:** track followers to determine overall reach
- **Likes:** to determine overall appreciation and interest level
- **Comments:** to determine follower willingness of direct engagement and interaction
- **Shares/Retweets:** to determine follower willingness to inform others of AVIXA content



INFLUENCER MARKETING

Marques Brownlee

- Significant following (YouTube: 15.6 M, Twitter: 5.8M, IG: 3.6M)
- Complimentary invitation to largest AVIXA event (InfoComm)
- Regularly reviews production technology (cameras, computers, speakers, headphones, etc.)
- Experienced in Interviews



PAID ADVERTISING

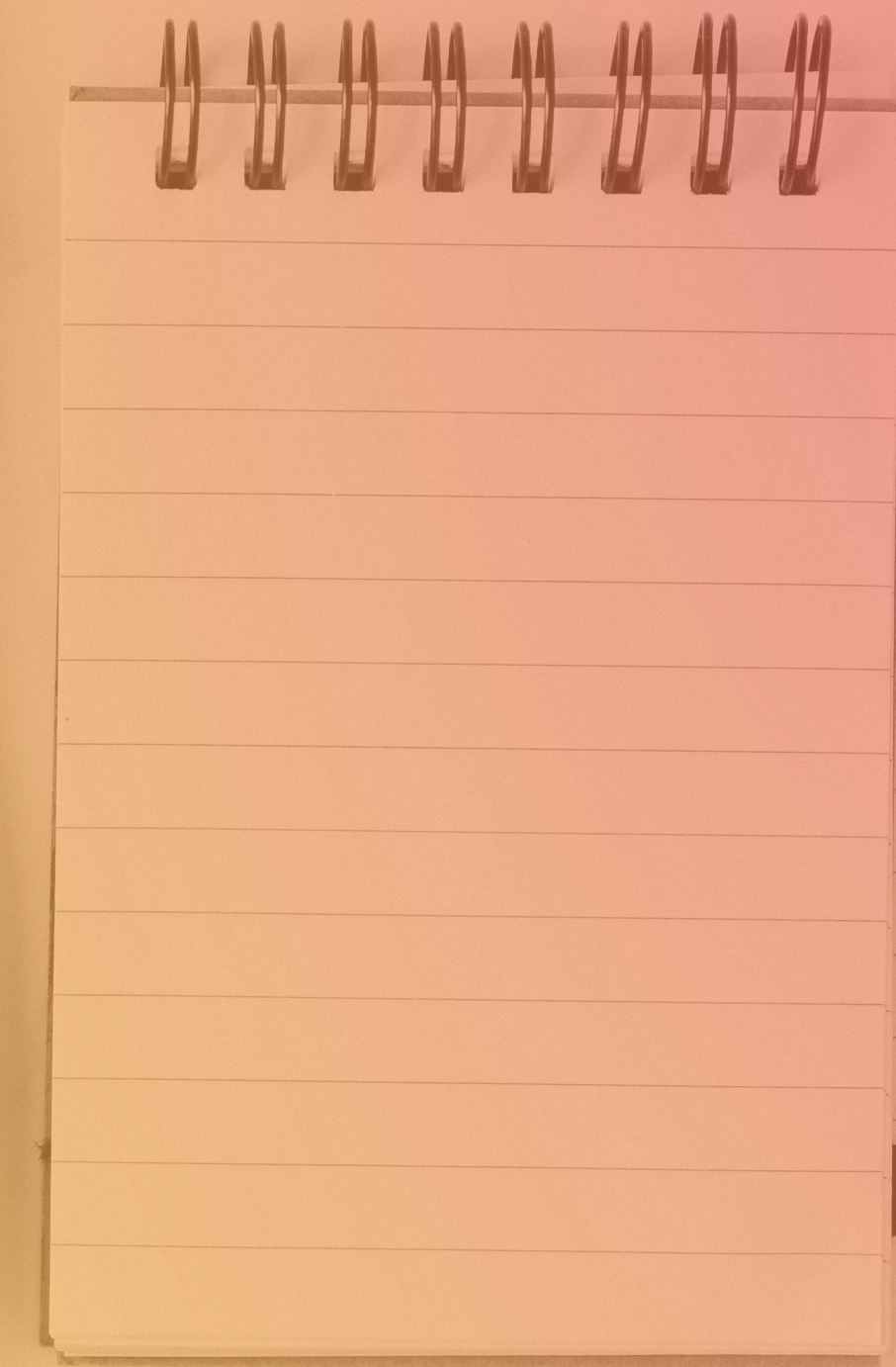
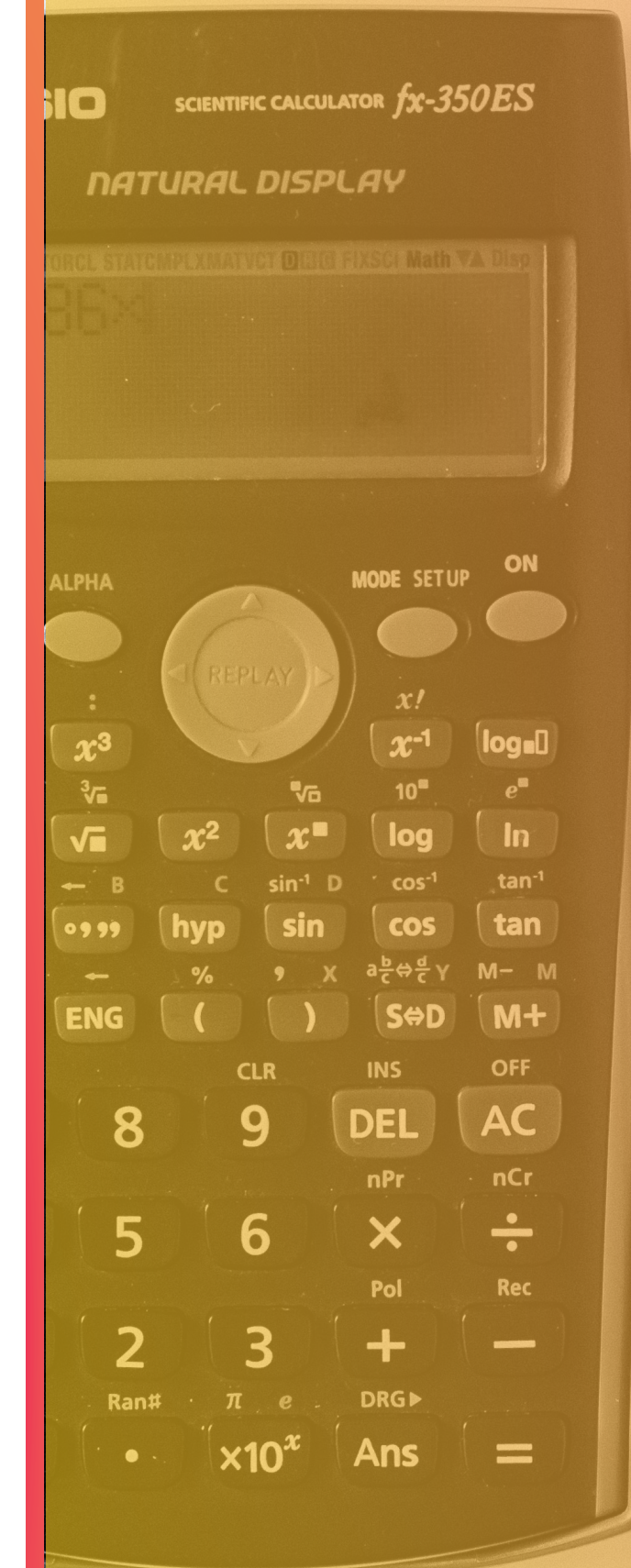
Instagram & Twitter

- \$1K/month per platform
- Topic: upcoming events
- Audience: Persona 1, Aspects of Persona 2
 - AV Professionals
 - Followers of AV interest pages/accounts
 - Interested in AV technology, live events, digital signage, audio engineering, etc.
 - 18-55 years of age
 - All genders

Caption: We're gearing up for InfoComm 2022 and we're excited to see you there! Check out this year's Integrated Experience Tours happening in Las Vegas, June 8-10th.

PROPOSED BUDGET

ITEM	COST	TOTAL
Social Media Manager	\$3,500/Month	\$21,000
Content Development: Designer	\$1,200/Month	\$7,200
Content Development: Videographer	\$2,000/Month	\$12,000
Paid Advertising	\$2,000/Month	\$12,000
Influencer Marketing	\$50,000 1X	\$50,000
	<i>Total</i>	<i>\$102,200</i>



ROLES

Social Media Manager

- Manage social deliverable ideation and creation
- Draft copy
- Post final product

Graphic Designer & Videographer

- Contribute to content ideation
- Create social deliverables

Influencer

- Create original YouTube video with accompanying Twitter and Instagram posts highlighting AVIXA's value



FINAL THOUGHTS

Engagement starts with you!

Although our goal is to increase engagement, it's important to be thoughtful and genuine when connecting with your followers. As you share content, make it a practice to answer DMs, respond to comments, retweet mentions, and keep the conversation going. This will help your followers feel significant to your organization. It will communicate that they matter and increase their trust and loyalty.

Whether on or offline, people can always sense a lack of authenticity, even in your story posts, tweets, or captions. Be sure to prioritize connecting with your followers on a human level.



