



# **SOCIAL MEDIA AND MARKETING**

## *Proposal*

Prepared by : Alejandra Patino

---

Prepared for : Community Education Center

---

# TABLE OF CONTENTS

1

INTRODUCTION

2

OBJECTIVES

3

CONTENT STRATEGY

4

EXAMPLES

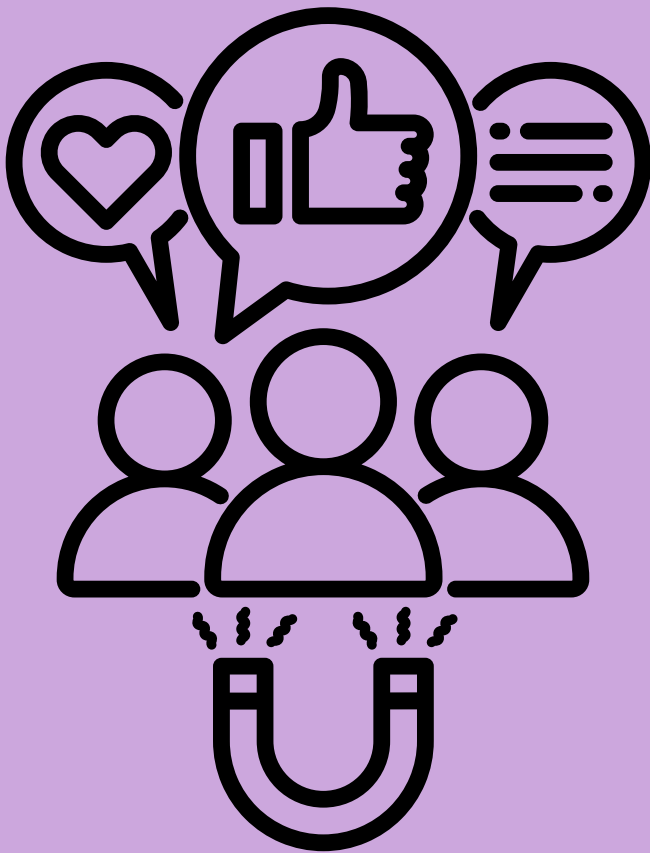
5

COMMUNITY ENGAGEMENT

6

ENGAGEMENT TYPES

# Introduction



The Community Education Center (CEC) of Weber State University has inspired local people to achieve their educational and professional goals through different programs. The organization serves a significant Hispanic/Latino population, which is why the primary course offered—and with more interest—is English as a second language (ESL).

The communication methods currently used to share information with the community include the website of WSU, a Facebook page and a digital board marquee. Although the CEC has a good number of students, it is not reaching its full potential and faces challenges in connecting and interacting with its target audience through social media. Therefore, this social media and marketing project aims to improve and implement strategies for the organization's digital platforms.

As a community center, the plan aims to promote a sense of social responsibility, emphasizing that everyone, regardless of their background, has the opportunity to access affordable, quality education.

# Objectives

Establish CEC as a trusted brand in Ogden City and Weber County, dedicated to serving the Spanish-speaking community while offering educational content with a human-centered approach.

Expand CEC's audience and visibility through strategic social media and marketing efforts, fostering recognition and organizational growth.

Produce high-quality educational and community-focused content, positioning CEC as a key ally for local residents.

## Our Center



### Convenient Location

Our center at 2605 Monroe Blvd. is easily accessed and close to bus stops and the library.



### Bilingual Staff

Our staff members speak multiple languages including English, Spanish, Farsi, Turkish, and Azeri.



### Language Training

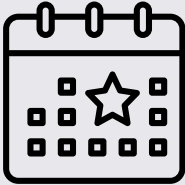
ESL classes and conversational practice help improve your English language skills.



### Community Partnerships

The CEC has partnered with various community & campus organizations to foster community engagement.

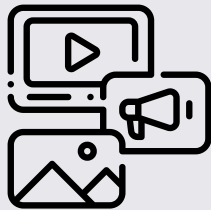
# Content Strategy



## Content Calendar

It will allow us to structure and organize the strategies for the different platforms, based on dates and times that are convenient to strengthen the message.

It is a good tool to anticipate content and have a clearer idea of the format to be used, the type of language, hashtags, etc.



## Content Types

Each social media platform has a different audience, and this will determine the type of content based on the target audience.

We segment content based on the age range, interests and other characteristics. This ensures we create content that hits the mark.



Originally a favorite platform for youth, Facebook has a larger audience of adults **aged 25 to 54**.

They engaged more with **news, familiar content, social events, business and community**.



Comprised of individuals aged **18 and 34 -years-old**. Most of them are students, influencers and freelancers. They are drawn to **visual content, music, fashion, art and lifestyle**.



Comprised of individuals aged **16 to 24**. The content is focused on **entertainment, dance, challenges and viral trends**.

# Examples

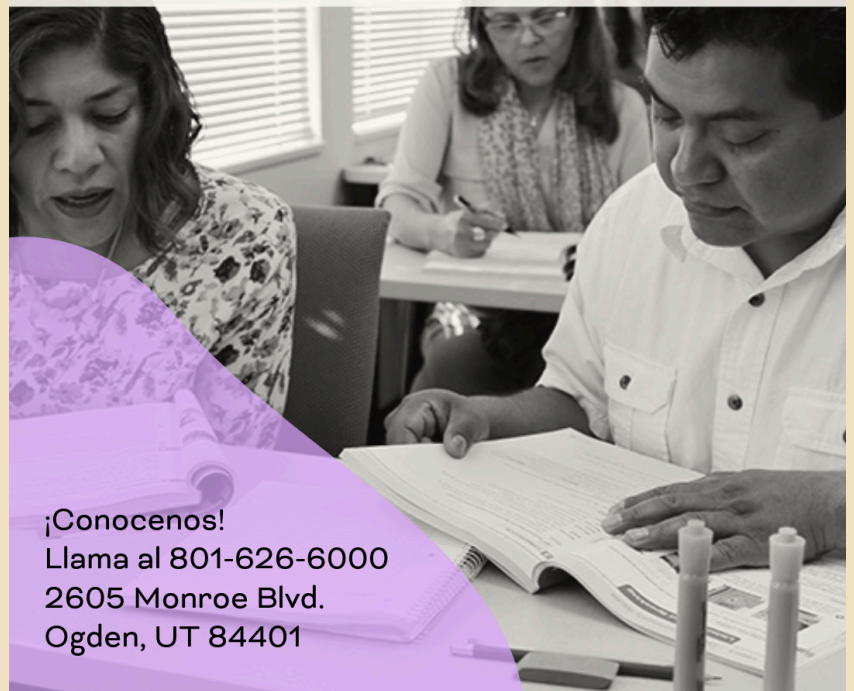
## Infographics



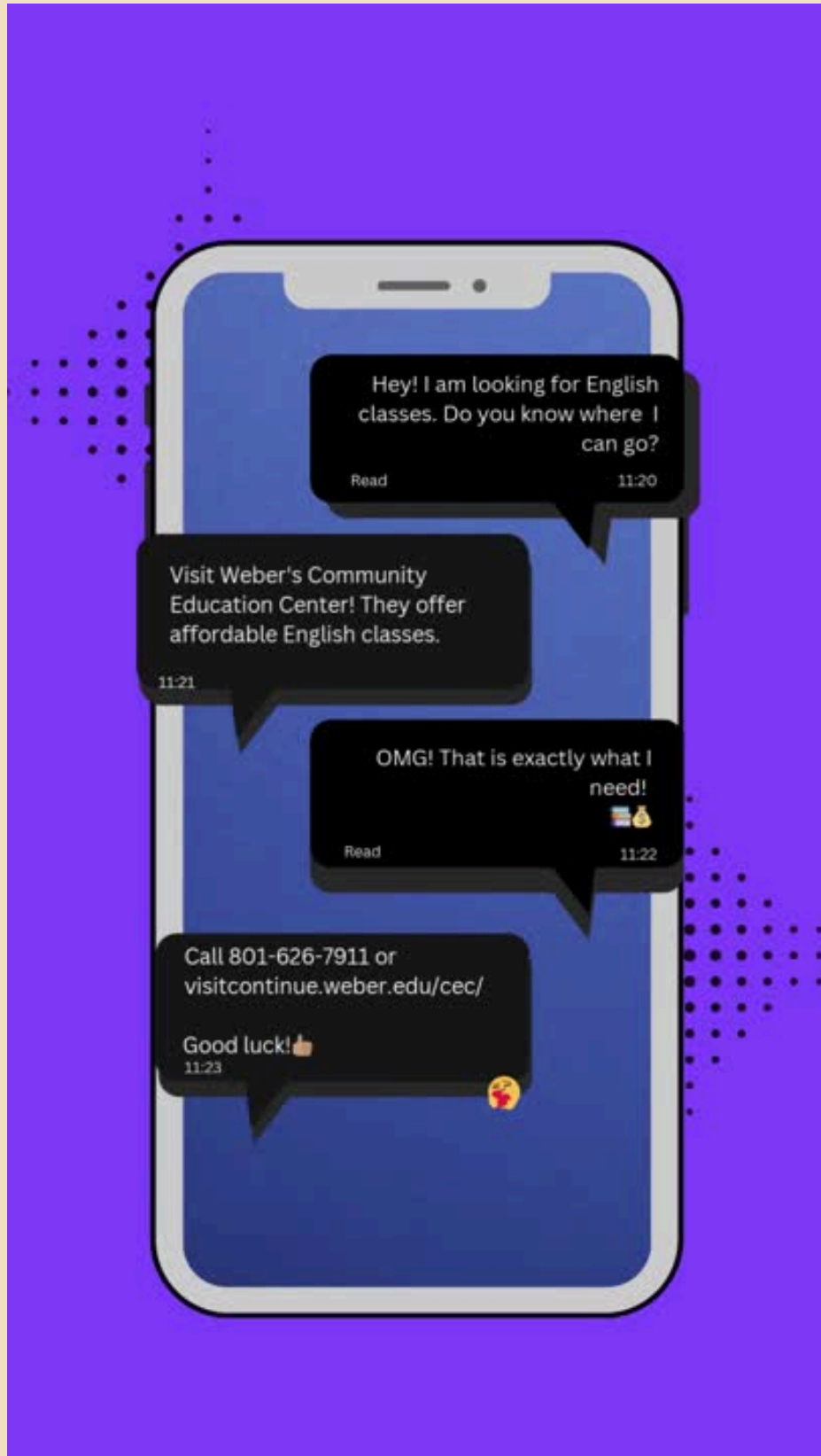
## Square Instagram Post



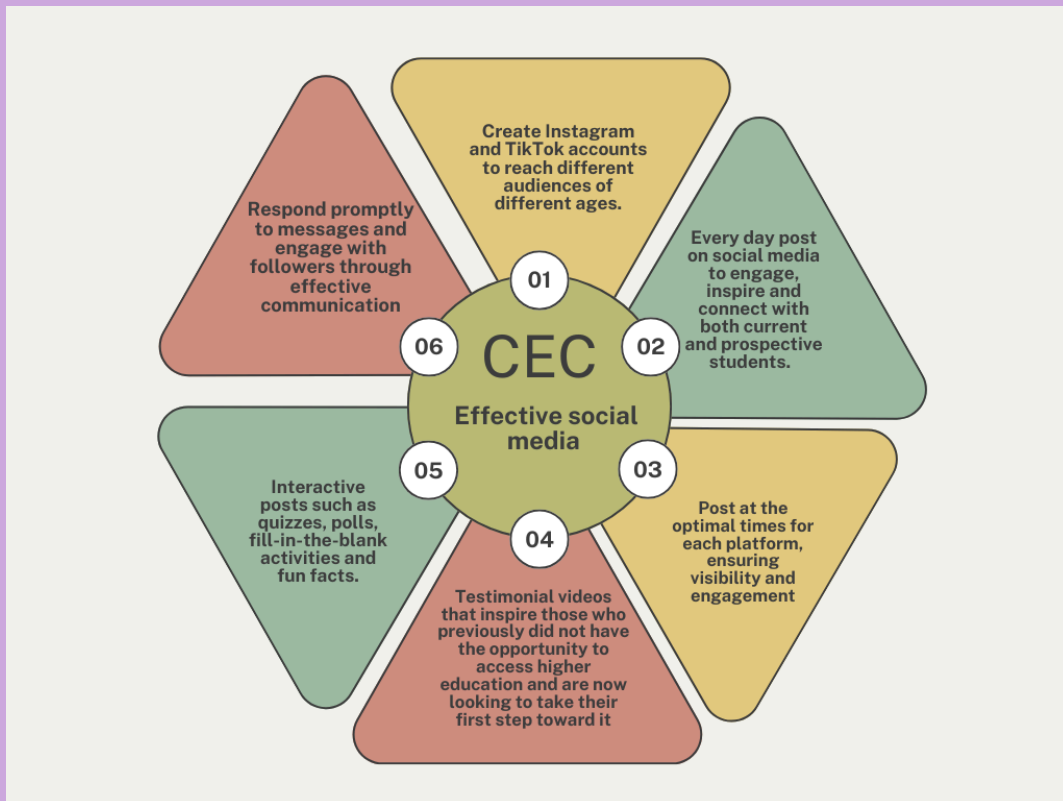
## Community Education Center



## Instagram video or Tiktok



# Suggestions



## Social Media Scheduler

- Facebook: 9 a.m. – 10 a.m. on weekdays, and 10 a.m. on Fridays.
- Instagram: 7 a.m – 8 a.m. on weekdays, and 3 p.m.
- TikTok: 2 p.m. on Mondays, 4 p.m. on Wednesdays, and 8 a.m. on Sundays.

The best days are Mondays, Tuesdays and Wednesdays. Early mornings, lunch time and early evenings.

# Community Engagement

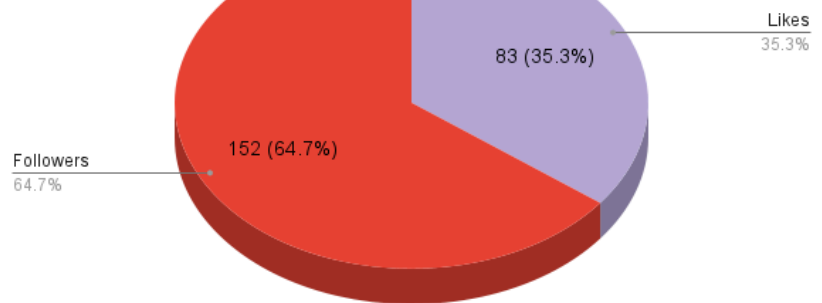
## Social media interaction of the CEC

This chart presents the current data from the CEC's Facebook account

Based on the graph, we can conclude:

- There is visibility, but engagement is lacking
- Interaction is low due to unattractive content
- Non organic followers

## Facebook



## How social media can impact in the marketing of the CEC?

- Increasing brand loyalty
- Empowering communities
- Improving SEO
- Building engagement
- Increasing employee
- Promoting goodwill

## How can the CEC get value?

Education

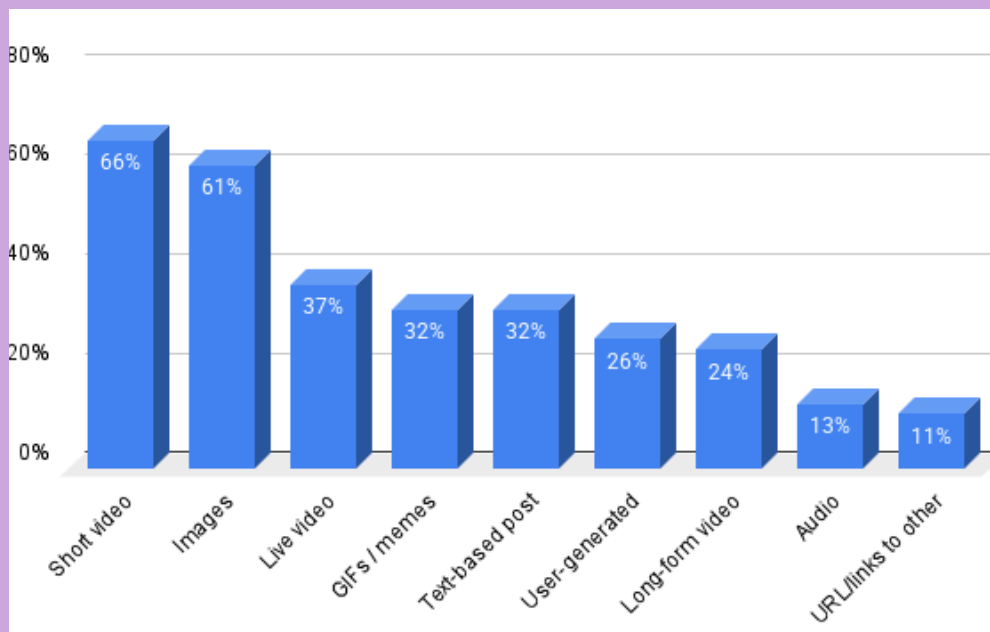
Support

Education

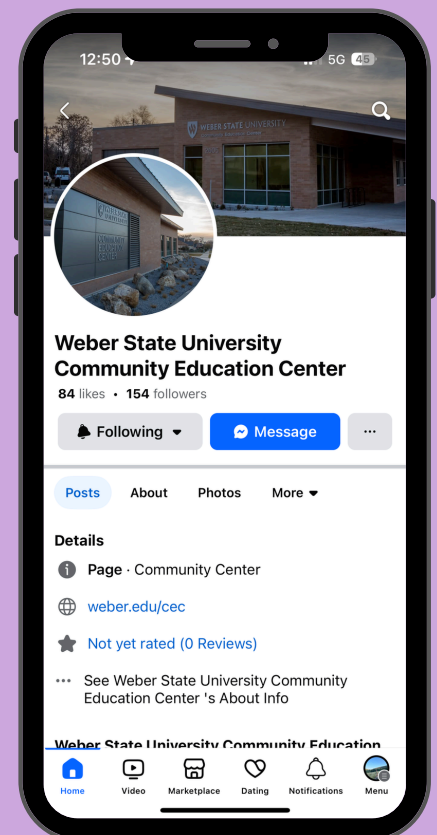
# Engaging types

The analysis of the behavior of the audience will determinate the right type of marketing worth investing in. Engagement metrics such as likes, shares, comments and DMs are great tools identifying and listening to the public.

Content marketing is a big piece of the success of any social media platform since it helps attract costumers to the brand (CEC) by providing useful, timely and relevant informational than aligns to both the organization and the student.



The most engagement types of social content



# References

- Atherton, J. (2023). *Social media strategy: A practical guide to social media marketing and customer engagement* (2nd ed.). Kogan Page.



**“Content is fire, social media is gasoline.” – Jay Baer.**

*Thank You*