Example of Website SWOT Analysis

University of Cincinnati Social Media Strategy

SITUATION ANALYSIS

The University of Cincinnati has a social media presence on Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, Flickr, Foursquare and blog platforms.

Currently, little to no coordination takes place among the more than 130 "officially recognized" UC social media accounts (student organizations and myriad smaller unit accounts are not included). Most did not have a communication plan or strategy in place prior to creation.

Many different types of individuals (students, marketing/communications staff, support staff, faculty, etc.) manage these accounts with varying levels of activity and/or effectiveness.

This environment creates a lack of consistency of message; thereby decreasing communication effectiveness and jeopardizing the UC brand.

In FY13, the university approved funding for a digital communications director in the Governmental Relations & University Communications division. This investment indicates that the university acknowledges the importance of social media and values its potential. One of the first tasks of the director was to develop a university-wide social media strategy.

This strategy document has been crafted and reviewed by a small task force of university social media communicators.

OVERALL STRATEGY

To coordinate and strengthen the university's social media efforts and to incorporate social media as an integral part of an overall communications strategy.

GOALS

1. **Build a collaborative university-wide social media environment.**

2. **Strengthen UC's brand and improve UC's reputation.**

3. **Recruit and retain students, faculty and staff.**

4. **Build a culture of philanthropy.**

5. **Establish social media as an official emergency and crisis communication resource.**

1. **Build a collaborative university-wide social media environment.**
   Objectives *(Tactics denoted by arrow)*

   - Ensure regular communication among those responsible for university-affiliated accounts.
     - ➢ Develop a social media council, led by Director of Digital Communications.
     - ➢ Create, implement and enforce social media policy and social media best practices documents.
     - ➢ Create an approval/review process for any new social media accounts or channels.
     - ➢ Conduct a review process of existing accounts to determine whether to merge and/or eliminate accounts.
     - ➢ Share messages from other university-affiliated accounts.
     - ➢ Share insights, best practices and success stories.
     - ➢ Develop consistent hashtags to be used to aggregate conversations regarding the university (specifically on Twitter and Instagram).
     - ➢ Develop a campus-wide editorial calendar for sharing university news.
   - Provide resources, guidance and strategies to support social media efforts of campus units.
     - ➢ Identify, test and recommend third-party tools, such as social media monitoring platforms.
   - Ensure UC branding standards are met across all social media platforms and accounts.

2. **Strengthen UC's brand and improve UC's reputation.**
   Objectives

   - Integrate social media plan into overall university communications strategy.
     - ➢ Use social media to share top web content created by university units.
   - Reinforce the UC brand.
     - ➢ Develop and promote university key messages in accordance with UC2019 and other key university initiatives.
     - ➢ Share university accomplishments, awards, rankings, etc.
   - Build relationships using social media.
     - ➢ Monitor and respond to all comments, mentions, shares, etc., when appropriate.
     - ➢ Create Social Media Monitoring Team to continually monitor channels.
   - Increase likes, fans, followers, subscribers, pins, etc.
   - Increase engagement levels.
     - ➢ Use monitoring tools to measure engagement and reach.
       - o Facebook Insights
       - o SproutSocial analytics
       - o Third-party tools for Instagram, LinkedIn, Pinterest, Flickr and others.
     - ➢ Proactively engage constituents and join conversations about UC.
       - o Prospective students
       - o Current students
       - o Faculty
       - o Staff
       - o Alumni
       - o Donors
       - o Community members, fans
       - o Parents

- o Visitors
- o Legistlators, government officials
- o Media
- o Others
- ➢ Participate in trends in social media (e.g. Twitter trending topics, #ThrowbackThursday, #FF, internet memes, etc.)
- • Monitor regional and national competitors' social media accounts and trends.
- • Increase exposure for social media accounts.
  - ➢ Use marketing and communications resources and traditional media:
    - o Websites
    - o Billboards
    - o Print ads
    - o Digital signage
    - o Digital media
    - o Public relations pitches to print, radio, television media on social media use at UC

3. **Recruit and retain students, faculty and staff.**
   Objectives
   - • Build relationships with prospective, recently accepted and current students using social media.
     - ➢ Reply, retweet, share, like student posts
   - • Attract prospective faculty and staff and enhance relationships with current faculty and staff.
     - ➢ Share key university news and messages.
     - ➢ Share university and individual accomplishments, awards, rankings, etc.
   - • Increase engagement levels.
     - ➢ Monitor conversations and provide information for those seeking UC.
     - ➢ Use keyword searches on social networks or third-party tools to monitor conversations and respond accordingly.
   - • Push Web traffic to uc.edu, admissions.uc.edu, uc.edu/about, uc.edu/students, m.uc.edu
     - ➢ Deliver prospective students information and links to more information at specific web addresses within the uc.edu framework.
     - ➢ Direct questions and comments to appropriate UC offices/units (admissions, financial aid, colleges, etc.)

4. **Build a culture of philanthropy at UC.**
   Objectives
   - • Use social media to increase awareness about the funding needs and priorities at UC.
   - • Cultivate relationships with prospective donors including students, alumni, faculty, staff, businesses and the greater community using social media.
     - ➢ Reply retweet, share, like posts related to philanthropic UC initiatives.
     - ➢ Share philanthropic university news and initiatives.
     - ➢ Share university and individual donor and scholarship recipient stories, college and university-wide funding priorities, etc.
   - • Increase engagement levels.
     - ➢ Monitor conversations and provide information for those seeking information about giving to UC.

- ➢ Use keyword searches on social networks or third-party tools to monitor conversations and respond accordingly.
- Drive Web traffic to uc.edu/foundation, uc.edu/alumni, uc.edu/1819, etc.
  - ➢ Include calls to action in social posts (give now, support UC).
  - ➢ Deliver philanthropic information and links to more information at specific Web addresses within the uc.edu framework.
  - ➢ Direct questions and comments to appropriate UC offices/units (Foundation, etc.).

5. **Establish social media as an official emergency and crisis communication resource.**
   Objectives
   - Include social media in emergency and crisis communication planning and policies. *(Note that any social media communication can and may be regarded as official university statement.)*
     - ➢ Develop a reporting hierarchy for crises.
     - ➢ Work with Emergency Planning Committee to incorporate social media.
   - Create an action plan for responding to negative comments in social media.

University of Cincinnati Social Media SWOT Analysis

Strengths

- Leadership supporting social media efforts
- Talented staff with social media experience
- Some coordination between top departments
- Ample content for distribution
- Creation of social media council

Weaknesses

- Too many accounts, diluting message
- Lack of overall university communications strategy
- Not enough coordination between accounts/messages
- Lack of authority to enforce guidelines
- No best practices to enforce policies along with training
- No defined roles for social media within each unit
- No consistent monitoring of all university accounts
- Lack of full-time staff/resources

Opportunities

- Large and diverse market/audience
- Various platforms
- Build relationships with key audiences
- Improve customer service
- Creation of best practices document, training
- Supporting smaller units on campus
- Collaboration between accounts – streamlining and combining staff and other resources
- Promote university
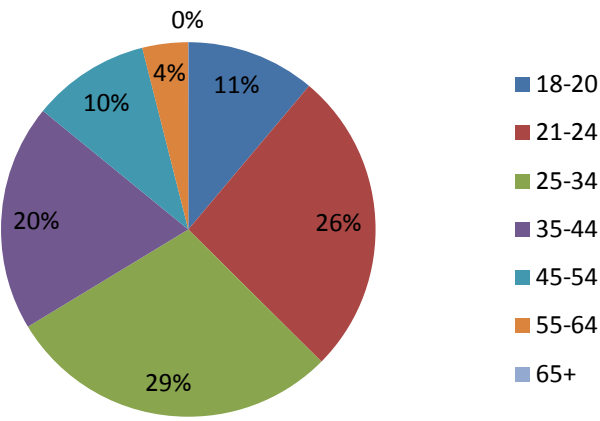- Number of tools for monitoring measurements

Threats

- Ever-changing technologies/tools
- Crisis and negative communication
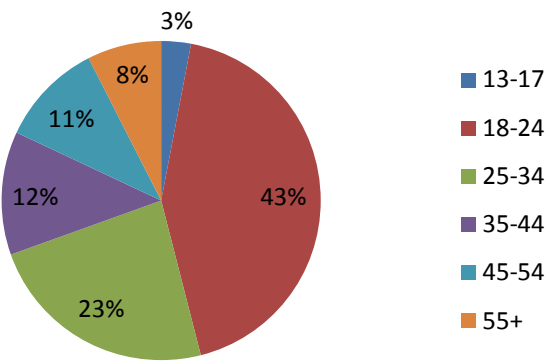- Ease of access to create and use social media accounts

18-20	11.13
21-24	26.31
25-34	28.88
35-44	19.56
45-54	10.15
55-64	3.96
65+	0
13-17	3
18-24	43
25-34	23.5
35-44	12.5
45-54	10.5
55+	7.5

@UofCincy Twitter Followers

3,224   51% Male 49% Female

UofCincinnati Facebook Likes

19,818   46% Male 54% Female

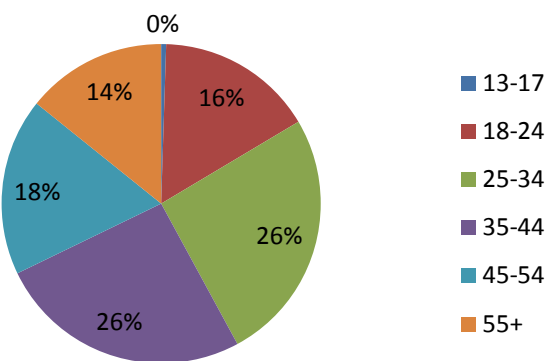|	
18-20	4.65
21-24	13.95
25-34	35.66
35-44	26.36
45-54	16.28
55-64	3.1
65+	0
13-17	0.5
18-24	15.8
25-34	25.4
35-44	25.5
45-54	17.8
55+	14.1

@UofCincyMag Twitter Followers
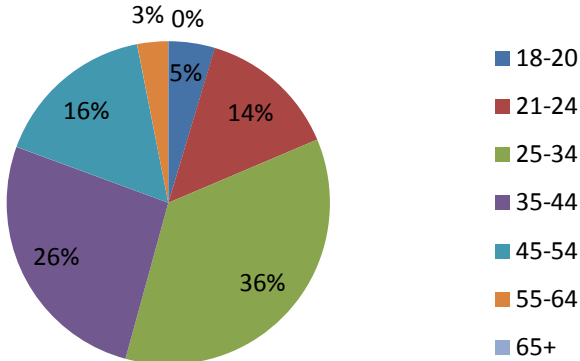
1,308   55% Male 45% Female

UofCincinnati Magazine Facebook Likes

1,441   52% Male 48% Female

18-20	10.21
21-24	18.75
25-34	32.47
35-44	22.1
45-54	11.13
55-64	5.34
65+	0

@PrezOno Twitter Followers

13,283   60% Male 40% Female

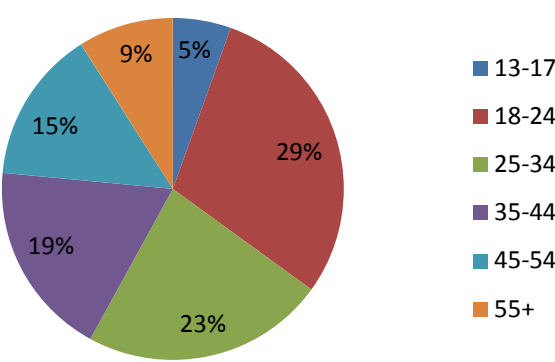|	
18-20	6.66
21-24	17.7
25-34	37.07
35-44	21.47
45-54	12.74
55-64	4.37
65+	0
13-17	5.5
18-24	29.5
25-34	23
35-44	18.5
45-54	14.5
55+	9
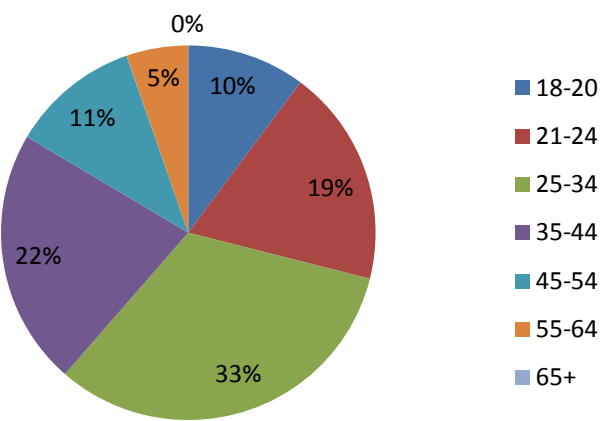
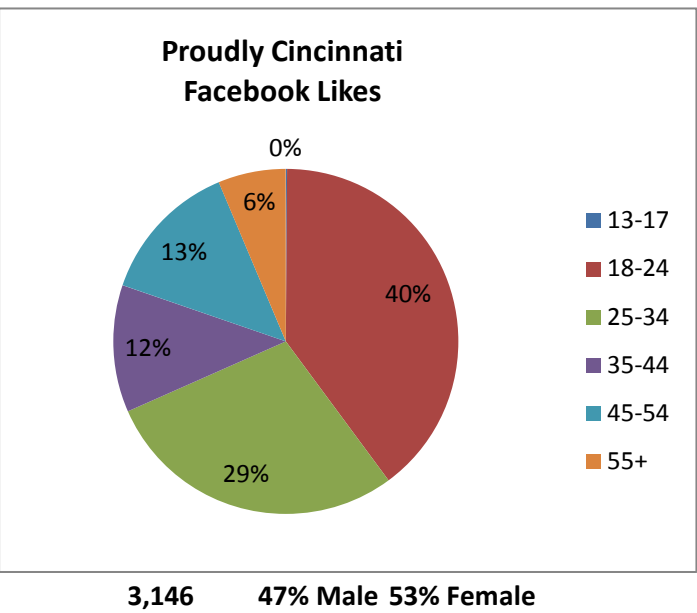## @GoBEARCATS Twitter Followers
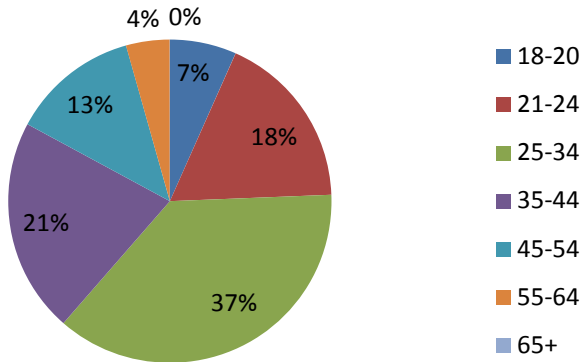
20,134   62% Male 38% Female

University of Cincinnati Bearcats Facebook Likes
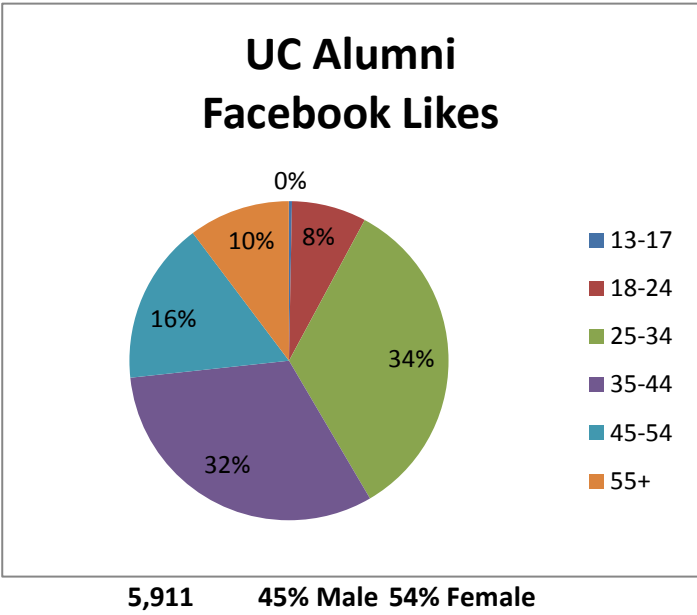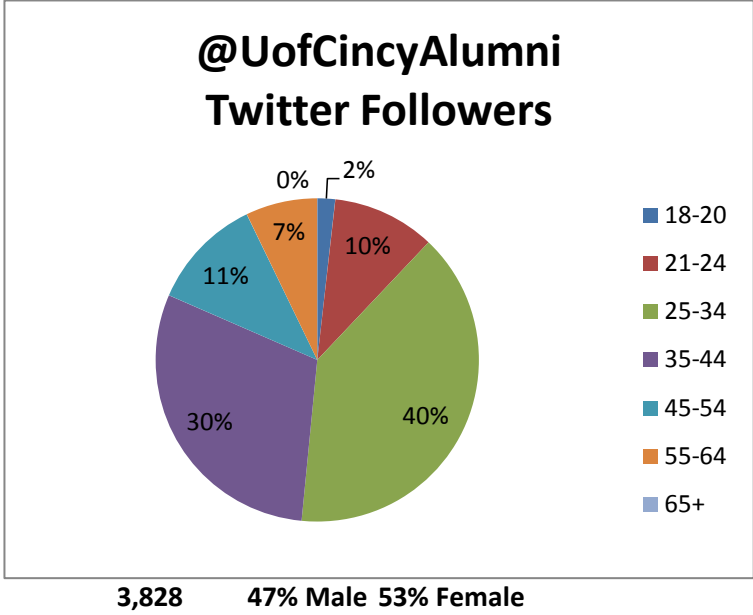

124,069   55% Male 45% Female

18-20	5.63
21-24	14.29
25-34	32.3
35-44	27.92
45-54	12.34
55-64	7.79
65+	0
13-17	0.12
18-24	40.7
25-34	29.2
35-44	12.2
45-54	13.7
55+	6.5

@ProudlyCincy Twitter Followers

Legend: 18-20, 21-24, 25-34, 35-44, 45-54, 55-64, 65+

Slices: 0%, 6%, 14%, 32%, 28%, 12%, 8%

5,165   54% Male 46% Female

Proudly Cincinnati Facebook Likes

Legend: 13-17, 18-24, 25-34, 35-44, 45-54, 55+

Slices: 0%, 6%, 13%, 12%, 29%, 40%

3,146   47% Male 53% Female
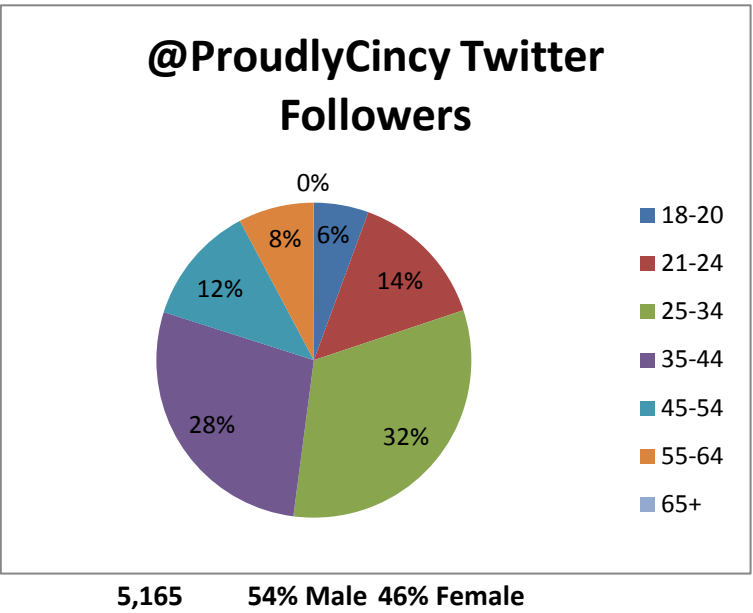
18-20	1.79
21-24	10.26
25-34	39.49
35-44	30
45-54	11.28
55-64	7.18
65+	0
13-17	0.3
18-24	7.5
25-34	33.4
35-44	31.5
45-54	16.3
55+	10.2

@UofCincyAlumni Twitter Followers

Legend: 18-20, 21-24, 25-34, 35-44, 45-54, 55-64, 65+

Slices: 0%, 2%, 10%, 40%, 30%, 11%, 7%

3,828   47% Male 53% Female

UC Alumni Facebook Likes

Legend: 13-17, 18-24, 25-34, 35-44, 45-54, 55+

Slices: 0%, 8%, 34%, 32%, 16%, 10%

5,911   45% Male 54% Female

18-20	1.39
21-24	4.17
25-34	23.61
35-44	37.5
45-54	25.69
55-64	7.64
65+	0
13-17	0
18-24	31
25-34	34
35-44	12
45-54	13
55+	10

@UCHealthNews Twitter Followers

Legend: 18-20, 21-24, 25-34, 35-44, 45-54, 55-64, 65+

Slices: 0%, 1%, 4%, 24%, 37%, 26%, 8%

2,190   54% Male 46% Female

UC Academic Health Center Facebook Likes

Legend: 13-17, 18-24, 25-34, 35-44, 45-54, 55+

Slices: 0%, 31%, 34%, 12%, 13%, 10%

989   39% Male 61% Female
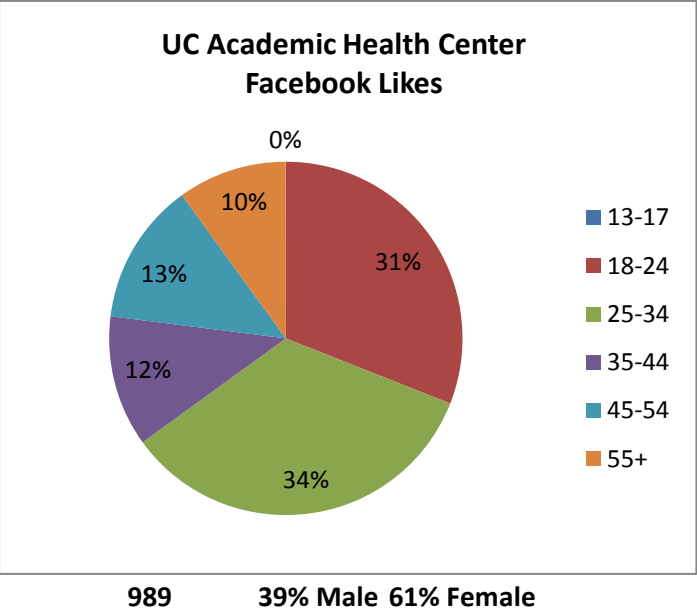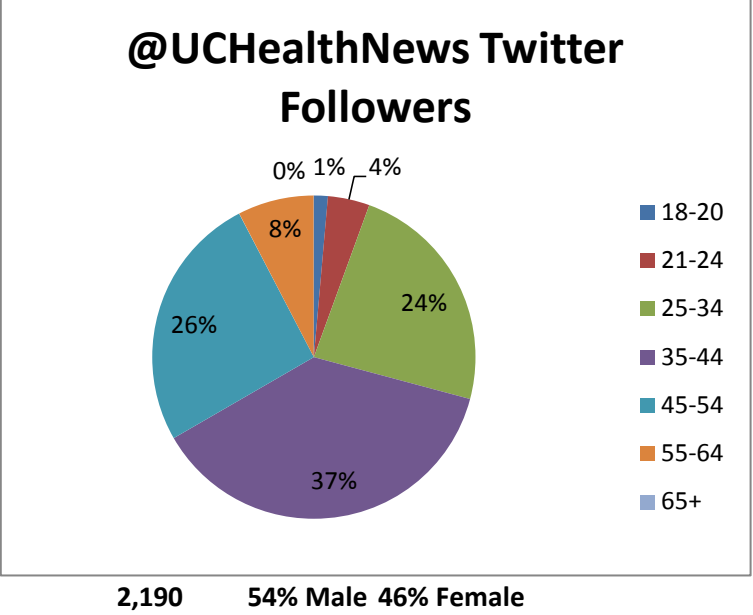
18-20	21.98
21-24	25.92
25-34	20.53
35-44	21.52
45-54	7.68
55-64	2.37
65+	0
13-17	0
18-24	55
25-34	31
35-44	6
45-54	5.5
55+	2.5

Campus Services* Twitter Followers

Legend: 18-20, 21-24, 25-34, 35-44, 45-54, 55-64, 65+

Slices: 2%, 0%, 22%, 26%, 21%, 21%, 8%

2,952   47% Male 53% Female

Campus Services^ Facebook Likes

Legend: 13-17, 18-24, 25-34, 35-44, 45-54, 55+

Slices: 3%, 0%, 55%, 31%, 6%, 5%

4,970   49% Male 51% Female
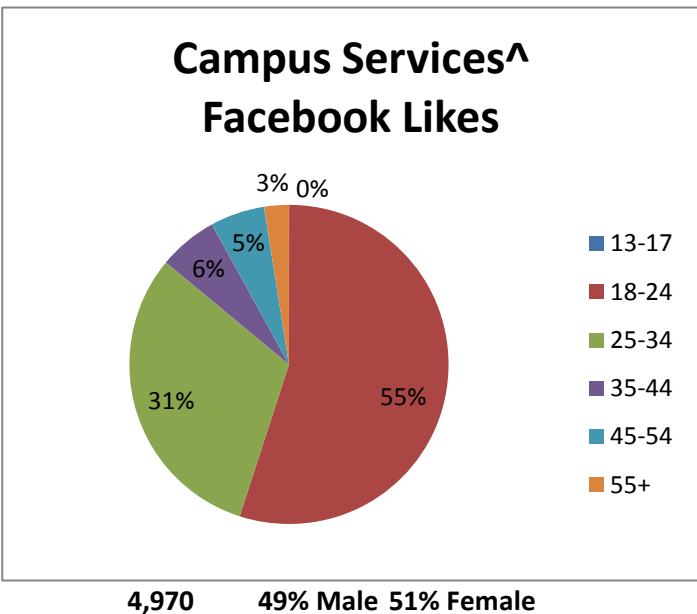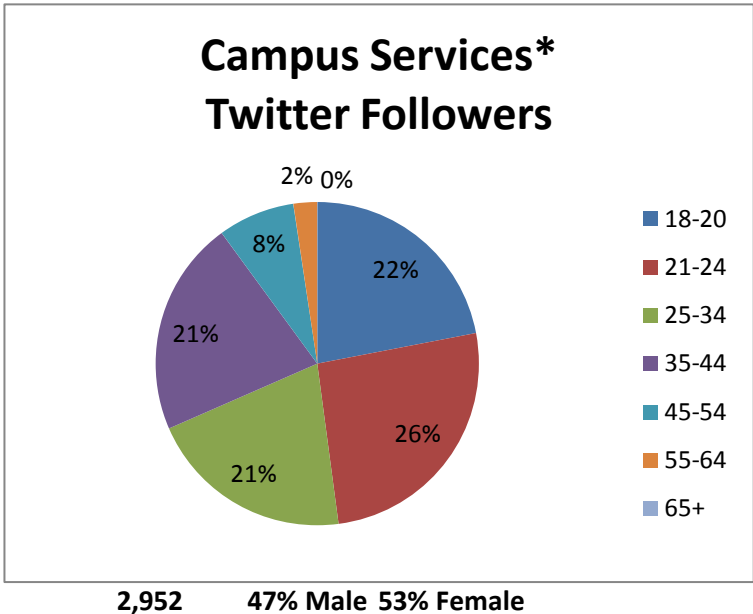
* Parking Services, Campus Recreation Center, MainStreet
  507   856   1,589

^ Campus Recreation Center, Catskeller, MainStreet
  3,297   1,095   578