

PR and Social Media

Objective:

To build and maintain a strong digital presence for the college through strategic public relations (PR) and social media marketing. This plan aims to enhance the college's brand, engage with students, faculty, parents, and alumni, and increase its visibility across platforms.

1. PR and Media Outreach Strategy

A. Monthly Press Releases:

- **Frequency:** 1-2 per month
- **Content:**
 - College events, achievements, awards, faculty contributions, and student success stories.
 - Updates on academic programs, campus infrastructure, and research activities.
 - Collaborations with other institutions, NGOs, or corporate partners.
- **Distribution:**
 - Distribute press releases to local and national newspapers, news agencies, and media outlets.
 - Send releases to digital portals and social media influencers.
- **Target Media Outlets:**
 - Local newspapers (Dainik Bhaskar, Patrika, Nai Dunia, etc.).
 - Regional and national TV channels (News18, ABP News, etc.).
 - Digital platforms and education portals.

B. College Events and Initiatives Coverage:

- **Frequency:** 2-3 events per month (including major events like convocation, guest lectures, workshops, and seminars).

- **PR Support:**
 - Organize press conferences or media briefings for key events.
 - Invite local and national journalists to cover events.
 - Ensure live updates through social media platforms during major events.

C. Alumni Engagement:

- **Goal:**
 - Connect with alumni for feedback, testimonials, and success stories.
 - Encourage alumni participation in events, workshops, and mentorship programs.
 - **Action:**
 - Organize alumni meets and feature stories in PR campaigns.
 - Engage alumni through social media platforms.
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2. Social Media Marketing Strategy

A. Platform Selection:

1. Facebook:

- Target audience: Parents, students, alumni, and prospective students.
- Content: Updates on college events, news, achievements, student stories, faculty features, and educational resources.
- Frequency: 3-4 posts per week.

2. Instagram:

- Target audience: Students, young alumni, and prospective students.
- Content: Event photos, behind-the-scenes campus life, infographics, stories, and reels.

- Frequency: 3-4 posts per week (including Instagram Stories and Reels).

3. **Twitter:**

- Target audience: Academic professionals, media, and industry influencers.
- Content: Quick updates, event live tweets, news snippets, and hashtag campaigns.
- Frequency: 4-5 tweets per week.

4. **LinkedIn:**

- Target audience: Alumni, industry professionals, and prospective students.
- Content: Academic collaborations, research achievements, faculty expertise, and alumni success stories.
- Frequency: 2-3 posts per week.

5. **YouTube (Optional):**

- Target audience: Students and prospective students.
- Content: Campus tours, event highlights, student testimonials, and educational content.
- Frequency: 1-2 videos per month.

B. Monthly Content Calendar:

• **Content Themes:**

- **Week 1:** College achievements, faculty features, and student success stories.
- **Week 2:** Event promotions (workshops, guest lectures, seminars).
- **Week 3:** Alumni spotlight and career services updates.
- **Week 4:** Campus life, extracurricular activities, and cultural events.

• **Hashtags and Campaigns:**

- Use relevant and trending hashtags to increase reach (e.g., #CollegeName, #CampusLife, #StudentSuccess).

- Create monthly hashtag campaigns to engage students and faculty (e.g., #FacultyFriday, #AlumniStories, #StudentSpotlight).
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3. Engagement and Community Building

A. Social Media Interaction:

- **Frequency:** Daily responses to queries and engagement with followers.
- **Content:**
 - Responding to comments, messages, and mentions.
 - Liking, commenting, and sharing user-generated content.
 - Conducting polls, quizzes, and contests to encourage student participation.

B. Monthly Social Media Campaigns:

- **Campaign 1:** "Student of the Month" - Showcase top-performing students from various programs.
- **Campaign 2:** "Faculty Insights" - Share thought leadership articles or videos from faculty members.
- **Campaign 3:** "Throwback Thursday" - Feature old photos, historical milestones, or alumni memories.

C. Online Reputation Management (ORM):

- Monitor social media platforms and online forums for mentions of the college.
 - Address any negative feedback promptly and professionally.
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4. Analytics and Reporting

- **Social Media Insights:**
 - Track growth in followers, engagement rates, and click-through rates.
 - Measure the performance of individual posts and campaigns using platform analytics.

- **Monthly PR Report:**
 - Track the reach and impact of press releases and media coverage.
 - Provide a summary of media mentions and feature stories.
 - **Quarterly Review:**
 - Analyze the overall success of the PR and social media campaigns.
 - Adjust strategies based on feedback and results.
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5. Budget Estimation (Monthly)

Activity	Estimated Cost (INR)
PR Activities (Press Releases, Media Outreach)	₹15,000 – ₹20,000
Social Media Management (Content Creation & Posting)	₹25,000 – ₹30,000
Event Coverage (Photographer, Videographer, Live Streaming)	₹10,000 – ₹15,000
Total Monthly Estimate	₹50,000 – ₹65,000

6. Conclusion:

This PR and social media plan is designed to strengthen the digital presence of the college, improve communication with current and prospective students, engage alumni, and enhance the overall brand reputation of the institution. The proposed strategies will ensure continuous interaction, recognition, and growth for the college in both the online and offline spheres.

Signature:

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