

# Western Urban Planners

## Social Media Plan and Example Posts

To: Board of Officers, Western Urban Planners  
From: Michaela Vue, PR Team member  
Date: November 20, 2015  
Re: Social Media Plan and Example Posts

Western Urban Planners Facebook page is currently active and open to the community. The space provides a way to communicate events, ideas and opportunities to their members. The facebook page is a great resource, however; under utilized by the community. The page has 51 members including club officers out of the 15,000 Western student population.

To increase the amount of members and engagement I propose a social media plan. The plan will help WUP network, brand and gain publicity for the club. The plan is an outline of Facebook posts and themes to interest all of your members. Having a social media plan allows your club to organize what, when, and how to reach your members and communicate effectively.

The social media plan is detailed to the day and time the posts should be posted. Statistics show people like consistency and patterns. I have set most the posts at 11 a.m. and 3 p.m. when Facebook is most used. It is also known posts with pictures get 53% more likes, 104% more comments and 84% more click throughs. Posts with 80 characters or less get 66% more engagement. Another statistic shows “ask me anything” posts receive 100% more comments than non question posts.

In summary, I have used the statistics above to design a unique and effective social media plan for your club. The posts are made with the club’s mission to outreach, educate and collaboration in mind.

The contents of the Western Urban Planners Social Media Plan and Example Posts include:

- Introduction
- Week-long schedule
- Example posts
- Additional helpful social media guidelines

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## Social Media Plan and Example Posts

### Introduction

#### Club Mission:

To promote a culture of sustainable design, environmental awareness, and social justice within the urban planning practice, while providing an enriched learning environment for current and future generations of planners

#### Social Media Mission:

Social media creates a platform for Western Urban Planners to network, brand and gain publicity. The platform aids the club in accomplishing their mission.

#### Social Media Audience:

The Facebook page will first and foremost service Western Urban Planner's club members and Western Washington University Community.

#### Social Media Voice/Tone:

To reach the club's mission, the voice and tone of all social media should be inclusive, inviting, friendly, informational, and fun.

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Social Media Plan, Monday Through Friday Schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday
11 a.m.	Happy Monday Events for the week	Showcase a Professional	Urban Planning News	Post Teaser Pic for Club Meeting	Happy Friday Weekend Idea
12 a.m.					
1 p.m.					Post Meeting Minutes
2 p.m.					
3 p.m.	Monday Meme	Post a Job or Scholarship Opportunity	Ask Me Anything (related to club)		Fun Fact Friday
4 p.m.					
5 p.m.					
6 p.m.					
7 p.m.					
8 p.m.				Post Pic of Club Meeting	

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### Example Posts:

Happy Monday! Here are events to look forward to this week!

Bikes gallery presented by AS Productions at 6 p.m. on Thursday in VU Gallery.  
<https://www.facebook.com/events/977619368951602/>

WUP meets Bellingham Planning Department at 4 p.m. on Friday at City Hall.  
<https://www.facebook.com/events/143238702700435/>

This week's Meet A Professional is Rick Sepler. Sepler was recently hired in 2014 by City of Bellingham and got his masters of urban planning from UW. His best advise for urban planning majors is "\_\_\_\_\_."

Ask Me Anything:

Students often ask us if you have to be an urban planning major to join. The answer is no. We welcome everyone to learn about our community with us. Join us at 8 p.m. Thursday in ES 318. Bring a friend!

Need a study break? Join us for some bubble fun at 8 p.m. today in ES 318!

Happy Friday! We are hosting a club social at noon this Saturday to meet and greet new members. Bring a friend and enjoy pizza with us.

If you missed yesterday's meeting don't be left out. Read our meeting minutes to find out!

It's Fun Fact Friday! Did you know there are only 16 accredited urban planning universities in the nation? Western is about to become 17 on the list.



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Additional Helpful Social Media Guidelines:

Facebook name should be club name: Western Urban Planners

Update Facebook description to mission statement

Network by liking other related clubs:

- Seattle Urban Planning Advocates
- WSU Urban Studies

Network by liking other related organizations:

- U.S. Environmental Protection Agency

Update Orgsync to link to current Facebook