



NATIONAL CENTRE for
**AUSTRALIAN
CHILDREN'S
LITERATURE^{Inc}**

PROJECT PLAN

NATIONAL CENTRE FOR AUSTRALIAN CHILDREN'S LITERATURE

SOCIAL MEDIA STRATEGY

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CONTENT PAGE

| | |
|-------------------|-------|
| INTRODUCTION | 3 |
| AUDIENCE | 4 |
| PRODUCTS | 5 |
| POSTING SCHEDULE | 6 |
| POSTER | 7 |
| MEASURING OUTOCME | 8 & 9 |
| SUMMARY | 10 |
| ATTACHMENTS | 11 |

INTRODUCTION

SUMMARY OF PROJECT

The NCACL project plan includes the creation and implementation of a clear social media strategy with the goal of directing the centre towards improved audience engagement and a coherent brand visual. In short, the NCACL Social Media Strategy Team is trying to further the reach of the NCACL's Facebook page and to accumulate more active social media users who wish to engage with the page.

CLIENT BRIEF

Whilst social media is being used, it is undertaken without a clear strategy and in an ad hoc manner. It is likely that with a clear strategy and direction, the Centre can take up the opportunities of social media, to engage with its audience to a greater extent by communicating spontaneously with them and listening to their voices.

The NCACL and the team have an understanding that the team will work to create a strategy for the organisation's social media pages (Facebook and Twitter). This will be achieved by researching social media strategies for the team to then create material, templates, posters tiles and other content for the organization to utilise.

SITUATION ANALYSIS

The centre is run by less than 10 volunteers with only a few being full time. The organisation has requested funding and grants but does not have a large enough budget to further the organisation dramatically. There is a database of some 1,500 people and organisations available for publicity and promotional activities. A newsletter is emailed to around 1,000 people across Australia.

The NCACL's social media includes Twitter@NatCentAusChLit, created in May 2014 and Facebook <https://www.facebook.com/NCACLAustralia/> created in June 2014. And as of the 25th of October 2021, the NCACL Facebook page has 4,050 followers and 5,183 followers on Twitter.

PAIN POINTS-- THE 3 Cs

CONSISTENCY, CONTENT AND CONNECTION

A consistent brand visual is one of the most valuable intangible assets an organisation can have. Cohesive branding allows for the organisation to be set apart from the competition. Strategic consistency in the visuals as well as content creation leads to strong brand equity and can ultimately allow the audience to form an emotional attachment to the organisation. This emotion can then form positive perceptions that go along with that connection. An example of how the 3C's can be applied is by using the brand elements such as colours or graphics consistently on posts and published material for the audience to form cognitive associations and expectancy.

AUDIENCE

IDENTIFYING THE TARGET AUDIENCE

Children's literature is aimed at young individuals generally of primary school age and includes content based on puzzles, games and toys. However, the NCACL cannot reach those of the younger age. So our objective is to target their guardians. As of the 17th of September 2021, the NCACL Facebook page has 4010 followers and its Twitter account has 5153 followers. From the analytics provided by these social media platforms, we have determined that most people who engage with the current content are in the education sector. We also determined that almost 90% are female users and within the age range of 40-55. From this analysis, we have established a focus for whom we are creating our content for; a 40 to 55-year-old female who works in education.

SITUATION ANALYSIS

After the identification and research of our audience, their behaviour, and tendencies we have come to the conclusion that Facebook is the best platform to connect with them. This is due to four reasons:

1. **COVID-19 impacts:** Due to the pandemic, Australian social media users are becoming more active online. This increase in social media usage has driven growth in Australia's e-commerce world, and by 20% overall across Facebook, Twitter and Youtube (Page, R. 2020). This has implications on how organisation and brands promote their services online.
2. **35 to 44-year-old people are more likely to engage on social media**, particularly Facebook, as it gives them a chance to be social with no physical constraints associated and this demographic also cuts into our target audience.
3. **Educational institutions are having to digitise their presence** along with educators being more active on social platforms. This has become more important due to educational institutions having to conduct remote learning.
4. According to Medium as of 2020, they say that **female Facebook users are more likely to share and engage with content**. It is suggested that "female topics" tend to get more likes, and female users have 8% more friends than males. (Medium, 2020)

PLAN

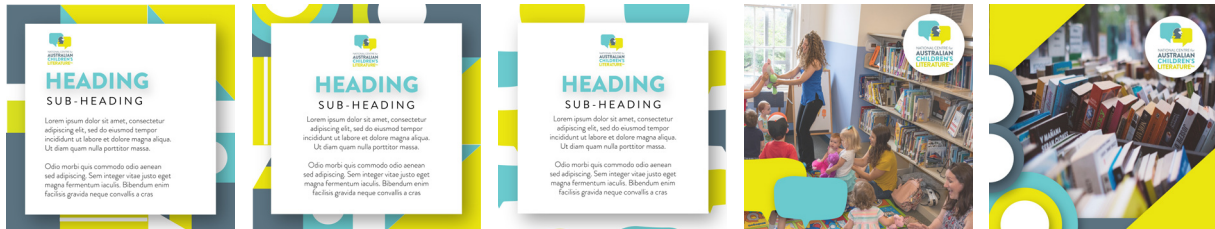
With the research and target identification in mind, we have decided to create a clear strategy, the centre can utilise social media to engage with its target audience-communicating with them and listening to their voices and also utilising the algorithm to reach a broader audience.

The organisation should consider posting content on social media on a regular schedule. The content should relate to the brand and goals of the centre. It is important that the content has a theme of consistency to help build the brand of the NCACL.

PRODUCTS

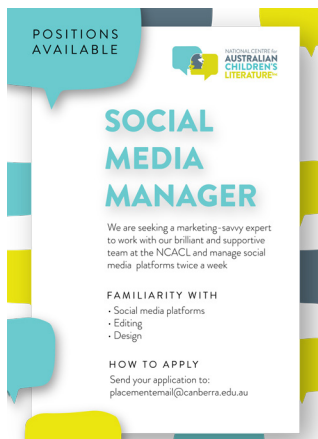
DESIGN TEMPLATES/FRAMES

The first item is social media tiles. We have created a range of social media design templates and frames in various different sizes that can be easily edited for the NCACL to utilise and create a stronger brand visual coherency. This will allow for the organisation to become more impressive to the audience which ultimately leads to increased engagement and memorability.



POSTING SCHEDULE

With the design templates, we have also created a posting schedule. This posting schedule creates consistency which leads to increased engagement, audience expectancy and overall creates better content as it is planned ahead of time.



RECRUITMENT POSTER

A social media manager recruitment poster that we have discussed with the client for it to be posted and advertised was designed to advertise the open position.

These are mock-up designs to show what the designs would look like in real life as we were, unfortunately, unable to put them up in person due to the lockdown. Due to this as well, we were unable to conduct a photography session that we were planning to do to provide images for future content.

These designs are created following the existing NCACL style guide. The most impressionable branding element is the three colours which are bright green, blue and cool-toned grey, which we used throughout the design the graphic elements being the text bubble on the logo which we took and created a pattern, we also created an abstract asymmetrical pattern which is slightly different to the rounded edges that the current brand shows but it creates a new fresh look. The typeface we used is Brandon Grotesque in various different weights to establish hierarchy. This sans-serif font creates a simple and clean look which increases readability. We ensured to stick to the provided guideline to unify these new design elements with the already existing ones.

POSTING SCHEDULE



| | |
|-----------|---|
| MONDAY | Updates/content about the NCACL (e.g. recent and upcoming events) |
| TUESDAY | Not scheduled |
| WEDNESDAY | Stories/posts about the industry (e.g. links to articles, webinars, etc) |
| THURSDAY | Not scheduled |
| FRIDAY | Not scheduled |
| SATURDAY | Polls to generate attention, engagement and views |
| SUNDAY | Not scheduled |

POSITIONS
AVAILABLE



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SOCIAL MEDIA MANAGER

We are seeking a marketing-savvy expert to work with our brilliant and supportive team at the NCACL and manage social media platforms twice a week

FAMILIARITY WITH

- Social media platforms
- Editing
- Design

HOW TO APPLY

Send your application to:
placementemail@canberra.edu.au

MEASURING OUTCOME

Due to the Covid-19 Australian Social Media users are more active across all media (both traditional and digital) however the increase in social media channels has risen substantially. While between 5 pm and 8 pm is the most popular time to access social media, Australians access social media multiple times throughout the day. Social media consumption is very evenly spread throughout the day. The most popular platform is Facebook followed by Instagram. Facebook's penetration is spread relatively evenly across age sub-groups, Instagram's user base has a slightly younger and more female skew.

The main reason people use social media is to feel connected, to pass the time and to send messages to other users. Figures tend to change through different demographics. 35-44-year-olds were significantly more likely than any other age group to use social media to send messages or make calls (59%), share photos and videos (56%), connect with like-minded people/ community groups (45%) or explore new brands (36%). 65+ year olds were significantly more likely than any other age group to use social media to connect with family and friends (86%).

Brands are holding a much larger share of voice in the issues and values of today and we are increasingly reliant on brands to keep us positive, keep us entertained, and provide value in our daily lives. Figures show 43% of Australians say that following a brand on social media helps them trust the brand more. As for disengaging, the two main reasons Australians unfollow brands are that they 'move on/ lose interest' or because brands posts appear 'spammy'. Australians are fairly transactional when it comes to following brands on social media. The top three reasons given for the following brands were for access to discounts and promotions, brand product info and updates, and inspiration and ideas.

GROWTH THROUGH "VOLUME"

We can monitor the growth through the "volume" of social media platforms and see how much impact the NCACL social media is making. Simply put, volume measures how many people are talking about the brand, and in this case, the organisation.

Questions that can help measure these are:

How large is the conversation around the NCACL?

Are people talking about the NCACL content and events?

Ways to do this:

1. **See how many mentions the NCACL page receives.** When people mention the NCACL page account in their posts, a notification will usually appear notifying that you have been attributed. This also applies to Twitter.
2. Similar to the first method, but without the attribution or "tagging" of the page username. Notifications will not usually appear when this happens, so this may arise as an issue when **people share your content**, but there are tools that can monitor these mentions in the analytics.
3. A common way people might talk about the brand is by **using hashtags** to the related events, content, products, services or campaigns that the NCACL presents.

MEASURING OUTCOME

NURTURING ENGAGEMENT

Engagement is measured by how the audience is interacting with the content and brand across the social platforms, and is by far the most significant metric. Facebook engagement, for example, is measured through comments, likes and shares, while on Twitter, this would translate to tweets and replies. The higher the engagement means the audience is aware of the NCACL's presence, and trust the brand. High engagements rates also increases the likelihood of a viral reach, this can be an indicator that there is a community present around the organisation.

Ways to measure the engagement:

1. **Likes and shares** is the easiest metric to track as the notifications indicate these actions.
2. By looking at **audience growth**, or the number of followers gained through a specific period of time can inform and influence the posting schedule and cadence.
3. **Audience mentions** can help identify the most engaged users whilst also boosting the overall reach.

THE REACH

While the volume in analytics measures how many people are mentioning the brand, the reach, measures how many people have seen the distributed content. The reach can be an indicator of the audience size and can also measure how far the content spreads across the social media platforms. This is calculated whenever your account appears on somebody's timeline.

This metric comes in 3 different ways:

1. Organic Reach: The number of people who have viewed your content through their news feed. This metric is given an increased more value by social algorithms to content that have been shared by followers.
2. Viral Reach: This reach indicates how much of the audience have seen the content based on social sharing.
3. Paid Reach: This is the number of people who saw your content through a paid promotion.

Here are ways to optimise the organic reach of the NCACL social media platforms:

- **Optimising your profile by using target keywords** in the NCACL social profiles increases the chance of discoverability. Ensure the description of what the organisation offers is clear.
- **Being personal** by using ensuring the correspondence to content as well as one-on-one engagement sounds like a genuine conversation. This creates a sense of trust between the NCACL and the audience.
- **Sharing content that adds value** such as education or entertaining posts are usually more well received than that of a promotional nature.
- Curation provides an opportunity to build a relationship with other similar organisation by doing something as simple as **sharing their content** and interacting with them.

SUMMARY

By implementing these deliverables, the outcome should increase audience interactions with the NCACL's overall account which leads to increased engagement, influence and memorability. You may be aware that social media like Facebook use algorithms to direct users' attention to sites that are more frequently engaged with. So we are also hoping that the algorithms Facebook uses should work in our favour to boost the interactions with NCACL's Facebook page to reach a broader audience.

ATTACHMENTS

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