



Edu4ALL - Disability as diversity: The inclusion of students with disabilities in higher education

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Edu4ALL Marketing Plan



Brief Introduction to
Social Marketing Action Plan

*3rd Management Meeting, Leipzig, Germany
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Outline

- Marketing, e-Marketing and Social Media Marketing
- Edu4ALL Online Presence
- Edu4ALL Social Marketing Action Plan

Marketing

- Marketing
- e-Marketing
- Social Media Marketing



Source: Social ROI™, Shane Gibson

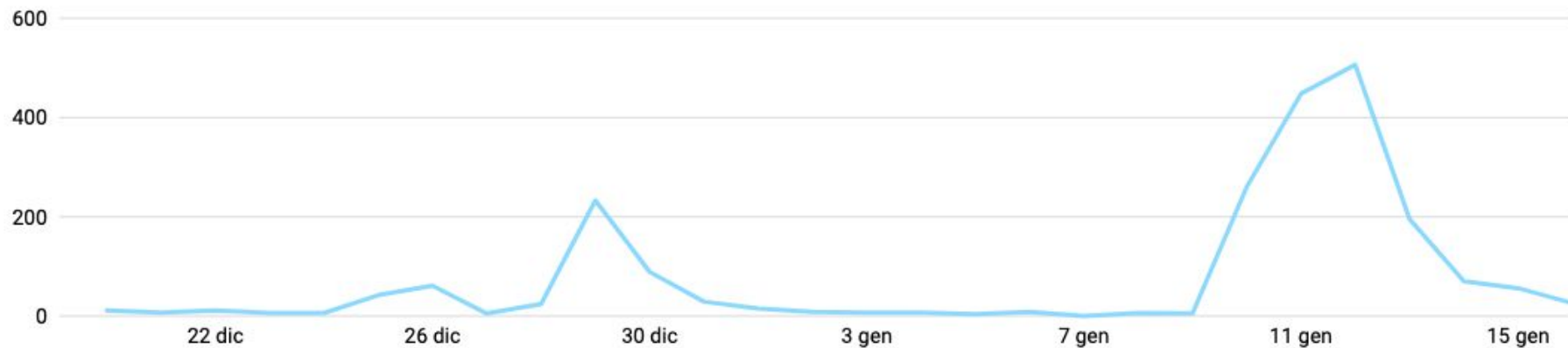
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Edu4ALL Facebook Page Insights

Risultati

Copertura della Pagina Facebook ⓘ

1164 ↑ 132,8%



Pubblico

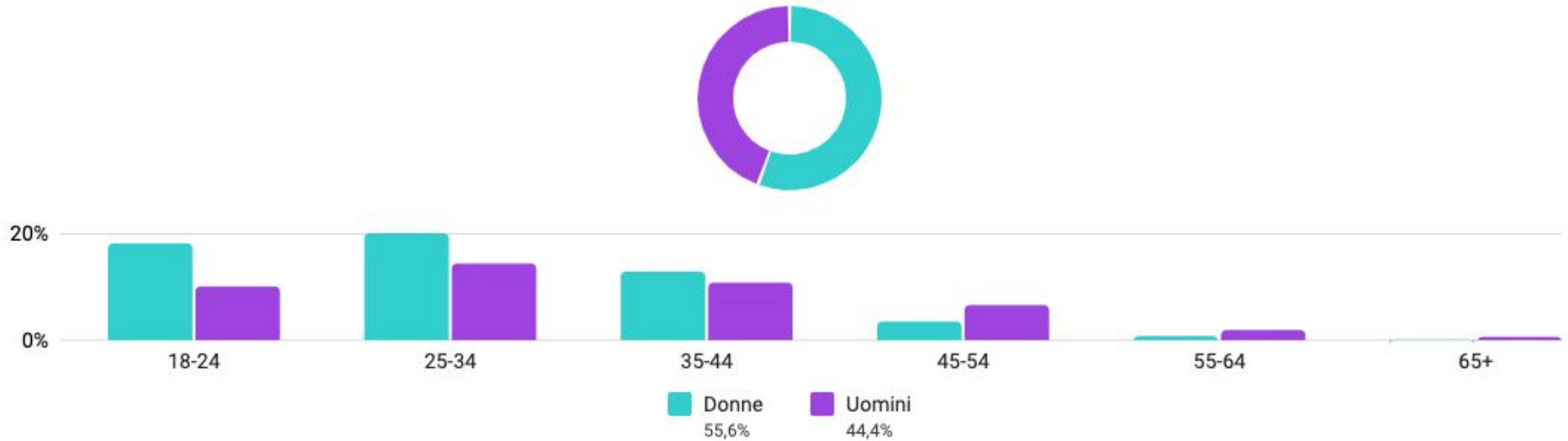
Pubblico attuale

Pubblico potenziale

"Mi piace" sulla Pagina Facebook ⓘ

1221

Età e genere ⓘ



Città principali

Amman, Giordania



Irbid, Giordania



Zarqa, Giordania



Tulkarem



Mafraq, Jordan



`Ajlun, Jordan



Jerash, Jordan, Giordania



al-Salt, Giordania



Aqaba, Giordania



al-Karak, Giordania



Paesi principali

Giordania

79.9%

Palestina

12.3%

Arabia Saudita

1.6%

Israele

1%

Emirati Arabi Uniti

0.7%

Stati Uniti

0.7%

Qatar

0.6%

Libano

0.5%

Egitto

0.2%

Kuwait

0.2%

We need to

- Analyze the audience.
- Create a social media content calendar.
- Create compelling content.

Target Audience

- Teaching Staff
- Students
- Trainees
- Administrative Staff
- Technical Staff
- Librarians
- Researchers
- Stakeholders

Content Type

- To start from scratch use 80-20 rule:
 - ◆ 80% of your posts should inform, educate, or entertain your audience
 - ◆ 20% can directly promote your brand.

- Good content mix
 - ◆ 50% of content will drive traffic back to your website
 - ◆ 25% of content will be curated from other sources
 - ◆ 20% of content will support lead-generation goals (newsletter sign-ups, ebook downloads, etc.)
 - ◆ 5% of content will be about your company culture

- One-third of your content promotes your business, converts readers, and generates (**profit**).
- One-third of your content shares ideas and stories from thought leaders in your industry or like-minded businesses.
- One-third of your content is personal interactions with your audience

Recommended posting frequency

- **Instagram** (feed): 3-7 times per week
- **Facebook**: 1-2 times per day
- **Twitter**: 1-5 times per day
- **LinkedIn**: 1-5 times per day

Edu4ALL Social Marketing Action Plan

A **plan** that includes **tactical objectives** to **accomplish the primary social media goals** identified by the UJ team on behalf of Edu4ALL.

→ Goals has to be:

- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Time-bound**

Plan Objectives

- Increase brand awareness (**#Edu4ALL**).
 - Build engaged communities.
 - Measure how people feel about the project.
 - Advertise the products and services to target audiences (**Sought Services**).
 - Track the performance and adjust the strategy accordingly.
- ❖ *hashtag **#Edu4ALL** is expected to accompany all social activities and hopefully it will increase the global and local reachability of the dissemination activities.*

Focus Channels and Purpose

- **Facebook:**
 - Increase recognition, increase social engagement, establish online social network, searchability.
 - Success Metrics: Page likes, post likes, post interactions, mentions, shares, comments.
- **Twitter:**
 - Increase recognition, increase engagement, establish network, establish brand, searchability
 - Success Metrics: Followers, 2nd-order followers , social capital (influence of twitter followers), referrals.
- **LinkedIn:**
 - Increase recognition, increase engagement, establish network, establish brand, searchability, find leads.
 - Success Metrics: Followers, discussion participation, referrals.
- **YouTube:**
 - Increase recognition, increase engagement, establish brand.
 - Success Metrics: Video views, video reviews, video likes, followers.

Tentative Marketing Performance Grid (1)

Tool	Objectives	Targets	Actual Measures	Metrics
Facebook		Page Likes: 10,000+ Posts: aprox. 30/mo Post Comments: 100+ Post interactions: 200+ Post Share: 10+ #Edu4ALL reach: 1000/mo		%
YouTube		Subscribers: 1000+ Videos: aprox. 4/mo Vid View Hours: 10/mo #Edu4ALL reach: 500/mo		%

Tentative Marketing Performance Grid (2)

Tool	Objectives	Target	Actual Measures	Metrics
Twitter		Acc. followers: 10,000+ Posts: aprox. 30/mo Post Comments: 100+ Post interactions: 200+ Post Share: 10+ #Edu4ALL reach: 1000/mo		%
LinkedIn		Page follows: 10,000+ Posts: aprox. 30/mo Post Comments: 100+ Post interactions: 200+ Post Share: 10+ #Edu4ALL reach: 1000/mo		%
Webinars		5 Attendance 100+ per each		%

Data required from Edu4ALL partners for dissemination

- **General Information about your institution and faculties [Bi-Annual]**
 - ◆ (100-150 words). in English Language and in Arabic language (if possible)
- **General Information about the students with disabilities in your country and institution [Bi-Annual]**
 - ◆ such as the number of accepted students and details of their disabilities. in English Language and in Arabic language (if possible)
- **General Information about the regulations concerning students with disabilities in your institution and your country. [Quarterly]**
 - ◆ 50-100 words in English Language and in Arabic language (if possible)
- **Success stories about persons with disabilities (video is preferable) [Monthly]**
 - ◆ Videos to encourage persons with disabilities.
- **A piece of news about the progress of the project in your institution. [Monthly]**
- **A piece of news about an event in your institution related to the project. [Monthly]**
- **Available services related to students with disabilities in your institution (supported with images).[Monthly]**
- **A brief description of a device that will be used in the developed unit (supported with images).[Monthly]**
- **Question to be posted on LinkedIn and Facebook. [Monthly]**
 - ◆ Make it a question that is appropriate to the project and that will result in lots of responses. Avoid questions that are too obscure.
- **Relevant links, blog posts, and engaging content [Monthly]**
- **Promote upcoming events.**

General Guidelines

- Every time you do a blog post, go to Twitter, Facebook and LinkedIn and post a short blurb leading people to the blog post.
- Always include your web address at the bottom of each post. This will get you more visibility in search engines.
- Announce your post on Twitter and Facebook.
- Use our project template for sending the above information.
- Always invite those on your e-list and everyone you know, that you are on LinkedIn, Facebook and Twitter, to link to your platform.
- Engage with influencers (*e.g. SwD usually have some*).

Facebook Marketing Tips

Optimize content to encourage sharing and engagement. Set a character limit of 150-200

Use **Images, video, gifs**: Accompany all posts with an image or video to boost content reach and engagement

Links: Link back to the website as often as possible to drive traffic

Promoted posts: Promote important posts to reach a targeted, new audience

Call to Action: Give each post a call to action, however small. This keeps the audience engaged

Frequency: Post consistently, up to once a day. Do not post several times in one day and then not again for a week

Facebook content Type

- Exclusive offer codes e.g. “receive 10% when you book online using the code xyz.”
- Regular competitions to engage the audience
- Brand related news stories and stories
- Brand category related news and stories
- Photos, gifs, video, infographics
- User generated content (UGC) – customer stories, engagements, good feedback etc.
- Being aware of key dates and using events to tap into seasonal/trending content. E.g. summer holidays, bank holidays, Valentine’s Day etc.
- Sharing other relevant content from Facebook or other channels

Key Matrices ???

→ Facebook

- ◆ Number of posts per day, Page follows, Likes Engagement and comments, Referring traffic, Shares

→ LinkedIn

- ◆ Number of posts per day; Page follows, Comments, likes, and shares; Group participation; Referring traffic

→ Twitter

- ◆ Number of posts, Followers, Mentions, Retweets, Number of lists, Hashtag usage, Influence of Twitter followers, Referring traffic, Favorited tweets

→ YouTube

- ◆ Views, Shares, Referral traffic, Pages ranking on key terms from YouTube.

References and Resources

http://actionplan.com/pdf/Social_Media_Marketing_Plan.pdf

<https://searchcontentmanagement.techtarget.com/definition/Klout-score#:~:text=A%20Klout%20score%20measures%20an, his%20or%20her%20Klout%20score.>