PROJECT SUMMARY

To use analytics and best practices to improve Engineering Communications’ (ECOM) social media efforts throughout the College.

Analytics = collecting data from social media sites and evaluating it to make decisions

PROJECT IMPACT

• More up-to-date best practices
• Relevant tools/templates for collecting and reporting analytics
• Tips for specific platforms (e.g., LinkedIn)
• Continued research and updating practices
• Better social media strategy
• New resources to share with ECOM via workshop and online toolkit

PROJECT DETAILS

• Research (Feb.-Oct. 2020) – Collected online resources & articles
• Survey (Sept. 2020) – Sent Qualtrics Survey to ECOM members re: needs & challenges
• Analysis (Oct. 2020) – Analyzed and compiled results
• Implementation (Spring 2021) – Revise online toolkit; prepare ECOM workshops

Methods used
Online research, peer listening, consultation, GANTT chart, Qualtrics survey

FUTURE PLANS

• Update online Communications Toolkit on College website
• Add downloadable information to online toolkit
• Publicize revisions to ECOM
• Present 2 workshops to ECOM in Spring 2021:
  o #1 – Current best practices for social media
  o #2 – Customized graphics/images creation