Analytics-based Social Media Best Practices for Purdue Engineering Communications
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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
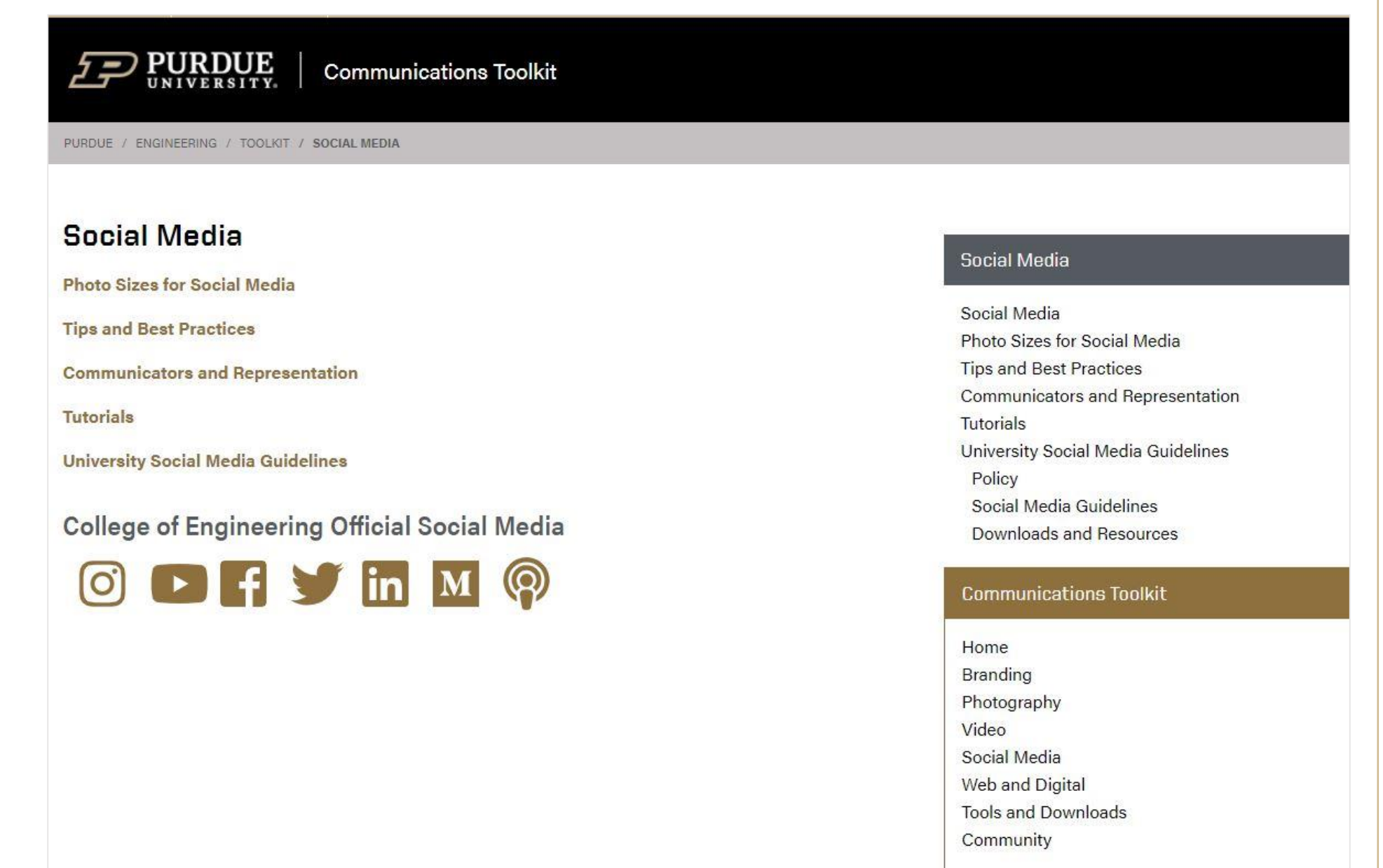
PROJECT DETAILS

- 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
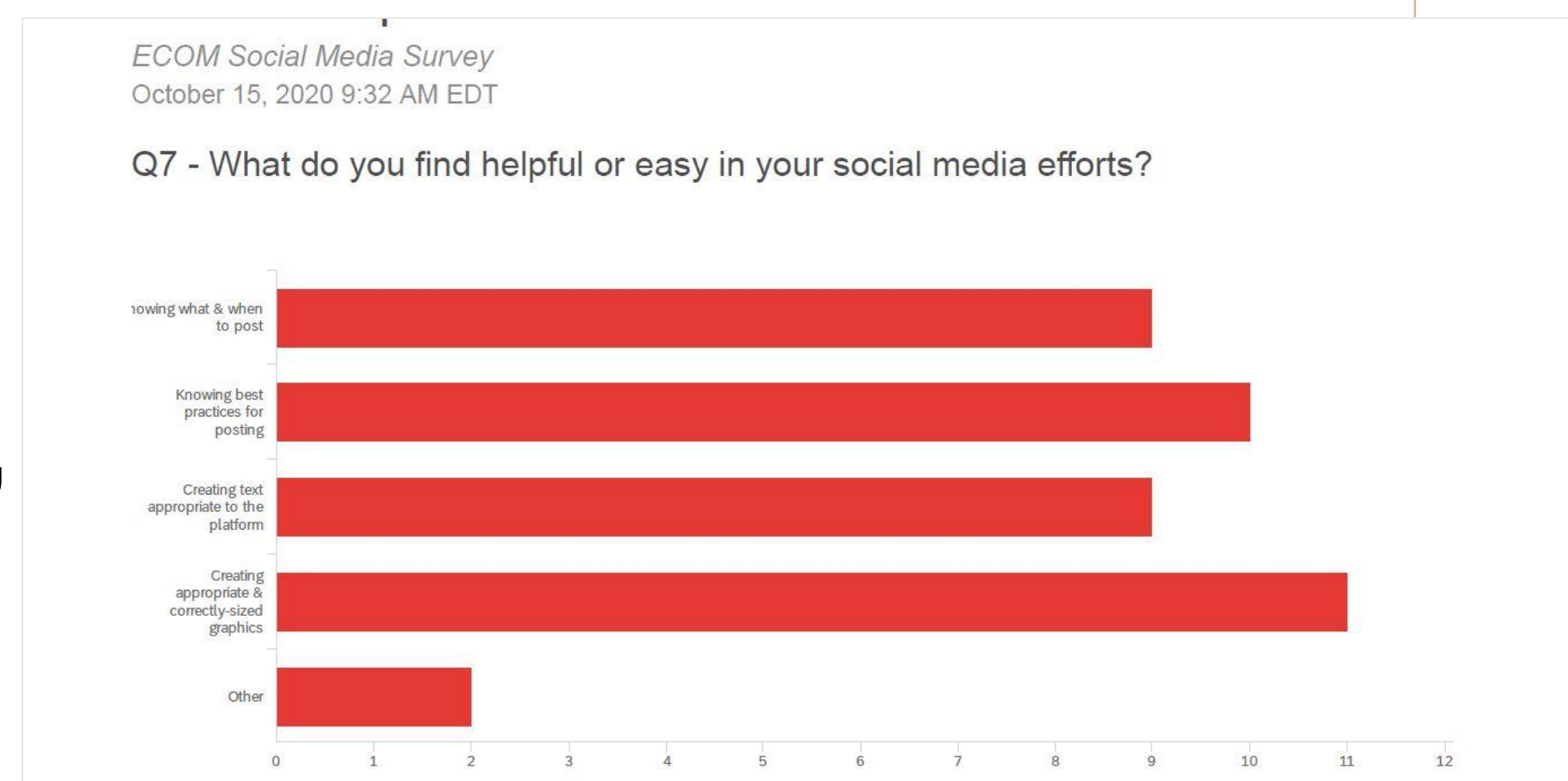
FUTURE PLANS

- 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:
  - #1 – Current best practices for social media
  - #2 – Customized graphics/images creation