

IEEE Region 8 Social media Coordinator

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Goals

Our primary business goal is to engage your target audience and interact with every loyal or potential volunteer to grow a substantial following.

The most crucial aspect of our social media strategy is to set S.M.A.R.T. (Specific, Measureable, Achievable, Realistic, and Timely) social media marketing goals.

1. Heighten brand awareness
2. Increase social community size
3. Accurately target audiences
4. Strengthen engagement strategies for increased brand loyalty
5. Increase customer satisfaction and positive brand perception
6. Convert social followers into qualified leads

Progress against goals since the last report

- Aim to gain more volunteer
- Increase brand awareness and drive conversions in the coming year.
- Encourage volunteers Feedbacks
- Using more infographics to show history of each events we hold repeatedly each year
- Invest more on Instagram.

Subcommittee Specific Issues 1: Feeding IEEE region 8 from their committees

More communication between coordinator and ask for republish all posts.

Subcommittee Specific Issues 2: Tag IEEE Region 8 and use #IEEER8

Lack of using # lead us to lose this advantage of having one strong channel to find all the news relative to R8 events and news.

Subcommittee Specific Issues 3: Gathering content from IEEE Region 8 network they want to publish

Subcommittee Specific Issues 4: Share posts by other social media coordinator of different committees

Subcommittee Specific Issues 5: Using basic graphic materials for banners

Brand visualization is one of the important rules in marketing, using bad looking banners for event lead our branding to wrong direction.

Points of Concern

With spending money we can promote our main events in whole internet and more people can see us, if we can promote our posts.

Proposals for improvements/Other Issues to report

By obtaining the issues mention in top at least have more communication we can mirror better all outcomes.