



2025 SOCIAL MEDIA STRAT PLAN

by Sydney Burdick

AGENDA

WELCOME

Overview

ITEM 2

Audience

ITEM 3

Strategy

ITEM 4

Goals and Next Steps

2024 Social Media Report

Jan 1 2024 - Dec 10 2024

Impressions	Published Posts	Engagement Rate	Net Audience Growth
<u>Instagram</u> <ul style="list-style-type: none">• 410,988• YOY Change: Decrease 28.3% <u>Facebook</u> <ul style="list-style-type: none">• 1,308,449• YOY Change: Increase 30.2%	<u>Instagram</u> <ul style="list-style-type: none">• 1,120• YOY Change: Increase 322.6% <u>Facebook</u> <ul style="list-style-type: none">• 823• YOY Change: Decrease 1.2%	<u>Instagram</u> <ul style="list-style-type: none">• 2.7%• YOY Change Increase 18.2% <u>Facebook</u> <ul style="list-style-type: none">• 5.2%• YOY Change: Increase 58.1%	<u>Instagram</u> <ul style="list-style-type: none">• 1,823• YOY Change: Increase 437.8% <u>Facebook</u> <ul style="list-style-type: none">• 408• YOY Change: Decrease 56.7%

Data collected from Sprout Social and combines data from Facebook and Instagram and does **NOT** include data from collaborations and influencer campaigns

As of Dec, 10 2024

AZ Votes 2024

- **April 1 - November 30**
- Impressions: 23,215
- Engagements : 1,528
- Engagement rate: 6.6%
- Post Clicks (all): 918
- Sent posts: 42

Voter Ed

- **June 14 - October 18**
- Impressions: 10,021
- Engagements: 460
- Engagement rate: 4.6%
- Post clicks (all): 90
- Send posts: 34

Trail Mix'd Season 2

- **September 1 - present**
- Impressions: 59,432
- Engagements: 2,191
- Engagement rate: 3.7%
- Post clicks (all): 103
- Sent posts: 54

Data collected from Sprout Social and combines data from Facebook and Instagram and does **NOT** include data from collaborations and influencer campaigns

- Piloted influencer campaign for Trail Mix'd season 2
 - [TheAZHikeaholics Campaign Report](#)
- Collaborated with **Over 30** different Instagram accounts on posts, including @PBS, @AZStateParks, and social media creators featured on Trail Mix'd.
- Utilized student talent to create fun and informational reels for Instagram and Facebook
 - [DA Lab Fall 2024 Report](#)



Audience

Who is our Audience?

- Current:
 - Facebook
 - Women 65+
 - Instagram
 - Women 35-44
- Target:
 - Instagram:
 - People ages 35 - 44
 - Facebook:
 - People ages 45 - 54
 - People ages 65+

The Takeaway:

Different platforms are home to different audiences.

Our strategy must include tailored content for each platform to appeal to these audiences.

Strategy SLIDE

“

Trends as
tactics, not
strategy

”

Themes

Edutainment Community Authenticity Connection

Education + Entertainment = Edutainment
This is the type of content our audience is craving.

Creating a community of people who are connected to Arizona and are passionate about their own community.

Staying true to our core values and brand identity.

Connecting with our audience on deeper levels. Eliciting feelings of inspiration, joy, fulfillment, etc.

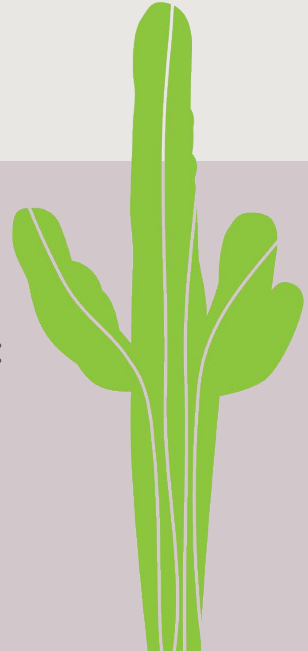
Strategies to implement

Optimized content

- Due to varying audience demographics on each platform, we need to optimize our content to appeal to our audiences better.
- This looks like:
 - Shorter “bite size” vertical videos for Instagram
 - Longer, less frequent, in depth videos for Facebook
 - Text only posts for Threads

Collaborations

- Collaborations have been the most effective way to reach new audiences.
- Credentials for potential collaborators include:
 - Similar demographic to our target audience
 - Specific niche we're marketing towards
 - Aligns with our brand



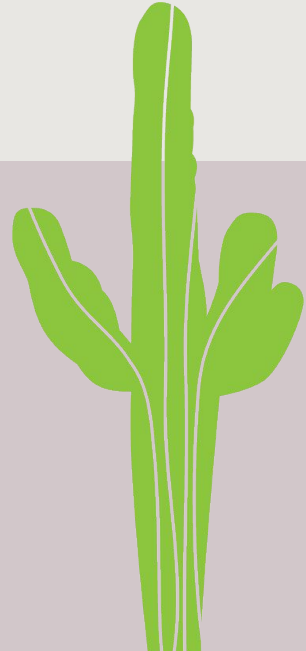
Strategies to implement

Audience Engagement

- Interacting directly with our audience is a great way to grow brand trust and loyalty.
- Utilize Threads to follow key hashtags, location tag and trends to find potential audiences and engage directly with their content.

Frequent audits

- It's important to survey our platforms frequently and update strategy as needed since algorithms and trends change rapidly.
- By conducting one formal, all encompassing audit at the top of the month that collects data from the previous month, and a smaller mid month review, we will be able to watch our progress and flag opportunities for growth quickly.



Number of sent posts

- Measuring the amount of sent posts and comparing to the reach and engagement rate to determine optimal posting frequency.

Net Audience Growth

- Measuring the amount of new followers / page likes we receive.

Reach

- Measuring reach determines how many people see our content, both paid and organic.

Link Clicks on paid campaigns

- Measuring the amount of link clicks per dollar spent on a paid campaign to determine how far our dollars go.

Mood Boards

Instagram



70% Local
30% National



Old

#NOWSTREAMING

PBS App



Ridley
Season Finale

Following the shocking discovery of a body in Colden Vale village, Ridley intensifies his efforts to unravel the mystery of what happened to missing wife and mother Tara Dunning. Along with Carol and the team, Ridley races against time to prevent further tragedies before it's too late.

AZPBS.ORG  **PBS APP**

STREAM WITH THE PBS APP
ON ALL DEVICES.



ARIZONA PBS

New



Ridley

New Season

AZPBS.ORG  **PBS APP**



calm • 10/31/2024

Safety first this Halloween season. 🍬👻👾

PARENTS: Please check your kids' candy this Halloween. I just found Rainstorm Sounds for Relaxing, Focus or Deep Sleep Nature White Noise 8 Hour Video in my son's candy bar. Be safe.



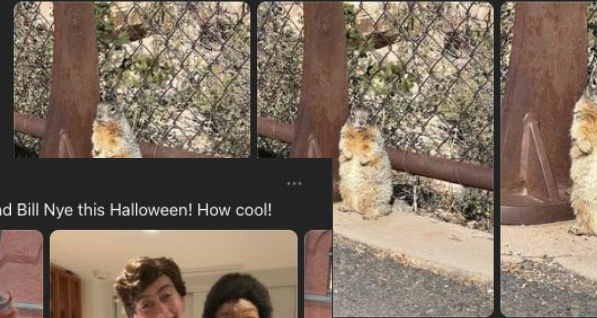
grand_canyon_conservancy • 1h

winter body be like: GRAND



floridafaerie • 1d

Highlight of my visit to the Grand Canyon



amberruffin • 11/01/2024

Hey, y'all! I saw Neil deGrasse Tyson and Bill Nye this Halloween! How cool!



1.8K 20 17




pbs • 11/01/2024

Wow, they've never looked better!

254 1 1

PBS November 10 at 11:00 AM · 🌐

Settle this one for us, who's looking forward to GBC this Thanksgiving?



GREEN BEAN CASSEROLE

❤️ LOVE IT! 😡 NO THANKS!

PBS November 10 at 9:00 AM · 🌐

Young Navajo women are battling uranium miners' years-long trail of neglect by activating elders in their community. (From [Next Avenue](#))




NEXTAvenue.ORG

Keeping History Alive for Navajo Nation

Young Navajo women are battling uranium miners' years-long trail of neglect by activating ...

PBS 22h · 🌐

How did Thomas Cromwell become an integral part of King Henry VIII's court? Hear from actor Mark Rylance and Executive Producer Colin Callender as they discuss Cromwell's life, ascent, and worldview. And catch up on [MASTERPIECE | PBS' Wolf Hall](#) on the PBS app now, ahead of Wolf Hall: The Mirror and the Light, premiering March 23, 2025.



MARK RYLANCE
Thomas Cromwell

are the words "Get up".

ARIZONA HORIZON

 **PBS NewsHour**
23 hours ago · 🌐

A new Louisiana requirement that the Ten Commandments be displayed in every public classroom by Jan. 1 was temporarily blocked Tuesday by a federal judge who said the law is "unconstitutional on its face."



 **Judge blocks Louisiana law requiring classrooms display Ten Commandments**
U.S. District Judge John W. deGravelles on Tuesday said the law had an "overtly religious" ...

   650

 Like

 Comment

 Share

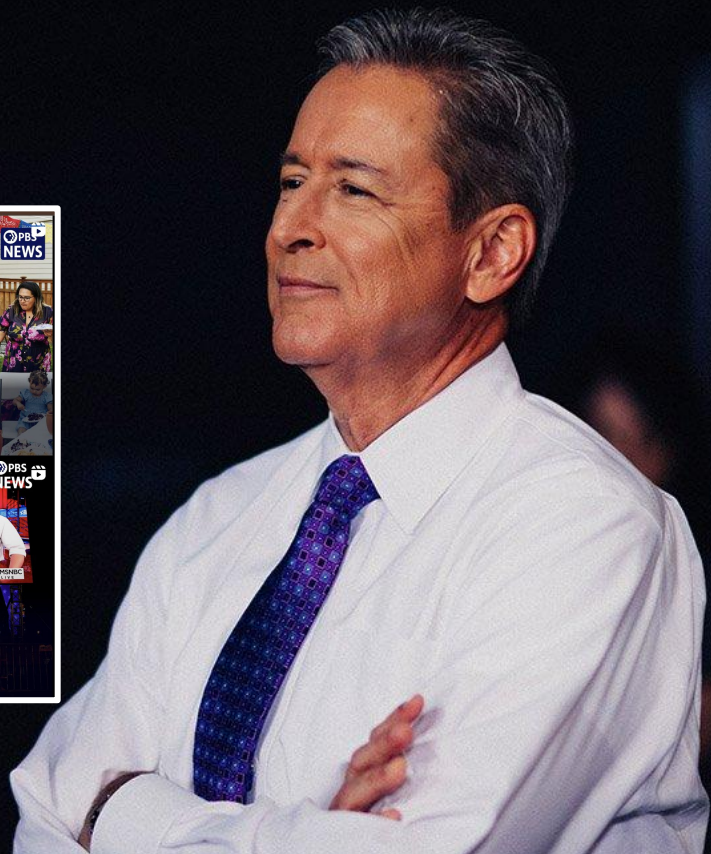
174 comments 45 shares

**Timeline of Trump's music-filled town hall**

**Non-Spanish speaking Latinos reclaim culture**

**Lilly Ledbetter**
1938-2024

**How does the AP calculate the expected vote?**



Goals and Next Steps

2025 Social Media Goals

- **Grow and diversify our audience**
 - Expand our audience into the 35-44+ range to align with general station goals
- **Raise brand awareness and trust**
 - Raise awareness of our brand and content to new emerging audiences.
 - Building brand trust with our audience by staying authentic to our brand.
- **Create platform optimized engaging and educational content**
 - Creating content for each platform will help boost our posts organically within each platforms algorithm
 - Catering content to what each platform audience wants to see and engage with

- **Work with digital team to create optimized promotional content**
 - Create an ongoing system of working in social media content into pre and post production plans.
- **Include influencers / creators in paid campaign strategy and budget**
 - Each campaign should include strategies to reach new audiences within our target audience.
- **Engage with our audiences**
 - Reply, repost, comment, share, etc content our audience shares to build brand trust and awareness.

THANK YOU!



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