

# Branded Social Media Strategy 2023–2026

Developed and led by Sarah Wells as part of Fanshawe College's 2023–2026 communications framework, this strategy demonstrates leadership in integrated digital storytelling, cross-functional collaboration, and measurable audience engagement.

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## Purpose

This three-year strategy unified Fanshawe College's institutional voice across academic, service, and recruitment channels into one cohesive, data-driven social media framework. Its purpose was to position the College as a leader in authentic digital engagement while strengthening recruitment, retention, and reputation outcomes. By integrating all areas under a shared content ecosystem, the strategy established a foundation for consistency, storytelling depth, and measurable community connection.

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## Leadership

I led the conception, coordination, and implementation of this strategy—overseeing a cross-college team of over 100 Social Media Representatives and establishing standardized tools, governance, and training. I introduced Microsoft Planner, Adobe Express, and shared Hootsuite libraries to enhance collaboration and workflow efficiency. My leadership emphasized empowerment: mentoring contributors to craft authentic stories, interpret analytics, and align their content to corporate strategy. I also championed employee advocacy, transforming staff and student voices into an organic brand-building force.

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## Strategic Objectives

- Strengthen brand equity and audience trust through humanized storytelling and transparent communication.
  - Influence student preference and decision-making through authentic, informative social content.
  - Build a culture of digital literacy and accountability among staff contributors.
  - Advance Fanshawe's digital reputation as an industry leader within Ontario's post-secondary landscape.
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## Tactics & Innovations

- Transitioned from static promotional posts to a dynamic, audience-first model centered on short-form video, student Q&As, and community stories.
  - Introduced zero-click content and SEO-driven copywriting to align with modern social discovery habits.
  - Expanded social media as a customer service channel, integrating timely response workflows across platforms.
  - Deployed a 'train-the-trainer' framework to cascade strategic alignment and creative standards across academic areas.
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## Measurement

Progress was measured through monthly analytics dashboards and annual environmental scans benchmarking Fanshawe's performance against peer institutions. Success indicators included:

- 10% overall engagement growth across corporate channels.
- 5% follower growth in key prospective student segments.
- Improved share of voice and sentiment in social listening reports.
- Increased internal adoption of strategic tools and content planning frameworks.

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Sarah Wells | [www.swellscommunications.com](http://www.swellscommunications.com)