

# Partner Social Media Strategy 2023–2026

Developed and led by Sarah Wells as part of Fanshawe College's 2023–2026 communications framework, this strategy positions the College as a premier industry partner through unified storytelling, cross-department collaboration, and measurable B2B engagement.

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## Purpose

This strategy was developed to position Fanshawe College as a premier industry partner for training, innovation, and applied research. It unified multiple departmental efforts under one digital brand voice—making Fanshawe's partnership offerings more visible, credible, and actionable to employers, entrepreneurs, and collaborators. The initiative bridged the gap between academic expertise and industry needs, strengthening the College's reputation as a workforce and innovation leader.

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## Leadership

As strategy lead, I brought together Corporate Training, Research & Innovation, and Employment Services into one shared content and communications framework. I directed the messaging architecture, tone, and content segmentation to ensure each audience—employers, trainees, innovators—was served effectively. I facilitated joint planning sessions, provided toolkits and content libraries, and mentored departmental communicators to execute unified messaging. My leadership focused on cross-functional alignment and demonstrating the College's collective value to external audiences.

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## Strategic Objectives

- Increase brand awareness of Fanshawe's business-facing services and partnership value.
  - Build trust and credibility as a solution provider for workforce development and R&D; collaboration.
  - Showcase innovation success stories that humanize complex partnerships.
  - Leverage storytelling to connect industry outcomes with institutional expertise.
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## Tactics & Innovations

- Segmented messaging pillars for hiring, training, and innovation audiences to ensure clarity and relevance.
  - LinkedIn thought-leadership campaigns spotlighting faculty experts and partner testimonials.
  - Shared content repository and governance model to encourage cross-promotion and consistent quality.
  - Keyword and SEO strategies for discoverability across professional platforms.
  - Expanded use of video storytelling to make technical innovation relatable and compelling.
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## Measurement

Results were tracked through engagement analytics, partnership inquiries, and cross-platform brand sentiment. Benchmarks included:

- 10% increase in engagement and follower growth across partnership accounts.
- Improved referral traffic from LinkedIn and cross-department collaboration metrics.
- Consistent quarterly reporting to monitor campaign ROI and strategic alignment.
- Qualitative outcomes such as partner testimonials, collaboration renewals, and increased R&D; interest.

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