

Here For You 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 student-centered digital care, peer storytelling, and measurable engagement.

Purpose

This initiative established Fanshawe's first dedicated student-services social media strategy—designed to increase awareness, access, and understanding of available supports. It humanized service delivery through peer-to-peer storytelling and responsive digital engagement, helping students navigate college life confidently while improving satisfaction and retention.

Leadership

I initiated and led the creation of the 'Here For You' framework, collaborating with service departments to unify their messaging under one digital identity. I built the infrastructure for sustainable execution—developing content templates, Hootsuite workflows, and training for staff and student employees. I also established a Student Social Media Ambassador Program, equipping students to share authentic experiences that resonated with their peers. Through mentorship and regular strategy check-ins, I fostered a community of content creators who understood both digital strategy and student empathy.

Strategic Objectives

- Strengthen awareness and accessibility of student supports.
 - Use storytelling to foster belonging and inclusion.
 - Provide real-time communication and customer care through students' preferred channels.
 - Enhance engagement and retention by aligning content with the student lifecycle.
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Tactics & Innovations

- Implemented live Ask Me Anything sessions with staff and student ambassadors to humanize services.
 - Adopted an approachable, conversational tone (“Aunt Frannie/Uncle Freddie”) that balanced professionalism with warmth and relatability.
 - Introduced audience segmentation by lifecycle stage (onboarding, mid-term, graduation) to increase relevance.
 - Created cyclical content calendars synced to key academic dates and milestones.
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Measurement

Continuous performance tracking focused on awareness, engagement, and satisfaction outcomes. Key metrics included:

- 15% increase in engagement across @FanshaweHereForYou content by 2026.

- 20% follower growth and expanded reach among first-year students.
- Year-over-year increases in positive sentiment and service-related mentions.
- Evidence of improved student understanding of support pathways in survey feedback.
- Enhanced response times and accuracy in direct messaging workflows.

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