

Abstract

Ball State University is a mid-tier school located in Muncie, Indiana and is a member of the Mid-American Conference. According to their newest strategic plan that was unveiled in February 2015, "Ball State University aspires to be a model of the most student-centered and community-engaged of the 21st Century public research universities transforming entrepreneurial learners into impactful leaders committed to improving quality of life for all." Ball State is working to make their social media strategy more aligned with this new mission and to be able to compete more directly with their Midwestern competitors.

The following document highlights Ball State's current social media strategy, which includes an audit of their three accounts: Facebook, Twitter, and Instagram. Research for the project included both primary and secondary sources. Primary sources included an online survey and interviews. Individuals were asked about their opinions regarding their social media strategy in an online survey. This survey was a primary resource that allowed me to understand what people want to see in Ball State's social media accounts based on questions about their current strategy and potential future initiatives. Additionally, I researched nine competitors of Ball State to gather information about their social media strategies. I reached out to the social media directors of these nine schools to learn more about their social media strategy, and five of them responded back to me. These nine schools' social media strategies were examined and highlighted in detail. A SWOT analysis that highlighted strengths, weaknesses, opportunities, and threats was then created for Ball State's social media strategy. Once all this data and research was compiled, I was able to create a plan of action that has the potential to positively improve Ball State's social media strategy and bring it up to par with their competitors. These recommendations include improvements to their Facebook, Twitter, and Instagram pages, adding new social media channels, integrating social media into their website, and aligning their social media strategy with their new strategic plan. My recommendations were based on the numerical data, primary research, and secondary research. With full implementation of these recommendations, I believe that Ball State will be able to stand out amongst their competitors and be able to adequately compete with institutions of various enrollments across the Midwest.

Honors College
Ball State University
Muncie, IN 47306