To: Amicus Curiae Pre-Law Society
From: Hope Conrad
Subject: Content Strategy Plan
Date: May 1st, 2023

Executive Summary

This is Amicus Curiae Pre-Law Society's final content strategy plan, where I will provide guidelines that serve to develop Amicus's social media into a tool to increase audience engagement and circulate meaningful content. I started by conducting research and synthesized it into a few main findings: Current content mainly focuses on reminders but the audience is looking for post variety that will drive them to engage; There must be consistency of posts in terms of aesthetics and better monitoring to ensure that the content posted is correct; There needs to be one main platform that serves as a home base for all Amicus content and information – users are looking for an easy resource. Lastly, I took these findings and formed recommendations that call for using Instagram as the main platform, developing an editorial calendar, and ensuring content variety.

Introduction

The goal of this content strategy plan is to provide guidelines that serve to develop Amicus Curiae Pre-Law Society's (Amicus) social media into a tool to increase audience engagement and circulate meaningful content. This plan will be broken down into smaller parts to highlight each step that went into understanding how to execute a successful content strategy plan. I started by analyzing Amicus's social media platforms to understand what parts were strong and what parts could be improved to better connect with the audience. Then, I wrote a set of objective statements that provided the messaging framework for developing questions that I used to interview three members who represented the target audience – members of the organization who are students at Miami University on the pre-law track. This allowed me to assess Amicus's online presence through direct user evidence, therefore providing a framework to make recommendations for areas of improvement and build a social media campaign focused on user preferences.

## Methods
Research Overview

To understand what areas are working well on Amicus's current social media platforms and what could be adjusted to better engage the target audience, I conducted research through rhetorical analysis, a Social Media Mini-Campaign, Usability research and looked at secondary literature. This allowed me to understand the different factors

that go into Amicus's social media as a whole, which helped to provide structure prior to suggestions.

Rhetorical Analysis

I started my research with rhetorical analysis, in which I looked at Amicus's Instagram posts from October 2020 to the present. I looked at what dates the posts were posted, their engagement levels, types of posts, rhetorical devices used, and more to develop a spreadsheet of coded data that served as my analytical research. Using this data, I was able to understand how current posts were benefiting or not benefiting the intended audience.

I discovered that what is missing overall is the active engagement of followers. Because their comments are so sparse and engagement levels are low in general, it can be inferred that followers of Amicus do not pay much attention to their posts. Amicus is also missing variety in what is posted because the social media presence now is mainly just social, meeting, and speaker reminders. Lastly, they are missing a brand aesthetic. As you can see in the photo below, the posts do not follow a cohesive format.
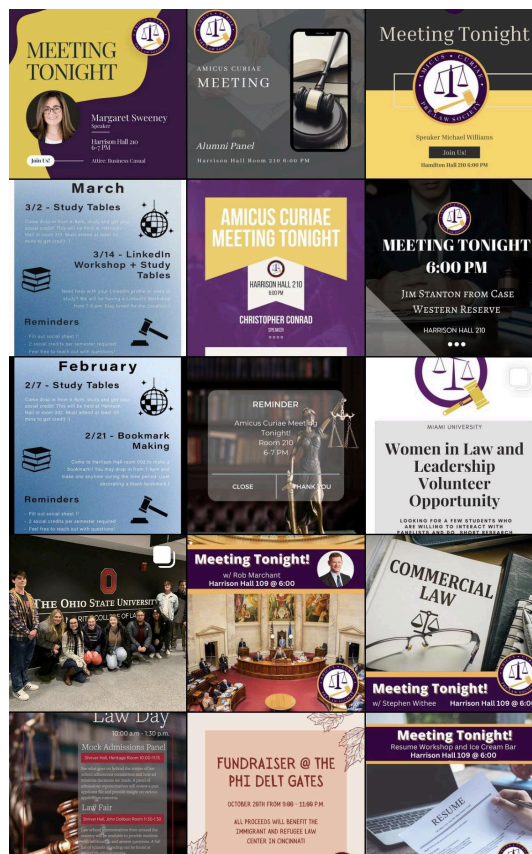
Social Media Mini-Campaign

After finding what posts were working and what posts were not, I used the data to develop posts that would harness more user engagement. To be able to develop posts that are properly targeted, I used my core strategy statement and messaging framework as a guide to what content the audience is looking for. I created posts that would go on their Instagram story, so there is a way to interact with the organization. I also created recaps – meeting and speaker – so the audience has a way to keep caught up with what goes on in the organization, whether they are alumni, missed a meeting, or just want a refresher.

These posts serve as a break from basic meeting reminders, which are still important but only important in the sense that the members need to be informed. Without social media to help grow the organization and engage members, things like meeting reminders would not matter since the organization would not be successful. In order to increase continued success, there must be a greater number of posts that have a variety of content that stems from the topics addressed above and a similar aesthetic to fit the brand of the organization.
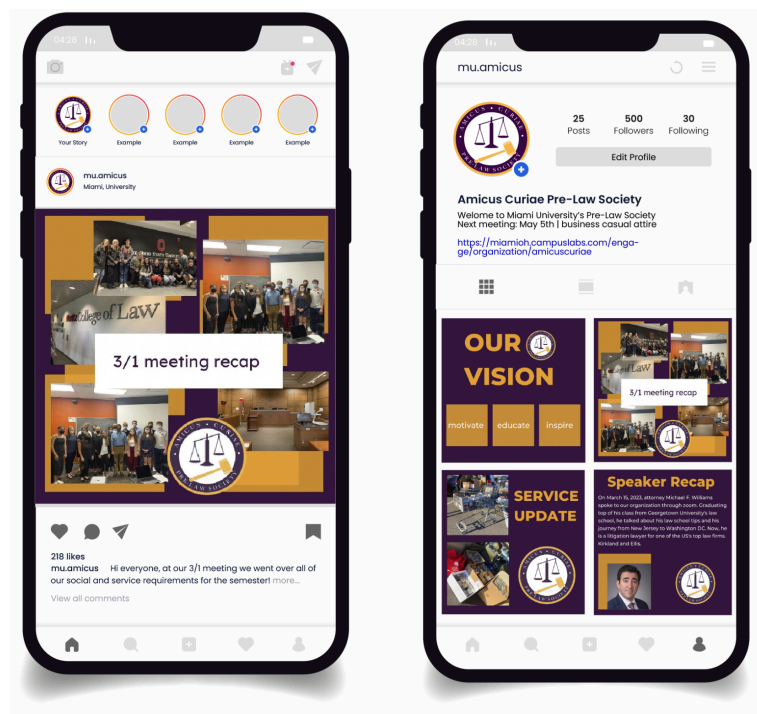
Usability Research

To ensure that the posts created and the data actually highlight the desires of Amicus members, I conducted usability research. I interviewed three members, using my messaging framework as a guide for questions. The purpose of these interviews was to pinpoint the exact areas of analysis that help to highlight specific content that should be added or adjusted to ensure that the audience's needs, values, and feelings drive the campaign. I also created a list of objective questions to guide my understanding of whether the social media strategies were related to the target audience. These objectives were: How does the content posted now relate to the preferences of everyone that makes up the audience? Does the content meet users' needs in terms of reminders, updates, etc? What type of posts are users looking for that are not on current social media platforms? Does the content relate to the organization's image in terms of professionalism, aesthetics, and goals? What platforms are users looking for Amicus to use, and what type of information do they look for on different platforms?

Using the objectives, I developed questions to ask participants. Focusing on my messaging framework as an overall guide, I separated the questions into four categories – behaviors, expectations, preferences, and questions that referenced the campaign (which I showed to participants after the first three categories.) I also extended the questions by asking "why" or framing follow-up questions specific to their responses. This allowed me to tailor the questions based on the participant's individual needs, values, and feelings about Amicus's social media. Below are the questions that served as the outline for my interviews:

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Behaviors
- How does the Amicus Curiae Pre-Law Society relate to your educational and social experiences at Miami University?
- What social media platforms do you use and why?
- Where do you get most of your information about Amicus?

- Do you engage with any or follow any of Amicus's social media platforms and why?
- How do you perceive Amicus based on its social media presence (make sure they all follow or have looked at the social media before the interview)?
- Does their online presence relate to how you think of Amicus?

Expectations
- What do you expect our organization to post on social media?
- How do the social media platforms the organization uses meet or not meet your needs, and why?
- What values do you gain from following Amicus's social media and what would you like to gain from it? (If following it)

Preferences
- What type of Amicus's posts are not helpful to you and why?
- What type of Amicus's posts would you like to see more of and why?
- What type of Amicus posts encourage you to engage?

Magic Layer/Campaign
- Do you think adding interactive Instagram stories like slides 5 and 6 will help user engagement? Why or why not? Would you use these to interact with the account?
- Do you think adding recaps of things done in Amicus is helpful? Why or why not? (slides 10, 8, 7)
- Do you have any ideas for types of posts you think would have the ability to draw potential members into the organization?
- Do you think the proposed aesthetic of posts relates to the mission of the organization? Why or why not?

　　　The participants I interviewed fit the demographic of Amicus through their participation in the organization at Miami University. Specifically, my goal in finding interview participants was to access a variety of members in the organization to represent the general target audience, which is students at Miami University who are on the pre-law track and members of Amicus. I wanted to understand how different types of students within the organization accounted for different expectations and needs of the social media platforms. I interviewed a freshman female, a sophomore male, and a junior female who all had pre-law-related majors.

Findings

To guide my findings, I broke them down into different categories that focused on addressing how analyzing content circulation, consistent messaging, and technological affordances lead to the target audience. This serves as a way to check whether the community's approach meets or does not meet the target audience's needs.

Does the current content circulated meet the needs and expectations of the user?

The first finding I found is that including features that provide users with important information about the organization and encourage them to connect is essential for increasing member engagement. The content circulated on Amicus right now is meeting the direct needs of the audience by allowing them to access crucial information, but is missing the mark on providing content that users feel connected to. From looking at Amicus's Instagram, it can be seen that the highest engagement level post was a member spotlight, and it still only totaled to an engagement level of 33%. This data directly highlights that users are not feeling a need, desire, or drive to engage with current content; therefore, it is not meeting their expectations.

From my Interviews, a participant acknowledged that they would prefer if Amicus's Instagram were more interactive and highlighted the achievements of members because the organization should encourage uplifting its members. This addresses the target audience's desire for Amicus to circulate this type of content. Since it is a pre-law society focused on connecting members, something that users want to see is content that gives them a path to those connections. To foster these connections, there needs to be a way for Amicus to highlight, respond, and connect to members in a manner that differs from what has been previously done. They want to experience all of the ways to relate to the field of law in terms of each other, Amicus, and what Miami University has to offer as well.

This led to my second finding that members of the organization want there to be posts that stray away from the norm, helping them feel connected not only to Amicus but also to other law-related opportunities around Miami.

Does Amicus's social media circulate a consistent message that accurately reflects the purpose and values of the community?

The next finding I discovered was that in order for the audience to feel like they can rely on the community's social media platforms to access information, there must be consistency of posts and better monitoring to ensure that the content posted is correct.

One of the participants highlighted that they are wary about obtaining their information from the Instagram page because there have been errors in the past – posts

have been deleted and reposted with different dates, which led to confusion on what information is correct. This shows the importance of ensuring that content circulated does not have errors because having errors does not correlate with the image of a professional pre-law organization. The audience expects Amicus to relay consistently correct information because if the organization does not do so, then it makes their social media an unreliable source.

Are there technological affordances used and available to showcase the community?

Lastly, I discovered that members of the organization are looking for one platform that encompasses the use of technological affordances as a way to have all their needs met in one place.

Though using multiple platforms is important, the main social media platform should be Instagram. When discussing how Amicus mainly uses LinkedIn and Instagram, participants said that they go to LinkedIn to see what Amicus is doing professionally while connecting with others, and use Instagram for everything else. This also highlights that the participants are not looking for Amicus to utilize many platforms. They want a platform that can provide them with the easiest information access, professional connections, and ways to socialize with others. Instagram has all these capabilities, and professional posts from Instagram can be reposted on LinkedIn.

As of right now, Amicus does not utilize the multiple technological affordances that Instagram offers. Participants regarded that it is important to use affordances such as an Instagram story to help increase circulation and engagement. Overall, there needs to be greater use of affordances by the community by ensuring that story posts, hashtags, and reposting are utilized.

Recommendations

The above findings can be built upon to identify specific recommendations for creating a strong content strategy plan.

Substance
Audience

Amicus's primary audience is students, mainly on the pre-law track. It is a club open to all students who are interested in the field of law, so they also occasionally appeal to students of different majors. They work hard on building lasting relationships with past members, people who work in the field of law, and alumni, so their social media also appeals to those individuals who serve as their secondary audience. Since they have a

limited number of people to come speak, many alumni or people interested in following the club outside of Miami University use social media as their resource to stay connected. Without tools to stay connected, the secondary audience may feel excluded so social media plays an important role in fostering connections between people who have current law careers and students who are on the path to finding those careers.

Messaging

After conducting my rhetorical research, I developed a core strategy and messaging framework to help understand what values the audience wants to gain from Amicus's social media. Through this, I discovered that Amicus needs to further build its community's professional connections using social media as a tool to help members of their club better understand how to develop a career in law and further engagement levels. This is accomplished through providing insightful and unique content that aids its audience - members and professionals - to reach the ultimate goal of feeling connected and inspired to further their passions within the field of law. The posts serve to connect, inspire, and provide critical information to members both in and outside of the organization.

Topics

Currently, Amicus's Instagram mainly has meeting reminders, speaker reminders, and social reminders. From analyzing my audience's needs and preferences, I found that these topics are not something they are prone to engage with. I propose that we put reminders into one topic category and add categories for speaker/meeting recaps and interactive stories. To meet my audience's goal, to use the community's social media as a resource to stay connected, taking these steps to add broader topics will lead to content that incorporates all aspects of the organization. To do so, I constructed posts that serve to increase user engagement and also give them resources to stay on top of things happening in the community that all stem from these topics. The audience is looking for more ways to engage than just from reminders, so ensuring that there is variety is important.

Purpose

Amicus's content mainly serves the purpose of getting information to its audience about the organization in terms of reminders. From the conducted research, I found that the main purpose of the content should be to ensure that all aspects of the audience are reflected on Amicus's social media. Not all members are looking for the same content, so it is important to have a variety of posts besides reminder-based. Every piece of content on Amicus's social media is meant to do one of the following: provide information,

engage, or connect members. Therefore, it is essential that the purpose of each post is addressed beforehand so the content circulated meets the user's needs and expectations.

Voice and Tone

Since this is a pre-law organization, the voice and tone should be done in a professional but welcoming manner. Amicus wants potential members to use their social media as a way to see how the organization acts, works, and ways to get involved, so it needs to have aspects of a welcoming voice while also conveying its messages in a formal manner. The type of tone that should be used is one that focuses on being persuasive so that potential members feel compelled to join the organization, and current members decide whether to stay. The message that Amicus is trying to get across is that they want members to see the organization as a place to foster law-related connections while also finding a community of like-minded students at Miami, so their voice and tone need to stem from that.

Sources

The content stems from original, curated, and user-generated posts. The audience is looking for Amicus to use Instagram as a place where they can find everything they need to interact and engage with the organization through social media in one place. This results in the need for multiple sources of content because there has to be a balance between content that relays important information and content that comes directly from audience interaction. For example, a way to engage users would be to do a Q&A on the Instagram story in which the users can type in responses, and then those responses can be reposted with an answer. At the same time, there needs to be posts that highlight what is going on in the organization, as well as posts that are curated to meet the needs of the audience in terms of aesthetics.

Structure

How will posts be structured?

It is important to structure posts in a mixture of ways while also focusing on keeping a consistent tone and aesthetic. I recommend that the community post content that works to engage users in different ways so it can appeal to the target audience as a whole. Some ways to structure posts will be to create interactive Instagram stories, photo collages, photos with text, and videos. Ensuring that there is variety in post structure helps to make users more engaged since it provides a wide range of ways to get similar information across. There is only so much variety with the information and types of posts Amicus can circulate, but changing up the structure helps the content to seem less repetitive.
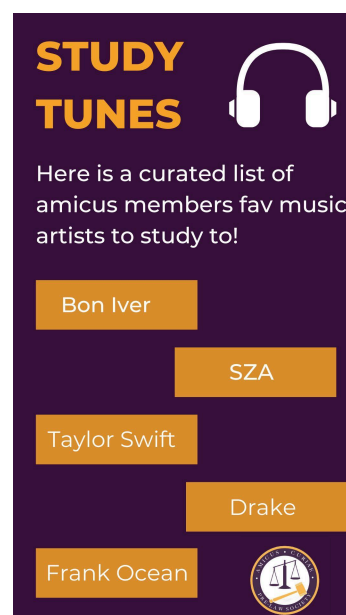
9

3/1 meeting recap

SERVICE UPDATE

What format?

Since Instagram and LinkedIn are the platforms that will work best for Amicus, it is important to format posts in an easy-to-view and read manner. They should have captions that work to get the needed information across, but not be overwhelming. There can also be tools such as the story feature and the pin tool to pin the most important posts and post things such as a monthly calendar.

Which platforms?

The platforms that are the most beneficial for Amicus to use are Instagram and LinkedIn. Instagram, more specifically, should be used as the basis for all content, information, and community that stems from the organization's social media. The target audience is looking for a place to easily access information, so Instagram serves as a perfect platform to do so. Instagram also has affordances that allow it to be more interactive than LinkedIn because it has features such as Instagram stories, reels, and slideshows.

AMICUS Q&A

We are here to provide you with opportunities that will help you achieve your law aspirations!

Ask us anything!

Type something...

STUDY TUNES

Here is a curated list of amicus members fav music artists to study to!

Bon Iver

SZA

Taylor Swift

Drake

Frank Ocean

What content?

To encourage variety, Amicus should implement posts that get valuable information across while adding more interactive features. Interactive features are important because users want their voices to be heard, and this can be done through quiz-formatted Instagram stories. It can also be done by ensuring that Amicus can circulate consistent content topics, but changing up the structure helps the content to seem less repetitive. The photos above highlight how Amicus should format Instagram stories.

Workflow and Governance

To stay on top of the content and brand structure, it is important to ensure that a consistent guide is provided. Ensuring that some sort of structure is followed allows for there to be a sense of security that the content circulates, which is consistent with the substance of the organization.

Style

I recommend using the Amicus logo on every post so that users can correlate the logo with the organization. Using the same colors of the logo and using them as the colors of Instagram allows there to be professional consistency among all posts. Something that is important to users is having edited posts to ensure that content is preplanned and professional. Below are some elements that each post should have to ensure that the aesthetic features of the posts are consistent.

Best practices for writing on the web

There are many things that can be practiced to ensure that the way content is written is meeting the goals of the social media pages. Some things that are useful for writing on

the web include: making the posts easy to skim, using storytelling features, concise language, and ensuring that the writing is tailored to the specific target audience. According to Matt Bowman in the Forbes article, *Make Storytelling A Part Of Your Content Strategy In 2018, "*storytelling is essentially translating your marketing message into narrative form." Ensuring that this is done in Amicus's Instagram captions helps highlight what the organization is and paints a picture to potential members about the community they can join.

Editorial Calendar

There are many ways to increase the variety of posts, but there also needs to be a consistent schedule to the posting to ensure the content is meeting the preferences of everyone. To make sure that the posts are constantly varied, below is a calendar that outlines when specific content should be posted.

JANUARY 2023				CONTENT POSTING PLAN		
SUN	MON	TUE	WED	THU	FRI	SAT
1 meeting reminder	2	3 story post	4 speaker intro	speaker 5 recap meeting recap	6	7
8	9	10 story post	11 post	12	13	14
15 meeting reminder	16	17 story post	18 speaker intro	speaker 19 recap meeting recap	20	21
22	23	24 story post	25 post	26	27	28
29 meeting reminder	30	31 story post	1 speaker intro	speaker 2 recap meeting recap	3	4

■ = LinkedIn
■ = instagram

Conclusion

Overall, there are a multitude of ways that Amicus can tweak current social media strategies to better meet the needs, feelings, and wants of the target audience. Implementing ideas highlighted in this content strategy plan will ensure that Amicus has a clear guide for promoting social media growth and engagement levels.

References

Miami University Amicus Curiae Pre-Law Society [@mu.amicus]. Instagram.

https://instagram.com/mu.amicus?igshid=YmMyMTA2M2Y=

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from

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