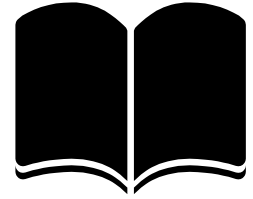


FOLXLÓRICO

# **Social Media Plan**

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# Executive Summary

- ❑ This powerpoint shows a plan that is a social media strategy created specifically for FOLXLORICO, a Mexican traditional dance student organization at the University of North Texas. The point of this strategy is to increase the social media presence of FOLXLORICO and to make the latinx-hispanic community at UNT and in the surrounding areas aware of them and their mission.
- ❑ Following this plan will help FOLXLORICO expand their horizons and track what is working for them/what isn't. Their two main platforms are Instagram and Twitter which helps them reach the college student they're trying to target.
- ❑ In this plan, I go over goals, strategies, target markets, platforms and future plans for FOLXLORICO.
- ❑ This strategy was prepared by Alejandra Balbuena, a sophomore studying Public Relations and Spanish at the University of North Texas

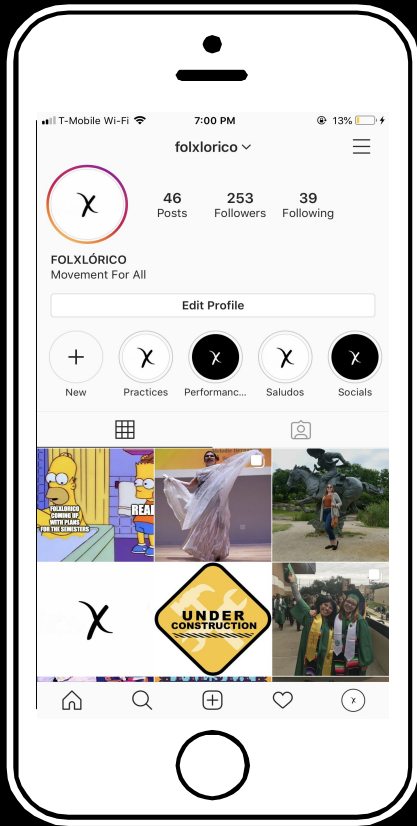
# Brief Overview

FOLXLÓRICO

- I chose the University of North Texas student organization called “FOLXLÓRICO”. They are a dance organization focusing on Mexican Ballet Folklorico and the traditions that stem from traditional Mexican dances such as ballet folklorico. The organization was founded by Andrea Lopez Garza, Allen C. Dominguez, Nardos Kiros, and Jasmine Romero to showcase Mexican culture at UNT. The group currently has an executive board containing six people ranging from the president to the public relations officer. Overall, there are a little over 20 dancers in the organization.

# Social Media Presence

- Their organization is fairly new, only being established since April of 2018 so they don't have a lot of presence on campus or on social media but I want to change that. They tend to have more interaction on Instagram than on Twitter but in order to reach the UNT community, they have to be able to stand out on both platforms. Their Instagram has 253 followers while their Twitter only has 51. They lack engagement from their audience in their SM so I would like to change that. I want them to have more of a personality in their tweets/ Instagram posts. They need to build their brand practically from the ground up because they recently rebranded. Once they establish a tone in their SM, they will be able to seek engagement from their followers and even build more of an audience.



# **S.W.O.T**

## **Strengths:**

- They post semi-regularly on twitter and on their Instagram stories. Their posts are funny and informative so that they get traffic. Their few followers interact heavily with posts on both platforms so that they don't seem to be speaking to no one. The branding is also strong, showing who they are throughout social platforms, etc. The organization has time to dedicate to their social media.

# **S.W.O.T**

## **Weaknesses:**

- They need more followers in order to establish a foothold in the UNT organization spaces that exist on social media. They need to post content that isn't just about an event they're holding or when they're tabling. They need to further establish a relationship within the dance, Hispanic and UNT student communities through their social media so that people will show up to their real-life events.



# **S.W.O.T**

## **Opportunities:**

- Their goals really focus on expansion and reach, they want to be able to really get the name FOLXLORICO out there. Their opportunities lie in curating posts that showcase members of their organization so that they can be even more personable than they have seemed before. Hashtagging is crucial so that they can pop up in feeds that have never been introduced to them. Reaching out to other Folklorico college orgs in order to establish a network will really help them out.

# S.W.O.T

## Threats:

- Competition would be any other student organization at UNT but also narrowing it down to any group that focuses on Hispanic students. HSA has a bigger reach since they are the largest group on campus so their social media presence really reflects that. They interact consistently with their followers even through the summer months which FOLXLORICO needs to emulate. Externally, the latinx community might not be pleased with the name of FOLXLORICO as it is breaking from tradition to be more inclusive, so they need to be able to change perspectives as well.

# Target Market

## **Hispanic/Latinx Men & Women:**

- The current audience for FOLXLORICO is men and women of Hispanic descent ages 18-25. They are passionate about dancing, mexican culture, sustaining tradition, and building community. They have free time to go to practice with the group but also on their own. They can also buy the accessories necessary to perform in the organization's performances. The audience is local to college students or members of the Denton community that have better access to their events. This translates to their social media as well.

# Goals

## **Expansion & Reach:**

The organization needs new members in real life and new followers on their social media platforms. I want them to be able to expand their concept of social media and to use it in a way that benefits them. They need to be engage with the audience they currently have so that they can reach the audience that is waiting to be explored.

# Strategies



- Both of these social media tools will be useful to FOLXLORICO's goals. Hootsuite can be used to schedule posts for the entire week, from memes to member spotlights to promotional posts. Tweetdeck can be used to have the whole PR team have access to the twitter but that not too many people have the password to the account.



**TweetDeck**

# Platforms & Content

## **Platform:** Twitter

- This site is really good for members spotlights as well as promoting events because members interact on twitter more with a comment or a retweet. More emphasis is needed on this site since they do not have as much of a base. This is the best type of platform to use to cultivate a more personable character for the organization.
- Keeping an active profile on Twitter allows potential members to find them and to understand that they are an active organization. If there is good content then they want to follow the profile, then they might want to join.

# Platforms & Content

## **Platform:** Instagram

- This site is also good for promoting events but also for folklorico memes because the organization has more support from other folklorico organizations that will interact more with that type of content. The base of this platform is more well founded since it's been around longer so more people will like the posts or see the posts.
- Posting instagram stories and posting more pictures on the profile will keep FOLXLORICO updated as well as its followers. The key to this site is to be professional but also fun. Only post things people want to see because that boost the org's profile and solidify their branding.

# Platforms & Content

**Content:** Memes

**Platform:** Instagram

- These memes are very niche since humor in the folklórico community isn't really seemly to older generations. As a student org, this content really allows them to connect with their followers and pinpoint certain experiences that only dancers of folklórico would understand



# Platforms & Content



"Folklorico  
doesn't  
count as  
real dancing"



"Folklorico  
is a time-honored  
Mexican  
tradition that  
should be RESPECTED"

The dance choreographer: We need to redo the  
entire dance routine

Folklorico dancers who just spent two weeks  
perfecting the choreo:



# Platforms & Content

**Content:** Promotional Items

**Platform:** Instagram & Twitter

- Flyers for events they're participating in, for events they're hosting and for achievements they're gaining. These types of posts really emphasize things that the organization is doing and help people know more which might gain more of an in-person audience.

# Platforms & Content



FOLKLÓRICO PRESENTS

## ANNUAL SPRING SHOWCASE

See tradition and beauty on stage

FRIDAY APRIL 26TH  
7 PM  
UNT LYCEUM



## FOLXLÓRICO

"MOVEMENT FOR ALL"

### Who are we?

Folklorico is a dance organization focusing on traditional Mexican ballet style (folklorico) dances. Our goal is to expand the perception of this style of dance.

### Why the X?

The "X" is to signify the boundaries we try to break in this organization. We don't conform to any preconceived standard.

### Practices

Monday, Wednesday and Friday  
Time and Location: TBD



GroupMe



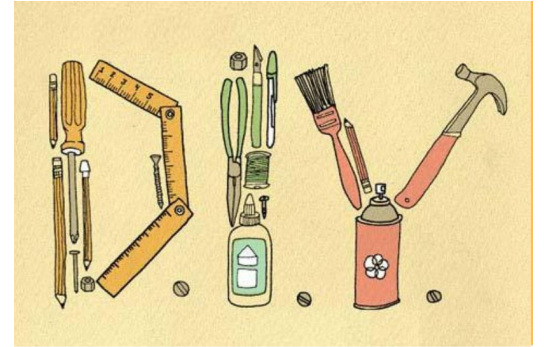
@FOLXLORICO



@FOLXLORICO



folxlorico@gmail.com



## DIY X FNT

Come join FNT for some bonding and some crafting as we create hairpieces for the organization!

Tuesday, March 19th @ 5 pm  
DM Secretary, Nessa Morgan for the address

# Platforms & Content

Content: Member Spotlights

Platform: Twitter

- These posts are to highlight outstanding members for their dedication to FOLXLORICO but also to shout out birthdays, graduations and other special achievements that members may accomplish. This is nice because it shows the org's appreciation for its members.

# Platforms & Content

## Weekly Schedule SAMPLE:

**M:** Video of the week before's practices on Instagram

**T:** Instagram story of dresses or tease of events

**W:** Memes on Instagram, might cross post on Twitter

**Th:** Special member achievement or Instagram story about merchandise

**F:** Member Spotlight on Twitter

**Sa:** Instagram post showcasing a dance

**Su:** Twitter post about an event

## Hashtags used for posts:

#folxlorico

#folklorico

#balletfolklorico

#mexico

#dance

#mexicandance

#folxmembers

#UNT

#denton

#northtexas

#latinx

#hispanic

# Monitoring

- Working with this strategy means that they have to pay close attention to the analytics involved in their social media posts. Who is engaging with what when? Twitter has convenient analytic software but Instagram requires a profile change so that they can see how many people have interacted with their post.
- Another big thing is hashtags. Tracking the tags specific for them will allow them to see what is new, what is old, and what trend they need to capitalize on. FOLXLORICO has very specific hashtags due to that nature of the org and their location so they can be easily tracked.

# Monitoring

## **FOLXLORICO specific:**

1. #folxlorico
2. #vivafolxlorico
3. #UNTstudentorg
4. #studentorganization
5. #UNTstudents
6. #latinx

## **Ballet Folklorico specific:**

6. #folklorico
7. #balletfolklorico
8. #mexicanballet
9. #mexico
10. #dance
11. #traditionalmexico
12. #jalisco
13. #veracruz
14. #coco
15. #contemporarydance

## **Location specific:**

16. #TWU
17. #UNT
18. #universityofnorthtexas
19. #dallas
20. #dfw
21. #northtexas
22. #denton

# Tuning

- As said before, they need to check their analytics constantly in order to really understand the impact of what they are doing. They need to ask their members for input to make sure they are creating content that they want to see. Keep a nose on the ground to find out what people know and what people think, it improves their chances dramatically.
- Taking feedback is important! Ask the executive board, ask members, ask the followers on both social media sites as much as possible so they can gain a good following.





Photo by Isabel Anes