

National Panhellenic Conference Social Media Audit and Analysis

Victoria Allen
Longwood University



Introduction

The National Panhellenic Conference, NPC, is a values-based organization established in 1902. They are the governing body for the 26 nationally recognized sororities in the United States. With an audience of over 4 million women across the world, social media has become the easiest way for them to communicate their message.

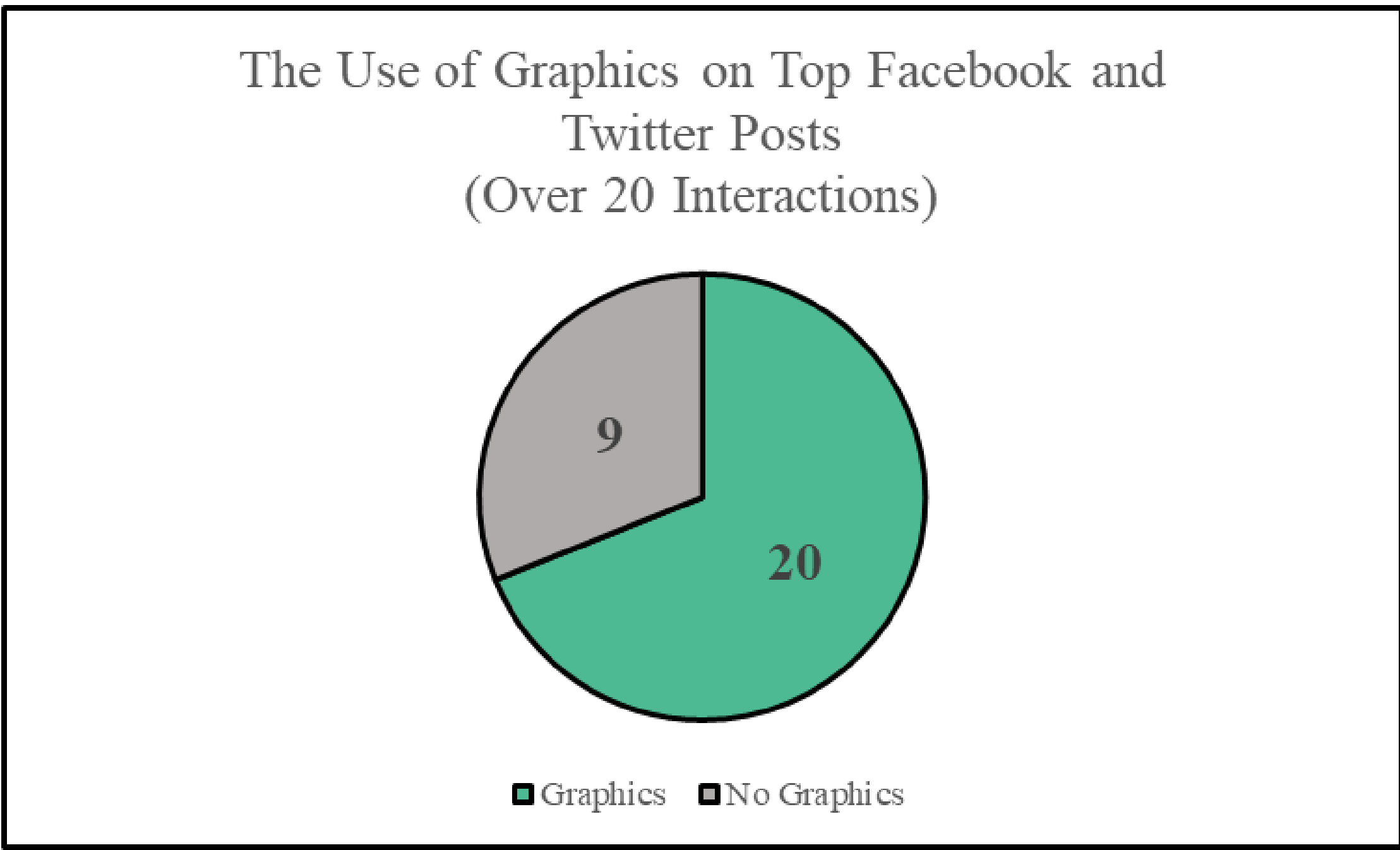
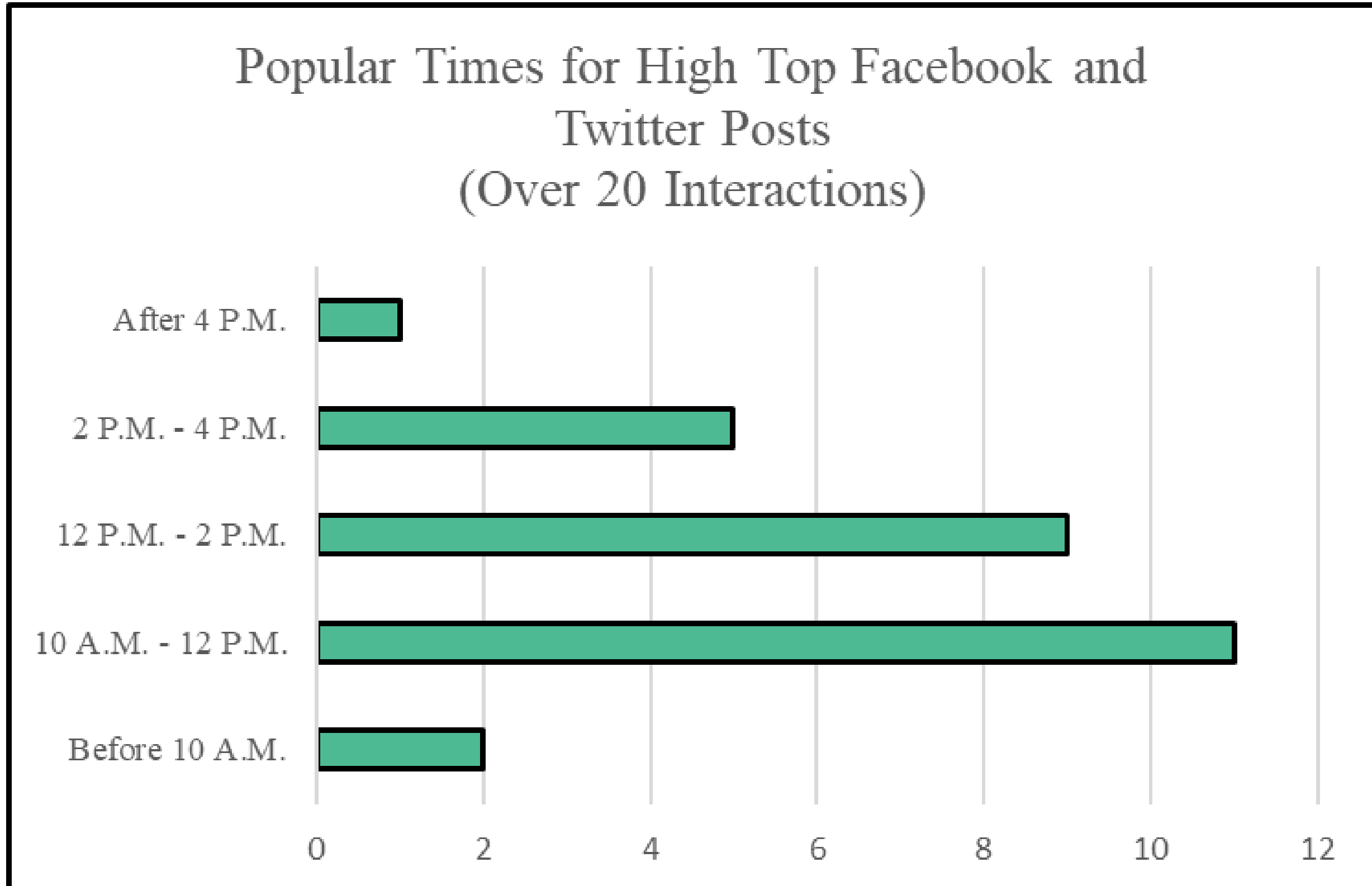
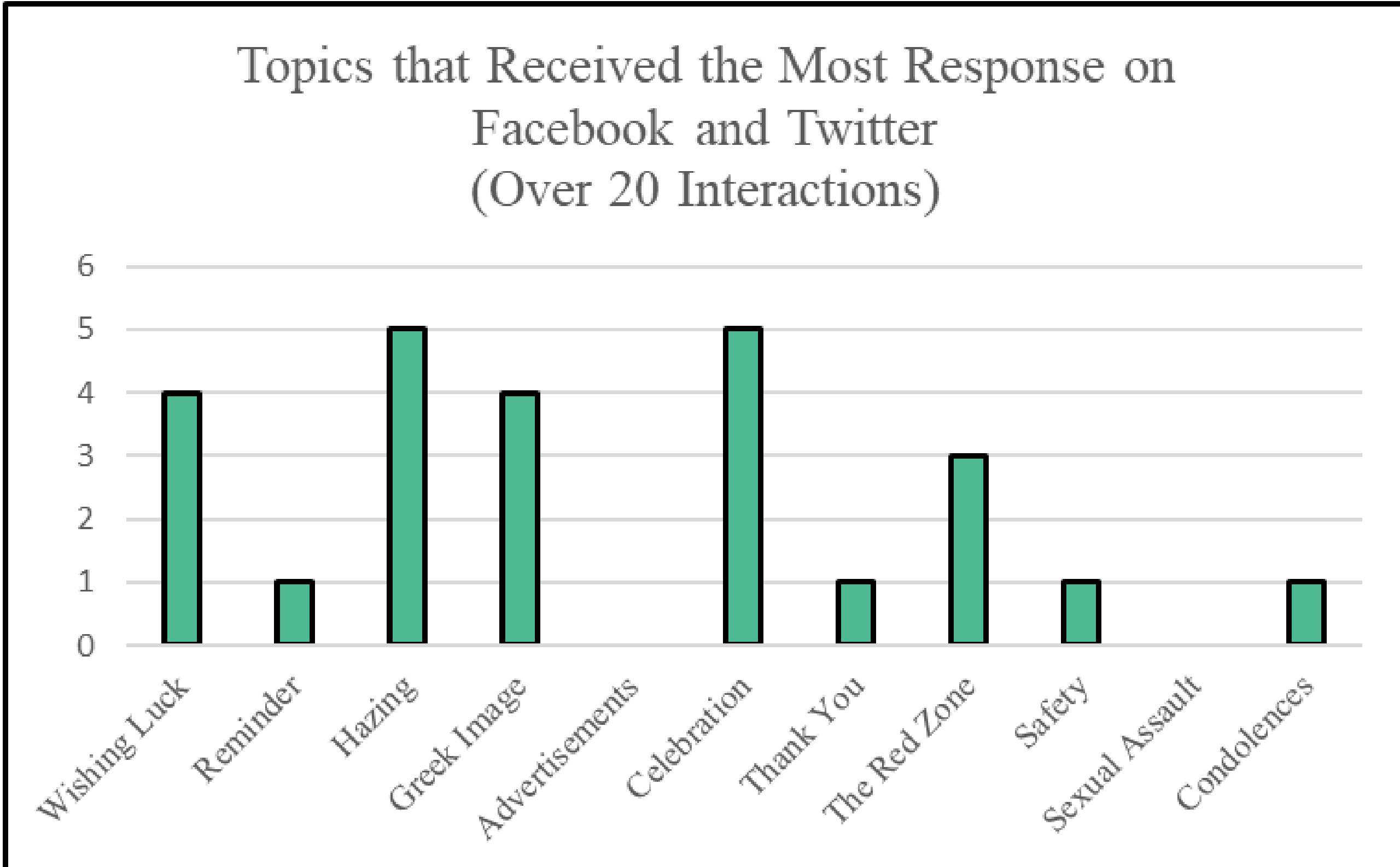
The exponential growth of social media requires companies to fully engage in the various aspects that go along with creating a brand through social media. NPC uses two main platforms to create their brand: Facebook and Twitter. Their Facebook username and Twitter handle is @NPCWomen.

Methodology

50 posts were collected and analyzed from Facebook and 50 tweets from Twitter. These posts from both accounts were analyzed based off of the text, number of shares (retweets), likes (favorites), comments, their content topic, whether or not a link was included, the use of hashtags, whether or not they used tagging, the use of graphics/pictures/videos, and the time of day.

Data was further analyzed based off of number interactions. High interactions were counted as over 20 interactions (shares, likes, or comments). Each platform was analyzed individually, then they were analyzed together based off of topic, use of graphics, and time of day.

Analysis



Facebook and Twitter combined are NPC’s two major social media platforms they use to interact with their audience. The topics that received the most response on Facebook and Twitter (over 20 interactions) were Wishing Luck, Reminder, Hazing, Greek Image, Celebration, Thank You, The Red Zone, Safety, and Condolences. According to the data, the topics that were most interacted with were Hazing, Celebration, and Wishing Luck. Out of both Facebook and Twitter, there appears to be more interactions with the use of graphics/pictures/videos. Data collected from Facebook and Twitter showed that the best time to post in order to receive the most interactions is between 10 A.M. and 2 P.M.

References

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Recommendations

Social Media Rule of Thirds
This rule states that 1/3 of content should promote the business, 1/3 should share ideas and stories, and 1/3 should involve personal interactions with followers (Newberry, Oct. 2017). Ways to do so, is by asking questions, creating highly shareable content, using personal stories from members of the NPC community, and adding polls and quizzes to the posts.

Consistency
NPC should find the optimal time of day to post in order to increase the level of engagement. Rather than posting sporadically, they should focus on a few times during the day where they receive the highest level of engagement. *Hootsuite*, *Buffer*, and *MeetEdgar* are all platforms that allow users to schedule content in advance and provide statistics on post’s performance (Mehrguth, 2017).

Graphics/Images/Videos
Optimize posts by using GIFS, images, and videos. Viewers are more likely to engage with a post when they see those aspects added. Rather than having a post use a preview image, create separate images to associate with that topic. The videos should be short and to the point. The longer the video the less likely viewers will continue watching it (Fontein, 2017).

Call to Action
Call to Actions are generally found at the end of posts and they ask the viewer to take action on something. They can be asked to click on a link, talk about a specific message, or answer a poll. To get the most response with Call to Actions, create incentives, use emotions, and show transparency (Chong, 2016). These create a level trust and understanding with an audience.

Further Research

Further research is needed to analyzed NPC’s social media at different times of the year to see if their social media interactions increases during the school year.