



SOCIAL MEDIA PLAN FOR OTTO THE ORANGE



THE TEAM

PEEL PUBLIC RELATIONS
AGENCY OF THE FUTURE



**ISABELLA
SIMON**



**AIDAN
SHEPHARD**



**YANG
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AUDIENCE PERSONA

PROSPECTIVE PAT/PATTY

Prospective students are crucial to focus on as they follow Otto's content to understand if Syracuse University will be their home for the next 4 years.

Age: 14-18

Gender: Male or female

Education: currently junior/senior year of high school

Salary: works part-time job at pizza place

Family: unmarried, single

Location: United States & International

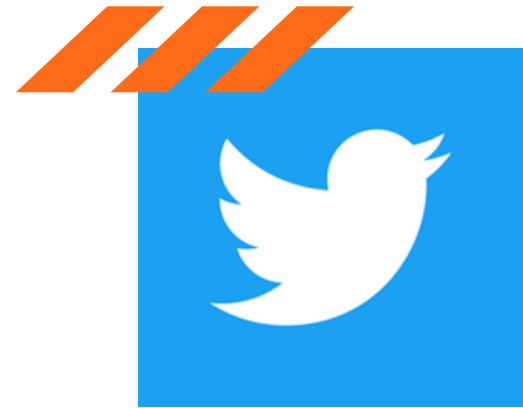
Interests: sports, social media, friends, video games, community service

Adjectives: outgoing, hardworking, studious, athletic, passionate





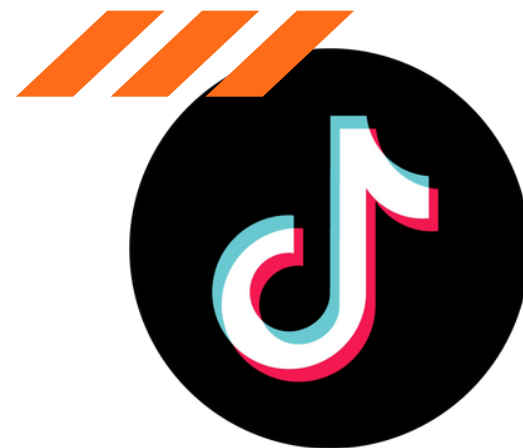
Facebook



Twitter



Instagram



TikTok

SOCIAL MEDIA PRESENCE

Social media is intended to generate awareness, foster engagement and deliver specific conversion goals. Otto the Orange and the Otto team take great efforts to remain active across their social media with varying levels of success and shared engagement. Each social media channel enables them to outreach groups of people.

SOCIAL MEDIA AUDIT

1

**Consistent and unique
Output on Social Media**

2

**Effective Utilization of
Owned Media & Earned
Media**

3

Keep up with Trends

OBJECTIVES AND GOALS

Our group's main goal for Otto the Orange's social media plan was to build overall brand authority across Otto the Orange's four social media accounts. Accompanying this goal, were three main objectives we deemed to be our top priority, which we hoped to accomplish during our specified time frame which was May of 2022.



1

Get all of Otto the Orange's social media accounts properly verified, prioritizing TikTok and establishing a strong audience base.



2

Establishing a posting schedule with curated shared content meant to specifically target our personas most responsive on each of those platforms.



3

Maintain the Otto brand guidelines, providing convenience and ease for current Otto content creators while also defining what it means for Otto to be his authentic self and playfully interactive with students.

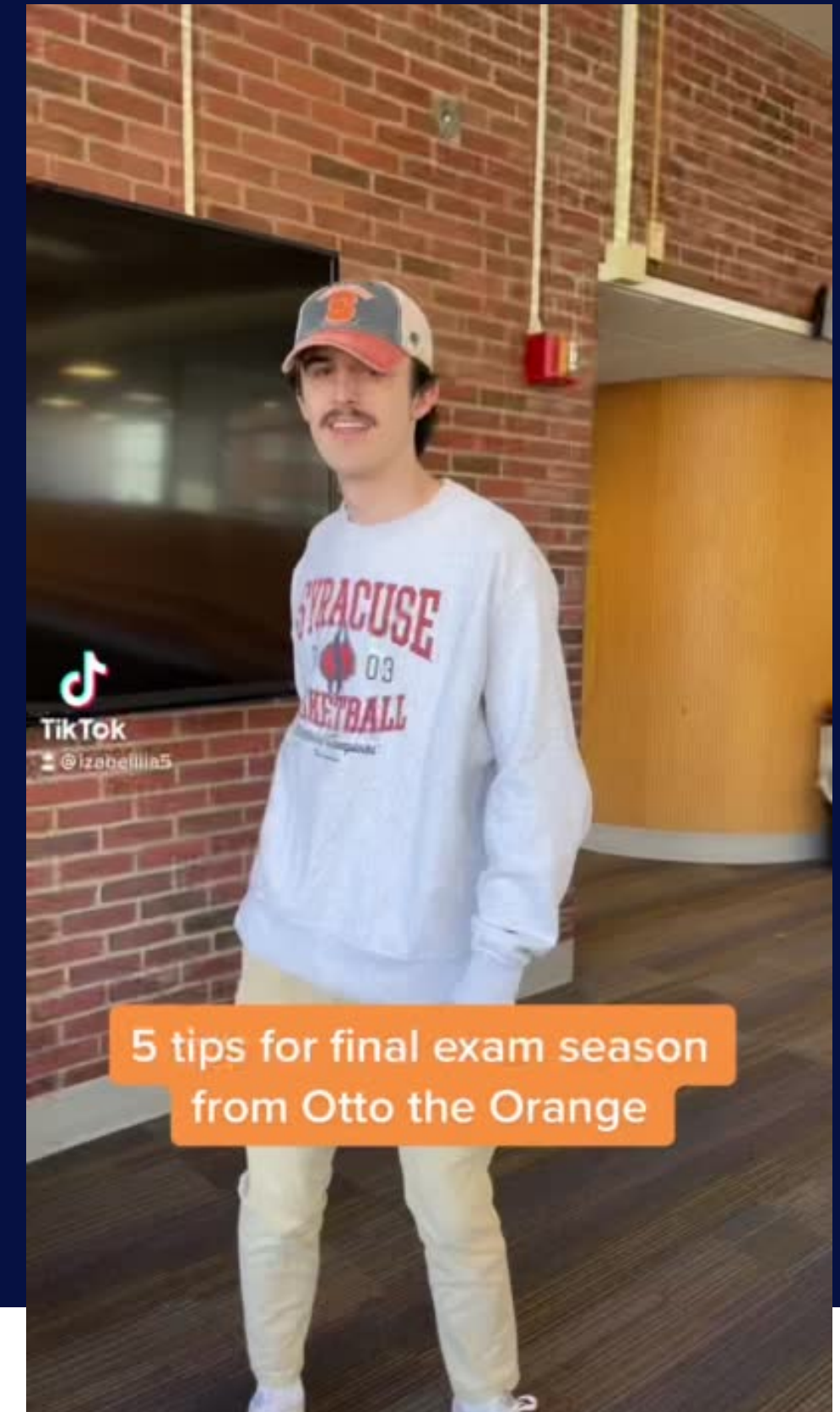
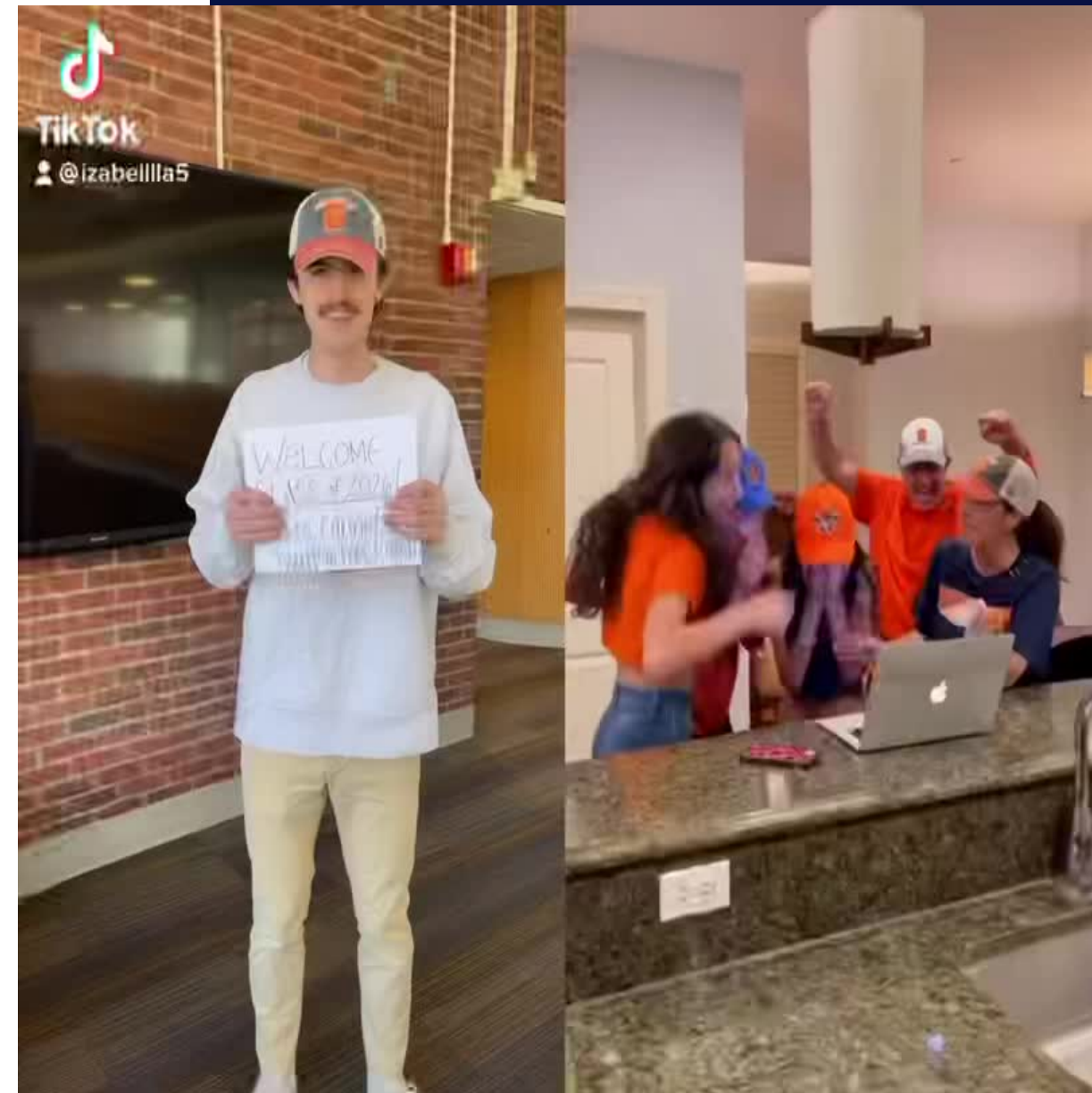
STRATEGY AND TACTICS



Our team has three different strategies to assist in accomplishing Otto the Orange social media objectives and goals. Each strategy has designated mock-ups that Otto could use throughout the month of May.

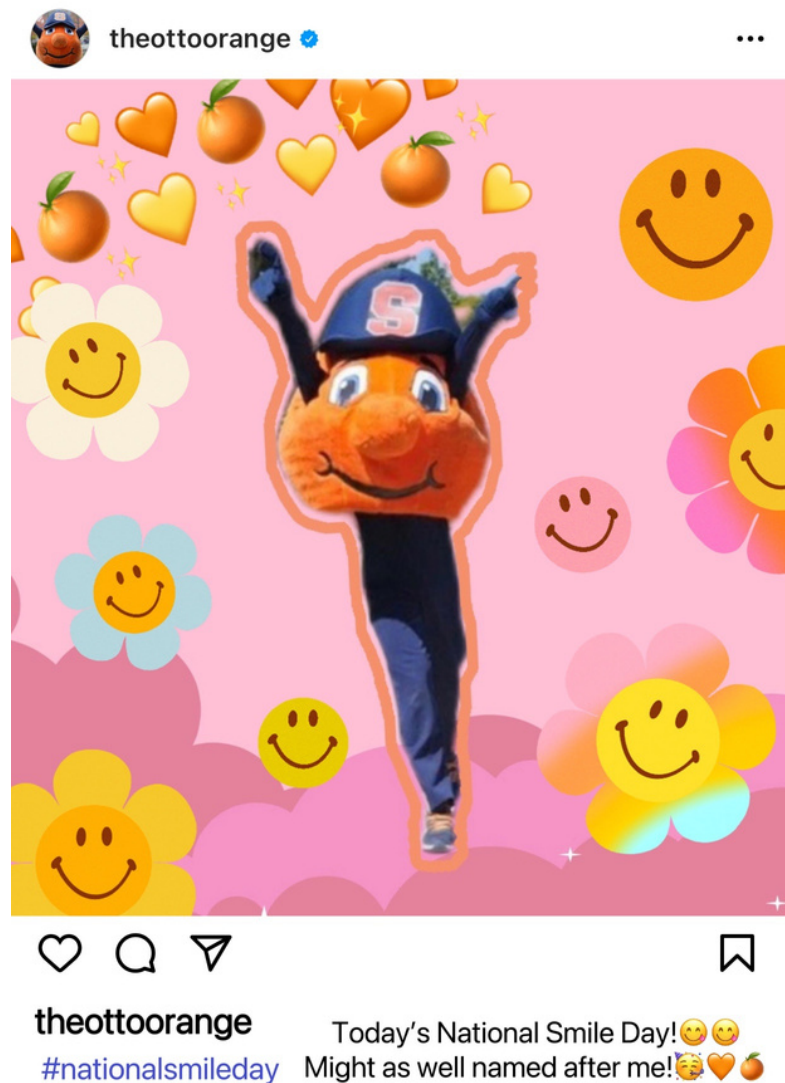
STRATEGY 1

Create content that allows for Otto the Orange to gain traction on TikTok to increase algorithm appearances and lead to verification.



STRATEGY 2

Build content across all of Otto the Orange's social media platforms that generates user-driven content, post shares, and overall audience interaction.



The orange doesn't fall too far from the tree!
Happy Mother's Day to all our #syracusemoms
💛 #syracuse #orangenation



Here are some of my favorite moments
from this semester, see you in a couple
months Orange Nation 🍊💛 #photodump
#syracuse

STRATEGY 3

Utilize connections with various student organizations and dynamics to highlight Otto the Orange's welcoming personality and interaction with Syracuse life.



WHERE'S OTTO?



WHERE'S OTTO?

An Otto-ible experience to keep up with Syracuse's lovable, mascot and follow the lives of students on campus.



The hosts will note that "Otto was curious to learn..." to stay true to his nature of curiosity and engagement with student life.



IMPLEMENTATION

Here is an outlined projected budget for our services.

Budget Category (type/description)	In-house Expense (fixed/percent)	Outsource Expense (fixed/percent)	Total Category (fixed/percent)
Content Creation preparing and designing content across all four platforms writing, graphics, video	\$20/hour x 5 hours a week x 3 team members 31%	5 * \$50	\$750 46%
Social Advertising Instagram, Snapchat, TikTok, and Facebook	no in-house costs with Otto Team	10 * \$20	\$200 12%
Social Engagement Instagram, Snapchat, TikTok, and Facebook	no in-house costs with Otto Team	8 * \$15	\$120 7%
Software/Tools Data analytics, social media analytics platforms	no in-house costs with Otto Team	\$250 - allocated to pay for data analytic reports	\$250 15%
Promotion/Contests Committed Students Mother's Day Veteran's Day	no in-house costs with Otto Team	3 * \$100	\$300 19%
Total	\$500 31%	\$1,120 69%	\$1,620 100%

EVALUATION

1. Check for verification status on all accounts and if not achieved, analyze TikTok account categories
2. Weekly checks on accounts to see if schedule is being followed, utilize platform analytics to see changes in performance after implementation
3. Send out initial satisfaction and confidence surveys to team, then followed with weekly surveys to continually monitor team morale





THANK YOU!

Any Questions?