

Providence College

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School of Business Student Scholarship

School of Business

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4-26-2023

## Benjamin Family Social Media Fellows

Katie Barton

*Providence College*

Jenna Cobb

*Providence College*

Kayli Fagan

*Providence College*

Myles Forgue

*Providence College*

Ryan Hanewich

*Providence College*

*See next page for additional authors*

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**Authors**

Katie Barton, Jenna Cobb, Kayli Fagan, Myles Fogue, Ryan Hanewich, Jenny Lynch, Santiago Najarro Cano, Tess Sanchioni, and Lily Zgurzynski



PROVIDENCE COLLEGE  
SCHOOL OF BUSINESS

# BENJAMIN FAMILY SOCIAL MEDIA FELLOWSHIP

Final Report 2022-2023

# Fellowship by the Numbers

Fellowship Advisors

2

Creative Directors

2

Community Managers

2

Marketing Consultant

1



**Credited Digital MKT Course**

**Executive-in-Residence**

**Agency Dynamic**

# Meet the 2022-2023 Team

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**Myles Forgue '24**  
**Chief Content Officer**



**Lily Zgurzynski '25**  
**Analyst**



**Katie Barton '23**  
**Researcher**



**Tess Sanchioni '23**  
**Digital Marketing  
Consultant**



**Santiago Najarro Cano '24**  
**Community Manager**



**Ryan Hanewich '23**  
**Editor**



**Jennifer Lynch '23**  
**Community Manager**



**Jenna Cobb '24**  
**Creative Director**



**Kayli Fagan '23**  
**Creative Director**

# Our Support System



**Keith Butler '02**  
**Work Space Lead, Strategic Industries, Google Cloud**



**Lauren Orski '05**  
**Head of Industry, Google**



**Justine Harrington '12**  
**CEO, Solas Digital Consulting**



**Sara Malone '06**  
**Strategy and Insights Manager, Google Customer Solutions**



**Samantha Albright**  
**DelVecchio '09**  
**SVP, Brand Practice, Edelman**



**Dean Welshman**  
**Assoc. Director of Creative Services, Providence College**



**Jane Benson '92**  
**CMO, N2Y**



**BriAnne Newman '04**  
**VP, Consulting & Events, Fenway Sports Management**



**Polyana Oliveira de Oliveira '07**  
**Senior Digital Associate, European Climate Foundation**



# AGENDA

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- I. Methodology**
- II. Strengths**
- III. Opportunities**
- IV. Aspirations**
- V. Results**
- VI. Executive Summary**
- VII. Questions & Feedback**





# Methodology

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## Rethinking Strategy Development



# Shaping our Strategy

## Key Lessons of Leadership

1

What we seek we  
find more of

2

People commit to  
what they help  
create

# SOARing from SWOT

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## STRENGTHS

What are our greatest assets and most valued impact?

## OPPORTUNITIES

What opportunities are there for innovation and improvement?

## ASPIRATIONS

What "moonshot" hopes do we have for future success?

## RESULTS

How will we measure the success of our desired impact?



# Strengths

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**What are our greatest assets and most valued impact?**

# SOAR - Strategic Inquiry

## 1. STRENGTHS

- **What are we most proud of as an organization?**
- **What makes the School of Business unique?**
- **What are our most valued assets and impact?**



# 01

## **Student Centric Curriculum & Innovative Programs**

*Students gain quantitative & logical reasoning skills*

*Faculty trained for challenging teaching*

*Campus-aligned external programs & experiences*

# 02

## **Ethics, Inclusivity, & Responsibility**

*Inclusive culture*

*Leverage the Program on Ethics in Business Ed.*

*Build a more diverse group of faculty, staff, & students*

# 03

## **Excellence in Business Education**

*Improve starting salaries, job placement rates, & placement in desired career field*

*Leverage alumni engagement for student success*

*Faculty contribute thought leadership*

# **PCBiz2025 Strategic Plan**

# Stories of our Strengths

01

Student Centric  
Curriculum &  
Innovative  
Programs

Profile: Paul Scanlon



165 page views



# Stories of our Strengths

## Profile: Paul Scanlon



**2.6k total impressions**  
**200 likes | 22 shares**



**3.0k total impressions**  
**67 likes | 124 clicks**





# Stories of our Strengths

02

Ethics,  
Inclusivity,  
& Responsibility

## Ethics Competition



16 page views



# Stories of our Strengths

## Ethics Competition



**1.3k impressions**

**30 likes**



# Stories of our Strengths

03

Excellence in  
Business  
Education

## Poets&Quants Ranking



1,354 page views



# Stories of our Strengths

## Poets&Quants Ranking



**3k total impressions**  
**328 likes | 58 shares**



**2.1k total impressions**  
**95 likes | 18 reposts**



# Stories of our Strengths

## Poets&Quants Best & Brightest



**3k total impressions**  
**280 likes | 87 shares**



**3.4 k total impressions**  
**100 likes | 168 clicks**



# Opportunities

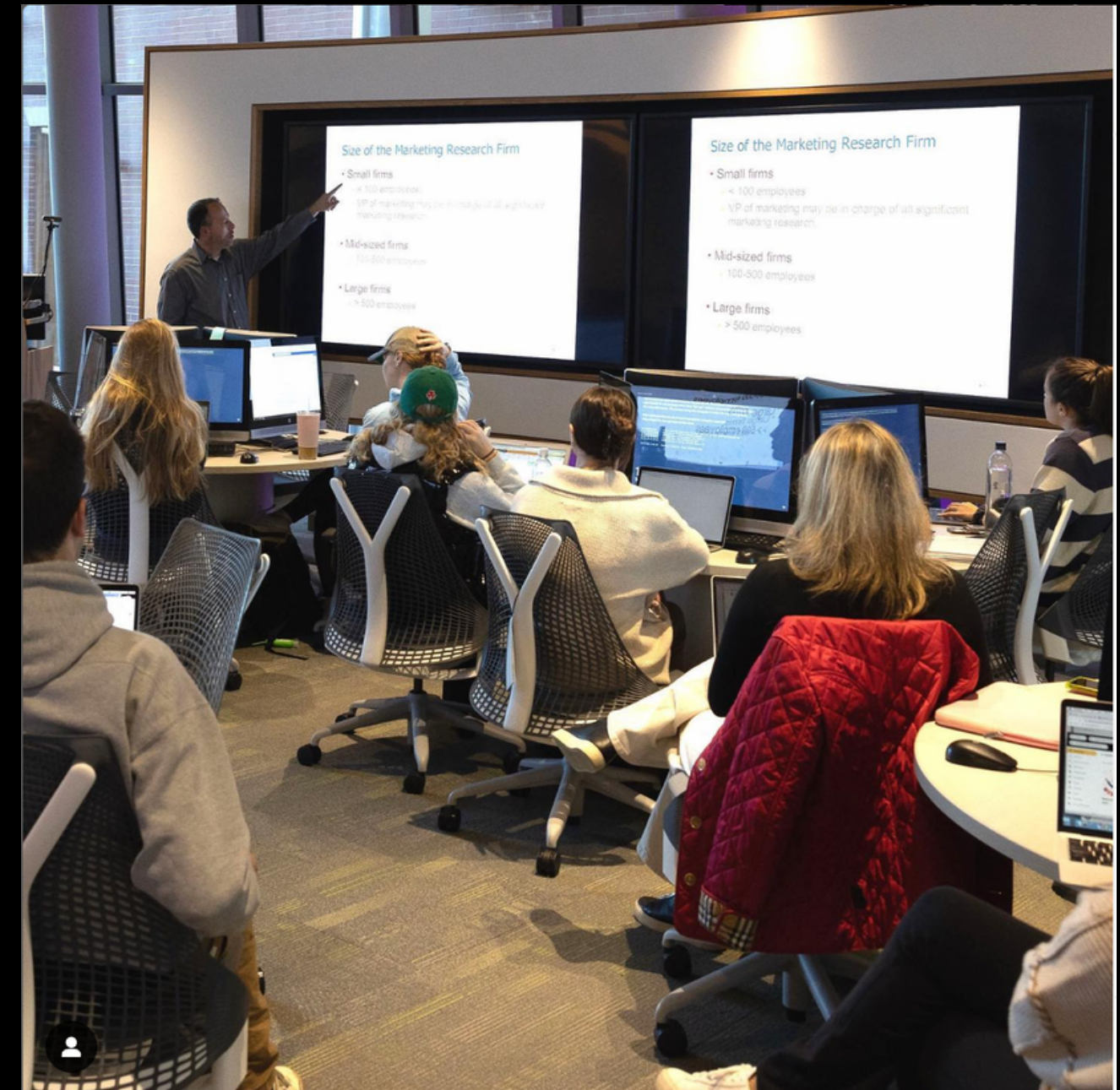
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**What opportunities are there for  
innovation & improvement?**

# SOAR - Strategic Inquiry

## 2. OPPORTUNITIES

- **As a social network & community, how can we best meet the needs of our stakeholders?**
- **How can we competitively position ourselves?**
- **How do we leverage our strengths to activate our audiences?**



# Opportunities

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## **PCSB Community-Building**

*Engaging students, faculty, & alumni with content that resonates*

## **Content Development & Diversification**

*Experimenting with content that authentically showcased our brand personality*

## **Cadence of Quality Engagement**

*Amplifying brand voice and visibility*



# Brand Voice

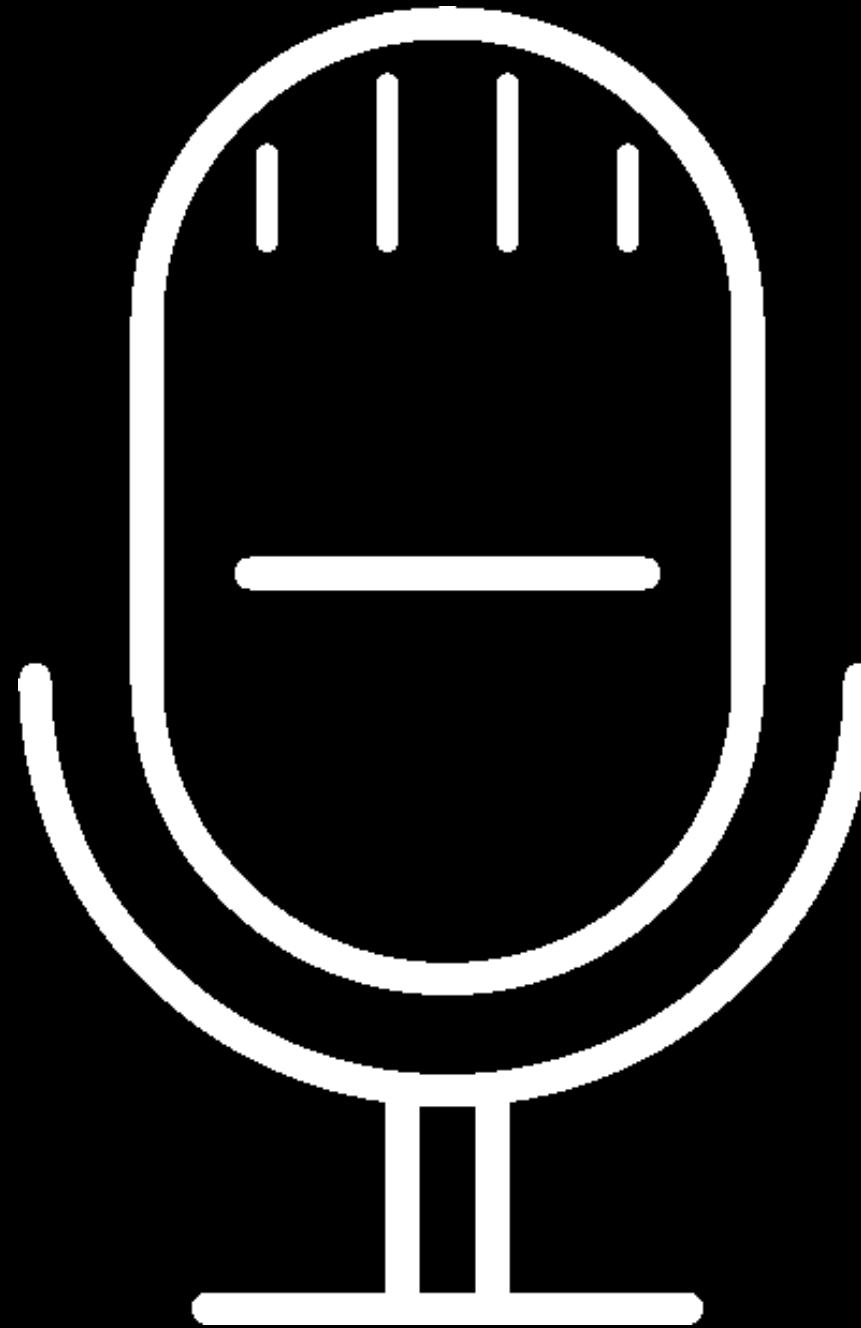
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**Relatable**

**Light-hearted**

**Student Centered**



**Professional**

**Informative**

# Community: Students

## A Day in the Life



**5.5k accounts reached**

**(3k non-followers)**

**200 likes | 42 shares**



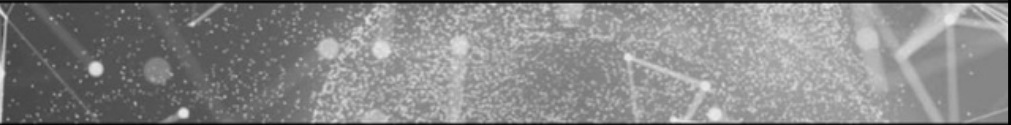
# Community: Faculty

**Think like a Friar**



**2.1k accounts reached**  
**76 likes | 22 shares**


pcbizschool




**THINK  
LIKE A  
FRIAR**

"The Negative Effect of Low Belonging on Consumer Responses to Sustainable Products. Journal of Business Ethics"

(Schultz, A. Newman, K. Wright, S.)



**Dr. Schultz**



# Community: Alumni

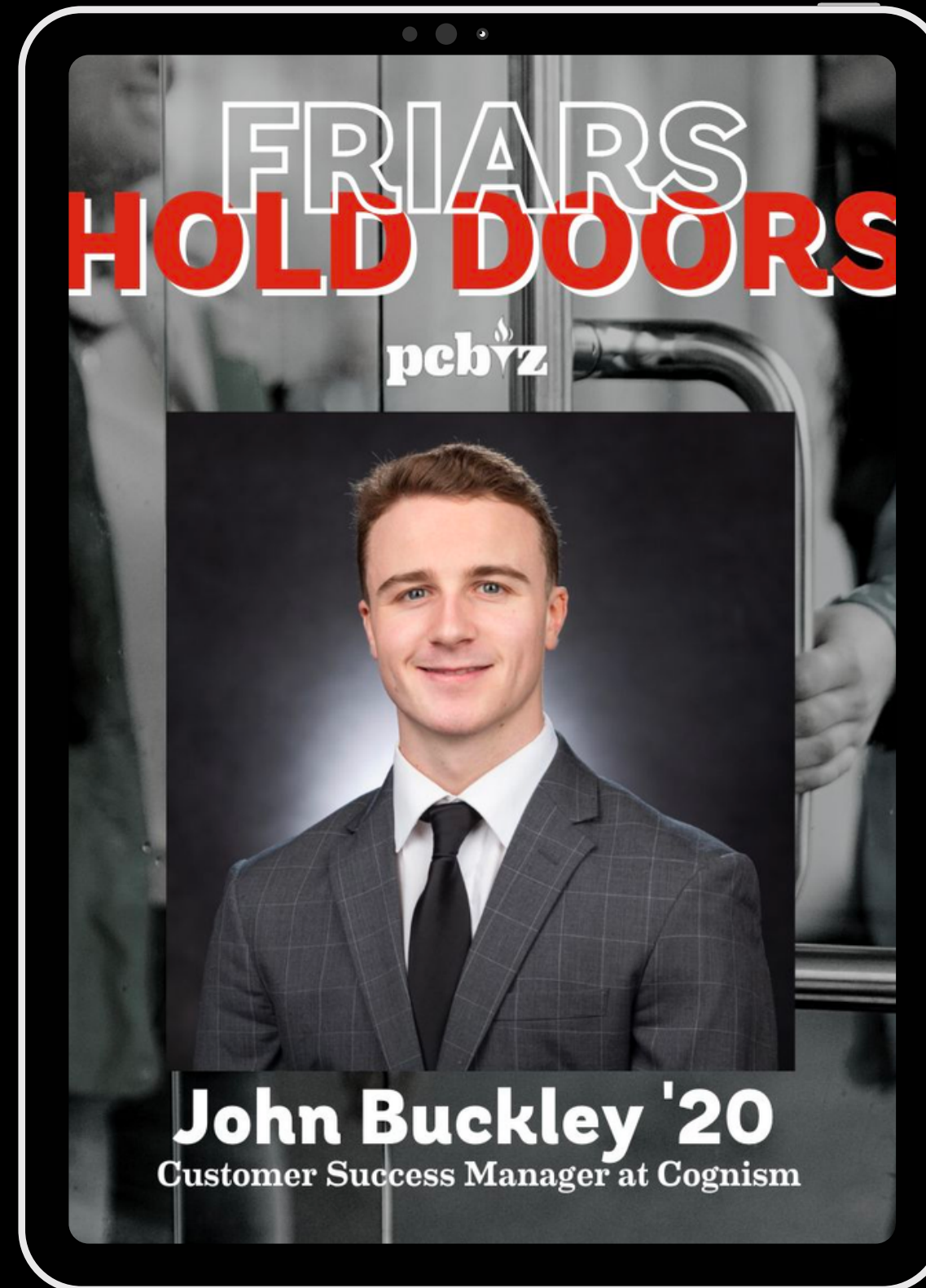
## Friars Hold Doors



2.4k accounts reached  
220 likes | 19 shares



3.3k total impressions  
99 likes | 439 clicks



# Content Development

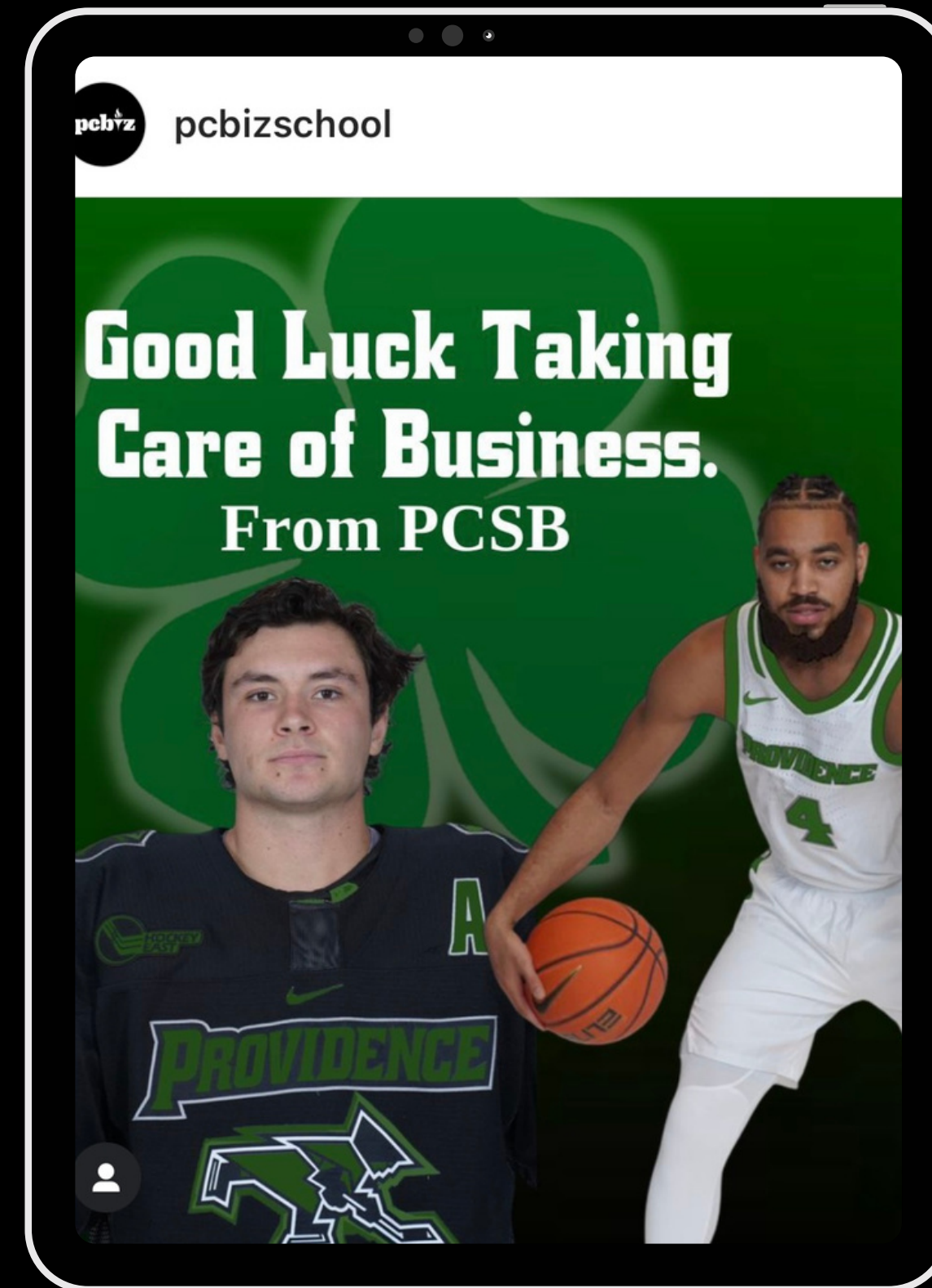
## Saint Patrick's Day



2.4k total impressions  
280 likes | 15 shares



3k impressions  
80 likes



# Content Development

## Capturing the Beauty of PCSB



**2.3k total impressions**  
**300 likes | 11 shares**



**6.8k total impressions**  
**200 likes | 42 shares**

pcbizschool  
Providence College School of Business




# Content Development

Capturing the Beauty of PCSB

Instagram Stories



Puppy spotting in Ryan...  
Happy Friday PCSB!



An Instagram story featuring a close-up of a brown puppy sitting on a light-colored tiled floor. The puppy is looking towards the right of the frame. It is wearing a blue collar and a green leash. The text "Puppy spotting in Ryan... Happy Friday PCSB!" is overlaid at the top of the image.

# Quality Engagement

## Career Expo Video



**8k accounts reached**

**(6k non-followers)**

**322 likes | 50 shares**





# Quality Engagement

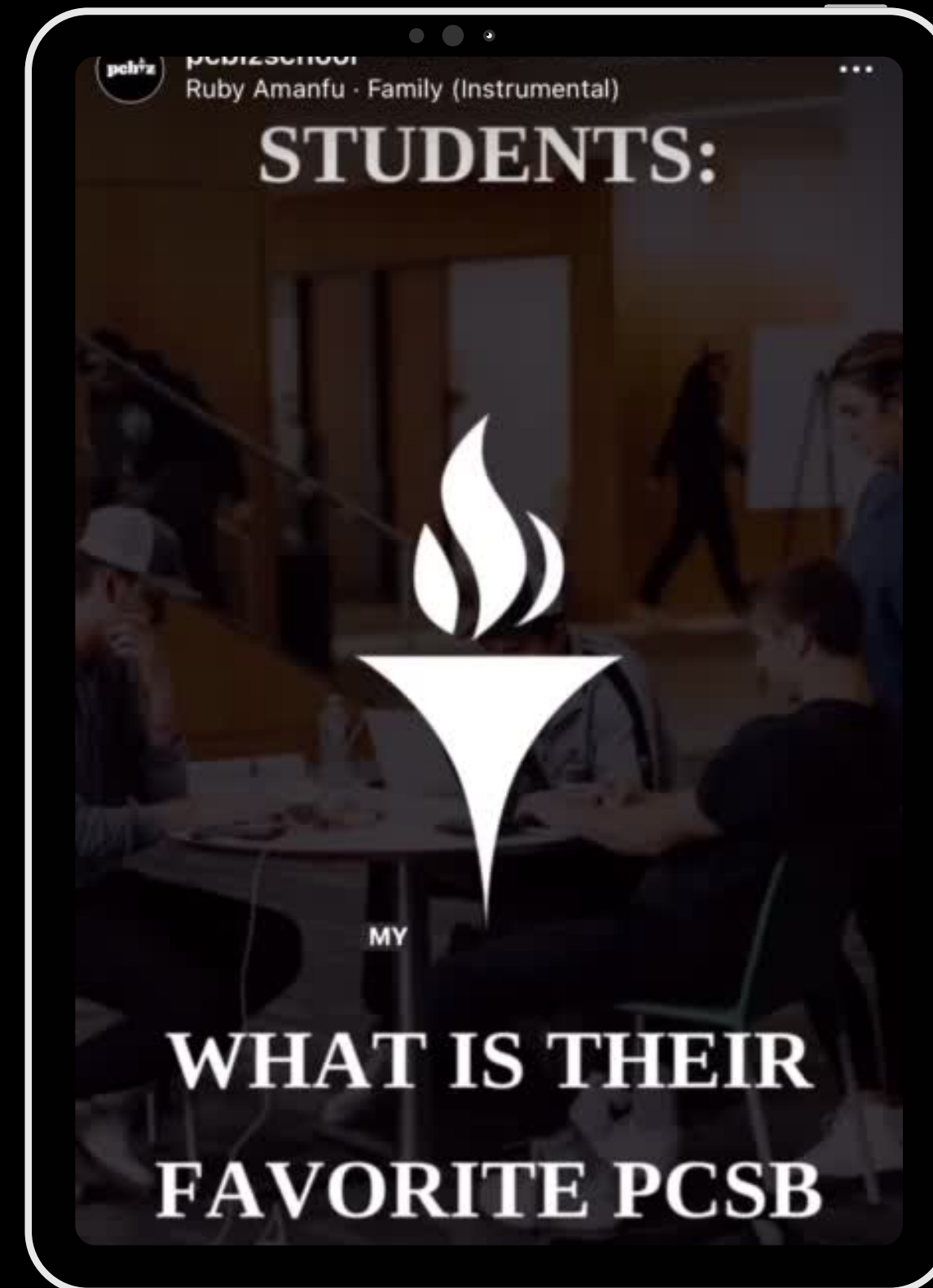
## Question of the Day



2.9k accounts reached

(1k non-followers)

171 likes | 42 shares

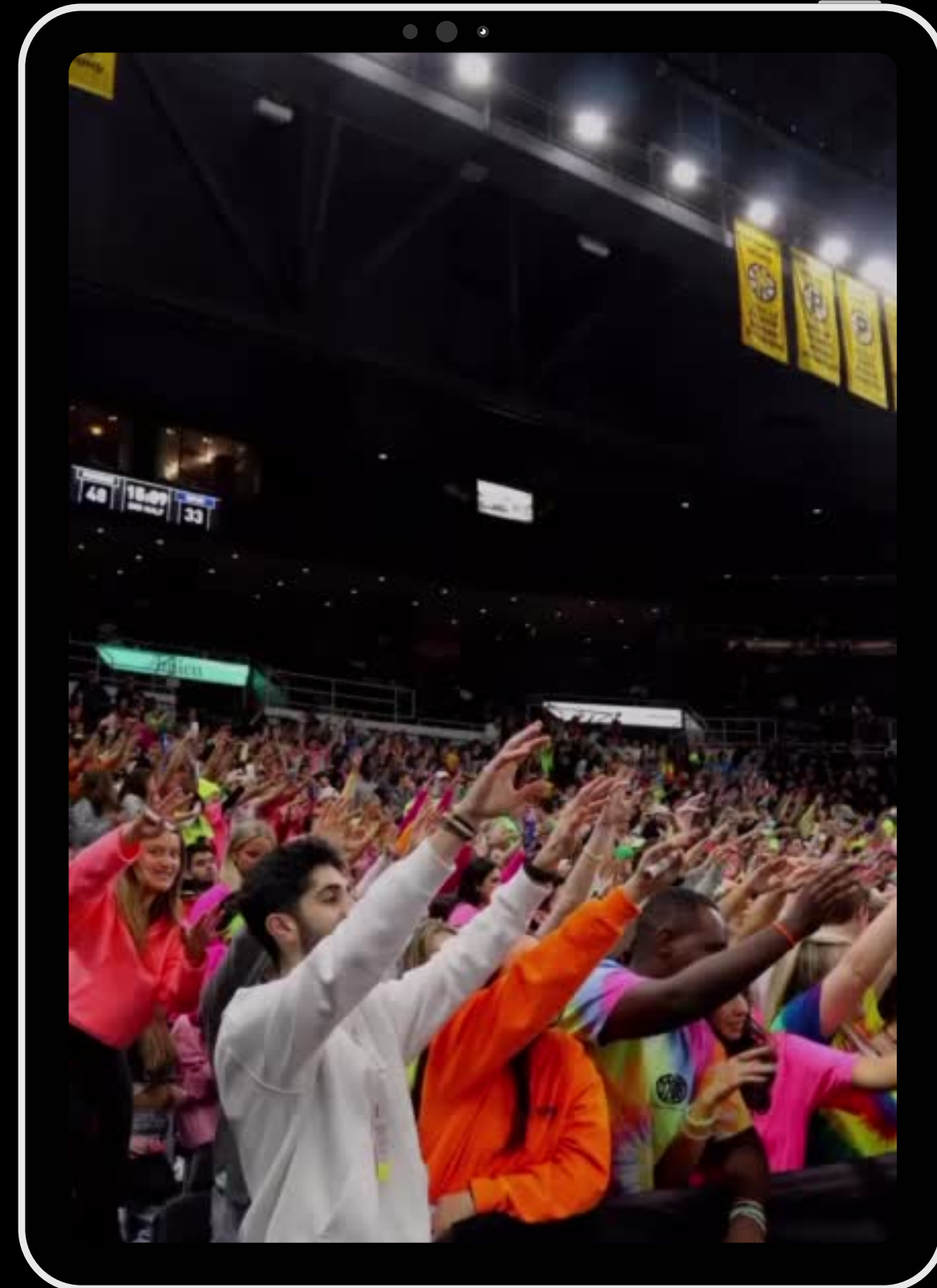


# Quality Engagement

**"Pleasure doing Business.."**



**2.9k accounts reached  
387 likes | 42 shares**



# Aspirations

---

**What "moonshot" hopes do we have for future success?**

# SOAR - Appreciative Intent

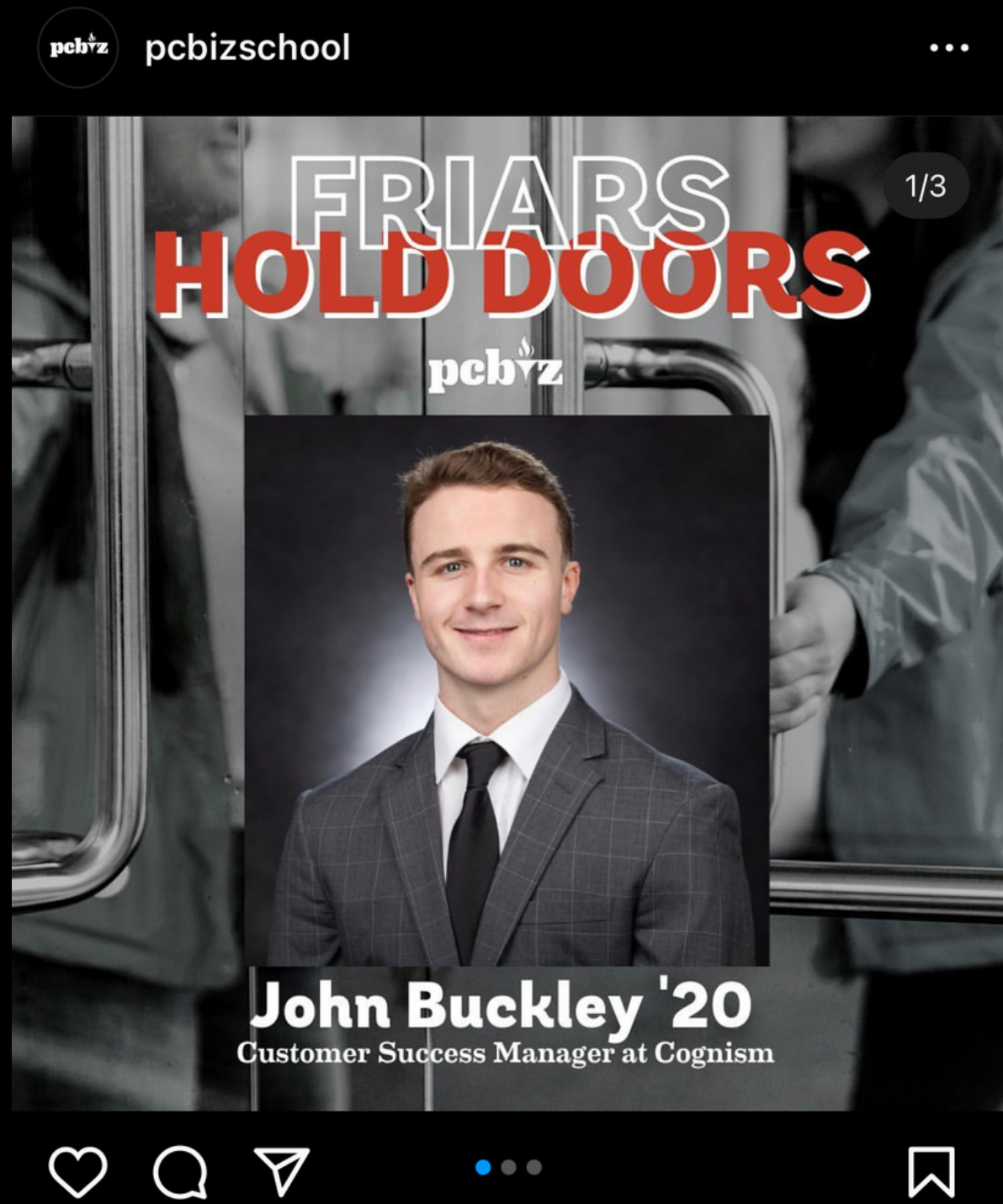
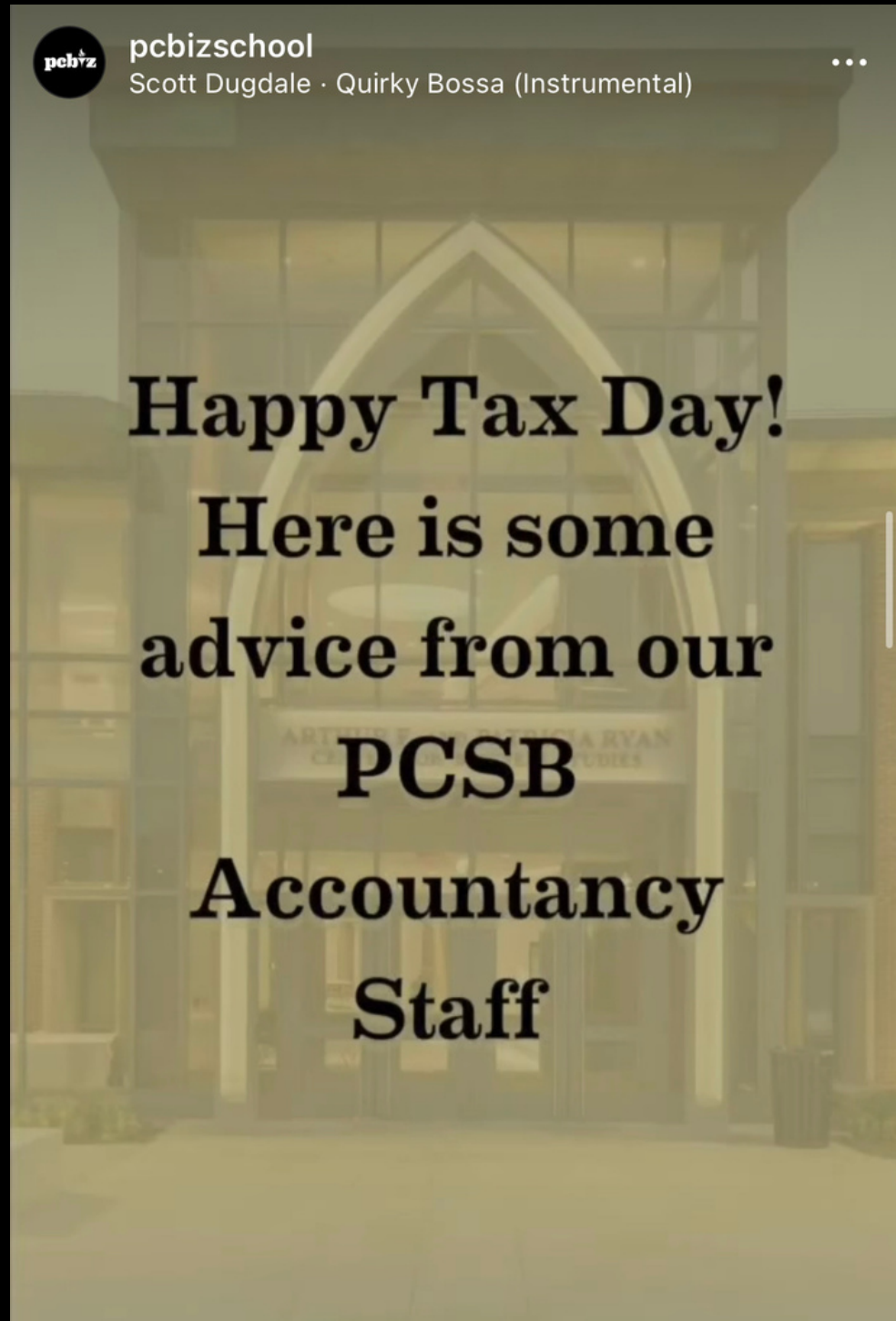
## 3. ASPIRATIONS

- **What are we most deeply passionate about?**
- **Given our strengths and opportunities, where are we now and where do we want to be?**
- **What is our "moonshot" vision of the future?**





# Striving to be a Social Network, Not Just An Account



# Aspirations

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**Competitive Aspirations**

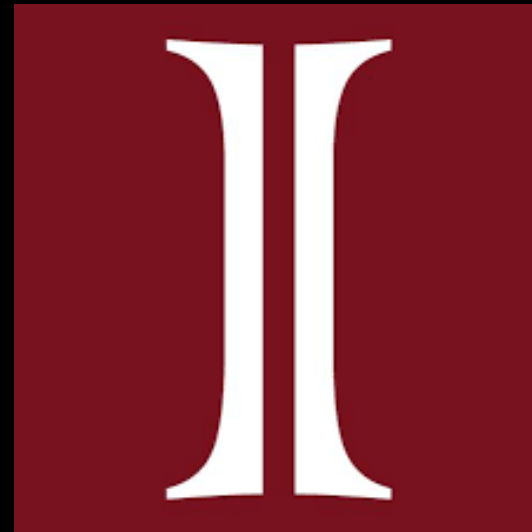
**Creative & Content Strategy**

**Community Management**



# Competitive Analysis

Peer  
Schools



Aspirant  
Schools







# Competitive Analysis

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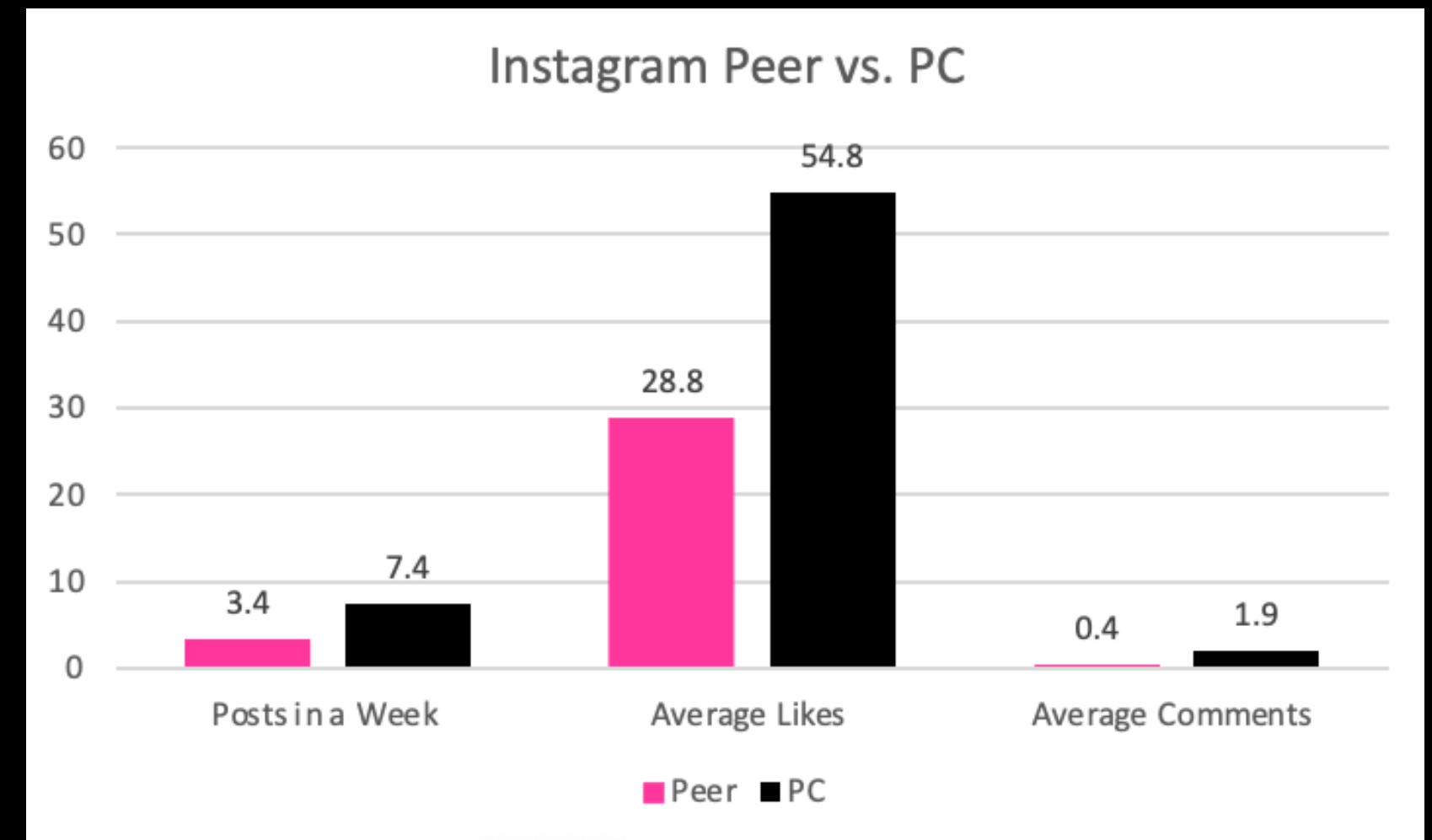
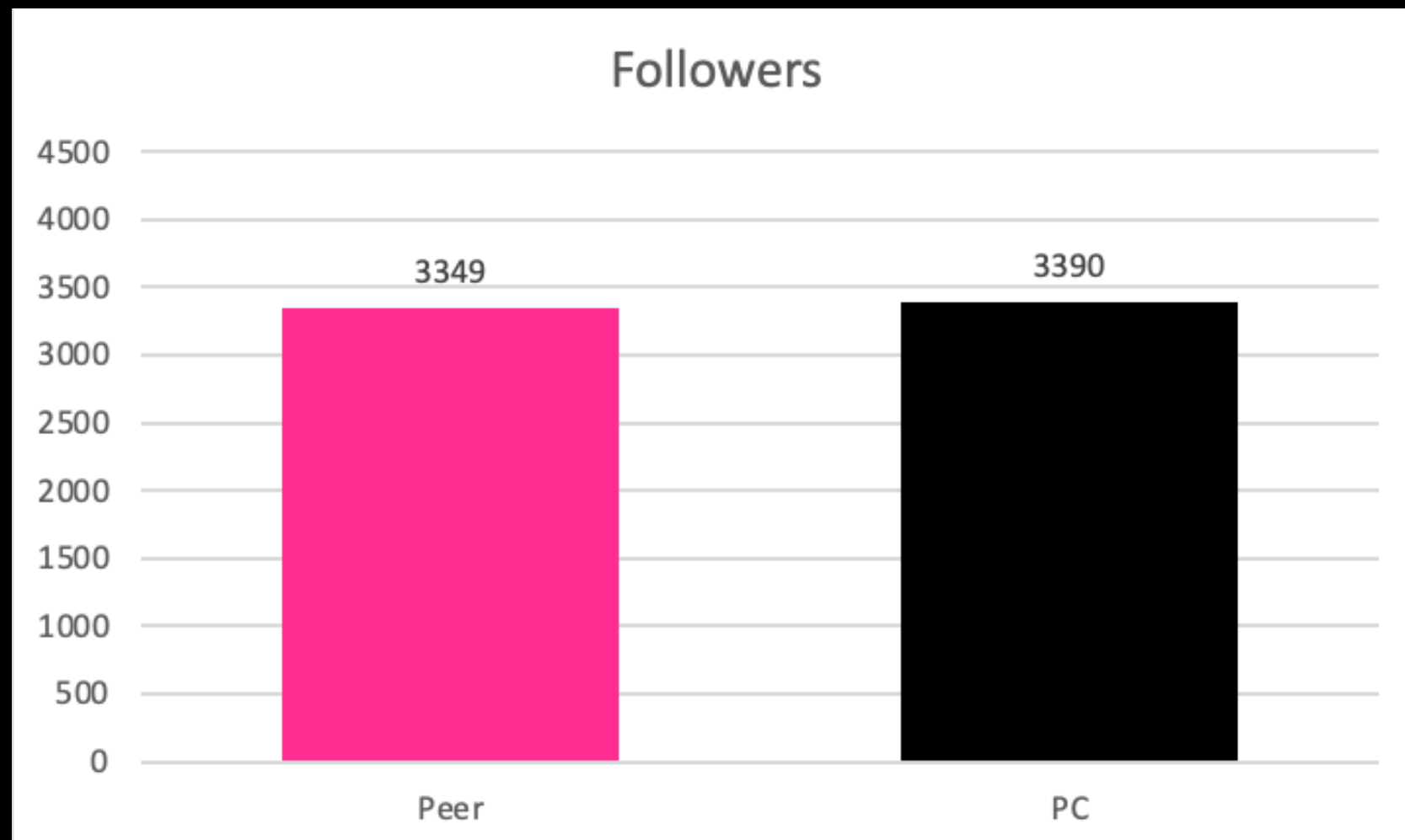
- **Conducted biweekly research on a per 1,000 followers basis for peer and aspirational institutions**
- **Tracked followers, average likes, average comments, and posts per week**
- **Brand voice and content**
- **Facebook and LinkedIn = Quality over Quantity**
- **Instagram continues to be strongest channel for student engagement**



# Peer Schools, Instagram



- Higher in followers by **50** for peers
- Average likes, number of posts, and comments were **all higher**

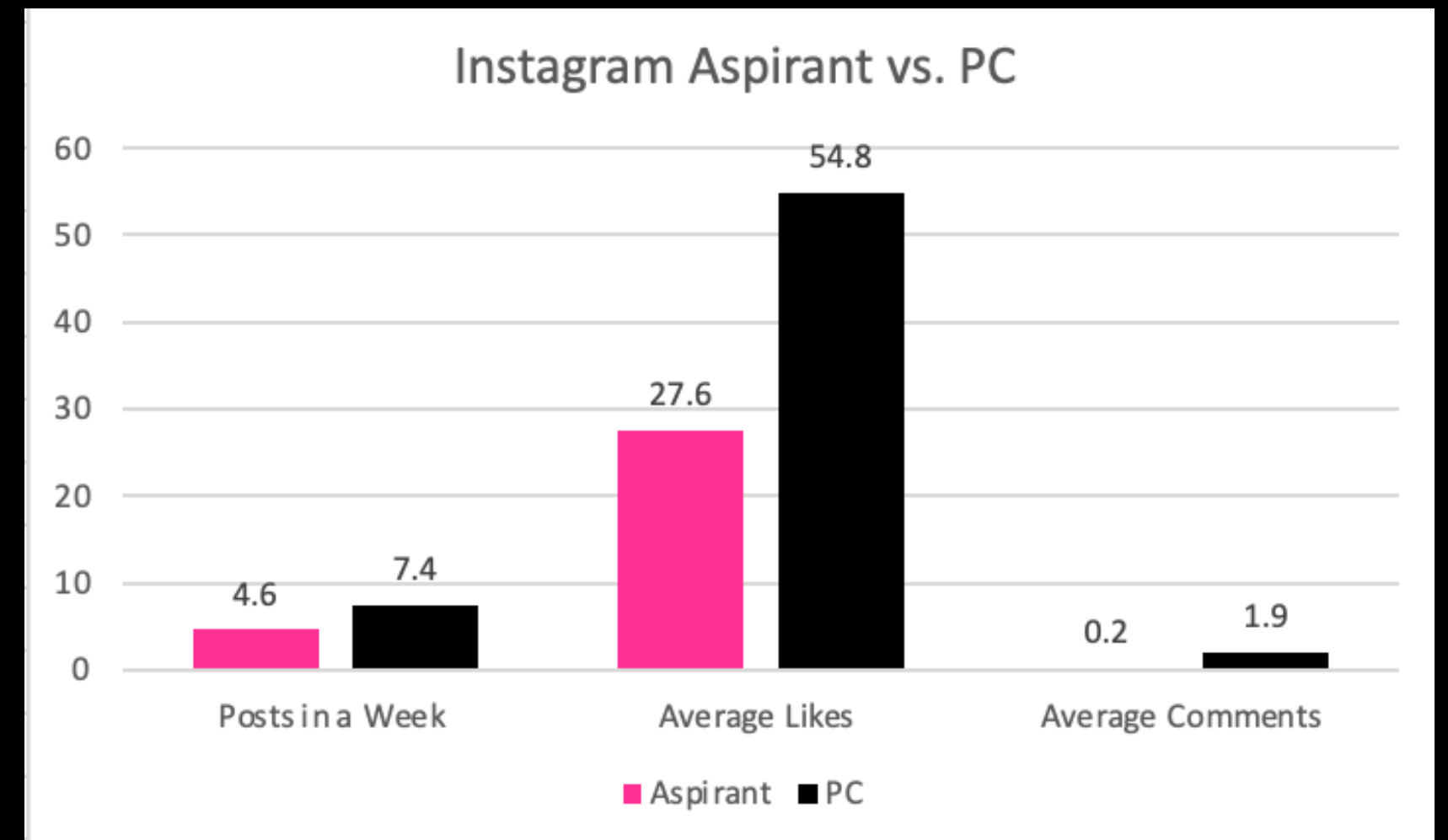
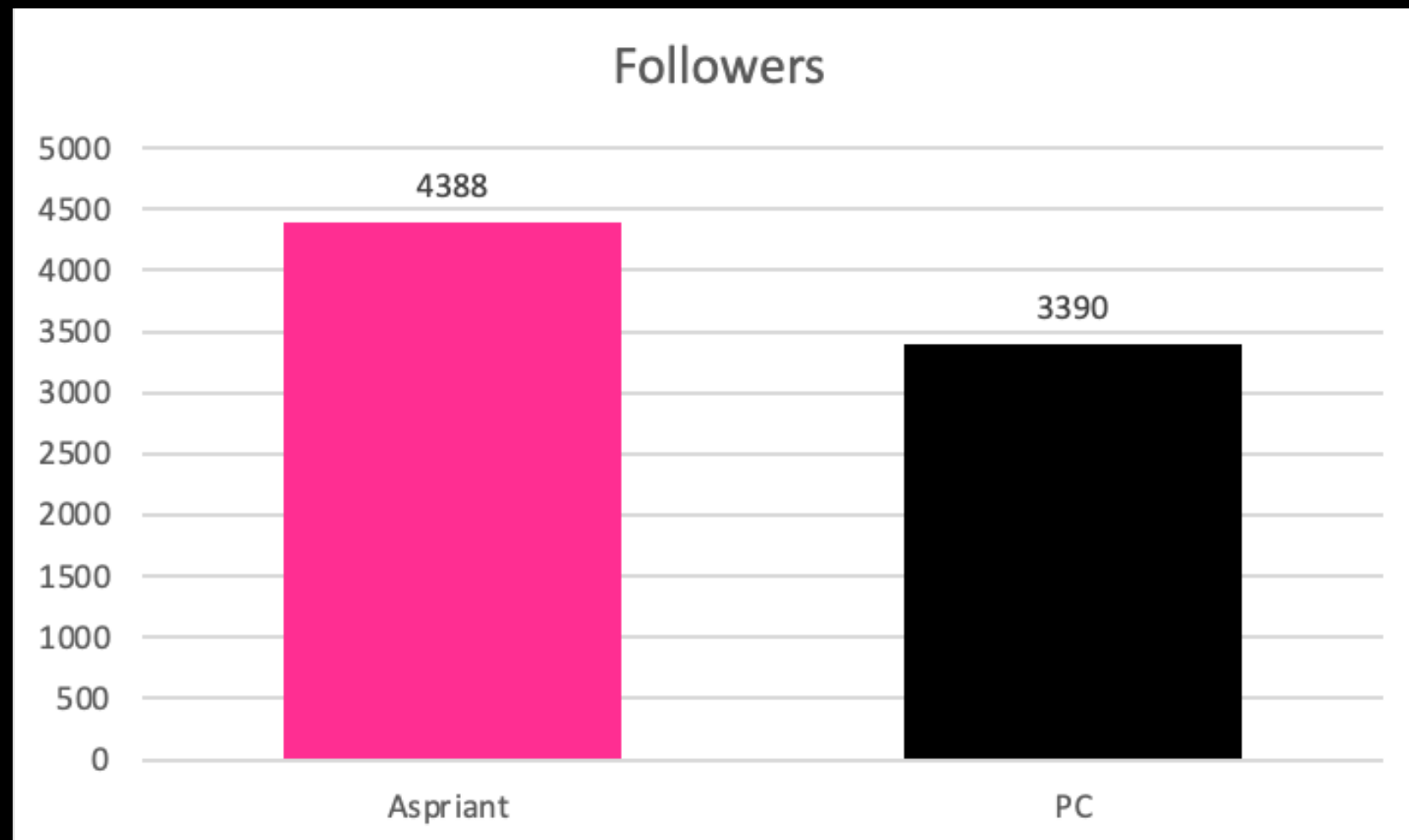


All graphs show the average, cumulative data from the year

# Aspirant Schools, Instagram



- Only **10 lower** for aspirants
- **Average likes, number of posts, and comments were all stronger**

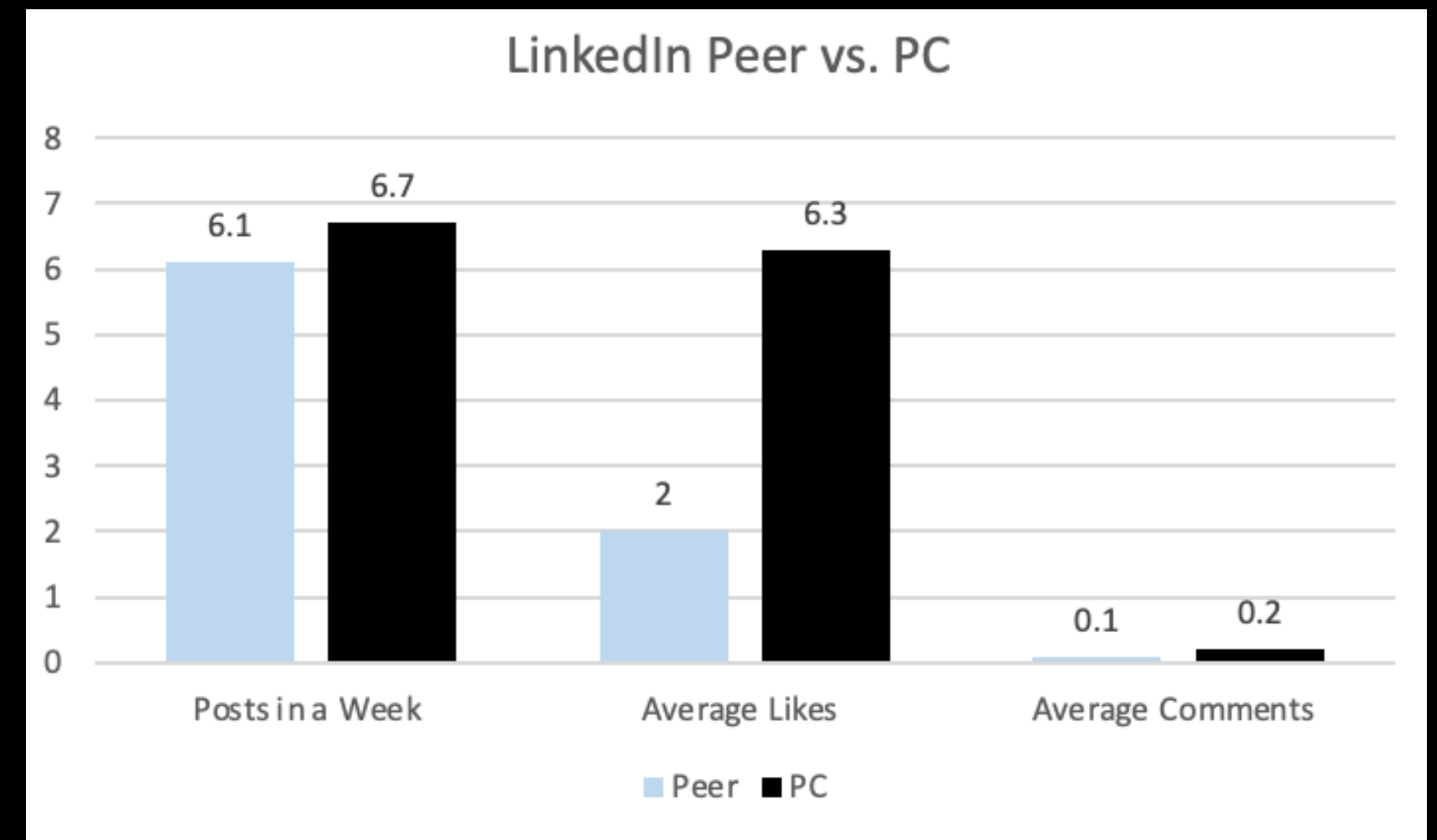
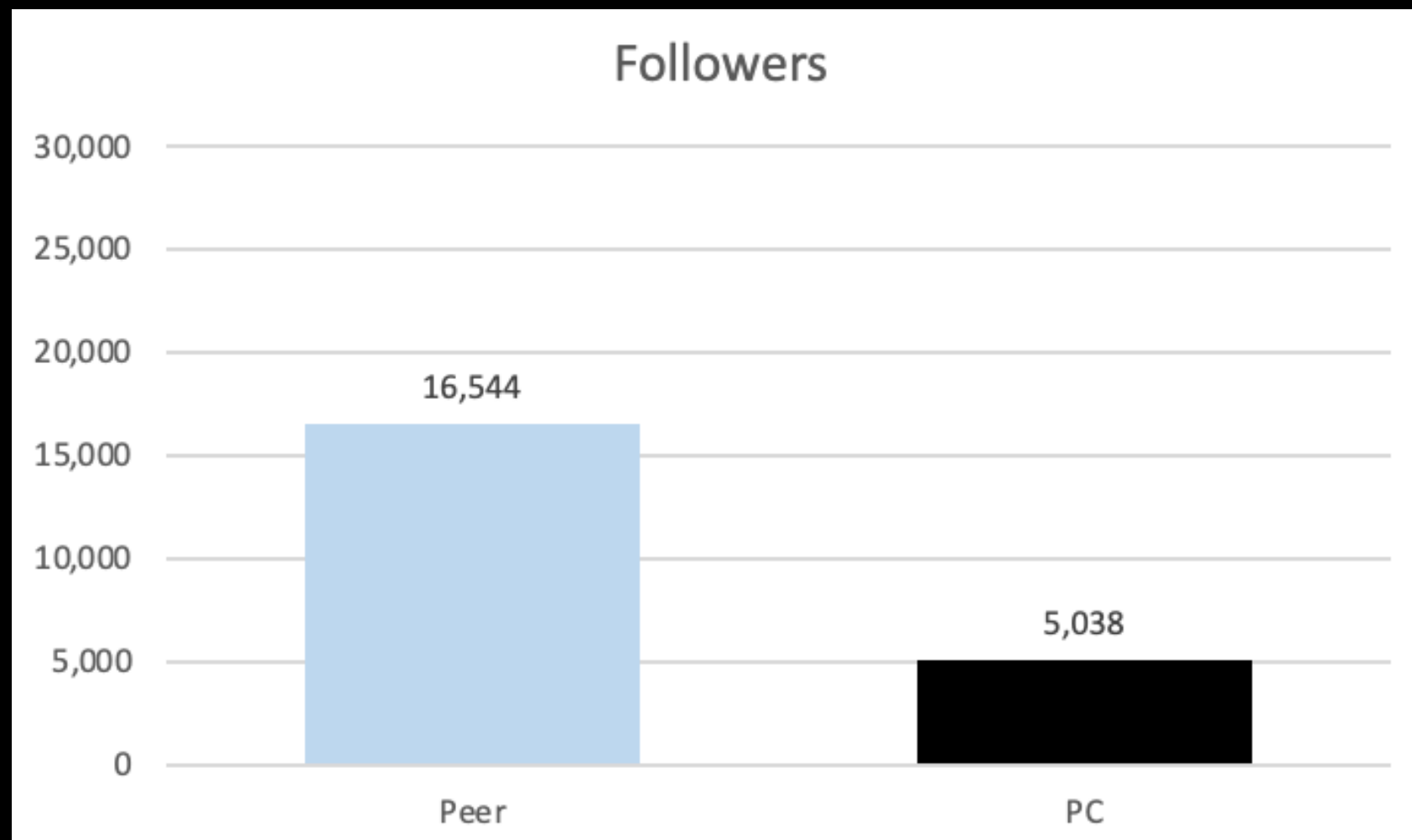


All graphs show the average, cumulative data from the year

# Peer Schools, LinkedIn



- PCSB's average **likes outperformed** peer schools
- The **number of posts** were greater for peer

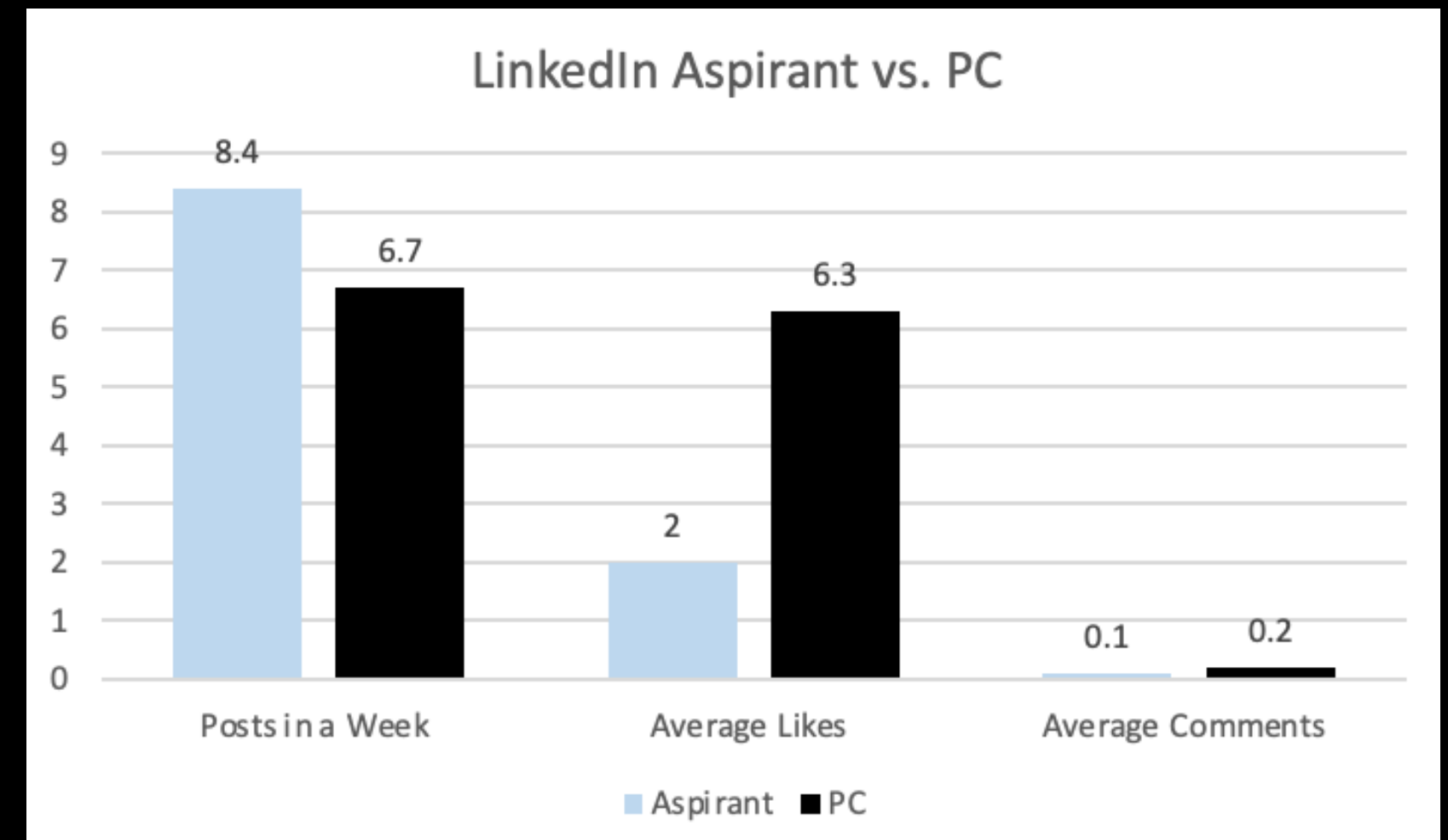
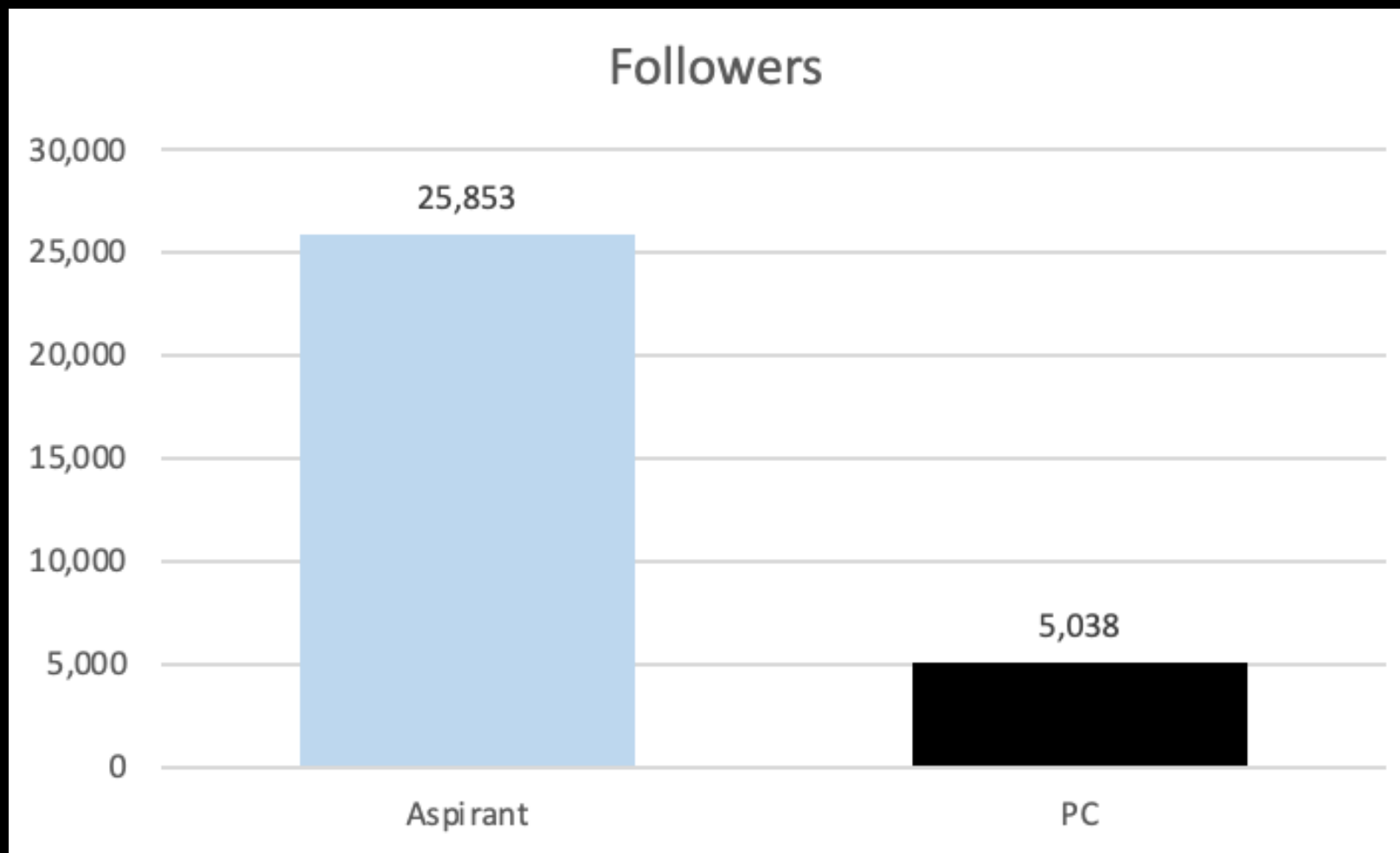


All graphs show the average, cumulative data from the year

# Aspirant Schools, LinkedIn



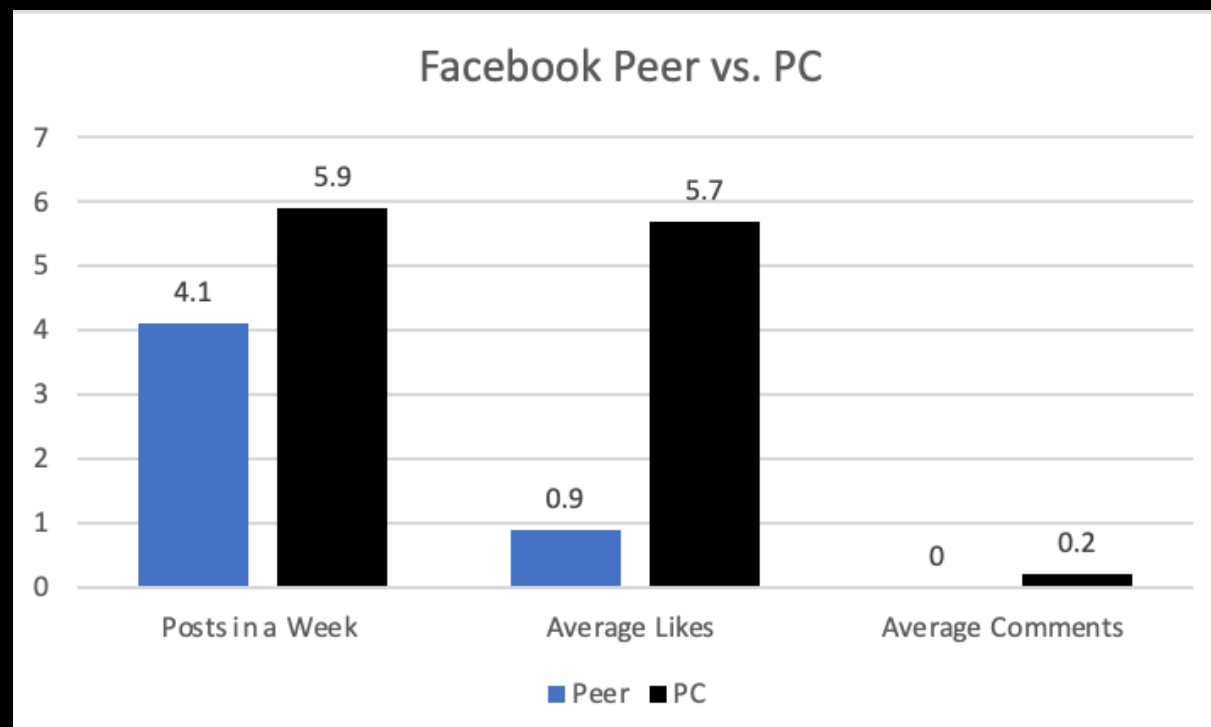
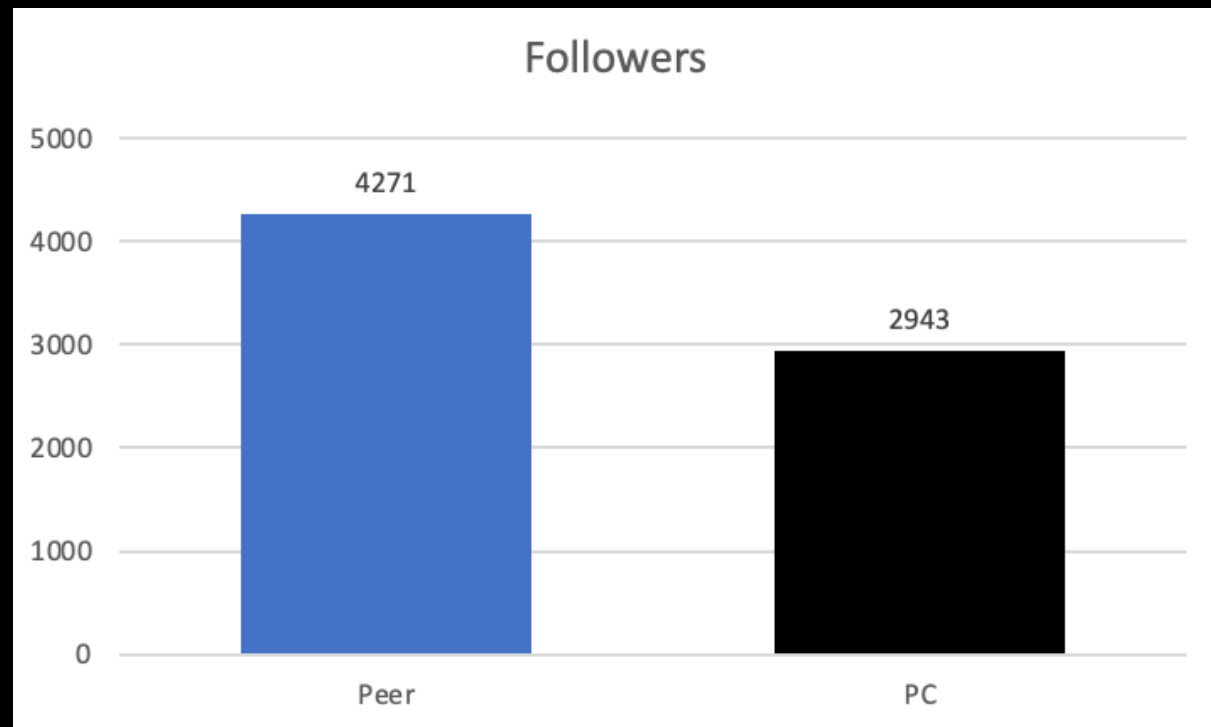
- PCSB's average **likes outperformed** aspirant schools
- The number of posts were **less for aspirant - focus on quality**



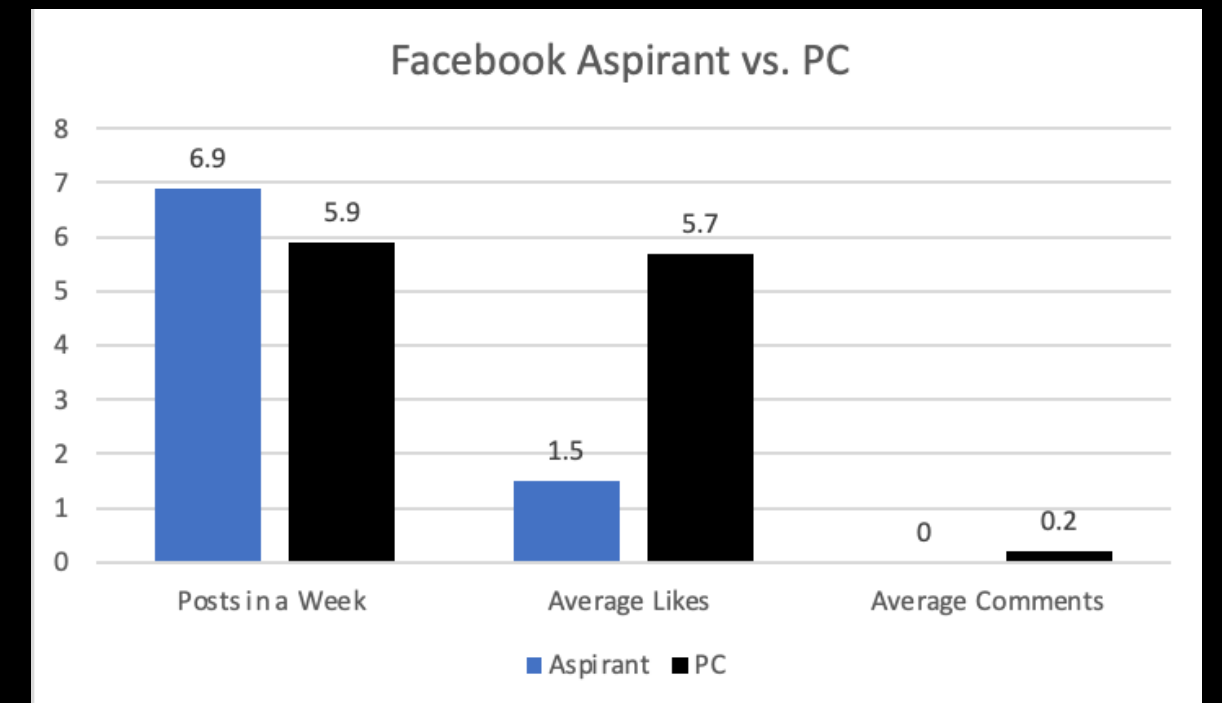
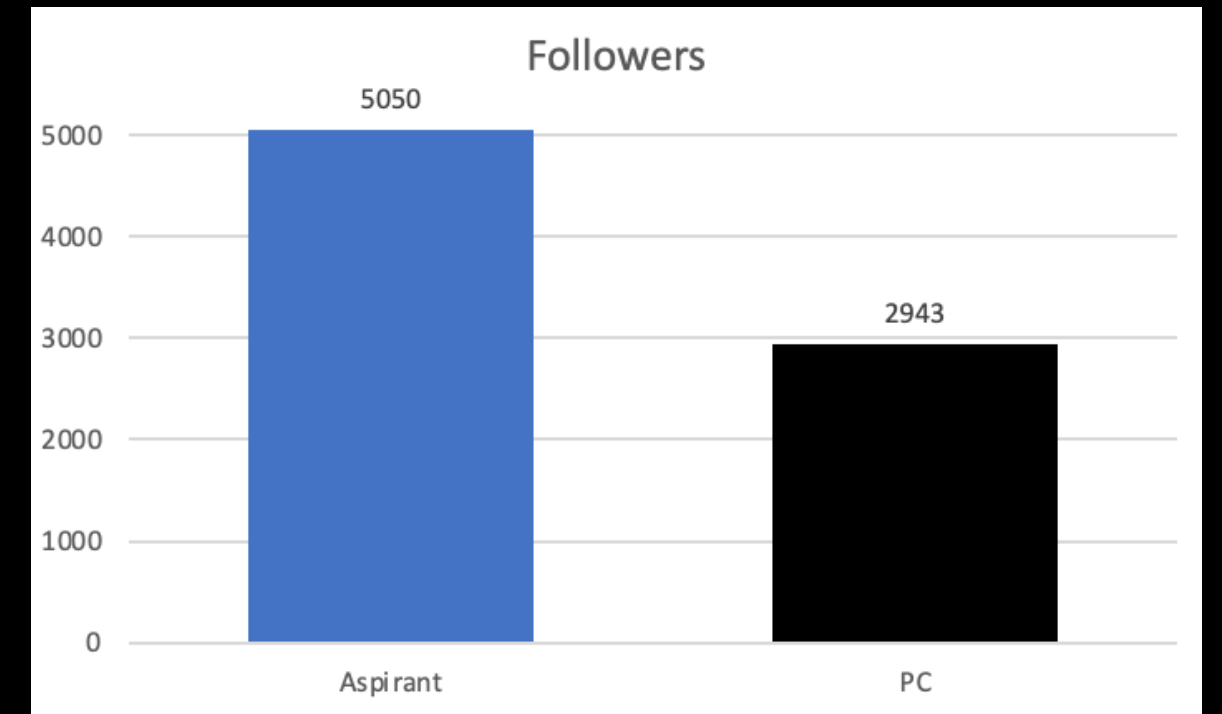
All graphs show the average, cumulative data from the year

# Competitive Content Analysis

## Peer Schools



## Aspirant Schools



- **The number of posts in a week was more than peer schools**
- **PC's average likes for both peer and aspirant schools were significantly higher**

**All graphs show the average, cumulative data from this fall semester**

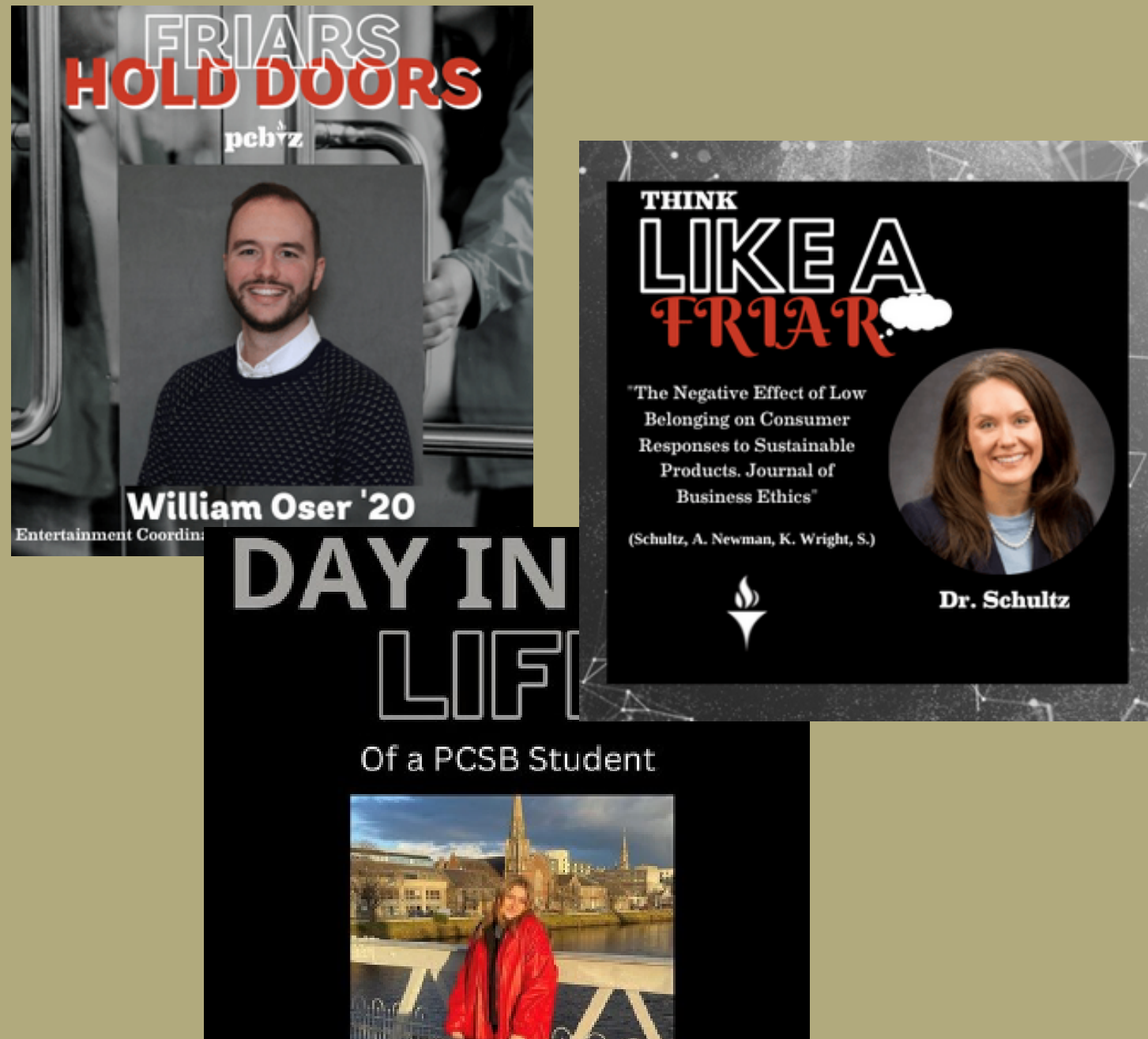
# Competitive Content Analysis



**Inspiration:** BC posts simple, engaging photos of places on campus.

**Action:** Integrated more evergreen content that showcased the everyday beauty of inside and around the School of Business

# Competitive Content Analysis



- **Inspiration:** We noticed other schools highlighting students, professors, and alumni.
- **Action:** We created campaigns to highlight our PC community.



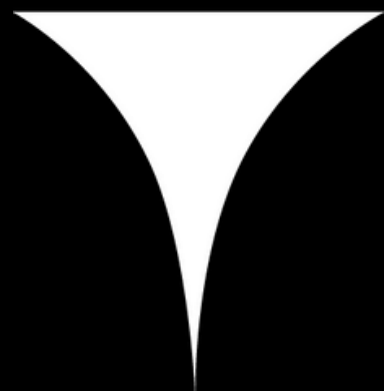
# Striving for Consistency

Organized, Clean, & Aesthetic Feed

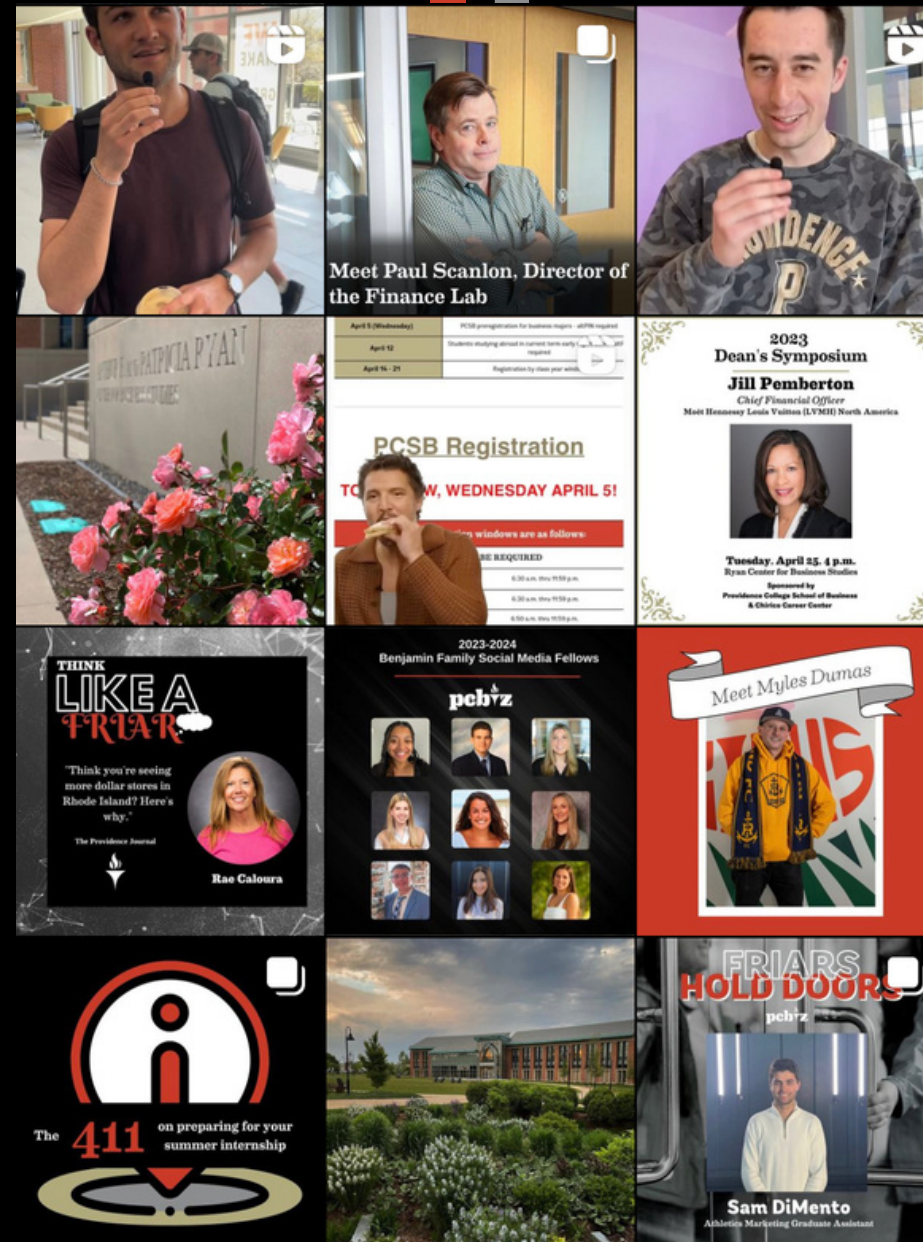


**Eames Century  
Modern**

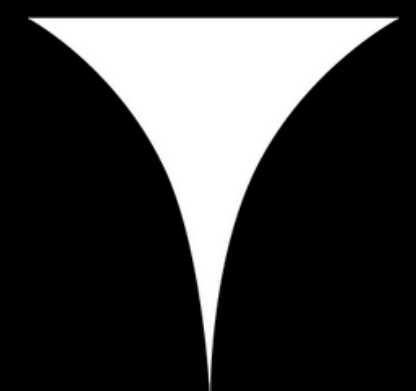
GT America



## PCSB Brand Guidelines



Implementing new  
use of flame logo  
and architecture



# Striving for Quality

## Original Photos, Videos, and Designs

PCBIZSCHOOL Posts

pcbizschool



**THINK LIKE A FRIAR**

"Think you're seeing more dollar stores in Rhode Island? Here's why."

The Providence Journal

Rae Caloura

Liked by mirthful\_myles and others

pcbizschool Marketing Professor Rae Caloura was recently highlighted for her expertise by The Providence Journal in an article exploring why... more

carleyj21 @rcaloura crushing it as always! So insightful!

pcbizschool @carleyj21 She is a rockstar! PCSB is so lucky to have her 🍀

April 14

PCBIZSCHOOL Posts

pcbizschool



1/2

**Meet Paul Scanlon, Director of the Finance Lab**

Liked by mirthful\_myles and others

pcbizschool "We can create really thoughtful students [who are] forward-looking about stuff... more

6 days ago

PCBIZSCHOOL Posts

pcbizschool



Liked by mirthful\_myles and others

pcbizschool MINDSET - @kimdenglish

March 28

PCBIZSCHOOL Posts

pcbizschool



**Good Luck Taking Care of Business. From PCSB**

Liked by mirthful\_myles and others

pcbizschool Happy Saint Patrick's Day PCSB! We wish @pcfriarsmbb and @friarshockey the best of luck today 🍀🍀 #GoFriars

March 17

# Striving for Memorable Moments

## Live Activations

### Valentine's Day - PART 1

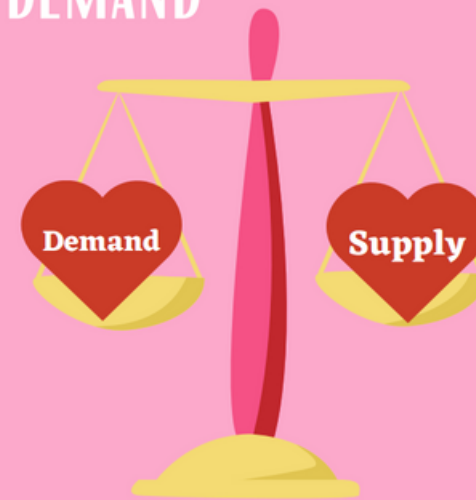


2k total impressions  
250 likes | 85 shares



2.1k total impressions  
22 likes | 620 clicks

I HOPE YOU'RE NOT TOO  
HIGH IN DEMAND



'CAUSE I'M TRYING TO TAKE  
YOU OFF THE MARKET.

**You + Me**  
**= SUM**  
**EXCELlent**  
**chemistry**



# Striving for Memorable Moments

## Live Activations

### Valentine's Day - PART 2



2.3k accounts reached

235 likes | 41 shares

8 comments | 8 saves



# Striving for Memorable Moments

## Live Activations

### Tax Day



**2.2k accounts reached**

**156 likes | 42 shares**

**4 comments | 6 saves**

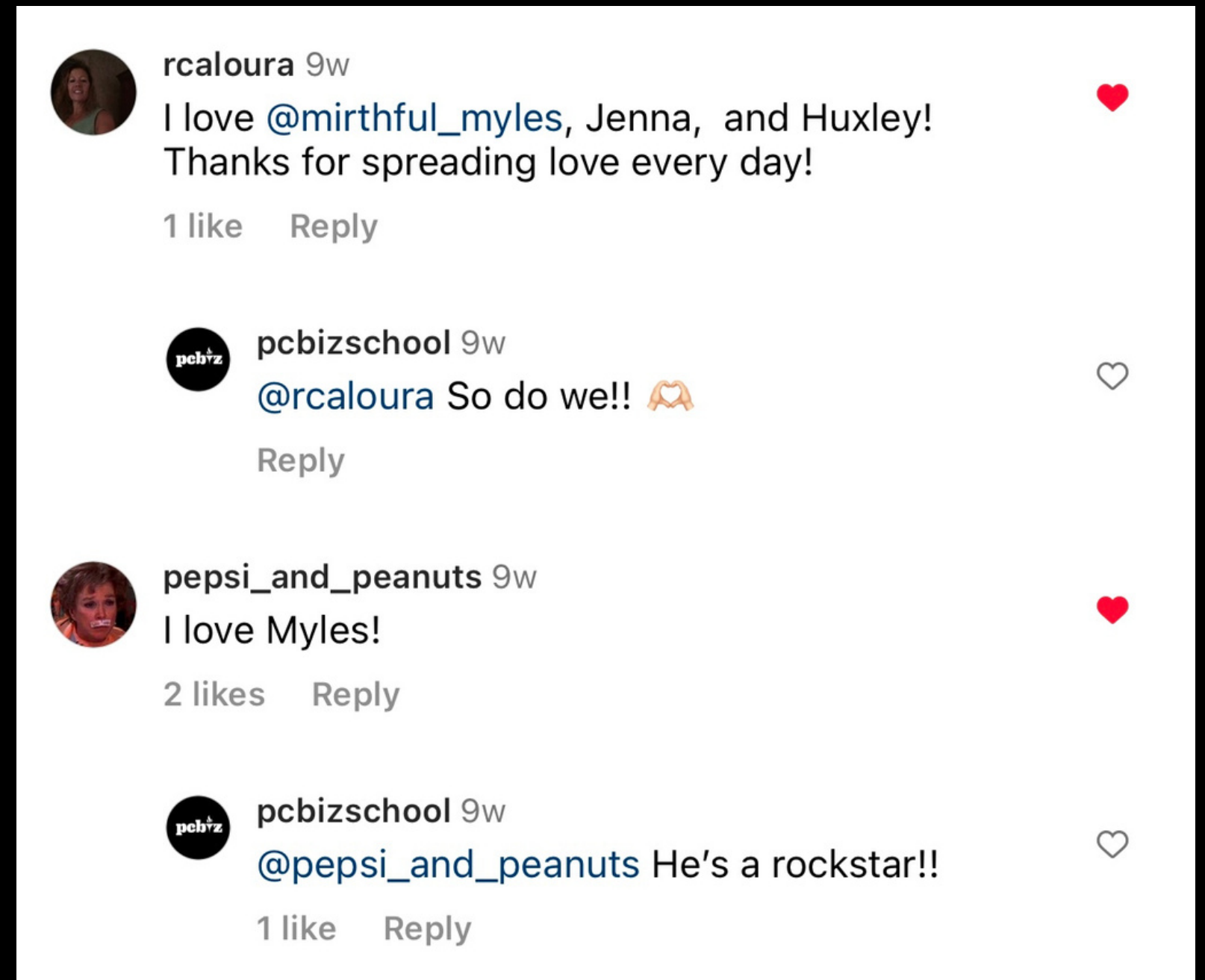
**Happy Tax Day!  
Here is some  
advice from our  
PCSB  
Accountancy  
Staff**

# Community Management

 Instagram: **Key Strategies**

**Amplifying Brand Voice**

**Witty**  
**Light-hearted**  
**Supportive**  
**Reliable**



# Community Management

 Instagram: **Key Strategies**

## Increase Awareness

- **Target Class of 2027**
- **Welcome future PCSB students to our social channels, drive awareness, and gain followers**

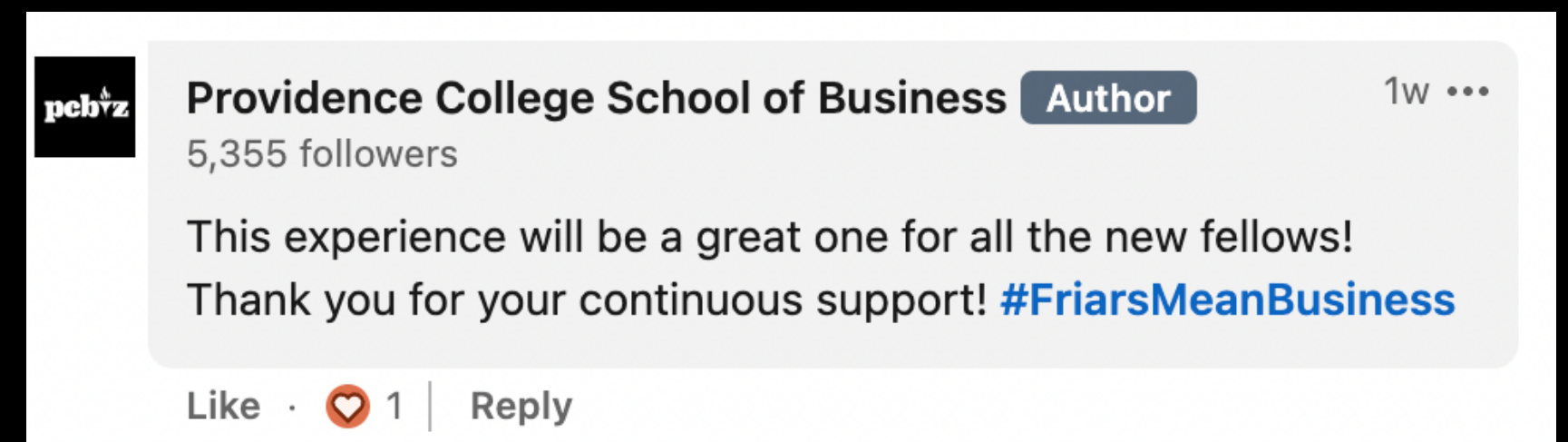
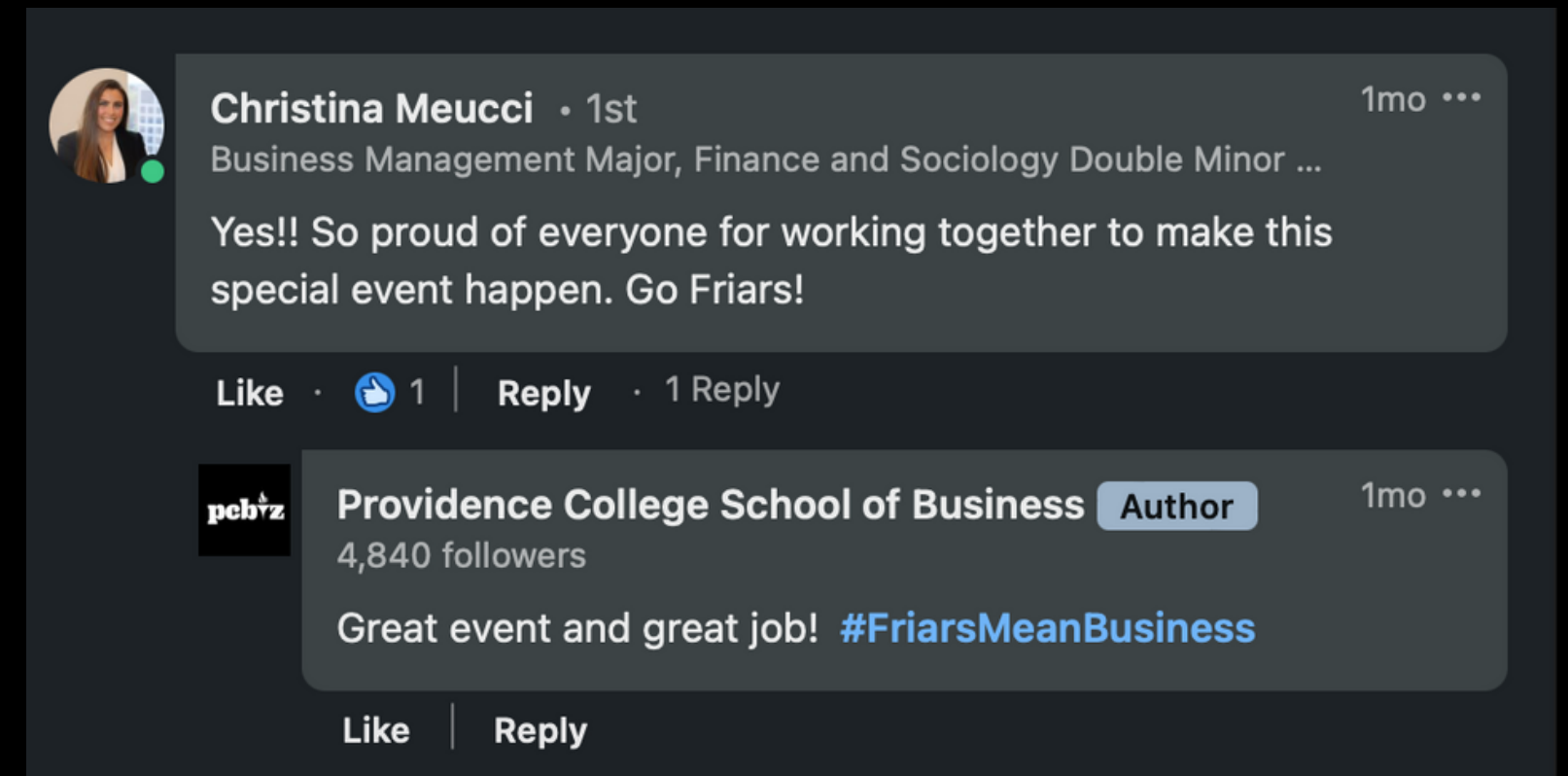


# Community Management

 LinkedIn: **Key Strategies**

**Brand Voice**

**Professional**  
**Uplifting**  
**Knowledgeable**  
**Engaging**



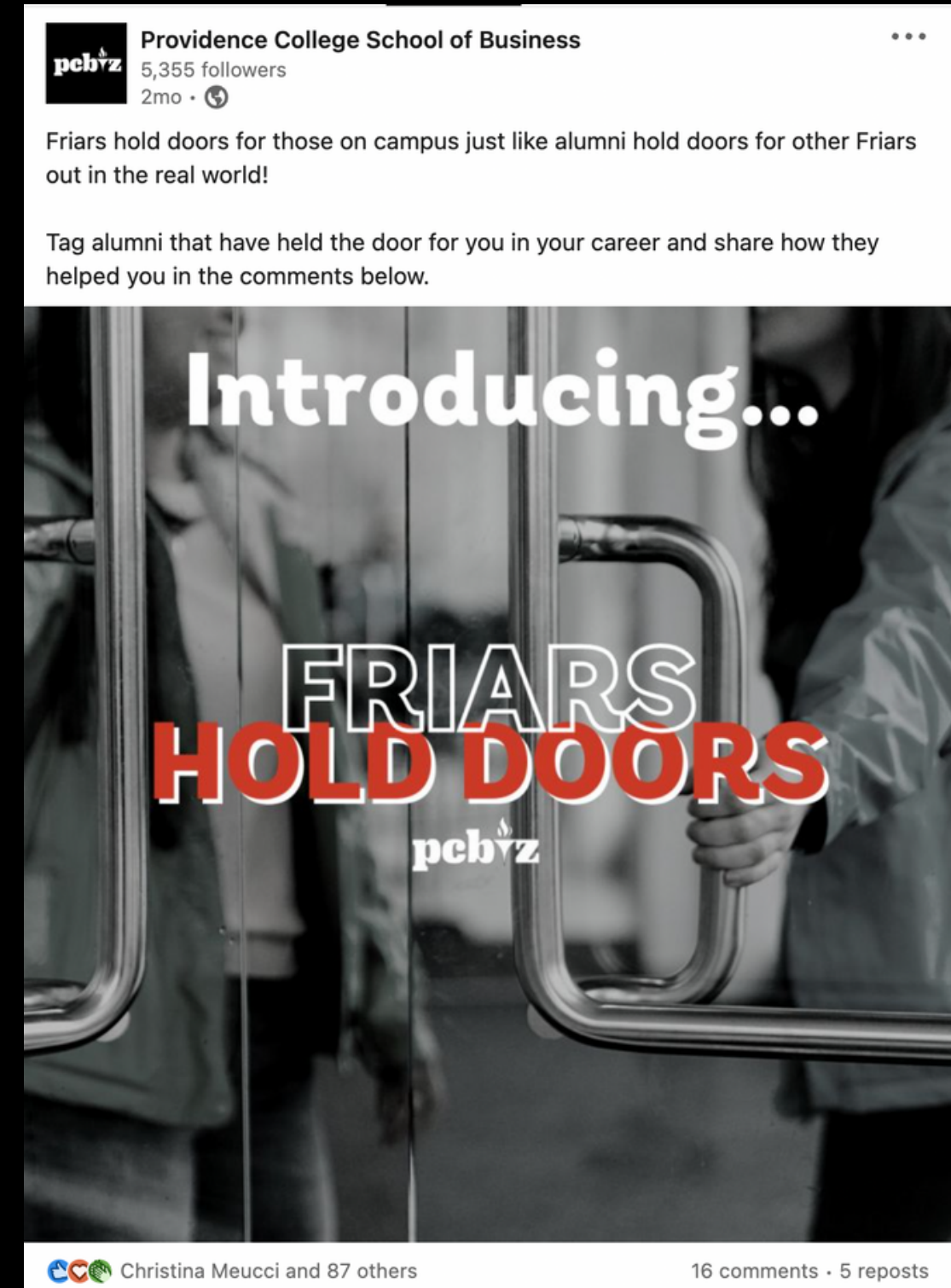


# Community Management

 LinkedIn: **Key Strategies**

## Engagement

- Inspire excitement and engagement of faculty, alumni, and students to jumpstart the 'Friars Hold Doors' campaign




**Providence College School of Business**  
5,355 followers  
2mo · 🌐

Friars hold doors for those on campus just like alumni hold doors for other Friars out in the real world!

Tag alumni that have held the door for you in your career and share how they helped you in the comments below.

**Introducing...**

**FRIARS**  
**HOLD DOORS**  
pcbvz

 Christina Meucci and 87 others

16 comments · 5 reposts

# Community Management

## LinkedIn: **Key Strategies**



**Stephen Perreault** • 2nd

2mo ...

Associate Professor of Accountancy at Providence College

So, so many doors held open among PCSB accountants! A super brief listing of some folks who have done a lot of "holding:" **Patrick Canning, Rick Charron, Chris DiPetrillo, Susan Esper, John Formica, Christine Kennedy, John McCarthy, Nick Sirianni, Michael Tikoian, CPA, MBA, CNE, CITP**, and so many more that it is impossible to list everyone. We are blessed to have such dedicated and caring alumni in our department!

Like ·  9 | Reply

# Results

---

*What is the impact we want to achieve? How will we measure our success?*

# SOAR - Appreciative Inquiry

## 4. RESULTS

- **What is our desired impact?**
- **Given our strengths, opportunities, and aspirations, what meaningful measure would indicate we are on track to achieving our goals?**





# Objective

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**Develop a digital marketing strategy for the SSC to raise awareness and understanding of its reorganization**



# SSC Egg Hunt



## SSC EGG HUNT

**WEDNESDAY APRIL 5TH**  
TIME 10:00 AM – 3:00 PM  
2D FLOOR PHILLIPS MEMORIAL LIBRARY

COME FIND AN EGG AND BE ENTERED IN  
A RAFFLE TO WIN A PRIZE FROM THE PC  
BOOKSTORE



FOLLOW SSC ON INSTAGRAM FOR MORE INFORMATION @PC.SSC



# Student Success Center

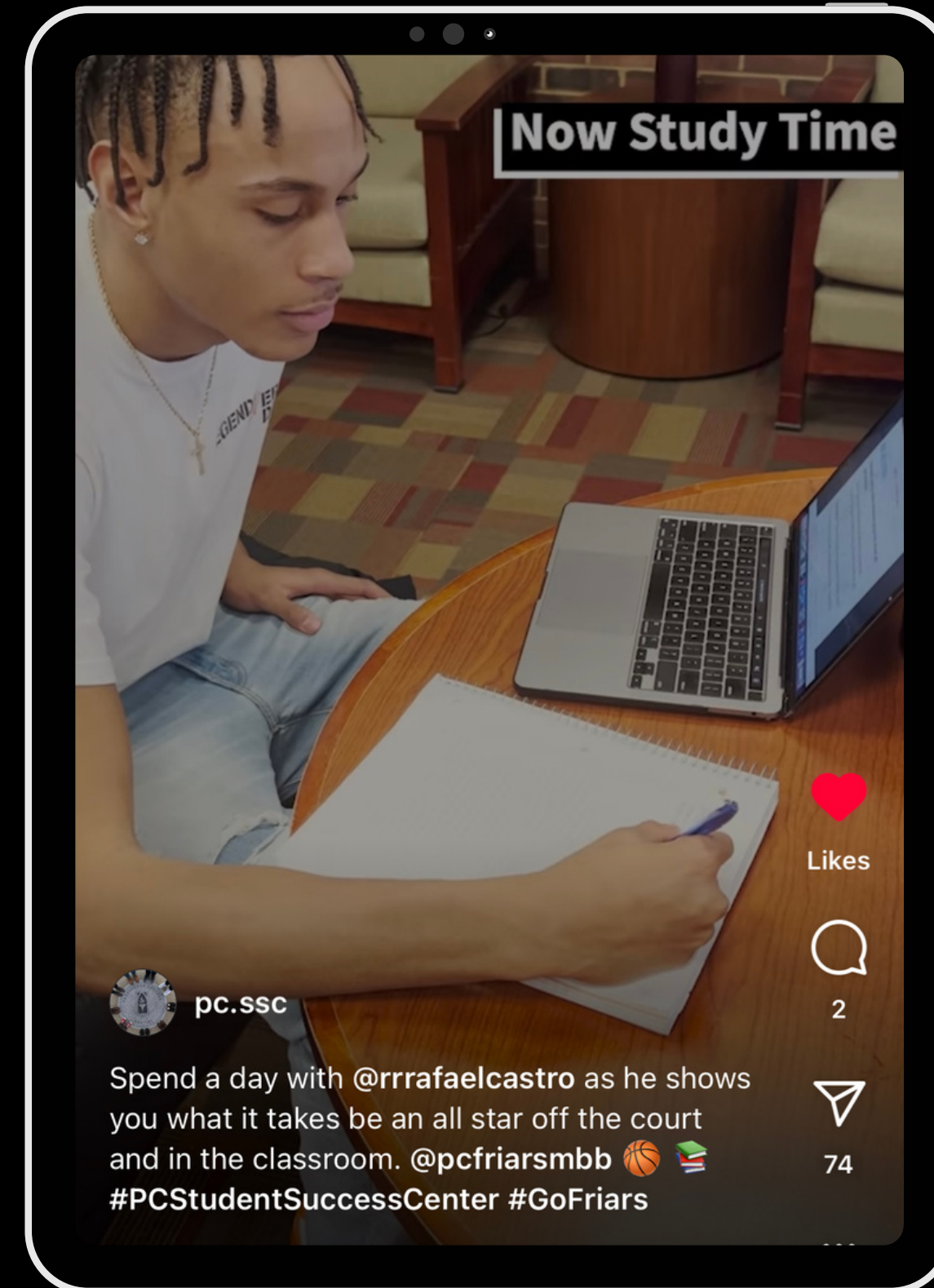
Get Ready With Me



7.7k accounts reached

(6.8k non-followers)

160 likes | 71 shares



# SSC Student Testimonials

## Mentorship Mondays

Santiago Najarro Cano '24



**Marketing Major**  
**Theatre Minor**

*"Personally I have always  
seen myself as an artist who  
happens to like business"*

Our initial once over is to find students who double majored or had a major and minor in different areas of study (i.e. Biology & Theatre, Finance & History)

### All students:

1. Thinking back to your first-year, what is one thing you wish you knew that would help you with your academic journey at PC?
2. What was your favorite class in your major and why?
3. What was your favorite class outside of your major and why?

### If they double majored:

4. Why did you decide to double major?
5. What do you think the value is to your major-major/major-minor combo?

### Those who participated in a high-impact learning experience:

6. Tell us how you landed your internship for credit.
7. Tell us how you got involved with research.
8. Tell us how you got involved in your independent study.
9. Why did you participate in a service-learning course?



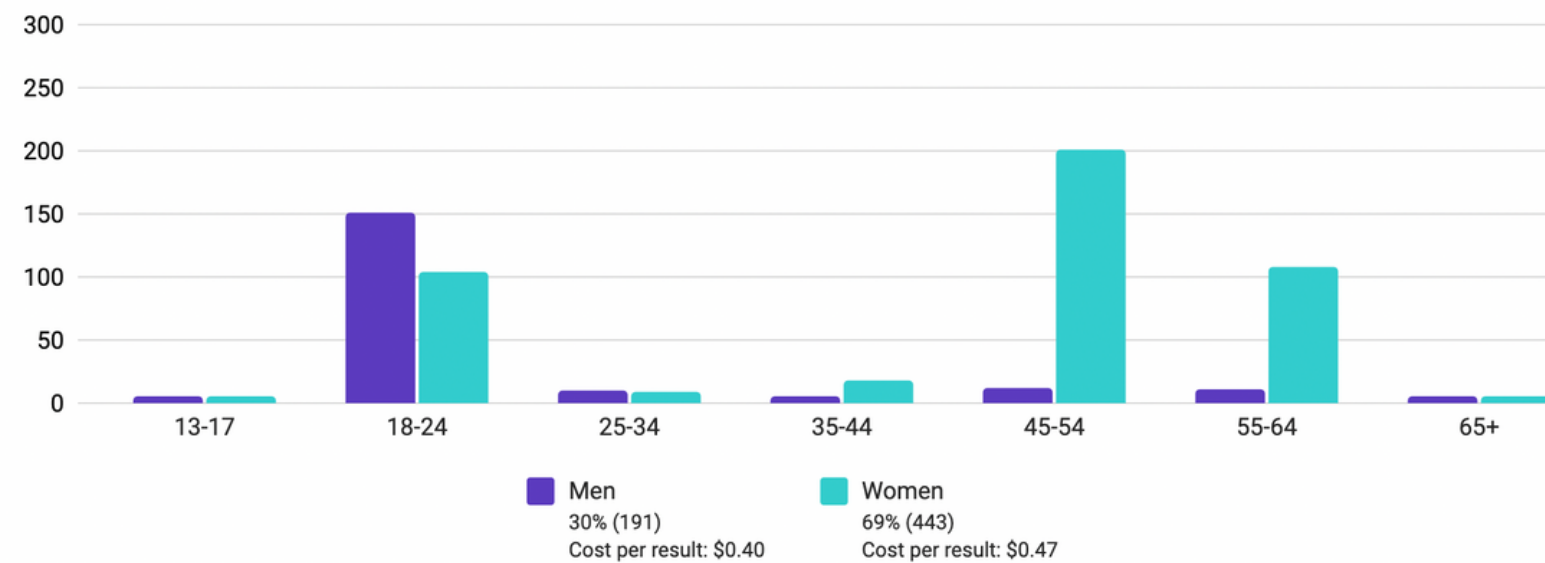
# Paid Social

- **2 Advertisements**
  - **\$500 each, \$1,000 total**
- **Facebook and Instagram**
- **Manual Selection of Audiences**
- **A/B testing**
  - **Current Students and Families**
  - **Prospective Students and Families**
- **Captions**
  - **3 Versions**
    - **1) Question**
    - **2) Answer**
    - **3) Statement**

# Paid Social - Results

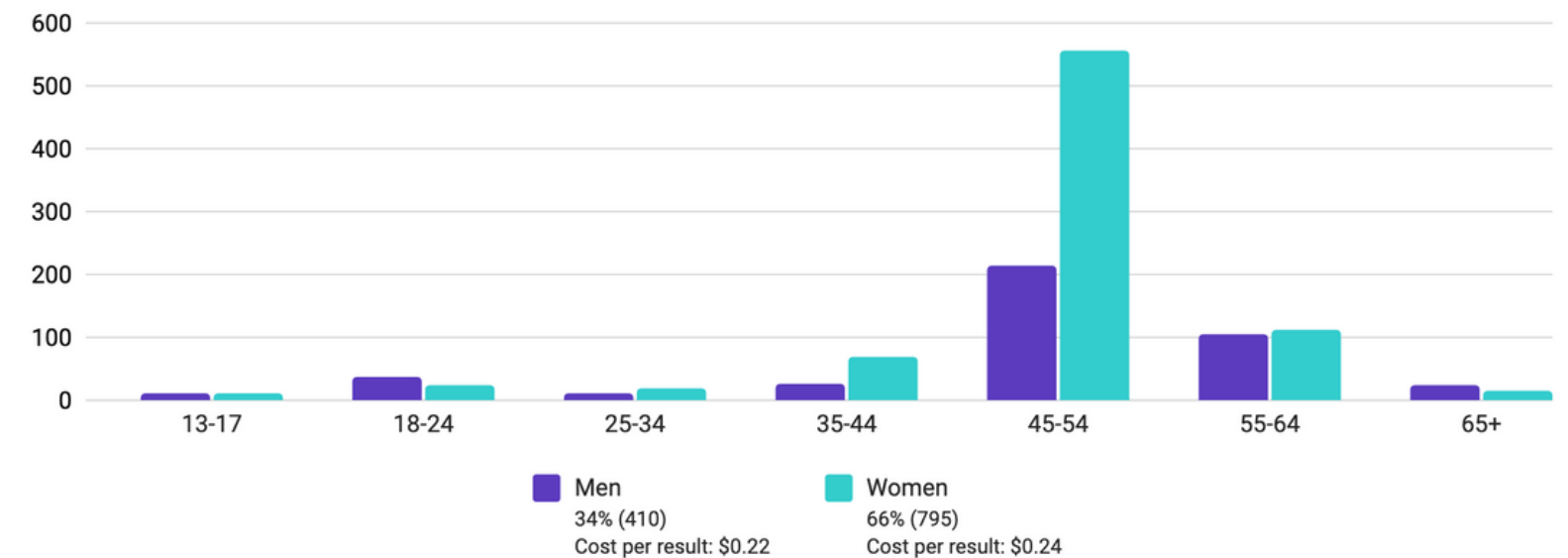
## Current Students & Families

634 ThruPlays > 15s  
1,252 Accounts Reached  
10,809 Impressions  
\$283.52 Spent  
\$0.45 per Result

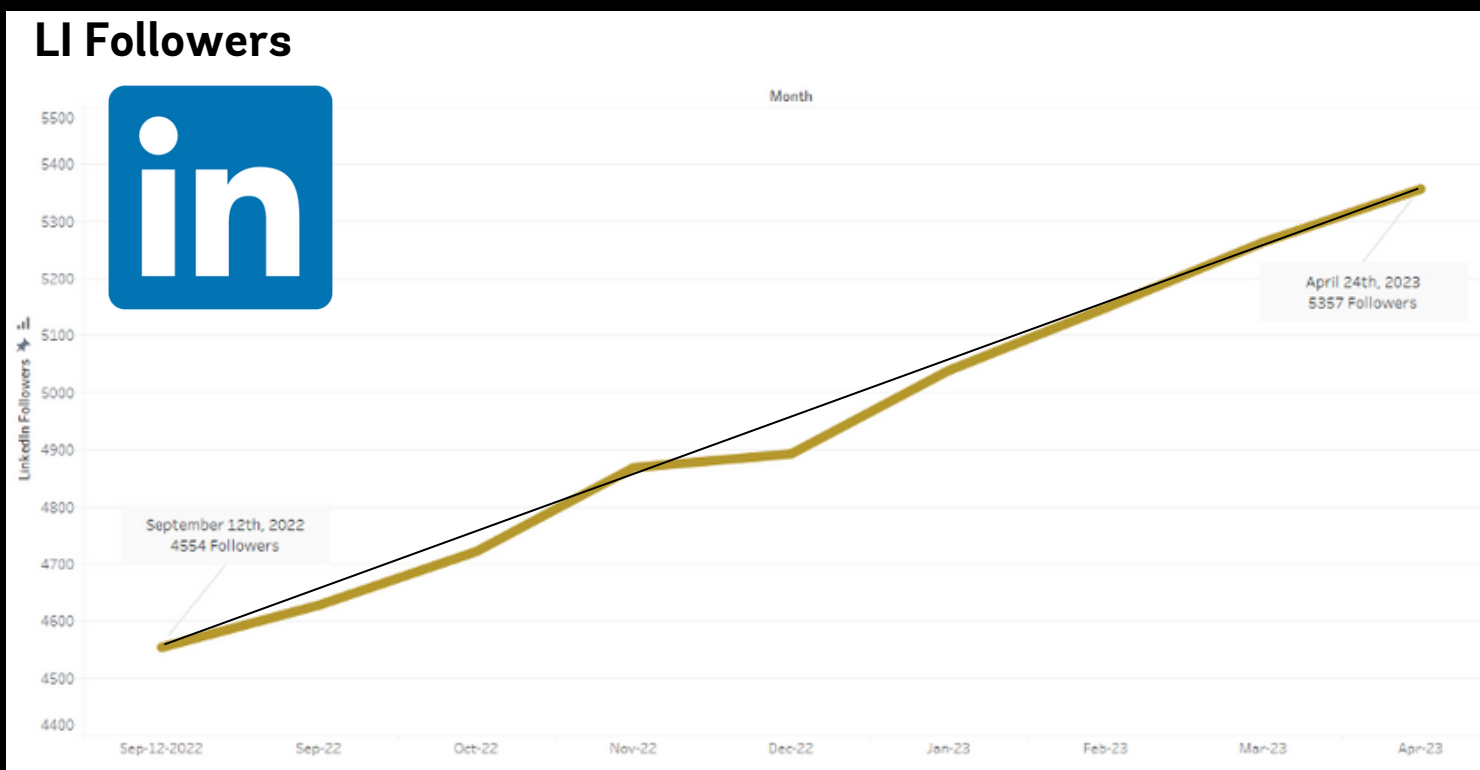
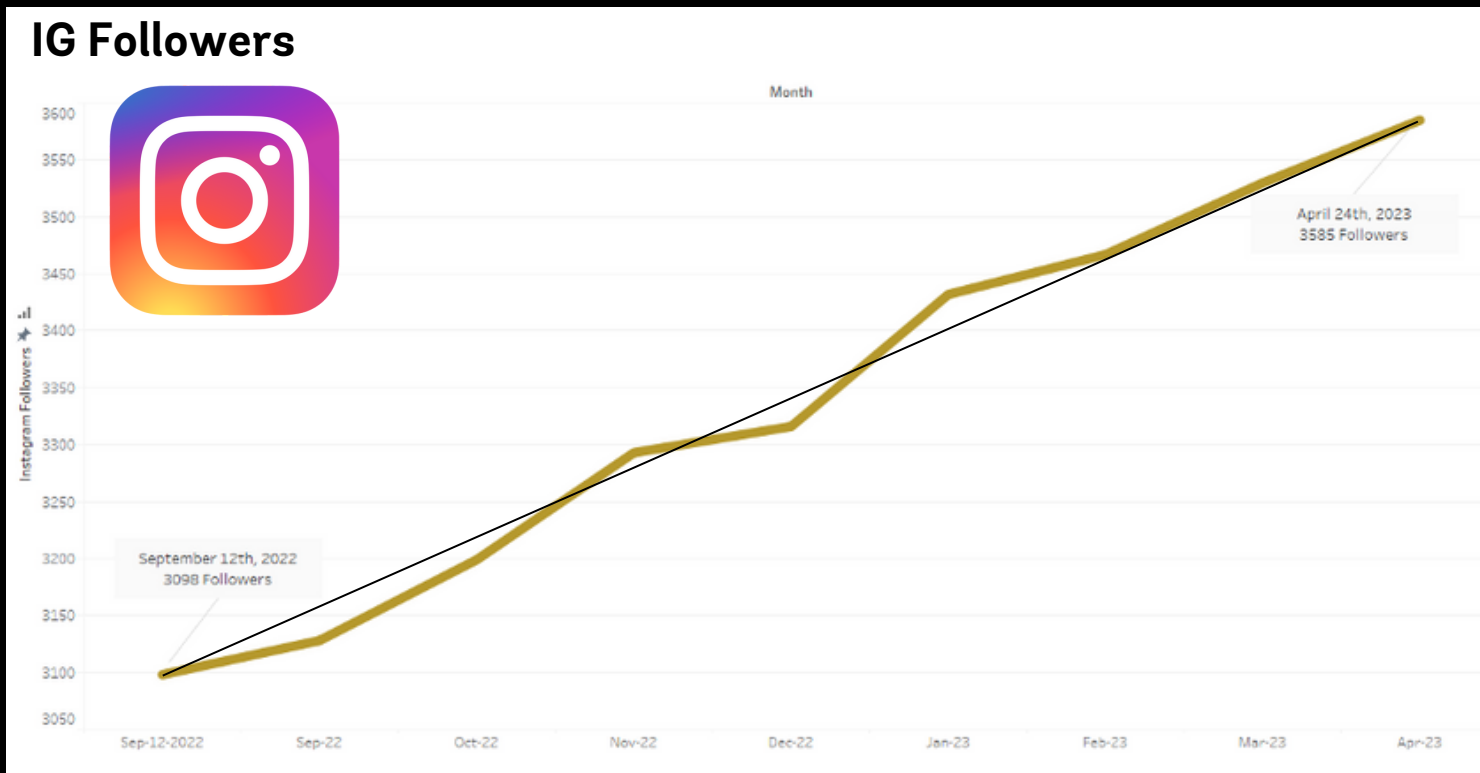


## Prospective Students & Families

1,210 ThruPlays > 15s  
3,757 Accounts Reached  
21,628 Impressions  
\$281.76 Spent  
\$0.23 per Result



# Data Overview - Growth



**15.2**

**Weekly Followers Gained  
(Instagram)**

**494.3**

**Avg. Impressions per Post  
(Facebook)**

**2,248.1**

**Avg. Impressions per Post  
(LinkedIn)**

**35.8**

**Avg. Likes per Post  
(LinkedIn)**



**Avg. Increase DoD = 2.17 followers, +487 total  
90.69% to target goal of 3,635 followers  
57.16% to reach goal of 3,950 followers**



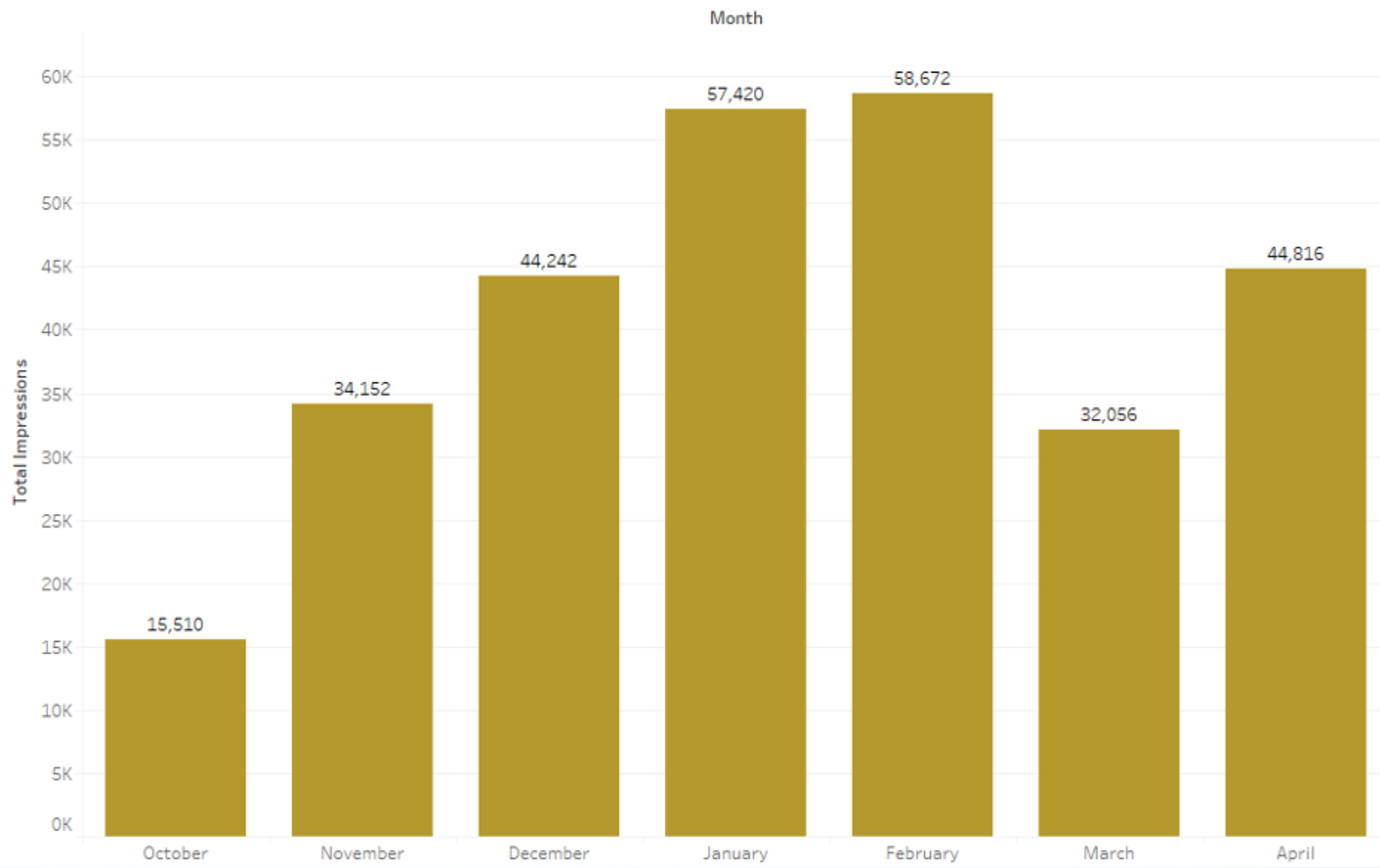
**Avg. Increase DoD = 3.58 followers, +803 total  
92.51% to target goal of 5,422 followers  
69.05% to reach goal of 5,717 followers**

# Data Overview - IG



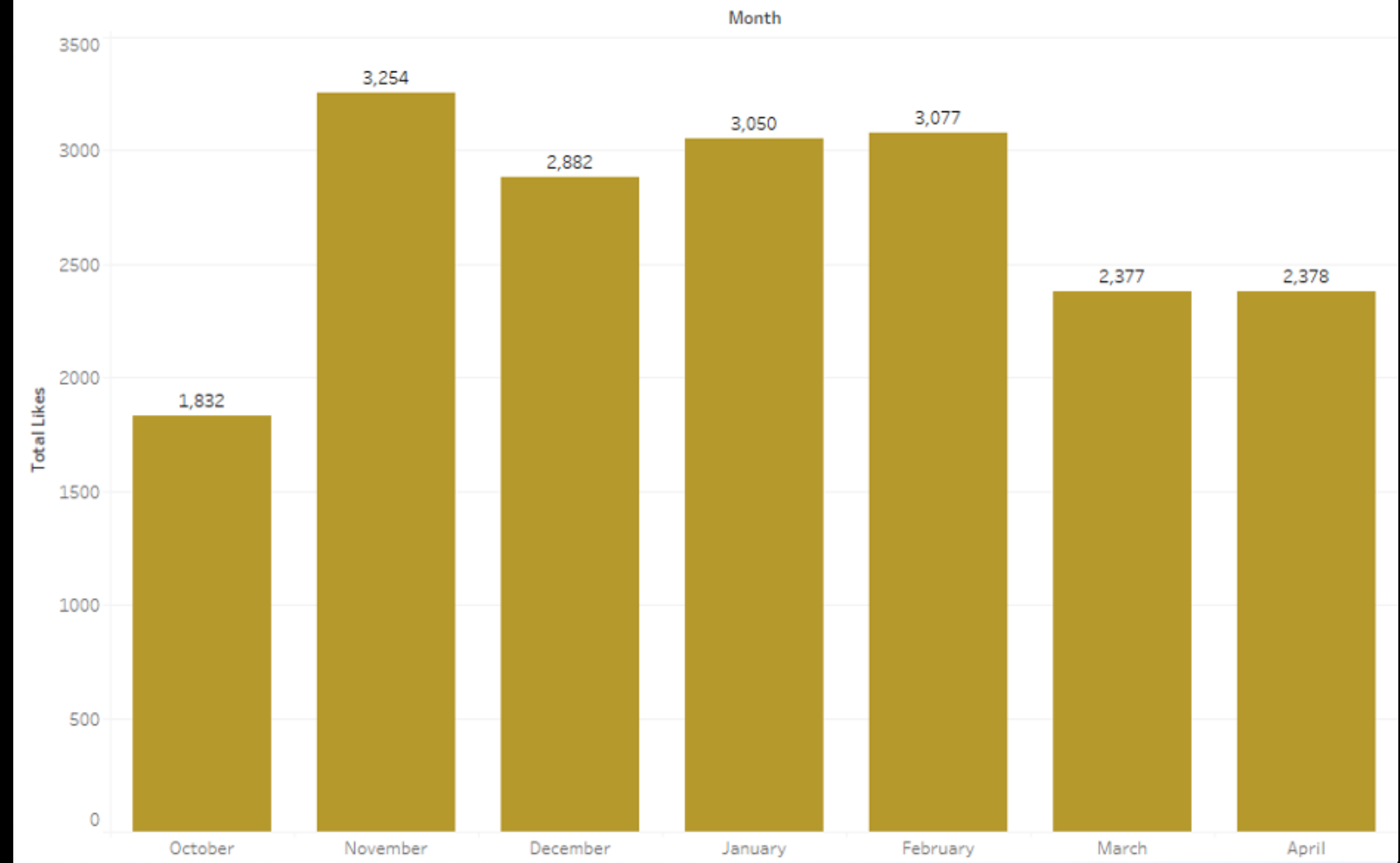
128 Posts, Average of 3.9 Weekly

### IG Total Impressions MoM



WoW High = 28,298 | WoW Avg. = 9,562.27

### IG Total Likes MoM

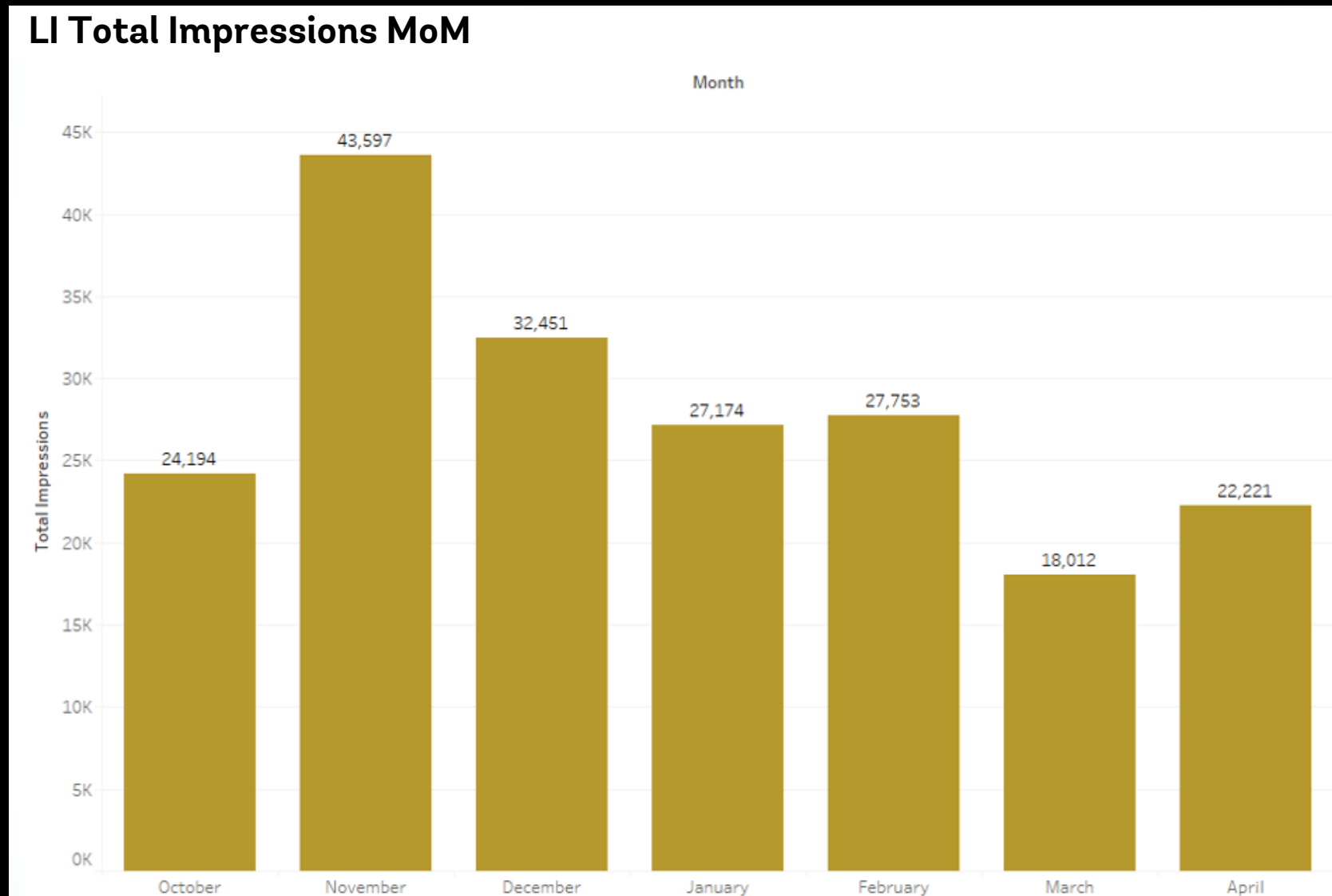


WoW High = 1,193 | WoW Avg. = 603.80

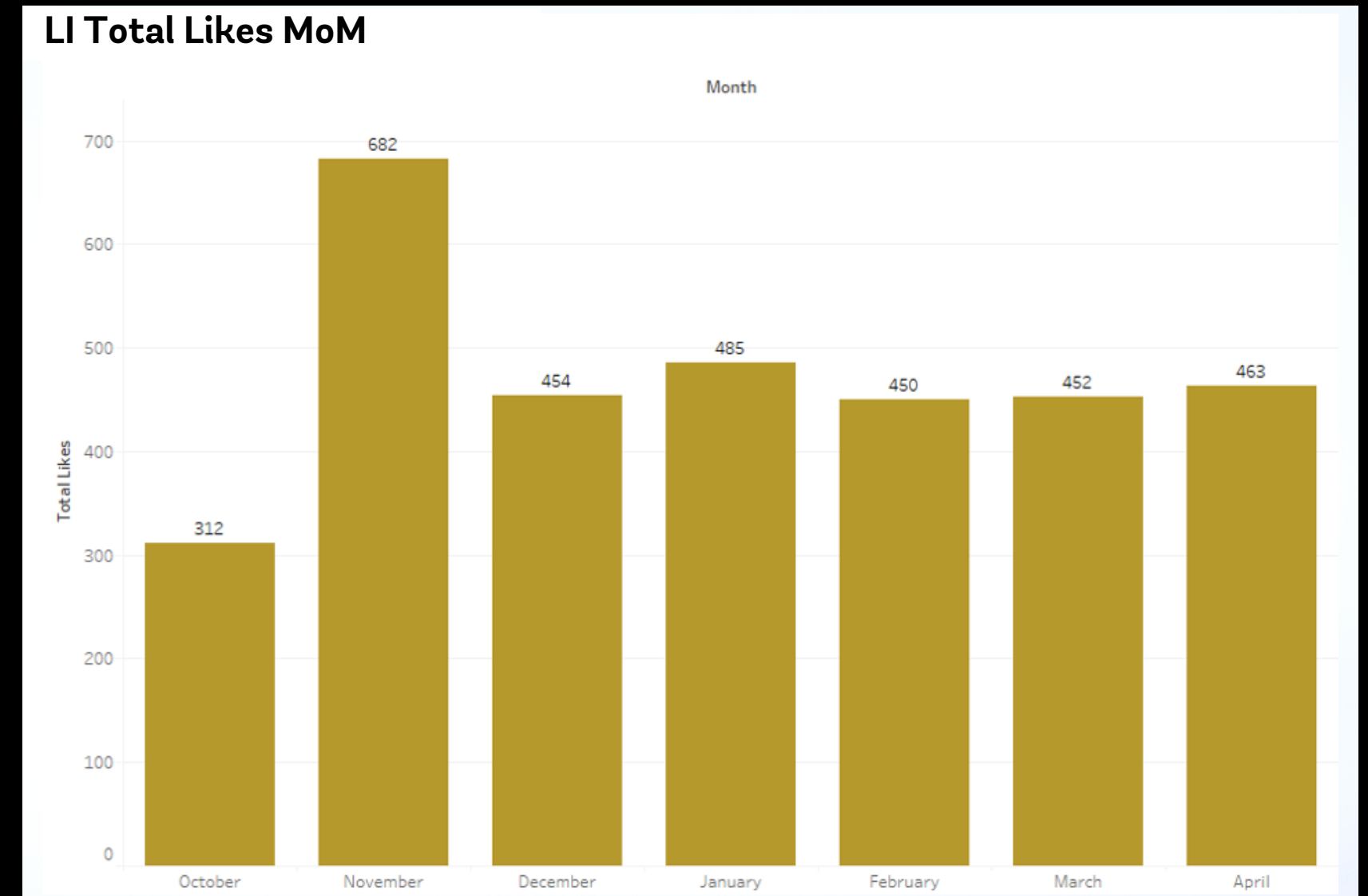


# Data Overview - LinkedIn

95 Posts, Average of 2.9 Weekly



WoW High = 16,356 | WoW Avg. = 6,513.40



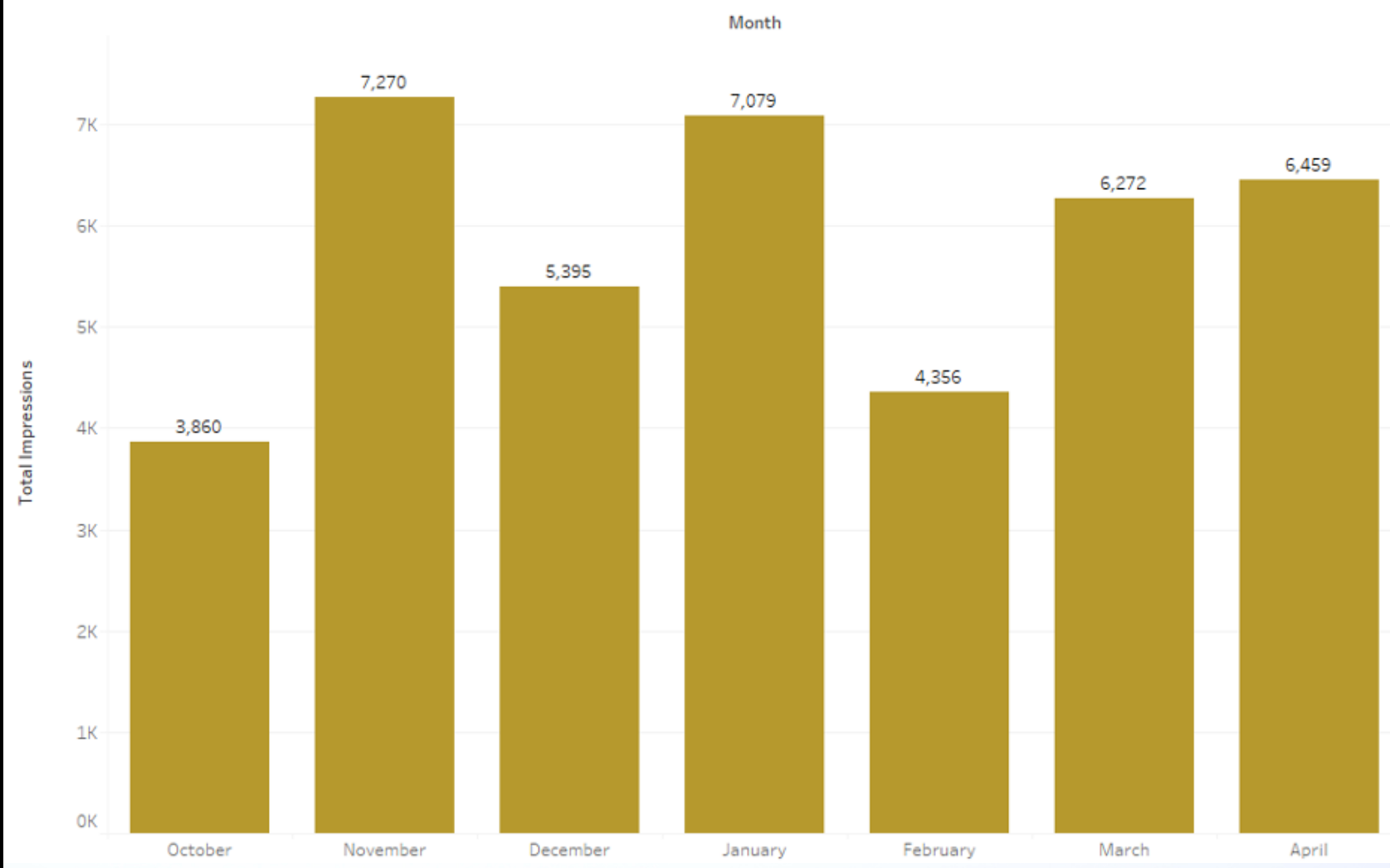
WoW High = 300 | WoW Avg. = 109.93

# Data Overview - FB



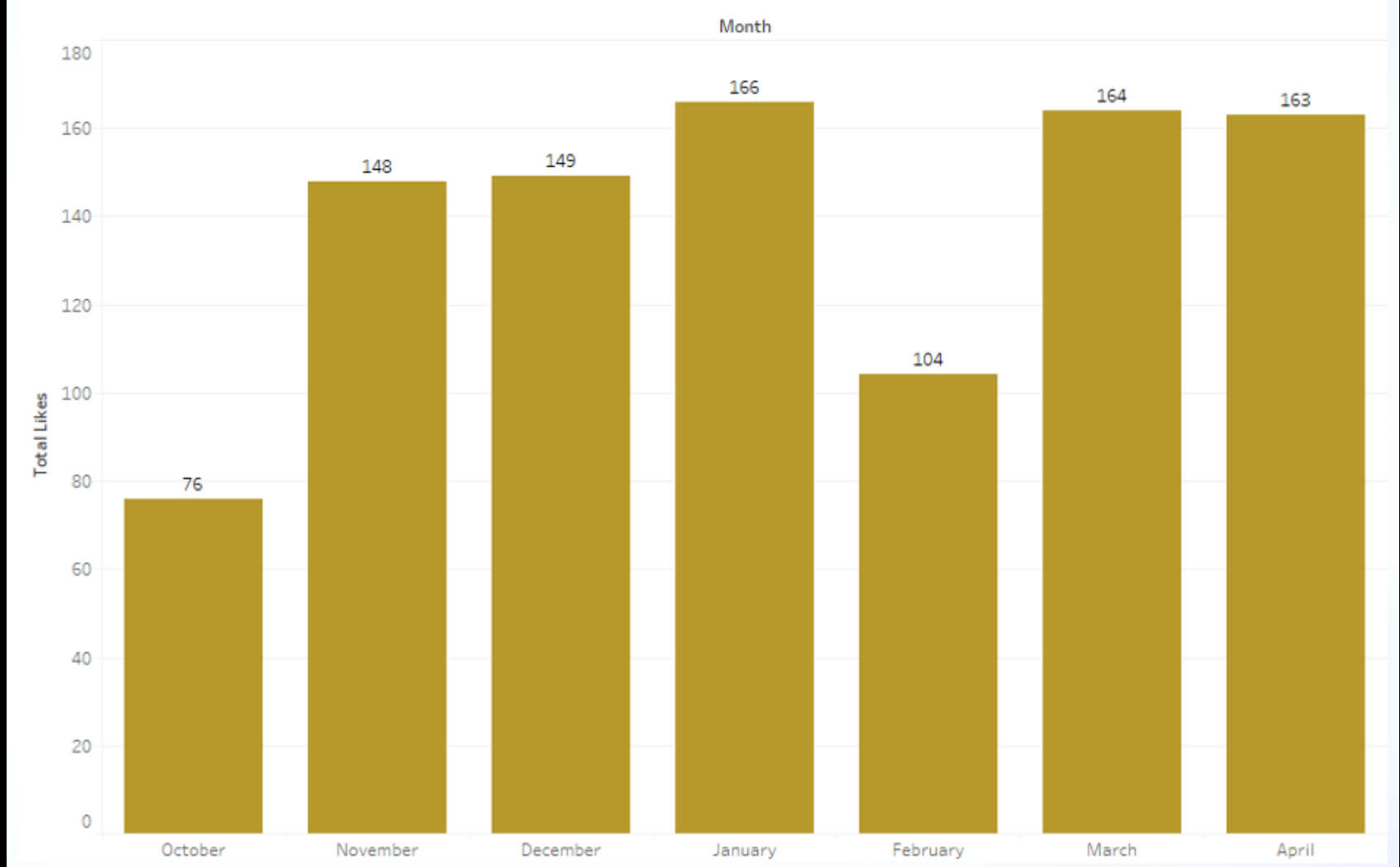
89 Posts, Average of 2.7 Weekly

### FB Total Impressions MoM



WoW High = 3,478 | WoW Avg. = 1,356.37

### FB Total Likes MoM



WoW High = 96 | WoW Avg.= 31.78





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**THANK YOU!**

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**FEEDBACK & QUESTIONS?**