

Social Media Plan for Manfred Olson Planetarium

1. Why does social media work for the Manfred Olson Planetarium?
 - a. The main target (college freshmen) are on social media constantly. More posts = a higher chance of getting seen/noticed. The Manfred Olson Planetarium also has a very small budget, and social media is owned media which is less expensive.
2. What is the main thing you want to achieve with your SM campaign?
 - a. We want to increase the online following by giving the planetarium a personality (a brand). We want the target audience to see the posts in order to increase awareness while promoting the events and activities being hosted.
3. Where will you recommend your client update their posts?
 - a. Twitter
 - i. Is the most used social media platform by people aged 18-24.
 - ii. Allows for a more direct interaction between “planetarium” and person.
 - b. Instagram
 - i. Instagram is the second most used social media platform by people aged 18-24.
 - ii. Instagram serves more of the “aesthetic” purpose, meant to inspire and create a brand identity for the department.
4. How often would you recommend your client update their posts?
 - a. 1-2 times a week
5. Tell your client about the timing. When would it begin and when would it end?
 - a. Social media posts would start January 4 and end July 31. We’re including a day after each event in order to post pictures and review the highlights of the event
 - i. Birth of the Universe: start January 4, end February 23
 - ii. Cupids Constellations: start February 7, end February 15
 - iii. Paradise at the Planetarium: start February 25, end March 4
 - iv. Stargazing: start January 4, end July 31 (because it is a recurring event on Friday evenings)
 - v. Lunar Landing: start July 14, end 21
6. Will your social media plan convert followers into customers?
 - a. By promoting Cupid’s Constellation’s, Birth of the Universe, and Paradise at the Planetarium on Twitter, our target audience will be more likely to come to these events. We will draw them in by using bit.ly links to shorten the url to ticket buying sites, using between 5-7 hashtags per tweet, and creating original graphics to make them more visually appealing.

7. Tell me how your client will see results and name a couple of ways results could be measured.

- a. Quantifiable: number of tickets sold at each event, how many people clicked the link provided, likes and retweets the planetarium gets, measure visits to the website after posting, measure if ticket sales go up after posting
- b. Qualifiable: Positive/negative feedback from followers (positive: what the customers like, negative: what the customers don't like and how we can improve it).

Join us as we watch an interactive satellite map explore the moon on July 20th to celebrate the 50th anniversary of the Lunar Landing! Get your tickets here <https://bit.ly/2PybcCy>

#UWM #Planetarium #Moon #Explore #LunarLanding #50



Travel 13.8 BILLION years into the past to experience the Birth of the Universe. Visit <https://bit.ly/2PDhq4c> to buy your tickets!

#Planetarium #Planets #Space #UWM #BirthoftheUniverse #Stars



The stars align for your next date to be at the Manfred Olson Planetarium on-campus. Grab a \$4 ticket for the February 14th show at <https://bit.ly/2PybcCy>

#Planetarium #Date #TGIF #Stars #CupidsConstellations #ValentinesDay



Ride the heat wave over to the planetarium and see what the stars look like in tropical paradise. Get your tickets here <https://bit.ly/2wqHoQ8>

#Paradise #Space #Planets #Stars #Planetarium #ParadiseAtThePlanetarium



Gaze into stars eyes at the Observatory Deck on Friday evenings after planetarium shows.

#Gaze #Stars #StarGazing #Space #Sky #Experience



See the stars in the city at the UWM Observatory Deck located on top of the physics building!

#UWM #Milwaukee #City #Stars #Planetarium #StarGaze #Skydeck

