

# Itoju Social Media Strategy

## Goals & Objectives

### Goals (Itoju Business goals)

- Increase awareness and visibility of the Itoju Mentoring program among key stakeholders.
- To build a robust, manageable, and sustainable program informed by participant feedback, providing sufficient runway to begin mentor and mentee recruitment.

### Objectives (Itoju Social Media goals)

- **Grow our audience** (First goal): This aligns with Itoju's broader goal of increasing awareness and visibility by expanding its reach on social media; including followers, views, accounts reached, and attracting more people to engage with our content.
- **Engagement**: This directly supports Itoju's broader goal of raising awareness and visibility by ensuring our audience is actively interacting with content and not just passively viewing it. Higher engagement comes in the form of likes, comments, shares and saves and it means that we are attracting like-minded people who relate with Itoju's mission
- **Generate Leads**: This connects to Itoju's broader goal of building a robust, manageable and sustainable program informed by participant feedback by ensuring a steady pipeline of potential mentors and mentees who are genuinely interested in joining the program. This would be measured in the form of responses to
- **Website visits** (Final goal): More website visits means potential mentors and mentees are actively what Itoju offers in order to gain a deeper

understanding of the program. It also ensures that interested individuals can provide feedback and take action such as signing up for mentorship or provide insights on how to improve the program

## Metrics

- **Grow our audience:** Reach, accounts reached, video plays, views, followers
- **Engagements:** Likes, comments and shares
- **Generate leads:** Direct messages, profile visits, link clicks
- **Website visits:** Website link clicks, link in bio clicks, engagement such as saves and shares with call-to-action posts

## Target Audience

- Mentees: 18-21 (primary audience)

### Demographics

- **Age:** 18-21
- **Education:** Secondary school diploma (highest level of school completed) and currently in university enrolled in an undergraduate program.
- **Occupation:** Student/unemployed
- **Cultural background:** African

### Psychographics

- **Personality traits:** Open minded, curious, ambitious, communicative
- **Lifestyle:** Content consumption, budget conscious, community building, tech savvy
- **Values:** Education and career growth, family expectations, independence
- **Interests:** Food, student organizations and clubs

- **Decision making factors:** Peer influence, online reviews, word of mouth, prefers student centred content, affordability.

### Pain points

- Balancing being a student and managing immigration status
- Financial struggles: Housing, groceries, books, etc.
- Academic challenges
- Cultural adjustment
- Getting a job
- Lack of information
- Lack of support
- Mental health and well being
- Mentors: 24-35 (secondary audience)

### Demographics

- **Age:** 24-35
- **Education:** Post secondary degree/diploma
- **Occupation:** Employed(any occupation)
- **Cultural background:** African

### Psychographics

- **Personality:** Empathetic, Patient, knowledgeable, communicative
- **Lifestyle:** Networking-oriented, goal-oriented, time conscious,
- **Values:** Career growth, networking, understanding the struggles and wanting to bridge the gap, continued learning, giving back and making an impact, community building
- **Interests:** Reading , side hustles, community support, integration in Canada, Immigration, transitions, employment strategies.

- **Decision making factors:** Want to see mentees succeed in all aspects, Want to see tangible results from their mentorship, Using mentorship to build portfolio or professional credibility

### Pain points

- Work-life balance: balancing work, side hustles and mentorship
- Imposter syndrome: may feel doesn't have the right or enough experience to be a mentor
- Finding mentees who are proactive and serious about growth

### **Customer Persona Profile**

- **Name:** Uche Anyanwu
- **Gender:** Female
- **Age:** 18
- **Family:** Only child/first born
- **Marital status:** single
- **Occupation:** student
- **Buying stage:** This would be Uche's first time signing up for Itoju. She has just started life in Canada and believes Itoju can help give her a soft landing.
- **Interests:** Frequently on Instagram and TikTok, hanging out with other African international students either in organized social events like clubs or student run organizations or just casually.

### **Content Pillars (Refer to the last 2 pages for breakdown)**

- **Itoju Program:** This pillar will help provide International students with more information on the Itoju program, how it works and what they need to do in order to get involved.

- **Itoju Community:** This pillar will give our followers a closer look into the community Itoju has built and will allow them to feel like they are a part of it. It will include the Itoju team, Itoju mentors and mentees.
- **Academic success:** This pillar will provide international students with information on how they can better perform in school and keep up with the fast pace of the academic year.
- **Career planning:** This pillar would serve as a guide on how international students can navigate the job market in order to secure internships, summer jobs or part time jobs during the academic year.
- **Financial literacy:** This pillar would serve as a guide on how international students can better manage their finances. This is a major problem most international students deal with upon arriving in Canada.
- **Adapting:** This pillar will help relate with the struggles international students are facing when transitioning to life in Canada and will provide information and coping mechanisms that will make their settling down easier.

## Value Proposition

- **Educational Value:** Itoju will provide international students with information they can use to solve their pain points.
- **Relatable Value:** Itoju will let international students know they are not alone in the problems that they are facing because we have also faced those problems.
- **Entertainment value:** Itoju will participate in social media trends and fun challenges that would provide followers with joy and let them know it is not all work and no play.

## **Social Media Platforms**

- Instagram (most important)
- LinkedIn
- TikTok (least important for now)

## **Content Type**

- Posts
- Carousels
- Reels
- Stories

## **Content Goals**

- Informational/educational
- Promotional
- Entertainment
- Inspirational/motivational

## **Posting Frequency**

3 days a week: (the days are variable as the specific day we post is not as important as the frequency to which we post)

- Monday
- Wednesday
- Friday

## **Posting times**

- We will post at 3pm on the specific day of posting. The content should be ready 24hrs before posting for reviewing and approval.

## Content Pillars

- **Itoju Program:** Program milestones, why Itoju was created, FAQs, Upcoming events, Itoju goals, Benefits of the program, Why sign up with Itoju, How to join the program, What to expect from the program, Mentor-mentee matching process, What is Itoju, How to get the most out of Itoju, What's next for Itoju, Why international students need Itoju, How Itoju works, Things you didn't know about Itoju, Who is Itoju for?, Live session recap, What's in store for Itoju this month
- **Itoju community:** Meet the Itoju team, Why I joined Itoju, What Itoju means to me, Biggest accomplishments of the month, Day in the life, Favourite thing about Itoju, Behind the scenes brainstorming sessions, Itoju in one word, Meet the mentors, Why I became a mentor, Day in the life of an Itoju mentor, Benefits of mentorship from a mentor, Piece of advice I wish I knew as a student, Mentor highlight of the month, Get to know our mentors, Mentor advice in 10 seconds, Best moment i've had as a mentor, A message to my younger self, First mentee, Mentor q&a, Why i joined Itoju(mentor), Why international students should join Itoju, Mentor check in, Introducing mentees, Testimonials & stories, Why I chose Itoju, How Itoju helped me adjust, How Itoju helped with school, How Itoju helped get a job, Day in the life, Get to know our mentees, What I've learnt from Itoju, Mentee check in, Why international students should join Itoju

- **Academic success:** Study tips, Office hours, Course planning, Academic advisors, International student advisors, Resources for research, Citation & plagiarism, Tips for staying motivated, Taking notes, Lectures
- **Career planning:** Resume writing tips, Linkedin, SIN number, How to apply, When to apply, Summer jobs, Internships, Working hours, Chat GPT prompts, Job scams, Volunteering
- **Financial literacy:** How to save, How to budget, Rent, Grocery shopping, Furniture shopping, Opening bank account, SPC card, Selling your stuff, Phone plans, Taxes, Insurance
- **Adapting:** Biggest culture shock moments, Describe first day/year in Canada, Transportation, Making friends, Student led organization, Adapting to the culture, Tips for adjusting, FAQs about studying/working in Canada, Canadian winter