

université
PARIS-SACLAY

FACULTÉ
DES SCIENCES
D'ORSAY

Master

M2 SLEM

Marketing and Communication
Final report

Year 2023-2024

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Our Team



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PRESENTATION

OF THE PROJECT



Our project is about communicating about the M2 SLEM and ensuring its marketing, mainly through social media.

By this project, we want to achieve global goals for communication of SLEM program:

- Strengthen current connections with students and establish new ones.
- Contribute to the image of the program.
- Present and promote the program to potential students.

As a conclusion, we will try to ensure that promotion of SLEM is modern - using possible channels and SMM integration for efficiency and maintaining the competitiveness of the SLEM program.

Strengths

- Shared members with Noctiraid communication commission
- Experienced, international team with language skills
- Good reputations of Paris-Saclay University and SLEM
- Positive feedback from graduates
- Teaching staff and strong team of professors and practitioners
- Insider perspectives on events for engaging social media coverage

Weaknesses

- Management and lack of time: Limited resources to manage and execute PR activities effectively.
- Low engagement on old posts: Few reactions (likes) on previous social media posts.
- Limited budget: Constraints on funding for promotional activities.
- Inconsistent content strategy: Lack of a cohesive plan for regular content updates.
- Insufficient reach: Difficulty in reaching a broader audience outside the current network.
- Limited feedback channels: Inadequate mechanisms to gather and act on feedback from the target audience.
- Lack of promotional partnerships: Few collaborations with influencers or other institutions for wider reach.

Opportunities

- Sharing content with Noctiraid communication
- Dynamic cursus
- Prestige of Paris-Saclay University
- Well ranked Master's degree
- Career examples from previous students (Paris 2024)
- Autumn and winter are a good time
- to fill social networks with content and prepare for the admissions campaign for new students.
- Establish contact with graduates so that they share their story of admission and success (what they achieved after studying in SLEM program)
- Development of a free communication campaign to promote the educational services of the university.
- Attracting foreign applicants.

Threats

- Annual team turnover: Each year, the team changes with the graduation of previous students, leading to a loss of continuity and the need for constant retraining and team building.
- Competition with private universities: Facing strong competition from private institutions that may have more resources, established reputations, and aggressive marketing strategies.
- Re-engaging inactive audience: After a long break in publishing content, the audience has become inactive. There is a need to revitalize social networks with fresh, engaging, and consistent content to regain and sustain audience interest and energy.

<p style="text-align: center;">Stakeholders</p>	<ul style="list-style-type: none"> • Current students of M2 SLEM • Previous student of SLEM and all the alumnis • Prospecting students for the Master (in Bachelor and Master’s degree, from Paris-Saclay or from other universities, in Ile-de-France, France, or international) • Professionals • Academics of Paris-Saclay and of other universities
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- PR promotion should target both intended consumers of educational services and their environment.
- Work with applicants, their parents, and future employers.
- Emphasize increasing the reputation, recognition, and attractiveness of the university and its educational services.
- Increase awareness among target groups about the importance of an educated specialist.

<p style="text-align: center;">Needs and Interests</p>	<ul style="list-style-type: none"> • Increase recognition of the Master's program. • Prospective students: Highlight the Master's advantages, key aspects, and details of SLEM • Program decision factors: Explore the program, atmosphere, activities, career potential, faculty, admission process, and courses. • Professionals: Inform potential recruiters about the program and its graduates as future employees. • Academics Provide an overview of the Master's content and activities in the field. • Paris-Saclay University: Enhance the Master's positive recognition as part of Paris-Saclay.
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- **As a conclusion:** The main tasks involved promoting the program and communicating its activities.
- Tools to meet the needs and interests:
 - Getting the Master known and recognized, positively: great pictures, video, content creation, regular and structured posts.
 - Providing Information about the Master: practical content, interactive, professors, career prospects.
 - Showing the atmosphere: link with Noctiraid communication, travel, other institutional projects, as alumni networking evening and annual Godfather meeting
- We also take the advices of last year's communication team into account.

Mission and Vision



MISSION

Our mission is to promote the SLEM Master's program and also the University of Paris-Saclay. By promoting the program we also want to improve employment possibilities of the current students in the Master SLEM program



VISION

Our vision is to make a great communication plan, and follow the plan to reach the mission. Of course, we will regularly update the plan and add new ideas during the academic year. We try to define our target groups, and use the different channels to reach these targets

OBJECTIVES

Some objectives are already clearly defined and will be the basis of our detailed communication plan:

- Promote the international aspect of the program and English courses.
- Show the good atmosphere and “team spirit” between the students.
- Promote our skills and show us as future serious and competent professionals
- Develop the network We also thought about objectives for ourselves and how we communicate. We want to have consistent communication, probably quality over quantity, even though we want to post regularly and frequently on various social media platforms.

Some following steps are identified to reach those goals:

- Establishing a communication plan and retro planning, as well as a content schedule.
- Define a list of content we want to post and adapt it to the different platforms We are happy to have previous’ year report for comparison and help at the launch. We are glad to find some advices from our predecessors. We already applied the first advice: to be proactive and get access soon enough. As our first task, we have access to all social media platforms. in We are already seeing the struggle of time management and calendar. We appreciate the suggestion of more backstage content, and we still need to see how we can manage it hand in hand with the Noctiraid communication commission.



GRAPHIC CHARTER



#BC8CA4



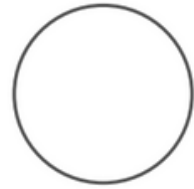
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#FFFFFF

The goal of a unique graphic charter is to create an easily recognisable identity through all social media platforms. We started from the violet of the university logo and then declined it, and also added black and white. We also used the logo quite often.



Here is an example of how this graphic charter was used:



IMPLEMENTATION

PROJECT REALIZATION

13 Instagram posts
From 225 to 253 followers on Instagram

11 original posts on LinkedIn
5 republication posts on LinkedIn
From 427 to 520 followers on LinkedIn

11 Facebook posts
404 followers on Facebook

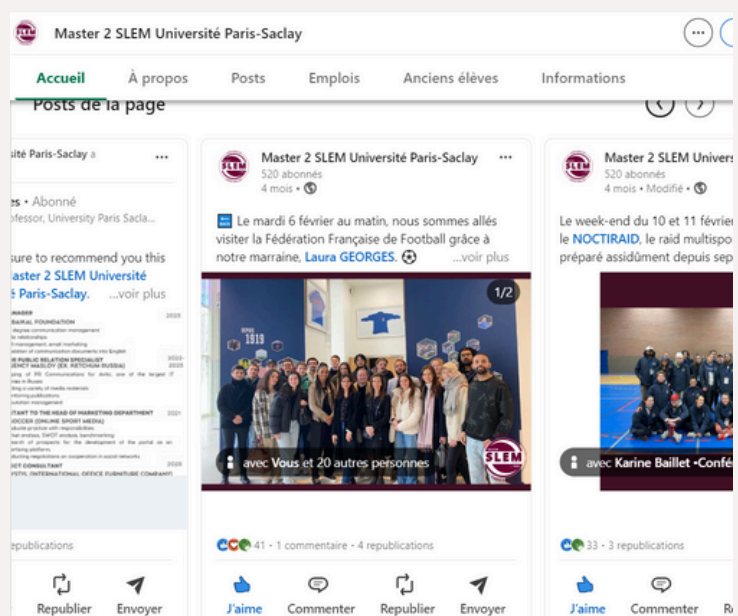
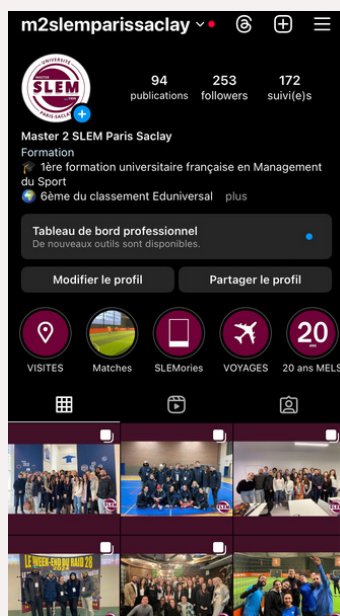
The implementation of our project consisted to put in practice our communication plan, mainly through social media platforms. 3 were mainly used: Instagram, Facebook and LinkedIn.

- Instagram and Facebook were linked through the Media Business Suite, which allowed us to prepare, program and post our projects on both platforms easily
- LinkedIn also allowed us to program our posts

Those options were helpful to plan our posts and put them online at the best time for each platform (it's not the same between LinkedIn and Instagram for example)

In our posts, we talked about the life at university (Raid28, football games, ...), the Noctiraid, our godmother Laura Georges, professional speakers ...

We faced a few challenges, such as getting involvement from our other classmates to interact with the content, have enough time besides the classes to create and post the content regularly, ...



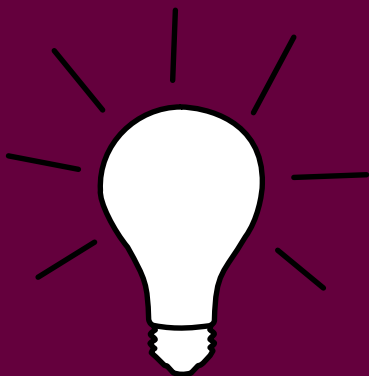
EVALUATION

WHAT WORKED WELL ?



- We were able to attract new audiences achieved engagement, received likes and reposts
- As it can be seen from the statistics, posts from significant events gained the greatest interest
- We followed the content plan well and sometimes situational posts and stories appeared suddenly
- We tested new formats in stories (voting, questions, live reactions)

WHAT DID NOT WORKED WELL ?

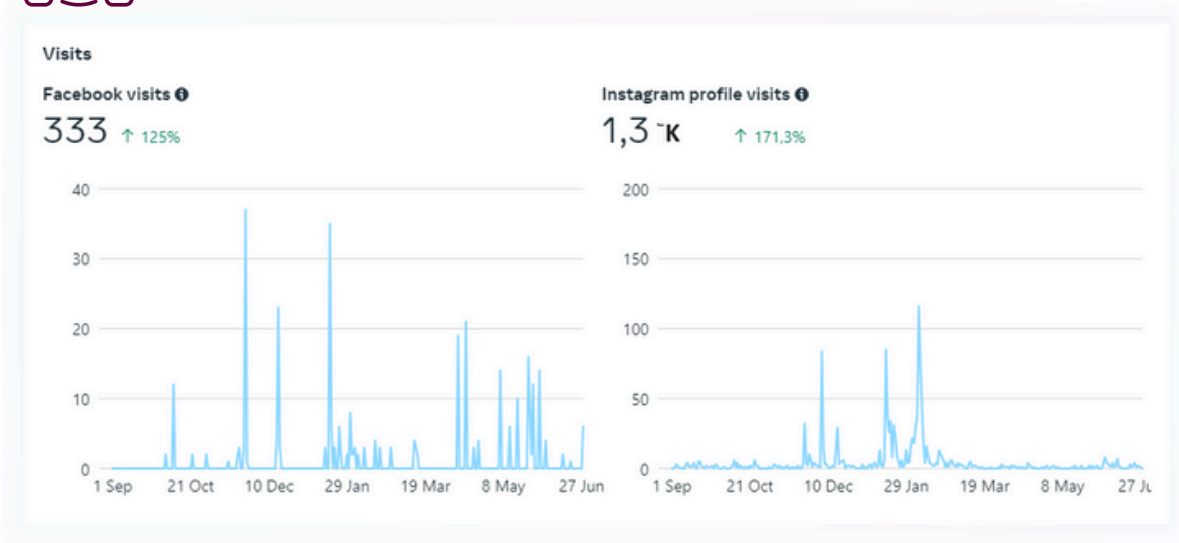


- We wanted to have more user activity with content (comments, etc.)
- The least active page in terms of audience reactions was the Facebook page, it definitely needs to be developed in the future and attract the audience there too

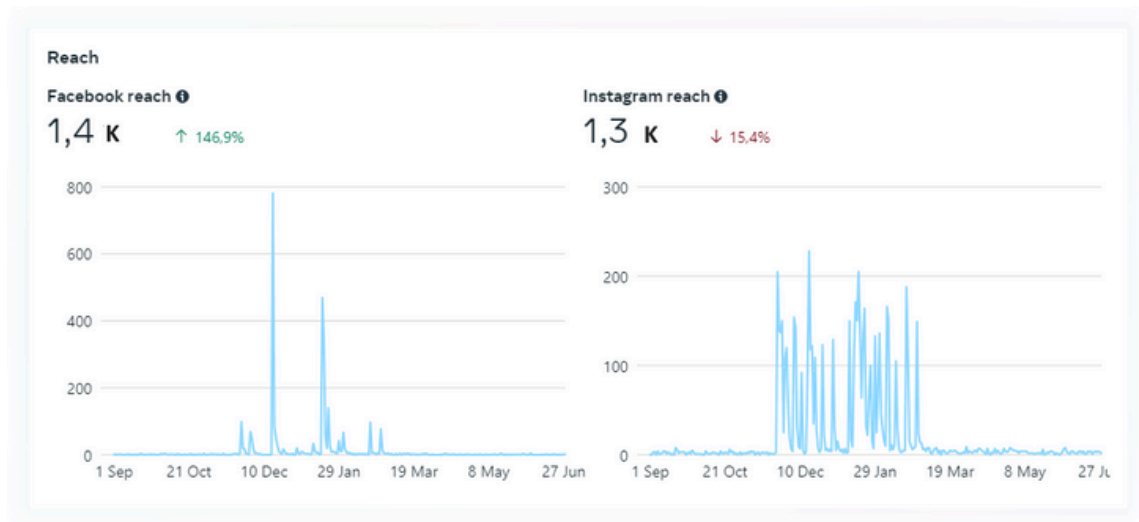
STATISTICS OF ACCOUNTS



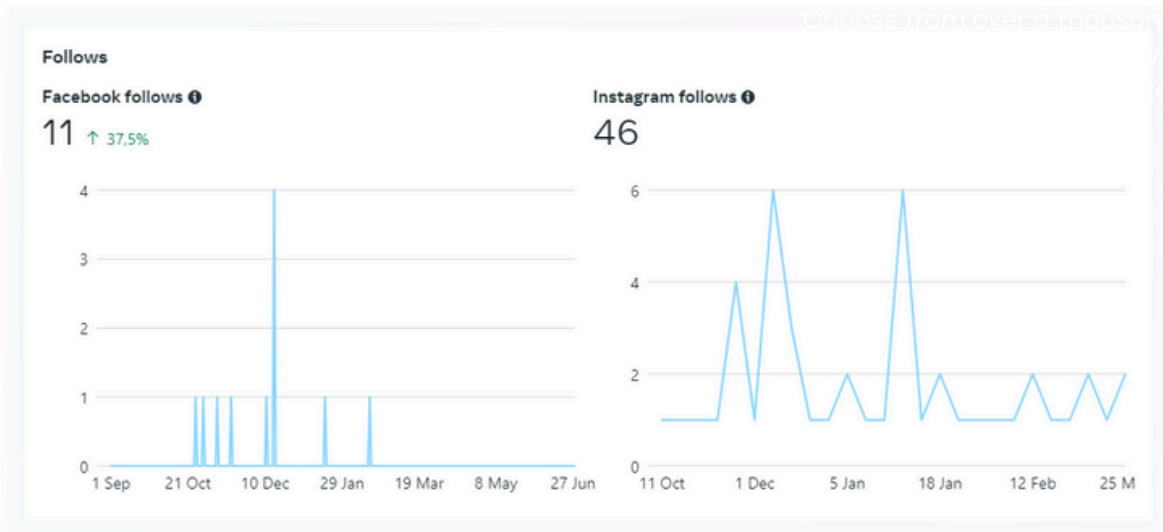
VISITS



REACH



FOLLOWS



STATISTICS OF ACCOUNTS















Content

Title		Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Shares ⓘ ↑↓
Le mardi 6 février au matin, nous sommes allés vi... m2slemparissaclay	Boost	Mon Feb 26, 11:00am	172 Reach	30 Likes	1 Shares
Le mardi 6 février au matin, nous sommes allés vi... Master 2 SLEM Orsay	Boost	Mon Feb 26, 11:00am	122 Reach	2 Reactions	0 Shares
Le week-end du 10 et 11 février s'est tenu le @noctir... m2slemparissaclay	Boost	Mon Feb 19, 10:30am	329 Reach	42 Likes	4 Shares
Le week-end du 10 et 11 février s'est tenu le NOCTIR... Master 2 SLEM Orsay	Boost	Mon Feb 19, 10:30am	127 Reach	5 Reactions	0 Shares
Last week, we had our last class with one of our k... m2slemparissaclay	Boost	Thu Feb 1, 6:00pm	244 Reach	32 Likes	1 Shares
Last week, we had our last class with one of our k... Master 2 SLEM Orsay	Boost	Thu Feb 1, 6:00pm	92 Reach	2 Reactions	0 Shares
Last week-end (20 - 21 January), many of us were... m2slemparissaclay	Boost	Mon Jan 29, 11:30am	216 Reach	24 Likes	1 Shares
Last week-end (20 - 21 January), many of us were... Master 2 SLEM Orsay	Boost	Mon Jan 29, 11:30am	70 Reach	4 Reactions	0 Shares
What a night 🍷🎉👤 As the M2 SLEM 2023 - 2024 ... m2slemparissaclay	Boost	Mon Jan 22, 11:00am	230 Reach	38 Likes	4 Shares
What a night 🍷🎉👤 As the M2 SLEM 2023 - 2024 ... Master 2 SLEM Orsay	Boost	Mon Jan 22, 11:00am	169 Reach	2 Reactions	0 Shares
SLEM's team took part in the Saclay Cup, a football t... Master 2 SLEM Orsay	Boost	Thu Jan 18, 10:37pm	501 Reach	5 Reactions	1 Shares
SLEM's team took part in the Saclay Cup @saclycup ... m2slemparissaclay	Boost	Thu Jan 18, 10:32pm	316 Reach	35 Likes	4 Shares

STATISTICS OF ACCOUNTS



	We are delighted to announce that the godmother of...	m2slemparissaclay	Boost	Fri Jan 12, 10:00am	254 Reach	29 Likes	2 Shares
	We are delighted to announce that the godmother of...	Master 2 SLEM Orsay	Boost	Fri Jan 12, 10:00am	73 Reach	3 Reactions	0 Shares
	Happy New Year! Here's to a year of shared goals...	m2slemparissaclay	Boost	Mon Jan 1, 5:00pm	191 Reach	15 Likes	0 Shares
	Happy New Year! Here's to a year of shared goals...	Master 2 SLEM Orsay	Boost	Mon Jan 1, 5:00pm	44 Reach	0 Reactions	0 Shares
	How many matches in a week is enough of matches i...	m2slemparissaclay	Boost	18 Dec 2023 r.	201 Reach	14 Likes	0 Shares
	Yesterday was the last meeting of the Sp...	Master 2 SLEM Orsay	Boost unavailable	16 Dec 2023 r.	974 Reach	6 Reactions	1 Shares
	Yesterday was the last meeting of the Sports Law cou...	m2slemparissaclay	Boost	16 Dec 2023 r.	375 Reach	29 Likes	4 Shares
	Batch of 2023. 🧑‍🚒 Guess we have brought the whole ...	m2slemparissaclay	Boost	7 Dec 2023 r.	393 Reach	34 Likes	1 Shares
	Discover the most important event organized by ...	m2slemparissaclay	Boost	1 Dec 2023 r.	259 Reach	25 Likes	1 Shares
	Discover the most important event o...	Master 2 SLEM Orsay	Boost unavailable	1 Dec 2023 r.	157 Reach	3 Reactions	0 Shares
	Meet the 2023 - 2024 promotion! Delighted to an...	m2slemparissaclay	Boost	25 Nov 2023 r.	284 Reach	27 Likes	2 Shares
	Meet the 2023 - 2024 promotion! De...	Master 2 SLEM Orsay	Boost unavailable	25 Nov 2023 r.	153 Reach	4 Reactions	0 Shares

DETAILED ANALYTICS BASED ON THE EXAMPLE OF ONE POST FROM THE ALUMNI EVENING



What a night 🥳🎉👥 As the M2 SLEM 2023 - 2024 promotion, we were delighted to meet some of our former colleagues ...
Post · Published on: Mon Jan 22, 11:00am

Overview

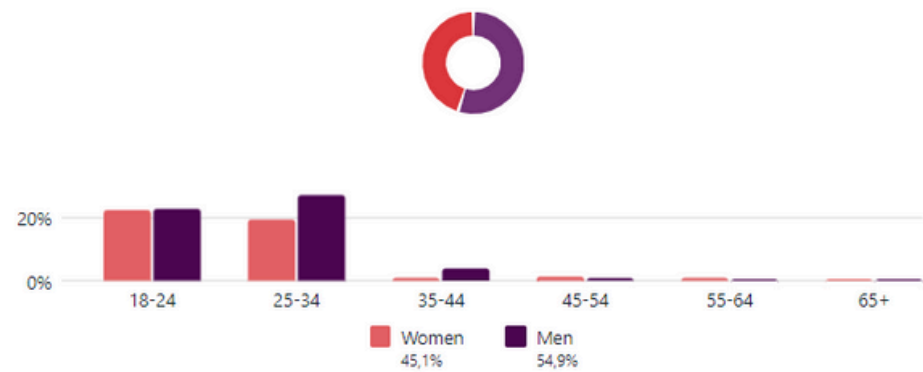
Reach ⓘ	Impressions ⓘ	Interactions ⓘ
230	338	43
Typical	Typical	Typical

Interactions ⓘ

Likes ⓘ	Comments ⓘ	Shares ⓘ	Saves ⓘ
38	0	4	1
Higher than typical	Typical	Typical	Typical

Audience

Age & gender ⓘ



Feed preview

The feed preview shows an Instagram post from the account 'm2slemparissaclay'. The post features a group photo of alumni at an evening event. The caption reads: 'What a night 🥳🎉👥 As the M2 SLEM 2023 - 2024 promotion, we were delighted to meet some of our former colleagues ...'. The post has 38 likes, 0 comments, 4 shares, and 1 save. A 'View post on Instagram' link is visible at the bottom.

SUGGESTIONS

FOR THE FUTURE SLEM PROMOTION

- Create and follow a content plan in advance;
- But situational content (unplanned) also works well and effectively;
- Regularity of posts is the key to success. Start publishing as early as possible. but do not forget about the quality of the published material;
- Involve all your classmates on all your social networks (especially don't forget about the Facebook page, which received fewer reactions);
- Demonstrate the strengths of the program through your social networks;
- Promote the image of the program and its key characteristics;
- Look professional when communicating online on your social networks;
- Add more key persons of the program - not only students, but also professors;
- Try new formats for posts (for example, interviews with speakers, professors);
- Do not put off publishing about past events for too long, keep the "fresh" news.



ACCOUNTS & PASSWORDS



Master 2 SLEM Orsay

Contact Matilda Suhonen for the access



@m2slemparissaclay

master2mels



@M@SLEMUPSaclay

master2mels



Master 2 SLEM Université Paris-Saclay

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