



UQ Alumni Bookfair 2022 social media plan

Key messages:

- ✓ **Save the date, steal some bargains, and stock your shelves at the UQ Alumni Book Fair.**
- ✓ **Free parking on campus**
- ✓ **Raising money for scholarships**
- ✓ **Alumni Friends benefits and memberships**

Summary of social strategy

Paid	<ul style="list-style-type: none">• Paid ad campaign to run from Monday 28 March – Monday 2 May with \$400 budget calling directly for event registrations.• 5 x boosted posts (\$40) – 1 per week in the lead up – highlighting various aspects of the Book Fair.• 1 x boosted post after event capturing highlights and celebrating success
Organic	<ul style="list-style-type: none">• 1 x post per week scheduled across each channel and FB events from 28 March• Interviews with Book Group volunteers shared over Instagram and Facebook stories• Story takeovers each day of Book Fair• Schedule and encourage takeovers on UQ student-facing channels• Regularly share posts and story content with student-facing channels• Plan accounts for additional timely posts

Channel	Urchin tracking module link
Facebook	https://alumni.uq.edu.au/event/session/7539?utm_source=facebook&utm_medium=social&utm_campaign=book-fair&utm_term=owned&utm_content=bookfair-on-fb
LinkedIn	https://alumni.uq.edu.au/event/session/7539?utm_source=linkedin&utm_medium=social&utm_campaign=book-fair&utm_term=owned&utm_content=bookfair-on-li
Instagram	https://alumni.uq.edu.au/event/session/7539?utm_source=instagram&utm_medium=social&utm_campaign=book-fair&utm_term=owned&utm_content=bookfair-on-insta



Organic posts content plan

	Facebook		LinkedIn	Instagram
Date	UQ Alumni and UQ Alumni Book Fair pages	UQ Alumni Book Fair event	University of Queensland LinkedIn	@uqalumni and @uqalumnibookfair
28 Mar	Save the date! Brisbane's oldest book fair is back! UQ Alumni Book Fair: 9am Friday 29 April – 3pm Monday 2 May in the UQ Centre, UQ St Lucia campus.	Save the date, steal some bargains and stock your shelves. The UQ Alumni Book Fair is back! Friday 29 April 2022 9:00am – Monday 2 May 2022 3:00pm.	Brisbane's oldest book fair is back for 2022. Save the date! UQ Alumni Book Fair, Friday 29 April 2022 9:00am – Monday 2 May 2022 3:00pm.	Brisbane's oldest book fair is back at it again for 2022! Save the date, steal some bargains and stock your shelves at the UQ Alumni Book Fair. Friday 29 April to Monday 2 May 📖💜
4 Apr	Stock your shelves and steal some bargains at the 2022 UQ Alumni Book Fair. There's a book (or several) for everyone. Register here! UQ Alumni Book Fair, Friday 29 April 2022 9:00am – Monday 2 May 2022 3:00pm.	Our Book Group volunteers have been working hard behind the scenes to bring you the 2022 UQ Alumni Book Fair... Is there a particular book you're hoping to find? Comment below to let us know!	<i>Group photo of volunteers</i> Our Book Group volunteers have been working hard to bring you the 2022 UQ Alumni Book Fair. Thousands of books will be on sale at the UQ Centre to raise money for student scholarships. Register your spot today! UQ Alumni Book Fair, Friday 29 April 2022 9:00am – Monday 2 May 2022 3:00pm.	<i>Group photo of volunteers</i> Introducing your UQ Book Group Volunteers! This group of community members have been working tirelessly behind the scenes sorting books to bring you the 2022 UQ Alumni Book Fair. Save the date to come and say hi and stock up your shelves at the UQ Centre from Friday 29 April – Monday 2 May!
11 April	Save the date and steal some bargains – the UQ Alumni Book Fair is back! Thousands of books across every genre available at low prices. All funds raised go directly to create student scholarships. Do your bookshelves and our UQ students a favour – join us at the UQ Alumni Book Fair! 9am Friday 29 April – 3pm Monday 2 May in the UQ Centre, UQ St Lucia campus.	Introducing your UQ Book Group Volunteers! This group of community members have been working tirelessly behind the scenes sorting books to bring you the 2022 UQ Alumni Book Fair. We can't wait to see all their efforts come together! Friday 29 April 2022 9:00am – Monday 2 May 2022 3:00pm.	<i>Introduce Book Group Volunteer</i>	<i>Introduce Book Group Volunteer</i>
18 Apr	We've sprinkled community libraries around Brisbane in	Wondering how to get to the UQ Alumni Book Fair next	With the UQ Alumni Book Fair around the corner, here	Looking for long weekend plans? Lock in the UQ



	the lead up to the UQ Alumni Book Fair. Have you spotted one?	week? We've got you covered with free parking at the UQ Centre. See you soon!	are our top tips on exploring new genres of books! Spread your reading wings this UQ Alumni Book Fair! <i>Link to Contact story</i>	Alumni Book Fair as a must-do activity. Parking at UQ is free for the weekend. Your bookshelf will thank you for it. Friday 29 April 2022 9:00am – Monday 2 May 2022 3:00pm.
25 Apr	Wondering how to get to the UQ Alumni Book Fair this week? We've got you covered with free parking at the UQ Centre. See you soon!	It's the week! The UQ Alumni Book Fair begins this Friday. To help you make the most of what's on offer, Contact mag as put together our best advice for exploring new genres. Read up and get ready! <i>Link to Contact story</i>	Parking is free at the UQ Centre for the UQ Alumni Book Fair this weekend. Thousands of books are on sale to fundraise for student scholarships. See you soon!	We've sprinkled community libraries around Brisbane in the lead up to the UQ Alumni Book Fair. Have you spotted one?
29 Apr: First day of Book Fair	It's begun! See you this weekend at the UQ Alumni Book Fair 📖💜 UQ Centre, from 9am – 5pm Friday 29 April to Monday 2 May.	It's finally here! Thousands of books are on sale to fundraise for student scholarships. See you soon!	<i>Photo of the UQ Centre set up</i> Look what they've done! We can't thank our Book Group and student volunteers for making the 2022 Alumni Book Fair happen. Join us in the UQ Centre from 9am today to 3pm on Monday to snag a bargain! All funds raised go directly to support student scholarships. Register here:	<i>Carousel post of Contact mag story:</i> With the UQ Alumni Book Fair opening today, we thought we'd share our top tips on exploring new genres of books! Comment your favourite book genre below 📖📚💜
2 May: Last day of Book Fair	The UQ Alumni Book Fair is wrapping up for another year. Let us know what you picked up below!	The UQ Alumni Book Fair is wrapping up for another year. Thank you to everyone who supported it. Which buy are you most excited to read?	The UQ Alumni Book Fair is wrapping up for another year. Thank you to everyone who dropped by, bought a book and supported student scholarships this weekend 🙏	The UQ Alumni Book Fair is wrapping up for another year. Did you snag a bargain? 📖
16 May:	<i>Summary post</i>	<i>Summary post</i>	<i>Summary post</i>	<i>Summary post</i>



UQ Alumni: Paid Facebook and Instagram campaigns			
Date	Ad 1: Free parking	Ad 2: Great day on campus	Ad 3: Wide variety of books
Monday 28 March – Monday 2 May	<p>Primary text: Join us for the UQ Alumni Book Fair and park for FREE at UQ St Lucia!</p> <p>Headline: Free parking from 29 April 2022 9:00am–2 May 2022 3:00pm</p> <p>Description: Rare opportunity to park for free at UQ St Lucia. – aksdf</p> <p>CTA: Learn more</p>	<p>Primary text: Planning at trip to UQ St Lucia? Don't miss a great day on campus at the UQ Alumni Book Fair!</p> <p>Headline: Save the date! UQ Alumni Book Fair, 29 April 2022 9:00am – 2 May 2022 3:00pm</p> <p>Description: Invite your friends and family for a day on campus browsing the FREE UQ Alumni Book Fair!</p> <p>CTA: Learn more</p>	<p>Primary text: Stock your bookshelves at the UQ Alumni Book Fair! Thousands of books on sale</p> <p>Headline: UQ Alumni Book Fair, 29 April 2022 9:00am – 2 May 2022 3:00pm</p> <p>Description: All books sold raise money for student scholarships!</p> <p>CTA: Learn more</p>
	Boosted post 1		Boosted post 2
Assets	"G:\Marketing and Communications\2022\Socials\Book fair assets"		
Budget	\$600		

External Content	
Commnet	<p>Suggested post 1</p> <p>Brisbane's oldest book fair is back at it again for 2022! Save the date, steal some bargains and stock your shelves at the UQ Alumni Book Fair. Friday 29 April to Monday 2 May 📖💜 Register here: https://alumni.uq.edu.au/event/session/7539</p> <p>Suggested post 2</p> <p>Save the date and steal some bargains – the UQ Alumni Book Fair is back!</p> <p>Thousands of books across every genre available at low prices. All funds raised go directly to create student scholarships.</p> <p>Do your bookshelves and our UQ students a favour – join us at the UQ Alumni Book Fair! Friday 29 April 2022 9:00am – Monday 2 May 2022 3:00pm</p> <p>Register here: https://alumni.uq.edu.au/event/session/7539</p>



Example assets



