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

Summary of so	ocial strategy		
Paid	 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	1 x post per week scheduled across each channel and FB events from 28 March		
o . goc	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 co	ntent plan	
	Face	book	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 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.	you the 2022 UQ Alumni	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	bring you the 2022 UQ
11 April	Thousands of books across	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.	Introduce Book Group Volunteer	Introduce Book Group Volunteer
18 Apr	We've sprinkled community libraries around Brisbane in	Wondering how to get to the UQ Alumni Book Fair next		Looking for long weekend plans? Lock in the UQ

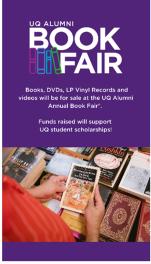
16 May:	Summary post	Summary post	Summary post	Summary post
Last day of Book	wrapping up for another year. Let us know what you picked up below!	wrapping up for another year. Thank you to everyone who supported it.	wrapping up for another year. Thank you to	The UQ Alumni Book Fair is wrapping up for another year. Did you snag a bargain? 冒
First day of Book Fair	weekend at the UQ Alumni	of books are on sale to fundraise for student scholarships. See you soon!	We can't thank our Book Group and student volunteers for making the 2022 Alumni Book Fair happen.	Carousel post of Contact mag story: 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 ♣ ♣ ♥
	week? We've got you covered with free parking at the UQ Centre. See you soon!	Alumni Book Fair begins this Friday. To help you make the most of what's on offer, Contact mag as put	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?
	Alumni Book Fair. Have you spotted one?		new genres of books!	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.

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

	External Content		
Commnet	Suggested post 1		
	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		
Suggested post 2 Save the date and steal some bargains – the UQ Alumni Book Fair is back!			
Do your bookshelves and our UQ students a favour – join us at the UQ Alumni I			
	Friday 29 April 2022 9:00am – Monday 2 May 2022 3:00pm		
	Register here: https://alumni.uq.edu.au/event/session/7539		

Example assets

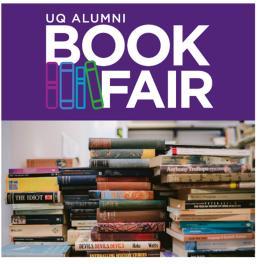














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UQ Alumni is at The University of Queensland.

4 Apr 2022 · Brisbane · 🕢

Introducing the UQ Book Fair volunteers! V This group of community members have been working tirelessly behind the scenes sorting books to bring you the 2022 UQ Alumni Book Fair. All profits raised will support @uniofgld students and research!

Register and view the full program of events here: https://alumni.uq.edu.au/uq-alumni-book-fair

Save the date: Friday 29 April - Monday 2 May, UQ Centre St Lucia campus 😍 💙

















14:16





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UQ Alumni is at The University of Queensland.

11 Apr 2022 · Brisbane · 🚱

More behind the scenes snaps of the UQ Book Group volunteers... This group of volunteers work hard throughout the year sorting, pricing and storing books in preparation for the UQ Alumni Book Fair. Give them some love and join us at the Fair from Friday 29 April - Monday 2 May! 📚 💙 Link in bio to secure your spot!















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