

**CCPA Career Counsellors Chapter
April 2015 Social Media Report**

Prepared by Dawn Schell, Jon Woodend and Danni Lei

TWITTER

Yearly Summary

	Our Tweets	Mentions/R eplies	Retweets	Favourited	French
July 2014	77	10	38	18	6
August 2014	104	10	46	23	10
September 2014	114	18	44	25	8
October 2014	168	35	72	52	15
November 2014	145	26	97	62	30
December 2014	139	24	82	40	30
January-February 2015	178	24	107	56	40
February- March 2015	149	26	66	52	38
March - April 2015	173	22	114	58	43
Totals	1247	195	666	386	220

FOLLOWERS AT PREVIOUS MEETING: **2201** (as of July 1, 2014)

TOTAL CURRENT FOLLOWERS: **2736** (as of April 13, 2015)

Increasing Followers

To increase followers, we have consistently followed twitter accounts that are career, job, occupational in nature. As well as following back on accounts that follow the CCPA Career Chapter twitter.

Twitter Recommendations Going Forward

It is important to continue to have a mixture of career research-related tweets, resource tweets from the already established lists, as well as continually searching for new articles. News articles are often posted with a question regarding implications for career, however, we have not had too much engagement yet. We are in need of French content, please send to either Danni or Jon if you have something to contribute.

Different from last year's report, sources are now always being credited, regardless if it is someone we have a relationship with, in case that source wants to retweet the chapter or follow the chapter.

FACEBOOK

Overall stats

Likes: 127

Increasing Followers

As Facebook is a more personal social media platform, it is difficult to increase followers outside of one's own "friend group". If increasing followers becomes a main focus for the chapter, then it will be important to encourage "Shares" on posts as well as looking into a budget for advertising. Paid advertising allows for posts to extend beyond friend groups.

Facebook Recommendations Going Forward

Currently, Facebook is linked directly with Twitter so that twitter posts show up automatically. This is very time efficient and effective. As Facebook allows for longer posts, this could potentially be used in the future for discussions. Specifically, longer posts could target more personal influences on career development to gain rich discussions.

LINKEDIN

Overall Stats

Number of group members: 39

Number of posts: 3

Increasing Members

As discussed in previous meetings, LinkedIn, as a more professional social media platform, is to be targeted more specifically at current, past, or potential CCPA Career Chapter members. Welcome letters and contact should include this information, as well as during conference (e.g. at conference tables, etc.). We could look into eventually having contact cards to provide at conferences with all social media information.

LinkedIn Recommendations Going Forward

All executive members are invited to submit discussion questions they want posted or to post these questions themselves in the LinkedIn group. Further discussion of the purpose of this platform, different or similar from Twitter/Facebook will need to occur.

BLOG

Overall Stats

Number of followers: 62

Number of posts this past year: 23

Page views all time history: 64,411

Page views – Countries - USA, France, Russia, Canada, UK, Greece, India, Romania, Germany, Turkey

Blog Recommendations Going Forward

Having a regular presence is important. Weekly posts are helpful in maintaining the base of followers and building for the future. An important addition is the use of visuals. These have been used effectively in the past and will be used more regularly in the future.