

Saint Martin's University Social Media

Office of Marketing and Communications



Saint Martin's
UNIVERSITY

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Marketing and Communications (MarCom) uses social media to elevate the brand of Saint Martin's, protect its reputation and engage its digital community of alumni, students, employees, donors, and the community at large. A variety of social media platforms, targeted strategies, and customized content helps Saint Martin's messaging reach its fullest potential and resonate with audiences in the PNW and around the world.



Facebook - Saint Martin's University

Followers: 8,886

Posting Frequency: 3-5 times per week

Target audience: Alumni, donors, parents

Primary content types: Saint Martin's news, featured videos, campus photos

Primary subject matter: General awareness of Saint Martin's activities and news



Instagram - @saintmartinsuniversity

Followers: 4,277

Posting Frequency: Daily

Target audience: Younger alumni, students, prospective students

Primary content types: Campus photography, reels, students

Primary subject matter: Showcase student life and Saints spirit in the feed



LinkedIn - Saint Martin's University

Followers: 11,101

Posting Frequency: Three times per week

Target audience: Alumni, employees, key industries

Primary content types: Saint Martin's news

Primary subject matter: Promoting value of a Saint Martin's education, alumni outreach, recruiting



TikTok - @saintmartinsuniversity

Followers: TBD

Posting Frequency: Once each week

Target audience: Current and potential students

Primary content types: Vertical video

Primary subject matter: Student life, event coverage



Twitter - @SMUNews

Followers: 1,908

Posting Frequency: Daily

Target audience: Alumni, students, community

Primary content types: Saint Martin's news, photos

Primary subject matter: Saint Martin's news and general activity