

memo

to: Dr. Allegra Smith

From: Katelyn Miskelley, Bridgett Rayburn, & Charity Robertson

CC: Ms. Nichols & Dr. Porter

Date: 11/18/2021

Subject: Brand Analysis

I. Overview of analysis:

We have been excited working on this project to re-introduce the writing center to the campus community through social media! From what we gathered through research and an interview of Ms. Nichols, the goal with establishing a social media presence is to increase visibility and to make the campus community (both faculty and students) aware that the Writing Center is here to help ALL students, not just English majors/minors or students in EH101. The Writing Center is doing great things beyond helping students to become more confident writers; in this memo, we will review the branding used in current Writing Center communication and give our suggestions on how to improve.

II. How is the Writing Center successful:

The Writing Center is already serving students by providing free tutoring, ESL partners, workshops, and is even planning to add assisting with multimodal writing (i.e. PowerPoints and Prezis). Also, having a virtual tutoring option makes all of these services even more accessible for students. During our research into the current communication tactics for the Writing Center, we noticed several themes emerge:

- Visual Aesthetic:
The Writing Center webpage follows the aesthetic of the JSU website by using the same color scheme, fonts, and layouts.

- Voice:

On the webpage, the overall tone of the writing is very professional and clear about the goal and purpose of the writing center. The information answers all of the essential questions concisely. Some professors also choose to add a statement about the Writing Center's services in their syllabus. All statements are the same and they use the same professional tone that the writing on the website uses.

- **Usability:**

The webpage provides all the necessary information like hours of operation, how to prep for an appointment, and the services that the WC offer. It also has clickable links to schedule an appointment and the form to send in questions to the center.

III. How the writing center can improve their communication tactics:

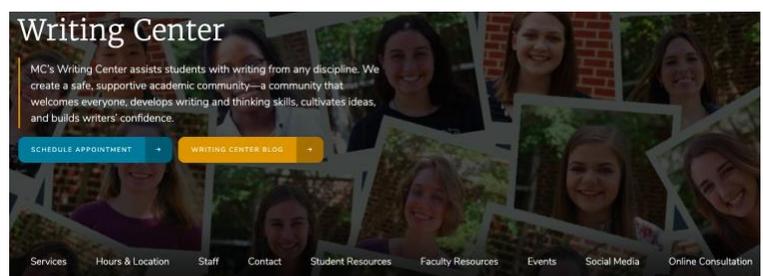
To improve and grow the Writing Center's methods of communication, we suggest making adjustments to the Writing Center webpage and using Instagram and Twitter to kick off the center's presence on social media.

1. Reworking the Webpage:

Based on the research we did into other WC websites, we suggest adding pictures and making the page more colorful in order to make it welcoming to students and faculty. We also suggest creating a link for faculty and staff on the page that would include the syllabus statement, a video about the writing center that could be shown in classes, and a breakdown of the resources that the WC offers. In addition, we think it would be beneficial to have a tab on the page that introduces the staff of the Writing Center to the campus community. By including pictures and a brief bio of the tutors, it personalizes the center and makes it seem more approachable.

Another way that the webpage can be improved is by infusing some warmth into the writing. Currently, the writing can come across as stiff and abrasive in certain areas. Our goal is to make the Writing Center as approachable as possible so that students feel comfortable seeking help and utilizing its' resources.

Below are screenshots of these suggestions based on research we conducted. Both of these examples utilize tabs that apply to whoever is visiting the site and whatever they are trying to accomplish.



2. Creating Social Media Accounts:

For this campaign, we have suggested utilizing Twitter and Instagram. This will allow the Writing Center to reach the largest amount of students and faculty with their social media platforms.

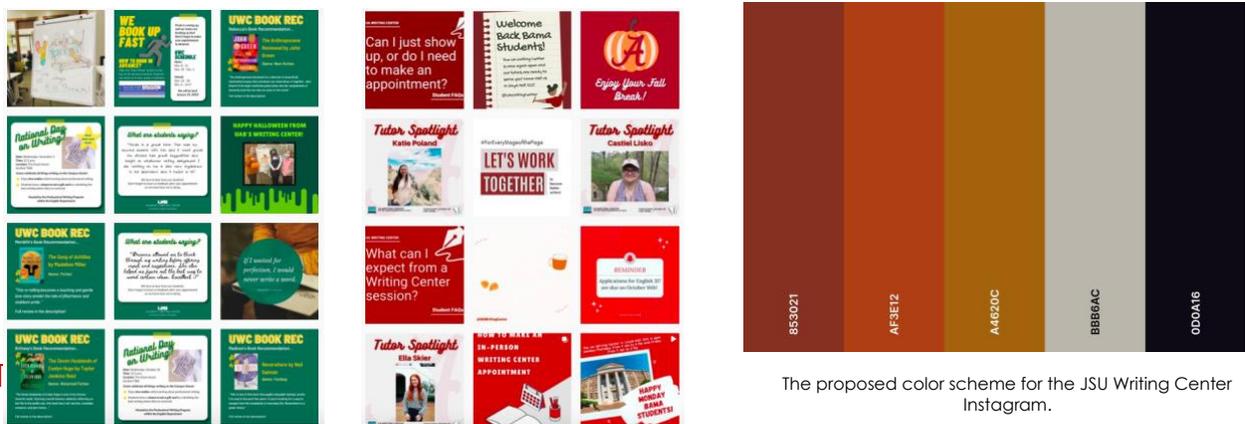
-Instagram:

Type of posts:

For the Instagram account, we are suggesting focusing the posts around answering the questions “who, what, when, where, & why”. For each of these questions there would be a particular type of post. For instance – “where” posts and stories would include reminders about where the writing center is located and what their hours are. If the Writing Center participates in campus events (like tailgating) they would post encouraging students to stop by give their location.

Aesthetic:

We created a color scheme for the posts that utilizes some of the alternative colors included in the University style guide. Our reasoning behind this is so that the WC stands out and has its' own identity but still blends with and stays true to JSU brand standards. For Instagram, it is important to have visual consistency. The research that we did into other University Writing Centers showed us that the most successful accounts all followed this principle. Below is the color scheme we created and screenshots of other successful accounts for reference.



The proposed color scheme for the JSU Writing Center Instagram.

One of the ways that the Writing Center can improve its' communication methods is by utilizing a warmer tone across the board – but in social media

captions especially. Based on what we know about the goals of the WC, we suggest that the social media writing strike a balance between witty and warm. We want the audience to see the Writing Center staff as approachable.

-Twitter:

Type of posts:

For Twitter, we suggest that the WC reposts some of the Instagram posts onto their Twitter page. We also recommend that for Twitter, the WC utilize memes a tone/vibe that appeals to the student body. For these posts, we envision infusing a small amount of current social media trends to attract for students. We understand that the Writing Center wants to avoid being overly trendy, but a certain amount of posts that reference current events will draw a larger audience.

IV. Conclusions:

Our team thoroughly enjoyed digging in and working on this project. The Writing Center is already doing great things. Our goal with this social media campaign is to grow and improve on what the center is already doing well. By creating a welcoming environment using warm language and drawing in students with visually appealing content, the Writing Center should be able to grow the amount of Students who use their services.