Memo

Thursday, March 31, 2016

To: Dr. Susan McMillan

From: Juliet Quebatay

Re: Using Social Media

This memo addresses three reasons why Educational Data Systems should use social media to build relationships with individuals and organizations that might need or currently use Educational Data System services. The main three reasons Educational Data Systems should use social media is to tell stories to their audience, customer service, and networking with individuals, organizations, and companies.

1. Telling Stories

Educational Data Systems is an impactful company. It has grown since 1974, has a specific approach, and is a Certified Green Business. However, their audience can only see this if they go to your website and then find their way to the Company Overview page. Using social media will allow Educational Data Systems to go to their audience instead of relying on their audience to come to them. Educational Data Systems will reach out to their audience through media. Exciting pictures and short videos catch and keep the attention of audiences the most as said during UT's Social Media Week. In addition, it will allow Educational Data Systems to view research and other companies' social media and what they are working on or have done without looking at second hand written articles or other company websites. It is also done in real time. Educational Data Systems will be able to tell stories quickly about their work, growth, and more. In addition, Educational Data Systems will be able to read stories from other companies and those involved and interested in education data. When Educational Data Systems's stories become popular and are written correctly and effectively, it creates a competitive edge against other companies as well as it draws in a stronger more dedicated audience.

2. Customer Service

Educational Data Systems can use social media to serve their already dedicated audience. If Educational Data Systems is having any issues it is important to let its audience know that as soon as possible. Social media is the best way to get it out quickly and reach as many people as possible. Clients can also ask questions and get information through social media. Educational Data Systems can respond using social media and help clients efficiently instead of having them to call.

3. Networking

Educational Data Systems needs to take advantage of the "share" button and the tagging system built into most social media platforms. Dedicated audiences will promote something they think is great and beneficial to their colleagues and communities. Educational Data Systems can also share stories from customers that mention their general use of or specific experience with Educational Data Systems. In addition to mentions, a client, organization, or

company can "tag" Educational Data Systems in their social media posts. This will allow others to click on the tag and direct them to your social media where they will learn more about Educational Data Systems. This will create an online, social network that others can view and support through their own forms of social media.

Educational Data Systems is a growing company. Using social media will only aid the growth and create a stronger community. Educational Data Systems first use LinkedIn, Facebook, and Twitter before looking into other platforms. Linked in will allow professionals and other companies view their achievements, other company affiliations, and certifications. Facebook and Twitter will allow Educational Data systems to build a stronger network and community through their "share"/"retweet" buttons as well as their tagging system. Educational Data Systems is "The student success company" and can be a success with social media as well.