

Social Media Webinar

Knowing your Audience

- Students
- Members
- Rental Groups
- Community
- Other

Different Channel Options

Tend to focus on Big 3

Facebook – Posts & Stories – Students, Members, Rental Groups, Community

Instagram – Posts & Stories – Students, Members, Rental Groups, Community

Snapchat

Twitter - Members, Rental Groups, Community

Tic Toc – Similar to Vine

Linked In

Other?

Cutting through the Clutter

Where does your audience post? – What are you seeing from them?

Frequency – rule of five – across all networks, poster, school app, use all ways

Repost/Change the image/tweak the text

ICYMI – In case you missed it – use the #

Mix up the media – stories are the “thing”

- Have students film their day, include scenes in game day or include on social media

Student takeovers – life in their voice

- Providing a guide that includes who you are, what are you promoting, final message
- Encourage them to use polls, and other ways to build on
- Older Iphone – network only wifi, lend out that phone for students doing a takeover

Suggested Do's and Don'ts

Do

- Be Topical
- Mix up content – don't just push registrations
 - allow other departments
- Be authentic
 - Remember what you are posting on behalf of – post of big mac may not be the image you want
- Be responsive
 - Respond to google ratings
 - Messages on social media platforms

Don'ts

- Spam
 - Knowing the line between sponsor element and spam – know the message that your sponsor wants with what you are trying to promote
- Post negative comments
- Go off brand

Timing/Apps

Timing - when are your student online

- Students do not work an 8 – 4 or 9 – 5 schedule
- Use a scheduler to help post during times that your audience will be on social media

Watch for what is working but don't rely only on likes. Vanity matrix can be a lost leader

- Insta started to remove the likes counter
- Just because likes aren't high doesn't mean that your message isn't being received

Apps/Programs can make life easier

- Hootsuite.com
- Tweetdeck.twitter.com
- Buffer.com
- Meltwater – used as a larger media tracking tool
- CoSchedule – includes more than social media, allows all comments, shares, likes from many accounts to be on one

When to post

- students in long classes & deviating away from the lessons, or when they are breaking from the class
- Breaking between classes – what are those times?

Content Planner allows

- Keeps key messages together

- Allows you to sort your areas to show the departments what you have been doing
- Allows to plan for the upcoming year based on what has been done in the past
- Coschedule – pulls from posts that are done manually and not through the scheduler the stats are still there, it also stores messages, allows for access to the analytics to share

Graphics

- Keep messages consistency – logo and similar frame on the messages
- Build up a few images stock piled that includes the branding to be reused when necessary
- Stories – keep branding on point
- Burst photos to do mini photos and helps to add to the stock photos you have
- Build the templates to be able to add the images to
- Online tools – Canva, pixela (web-based type photoshop).
- If not graphic designer – build some templates that you can use and access
- Icons are becoming bigger in communication – Canva allows for use with that

Questions

Students engaging with content that is providing them with information

Instagram/Facebook to share links to articles with top 5 reasons to, more than information but informative, point form, brief, worked well

Bitly – to measure where clicks are coming from

Skedlink – can be used in multiple accounts to add links, can change color to reflect branding

Redirecting link to bio is useful

Ottawa – Depending on what the business is, certain accounts won't get the results

UO campus brand for campus rec and student services to create one central location for all the information they need

Contests – the more actions you are asking student's to take, narrow down the number of accounts they need to follow on campus, finding more engagement

Queens – Marc/Comm Athletics and Rec – run on own, meetings with other groups to share information, if student's creating accounts, they are overseen by the Marc/comm group

Involving the groups that are student – paid advertising, partner with corporate U Ottawa account for employees/alumni

Instagram buttons – stories can be used for a longer time, can be turned on and off