

The background of the slide is a photograph of a university campus path, heavily tinted with a green color. The path is lined with large, leafy trees, and several students are seen walking away from the camera in the distance. The overall atmosphere is serene and academic.

Bates

Social Media Community of Practice

David Ernst, Digital Content Specialist - May 4, 2017



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Agenda

1. Why is social media important?
2. Social Media Best Practices Fundamentals
3. What's Working? What's Not?
4. Sharing is caring - Let's let each other know about events we'd like covered
5. Social Media Workshop
6. Next time: Crafting and executing a paid campaign

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Why is social media important?

Our primary computers
used to look like this:



And post-2007 they look like this:





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Why is social media important?

1. Web traffic is already shifting from desktop to mobile
2. On mobile we only have a few seconds to grab a user's attention
3. Social media posts are already primed for mobile consumption
4. Our target audience of students age 15-22 are heavy users of these platforms. 86% of all U.S. users aged 18-29 use a social media platform once per day - the highest of any other age group.

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Social Media Best Practices Fundamentals:

Before you get started:





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Before you start a new social media platform or continue your page, ask yourself the following questions.

- Do I have enough content and time to sustain a consistent presence?
 - Successful accounts post to Facebook 1-2x per day and Twitter 1-5x per day. Instagram should also be at least 1x per day.
- What does my program hope to accomplish through social media?
 - Outline your goals to track what you'd like to achieve. Different goals (reach, likes, engagement, lead to "sales") require different strategies.
- Who is your target demographic?
 - Are you talking primarily to prospective students (15-17), current students (18-22), young alumni (23-40), or legacy alumni (40+)?



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Social Media Best Practices Fundamentals:

1. Make a [plan](#)
 - a. Sketch out “tent pole” events that are important to you
 - b. Use any social media trends that are “on brand.”
 - i. #MondayMotivation
 - ii. #WednesdayWisdom
 - iii. #ThrowbackThursday / #TBT and #FridayFeeling
 - c. Use social media holidays to connect to your brand

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For your plan, think content first, copy and execution second:

	A	B	C	D	E	F	G	H
		Time	Status (for review / approved / scheduled / published)	Asset (website link or content)	Notes (what is this?)	Type of Post (Link / Photo / Video / GIF)	Shortened URL	Facebook copy
2	MAY							
3	5/1/2017	1:22 PM	published	http://www.bates.edu/news/2017/02/21/ranked-fifth-in-the-u-s-bates-earns-fulbright-top-producer-honors-for-sixth-straight-year/	Bates Fulbright story	Link post	http://bit.ly/2pF4TB4	Did you hear? Bates is ranked 5th in the U.S. as it is named a Fulbright Top Producer for the 6th year in a row!
4	5/2/2017	9:07 AM	published	http://www.bates.edu/news/files/2017/04/ST17_Galapagos-GOPR0224_LR-900x599.jpg	Bates Short Term	Photo		Why are these Bates students sea diving in the Galapagos Islands? Find out more about Short Term: https://www.bates.edu/academics/programs-resources/short-term/
5	5/3/2017	3:42 PM	published	http://www.bates.edu/news/2017/04/28/2017-senior-thesis-exhibition-studio-art-majors/	Senior art exhibition	Link post	http://bit.ly/2p5yiCF	You'll be amazed by this beautiful art exhibition by Bates seniors.
6	5/4/2017	11:20 AM	scheduled	Bates Sports Video TK	Bates Lacrosse NESCAC semi-final preview	Video	n/a	Are you ready?! @BatesLacrosse prepares to take on Middlebury in the NESCAC Championship semifinals.
7	5/5/2017	4:00 PM	scheduled	https://media.giphy.com/media/3og0IT9dAZyMz3lXNe/giphy.gif	#FridayFeeling	GIF	n/a	Congratulations Batesies on finishing your finals! Enjoy the weekend!

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Example: #ThankATeacherDay

Call to action (CTA):

Tell us a teacher you're thankful for!

Results:

Reach was moderate (3.2K reach / 39 likes) but engagement was high with 11 comments.



Bates College added 5 new photos.
Published by David Ernst [?] · 19 hrs ·

It's National #ThankATeacherDay! We're thankful for every member of our fantastic faculty.

We know many of you have had transformative experiences with your professors at Bates. Tell us a teacher you're thankful for!



3,264 people reached

Boost Post



Like



Comment



Share



Buffer



Iwona Cwik, Flutura Bardhi and 37 others

Top Comments

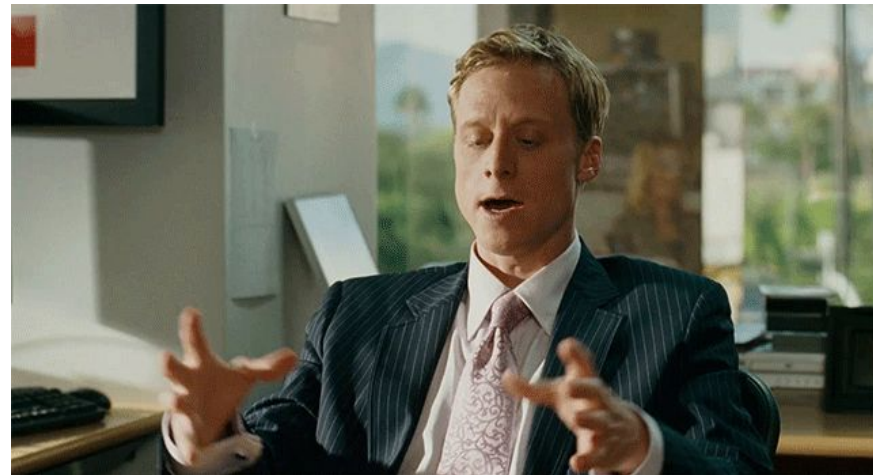
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Social Media Best Practices Fundamentals:

2. Keep it short!

- a. Headlines should live on 1 line
90 characters
- b. Aim for post copy no longer than
140 characters if at all possible.
- c. We don't want to see the dreaded
"Read more..."!!!

Draft your copy first and then... "tighten"!



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Example: Keeping it short vs. Long

Commencement 2017:



Bates College

Published by David Ernst [?] · April 14 at 2:33pm ·

Bates is proud to announce this year's honorands for the 2017 Commencement.

Visionary educator Geoffrey Canada will deliver the 2017 Commencement address, joining honorands U.S. Sen. Susan Collins, art historian Wanda Corn '62, and Lewiston-born actor Patrick Dempsey.



Bates Announces 2017 Commencement Honorands

For its 151st Commencement, Bates will welcome Canada and three fellow honorary degree recipients whose careers and achievements span politics and government, American art history, and entertainment and community philanthropy.

BATES.EDU

42,918 people reached

Boost Post

Reach - 42,918

Reactions - 1,320

Shares - 91

Commencement 2016:



Bates College

Published by Jay Burns [?] · April 1, 2016 ·

Congressman John Lewis of Georgia, often called "one of the most courageous persons the civil rights movement ever produced," will deliver the Bates Commencement address and receive an honorary degree on Sunday, May 29.

He will be joined by three fellow honorands:

Lisa Genova '92, neuroscientist and author of the bestselling novel "Still Alice," whose empathetic insights into the workings of the brain have touched millions.

Daniel Gilbert, renowned psychologist and author of "Stumbling on Happiness," whose work resulted in new understandings of human emotions.

Robert Witt '62, higher education leader who transformed the University of Alabama into one of the country's best public universities.



Civil Rights leader Rep. John Lewis to deliver 2016 Bates Commencement address on May 29.

BATES.EDU

Reach - 14,840

Reactions - 830

Shares - 48

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Social Media Best Practices Fundamentals:

3. React, don't tell.

- Audiences respond to emotional cues and want to share in the moment.

4. Join conversations already in progress. Stick to #hashtags already in circulation. Don't try to make a new one overnight.



Bates College
@BatesCollege

.@BatesLacrosse holds off No. 3 Tufts 19-18 for the WIN! Let's watch those final seconds ONE MORE TIME! #GoBates #GoBobcats



RETWEETS
21

LIKES
52



9:57 PM - 18 Apr 2017 from Maine, USA



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Social Media Best Practices Fundamentals:

5. Engage with your followers

- Your audience is the most important part of your social media strategy.
- Listen to what they have to say and respond when appropriate.



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Social Media Best Practices Fundamentals:

6. Last but not least - Use **analytics** to improve your posts going forward!

- Learn from your home-run viral successes
- Learn from your complete failures
- Don't be afraid to try again, maybe the post will resonate with a different audience at a different time.

The screenshot displays a Facebook post from Bates College, published by David Ernst on May 1 at 5:19pm. The post features a video thumbnail of a couple on the cover of Bates Magazine (Spring 2017) and a text description about a digital version of the magazine. The analytics sidebar on the right shows 4,578 people reached, 44 likes/comments/shares, and 229 post clicks. The post also includes a 'Boost Post' option and a comment section at the bottom.

Bates College
Published by David Ernst (·) · May 1 at 5:19pm · 🌐

Want to read the latest Bates Magazine but left your copy at home? Enjoy the fully digitized version, now online:

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Bates Magazine: Spring 2017
Here's a digital version of Bates Magazine, in case your pet bobcat ate your print copy.
BATES.EDU

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 38,000 people.

4,578 people reached **Boost Post**

Matt Gagne, Shannon Griffin and 36 others 3 Comments

4,578 People Reached

44 Likes, Comments & Shares

38 Likes	38 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
3 Shares	0 On Post	3 On Shares

229 Post Clicks

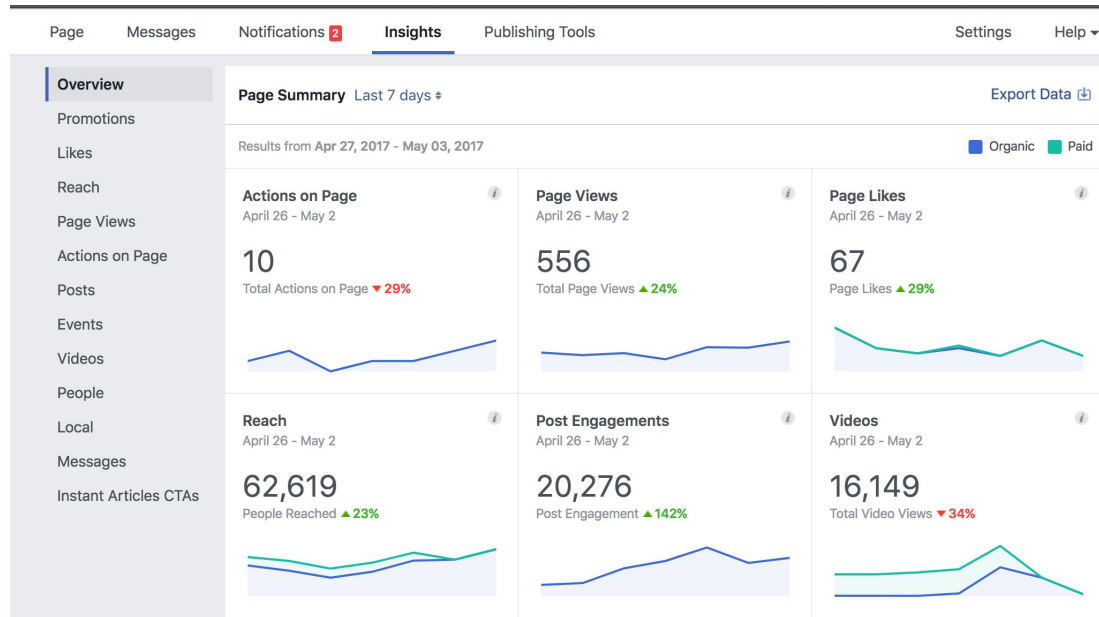
0 Photo Views	143 Link Clicks	86 Other Clicks
-------------------------	---------------------------	---------------------------

NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



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Facebook Analytics “Insights” Tab:



Bates

Twitter Analytics Tab:

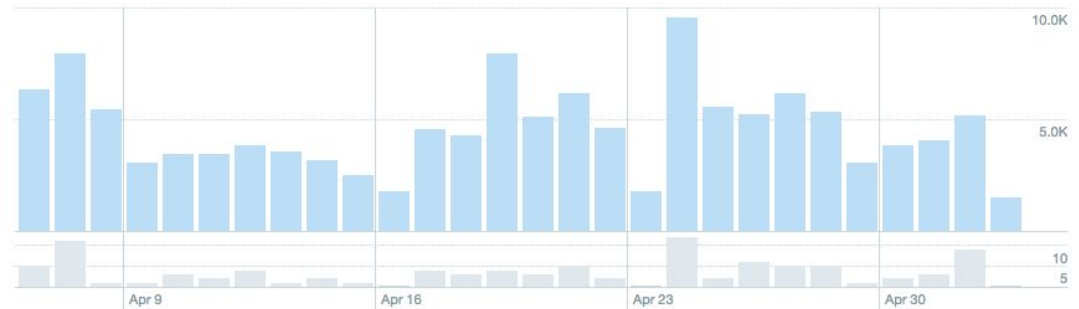
Search Twitter  

Bates College
View profile

Edit profile

- Lists
- Moments
- Help Center
- Keyboard shortcuts
- Twitter Ads
- Analytics**
- Settings and privacy
- Log out

Your Tweets earned **130.2K impressions** over this **28 day period**



Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate



Bates College @BatesCollege · Apr 18
.@BatesLacrosse holds off No. 3 Tufts 19-18 for the WIN!
Let's watch those final seconds ONE MORE TIME!
#GoBates #GoBobcats pic.twitter.com/8DftcY3Tdi

[View Tweet activity](#)

4,223

317


7.5%

Promote

Bates


What's Working? (for us)

Facebook - Native video and Facebook Live

 **Bates College**
Published by David Ernst · April 30 at 3:33pm · 🌐

Zoë Seaman-Grant of Charleston, S.C., one of the most accomplished debaters in the illustrious history of Bates debate, shares why she loves the mind-challenging pursuit in the latest installment of "Voices from the Class of 2017"

"The best part of debate is the fact that you get to listen to intelligent people say things about topics that you might not even have thought about ever before."



Zoë Seaman-Grant '17
CHARLESTON, SOUTH CAROLINA // WOMEN AND GENDER STUDIES

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12,481 people reached

[Boost Post](#)

Twitter - GIFs

 **Bates College**
@BatesCollege

.@BatesLacrosse holds off No. 3 Tufts 19-18 for the WIN! Let's watch those final seconds ONE MORE TIME! #GoBates #GoBobcats



RETWEETS 21 LIKES 52

9:57 PM - 18 Apr 2017 from Maine, USA

Instagram - Canvas posts & impactful photos

••••• T-Mobile Wi-Fi 11:12 AM 79% 🔋

< Photo ↻

 batescollege ...



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🏠 🔍 + ❤️ 🗣️

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What's Not?

Facebook - Heavy graphics

 **Bates College**
Published by David Ernst [?] · April 26 at 11:02am · 🌐

We are honored to welcome U.S. Senator Susan Collins, Maine's senior senator whose power and influence derives from extraordinary diligence and steadfast bipartisanship.

Bates' 151st Commencement will take place on Sunday, May 28.




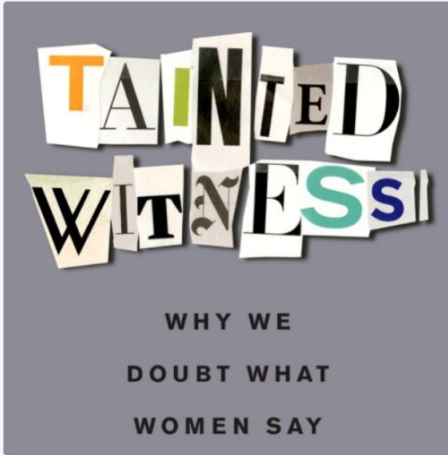
2017
ONE HUNDRED AND FIFTY-FIRST
BATES
COMMENCEMENT
Honorand
Susan Collins
Maine U.S. Senator with bipartisan principles

Meet Our Honorands | U.S. Senator Susan Collins
Visionary American educator Geoffrey Canada gives the Commencement address, joined by fellow honorands Sen. Susan Collins, art historian Wanda Corn '62, and Lewiston-born actor Patrick Dempsey.
BATES.EDU

485 people reached [Boost Post](#)

Twitter - Event CTAs

 **Bates College** @BatesCollege · Apr 27
Why do we doubt women witnesses? Dr. Leigh Gilmore of @Wellesley presents "Tainted Witness" today at 4:30pm in Pettengill G21.




TAINED
WITNESSES
WHY WE
DOUBT WHAT
WOMEN SAY


🔗 🔄 📁 ❤️ 3 📺

Instagram - Non-landscape images where faces are not clear

📶 T-Mobile Wi-Fi 12:06 PM 67% 🔋

< Photo ↻

 batescollege ...



[View Insights](#) [Promote](#)

❤️ 💬 📌

Liked by easprague, notthatkindofbike and 287 others

🏠 🔍 + ❤️ 🌐



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Sharing is Caring!

**What's going on in your
department or program?**



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Social Media Workshop

Have questions and challenges?

Let's work on it!

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(Relatively) New Platform Tools:

- Facebook - Crossposting video
 - This will allow us to share high-performing native video content across the Bates universe.

This screenshot shows the 'Published Posts' section of a Facebook Business Manager interface for Bates College. The left sidebar lists navigation options: Posts, Published Posts (selected), Scheduled Posts, Drafts, Expiring Posts, Videos, Video Library, Videos You Can Crosspost, and Videos You Can Crosspost. The main area displays a table of published posts with columns for Posts, Reach, Clicks/Actions, and Published. Three posts are listed, each with a thumbnail, title, reach, clicks, and publication date.

Posts	Reach	Clicks/Actions	Published
What do you get when 13 young women from Lewiston High School, a Bates art...	1.1K	40	May 3, 2017 at 12:26pm
Did you hear?! Andrew Taylor, Bates Class of '03 and co-chef Mike Wiley,...	9K	490	May 2, 2017 at 5:33pm
It's National #ThankATeacherDay! We're thankful for every member of our...	3.6K	380	May 2, 2017 at 2:39pm

This screenshot shows the 'Videos You Can Crosspost' section of the same Facebook Business Manager interface. The left sidebar is identical to the previous screenshot. The main area displays a table of videos available for crossposting with columns for Video, Views, and Date Added. Three videos are listed, each with a thumbnail, title, views, and date added.

Video	Views	Date Added
Bates College Athletics Bates men's lacrosse is not satisfied The undefeated and ...	0	May 3, 2017 at 3:14pm
Bates College Athletics New heights for Bates men's lacrosse The No. 2 nationally...	12,048	Apr 20, 2017 at 9:05pm
Bates College Athletics Bates men's lacrosse from athletics and video The No...	5,525	Apr 6, 2017 at 6:03pm



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(Relatively) New Platform Tools:

Trend: The SnapChat-ization of the social media sphere

- As SnapChat becomes more and more popular for the 13-18 age group (and beyond) other platforms are heavily borrowing from Snap
 - Instagram Stories
 - Facebook Stories
- Pros of SnapChat - authenticity, serendipity, and a loyal user base
- Pros of Other Platforms - Instagram Stories has a 200m user base compared to Snap's 150m and an analytic platform for analysis.