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
Why is social media important?

Our primary computers used to look like this:

And post-2007 they look like this:
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.
Social Media Best Practices Fundamentals:

Before you get started:
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+)?
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
### For your plan, think content first, copy and execution second:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>Asset (website link or content)</th>
<th>Notes (what is this?)</th>
<th>Type of Post</th>
<th>Shortened URL</th>
<th>Facebook copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>Time</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>2</td>
<td></td>
<td></td>
<td><strong>MAY</strong></td>
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</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td>5/1/2017 1:22 PM published</td>
<td>Bates Fulbright story</td>
<td>Link post</td>
<td><a href="http://bit.ly/2pF4TB4">http://bit.ly/2pF4TB4</a></td>
<td>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!</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td>5/2/2017 9:07 AM published</td>
<td>Bates Short Term</td>
<td>Photo</td>
<td></td>
<td>Why are these Bates students sea diving in the Galapagos Islands? Find out more about Short Term: <a href="https://www.bates.edu/academics/programs-resources/short-term/">https://www.bates.edu/academics/programs-resources/short-term/</a></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td>5/4/2017 11:20 AM scheduled</td>
<td>Bates Lacrosse NESCAC semi-final preview</td>
<td>Video</td>
<td></td>
<td>Are you ready?? @BatesLacrosse prepares to take on Middlebury in the NESCAC Championship semifinals.</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td>5/5/2017 4:00 PM scheduled</td>
<td>Bates Sports Video TK</td>
<td></td>
<td></td>
<td>Congratulations Batesies on finishing your finals! Enjoy the weekend!</td>
</tr>
</tbody>
</table>

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*Note: The table content is listed as it appears in the document, with links and mentions formatted accordingly.*
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.
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”!
Example: Keeping it short vs. Long

Commencement 2017:
Reach - 42,918
Reactions - 1,320
Shares - 91

Commencement 2016:
Reach - 14,840
Reactions - 830
Shares - 48
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.
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.
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.
Facebook Analytics “Insights” Tab:

- **Page Summary** (Last 7 days)
  - **Actions on Page**: 10 (Total Actions on Page ▼ 20%)
  - **Page Views**: 556 (Total Page Views ▲ 24%)
  - **Page Likes**: 67 (Page Likes ▲ 20%)

- **Reach**: 62,619 (People Reached ▲ 23%)
- **Post Engagements**: 20,276 (Post Engagement ▲ 142%)
- **Videos**: 16,149 (Total Video Views ▲ 34%)
Twitter Analytics Tab:

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

- Bates College
- View profile
- Edit profile
- Lists
- Moments
- Help Center
- Keyboard shortcuts
- Twitter Ads
- Analytics
- Settings and privacy
- Log out
What’s Working? (for us)

Facebook - Native video and Facebook Live

Twitter - GIFs

Instagram - Canvas posts & impactful photos
What's Not?

Facebook - Heavy graphics
Twitter - Event CTAs
Instagram - Non-landscape images where faces are not clear
Sharing is Caring!

What’s going on in your department or program?
Social Media Workshop

Have questions and challenges?
Let’s work on it!
(Relatively) New Platform Tools:

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