

Strategy, goals and marketing

- Talking to everyone when you're talking to no one
- Planning for an unplanned space
- Getting Missouri State marketing to do some of the work for you

Exercise: Describe your audience

Describe your ideal audience member. Use adjectives or characteristics to bring this person to life.

Exercise: Set goals

Goal: What is your overall goal?

Strategy: What – specifically – are you going to do in order to accomplish it?

Exercise: Craft a post

Find content you'd like to share. Create a post about it, using the marketing message of your choice.

Best practices for all platforms

Listening to your audience

- Think telephone not megaphone
- Be willing to deal with negativity
 - Determine your standards in advance
 - Only delete if it violates those standards

Sourcing content

- Blogs
- Websites
- Calendar entries
- YouTube
- Other social media accounts

Developing an editorial calendar

- Account for all of your platforms
- Decide how frequent you will post
- Begin with begin events as you fill in each month

Exercise: Creating an editorial calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Regardless of platform:

- Be authentic and infuse personality into your posts
- Post frequently and consistently
- Master the headline and lead

Know what types of content works best on what platform

- Regularly use photos on Facebook and LinkedIn, occasionally on Twitter
- Use hashtags on Twitter, Instagram and Facebook
- Tag relevant people, places and locations when possible
- Whenever possible, provide a link for more information

Facebook: Your second website

Developing best practices

- Set up custom URL
- Fill out the “About”
- Allow phototagging

Promoting your activities

- Include relevant information
- Include photos
- Invite people and pages
- Share event updates

Understanding Facebook’s tricky algorithm

- Show interesting content
- Share photos
- Tag relevant pages and followers
- Encourage interaction

Measuring your success

- Growth
- Reach
- Engagement
- Popularity

Exercise: Posting with EdgeRank in mind

Create three ideas for posts that capitalize on the EdgeRank model.

Twitter: Be tweetable

Ingredients of a good tweet

- Show don't tell by including links, photos and videos
- Opt for timeliness
- Be follower-focused: Use "you" instead of "I"
- Calm down: Objective language performs just as well as subjective
- Aim for 100 characters
- Use punctuation
- Connect with a larger conversation or brand through mentions and hashtags

Be shareable and shareworthy

- Build your credibility
- Think mobile first: Consider where you are sending your followers
- Be a content deejay: Provide context and spot trends

Measuring success

- Follower growth: Number of new followers gained every day, week or month
- Follower quality and engagement: Number of users interacting with your account
- Reach: Number of users who favorite or retweet your tweets
- Traffic: Number of users who go to your site
- Conversion: Number of users signing up for your service or buying your product

Questions to ask

- What are my top tweets?
- When is engagement the highest?
- How many people follow my calls to action?
- What topics are most interesting?

Exercise: Welcome Weekend 2014

Pick a Welcome Weekend or first week of school event relevant to your audience. How would you tweet about it?

Evaluate your tweet

- Is it to the point?
- Is the hashtag unique and memorable?
- Is the image high quality?
- Does the voice sound authentic?
- Will it resonate with the Twitter audience?

Emerging platforms

LinkedIn

Why LinkedIn?

- Emphasizes career development
- Allows you to leverage your professional network
- High usage rates among statistically more elusive user groups

What LinkedIn does well

- Reaches a unique audience
- Focuses on professional development
- Facilitates networking (offline as well as online)

Challenges

- Less functionality for large, multi-faceted organizations
- Users visit less often
- Users aren't as interested in consuming content

Instagram

Why Instagram?

- Great medium for visually telling a story
- Can function as a feeder to other social networks
- Popular with a younger demographic
- 53% of Twitter users use Instagram

What Instagram does well

- Perfect for visual storytelling – both photos and videos
- Can integrate with some other social media platforms
- Very mobile-friendly
- Appealing to a younger demographic

Challenges

- Mobile-dependent – links and hashtags don't work in desktop view
- No desktop publishing method
- Single-focus

Pinterest

Why Pinterest?

- Showcases visual content in a unique, appealing way

What Pinterest does well

- Sources and repurposes content over long periods of time

Challenges

- Not a good home for time-sensitive content

Aggregators

Aggregators combine posts across platforms around a common theme – typically a hashtag

Why use an aggregator?

- Provides a way to archive conversation
- Connects to people beyond a singular platform
- Tells a story about your event
- Becomes a single destination for event coverage

Example aggregators

- www.storify.com
- www.tagboard.com