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Overview

- Why social media?
- How to most strategically utilize social media
- Platform overviews
- Next steps

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Going where the people are

WHY SOCIAL MEDIA?

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Why should I use social media?

- Empowers you to be your own journalist and get your story out.
- Allows you to connect with people where they are.
- Allows you to build relationships with people who are interested in your organization and activities.
- Can empower people to be ambassadors for your brand.

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Social media is your telephone, not your megaphone

- Social media platforms allow for two-way conversation
- Ask your followers to comment or respond
- Set the tone, don't control the conversation
- Listen, listen and listen again

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Strategizing and goal setting

WORKING SMARTER

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Social Strategy

- Developing a social media strategy plan is key for long-term success and provides a means for measuring progress.

- Determine what your overall goal is, and let that goal determine your social media strategy

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Goal setting

- Goal: What is your overall goal?
- Objective: How can social media help you achieve this goal?
- Strategy: What, specifically, are you going to do?
- Tactic: What tools will you use to support your strategy?

- Increase **awareness** of the Missouri State University Alumni Association
- Increase **visibility** of Alumni Association through social media
- **Share** MSU news and information with alumni on Facebook
  - **Post** three times per day
  - Host a "Where Is It? Wednesday" **trivia** contest
  - Make **event pages** for MarooNation events

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What to say, what to share

SOURCING CONTENT

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Sourcing from websites

Interesting content is one of the reasons people follow brands on social media. Your organization's website and blog can house that content.

- Organization background and location
- Event details
- Program descriptions
- Forms and other documents

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Blogging about your mission

- Organizes an audience
- Raises awareness about happenings
- Provides a place for sharing your story
- Builds connections with people regardless of place

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Making your content work for each platform

BEST PRACTICES

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Tips for all platforms

- Adopt a long-term philosophy. If you decide to commit to a page, stick with it.
- Content is king
- Be authentic and infuse personality into your posts
- Post frequently and consistently

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Tips for all platforms

- Write like a journalist: Master the headline and lead
- Regularly use photos on Facebook and LinkedIn, occasionally on Twitter
- Use hashtags on Twitter, Instagram and Facebook

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Tips for all platforms

- Tag relevant people, places and locations when possible
- Whenever possible, provide a link for more information
- Connect with your followers offline by promoting your accounts at events, hosting contests, etc.

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Go where the people are

KNOW WHERE YOU CAN FIND YOUR AUDIENCE

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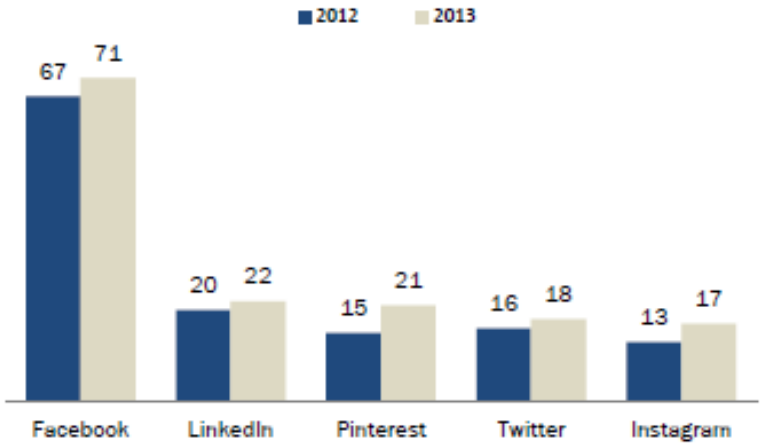
Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Tracking Surveys, 2012 -2013. 2013 data collected August 07 –September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

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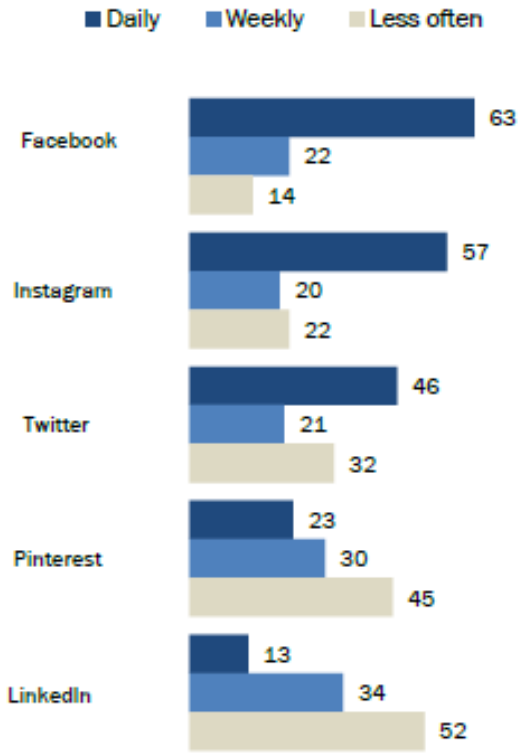
Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 63% of Facebook users use the site on a daily basis)



Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. Interviews were conducted in English and Spanish and on landline and cell phones.

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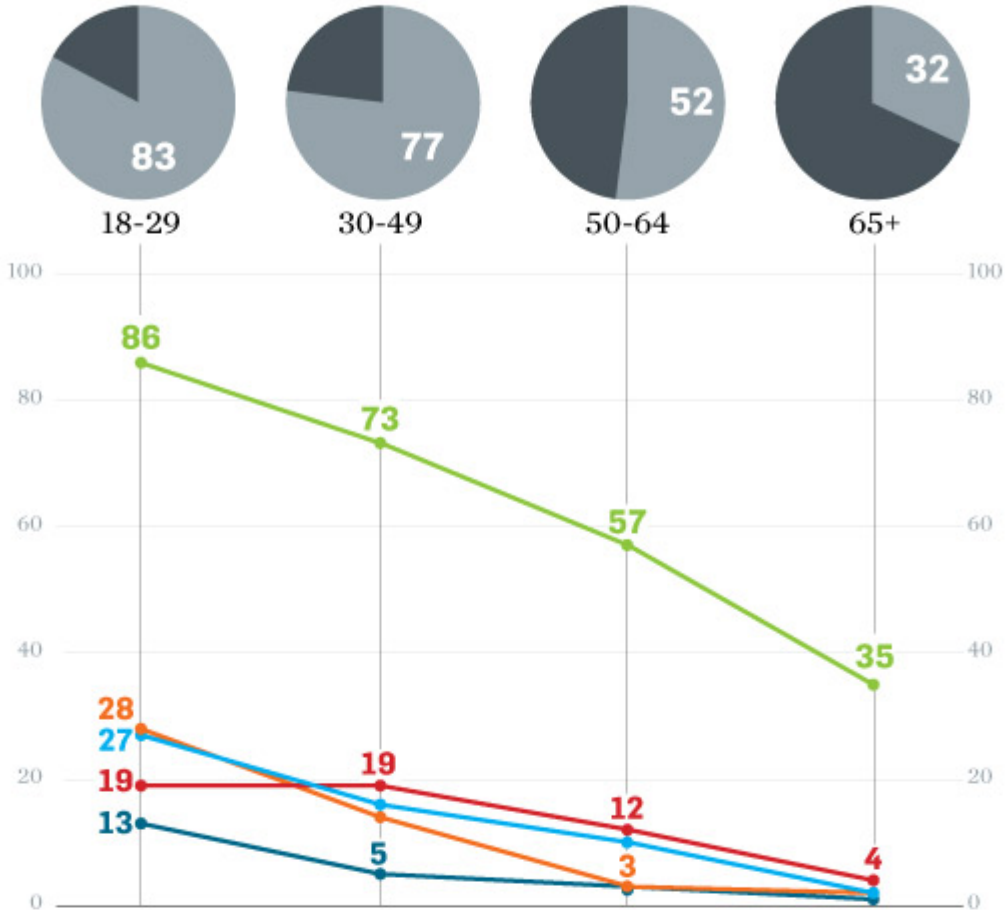
Totals	Twitter	Pinterest	Instagram	Tumblr	Facebook
67%	16%	15%	13%	6%	67%

Age



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The grandaddy of them all

FACEBOOK

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Why Facebook?

- Largest global platform
- Used for finding and consuming content
- Lends itself to networking and relationship development

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Facebook users

Among online adults, the % who use Facebook

		Use Facebook
	All internet users (n= 1,445)	71%
a	Men (n= 734)	66
b	Women (n= 711)	76[a]
a	White, Non-Hispanic (n= 1,025)	71
b	Black, Non-Hispanic (n= 138)	76
c	Hispanic (n= 169)	73
a	18-29 (n= 267)	84[cd]
b	30-49 (n= 473)	79[cd]
c	50-64 (n= 401)	60[d]
d	65+ (n= 278)	45
a	High school grad or less (n= 385)	71
b	Some college (n= 433)	75[c]
c	College+ (n= 619)	68
a	Less than $30,000/yr (n= 328)	76[d]
b	$30,000-$49,999 (n= 259)	76
c	$50,000-$74,999 (n= 187)	68
d	$75,000+ (n= 486)	69
a	Urban (n= 479)	75
b	Suburban (n= 700)	69
c	Rural (n= 266)	71

Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.
Note: Percentages marked with a superscript letter (e.g., [a]) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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Facebook activity

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Top 10 Facebook Activities Globally - millions of Active Facebook Users performing the following top 10 social network activities, **Q2 2013**

	Millions Active Facebook Users	Millions Active Facebook Users	Millions Active Facebook Users
Uploaded and share photos	476.59	239.17	108.37
Messaged with friends on a one on one basis	374.55	216.23	82.86
Commented on a friend's post	388.08	201.82	94.44
Commented on a friend's photo or video	359.53	184.84	86.55
Posted comment about my daily activities	349.60	184.71	87.86
Clicked Facebook 'like' button	348.16	150.64	84.87
Followed a group or like a page created by a brand	291.99	110.60	66.94
Watched video clips created by other internet users	310.76	125.06	75.58
Shared a link to an article	287.82	112.19	67.37
Shared videos created by other internet users	259.86	93.31	54.64

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Missouri State University Dept of Theatre and Dance
1 hr ·

THEATRE TRIVIA TIME!
Last week the question was:

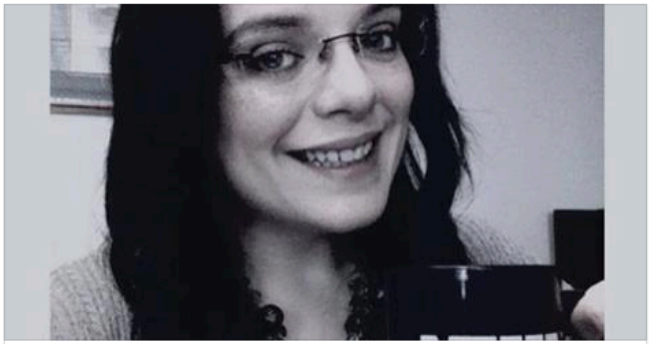
Which hair band singer is suing the Tony Awards and CBS after he got struck by a piece of scenery during the 2009 show?
A: Bret Michaels

Way to go, Jessica Brunts!!

Like · Comment · Share

Honors College at Missouri State University
2 hrs ·

Please join us in congratulating Honors College alumna Sarah Riccardi on her continuing academic success!



Religious Studies M.A. Student Has Her Choice of Ph.D. Programs

Sarah A. Riccardi, who is graduating this May with her M.A. in Religious Studies, was accepted into six Ph.D programs (including a Fulbright to St. Andrews in...

BLOGS.MISSOURISTATE.EDU

Like · Comment · Share

Missouri State University Alumni Association
Posted by Courtney Wendel-Stevenson [?] · 2 hours ago

Thanks to the alumni and friends who came out to Alumni Night at Hammons Field last night and watched the Missouri State Bears defeat the Mizzou Tigers 9-0!

View photos from the event: http://bit.ly/RpdYMk — at Alumni Night at Hammons Field.

Like · Comment · Share · Tag Photo 1

Andrea Mostyn, Cris Swaters, Adam Brack and 3 others like this.

Write a comment...

315 people saw this post

Boost Post

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What Facebook does well

- Displays visual content exceptionally well
- Reaches the largest, broadest audience
- Effective and user-friendly ad system

And its challenges

- Facebook's algorithm negatively affects organic visibility
- Usage among different age cohorts is shifting
- Requires some community management

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joining the Twittersphere

TWITTER

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Twitter users

Among online adults, the % who use Twitter

	Use Twitter
All internet users (n= 1,445)	18%
a Men (n= 734)	17
b Women (n= 711)	18
a White, Non-Hispanic (n= 1,025)	16
b Black, Non-Hispanic (n= 138)	29[ac]
c Hispanic (n= 169)	16
a 18-29 (n= 267)	31[bcd]
b 30-49 (n= 473)	19[cd]
c 50-64 (n= 401)	9
d 65+ (n= 278)	5
a High school grad or less (n= 385)	17
b Some college (n= 433)	18
c College+ (n= 619)	18
a Less than $30,000/yr (n= 328)	17
b $30,000-$49,999 (n= 259)	18
c $50,000-$74,999 (n= 187)	15
d $75,000+ (n= 486)	19
a Urban (n= 479)	18[c]
b Suburban (n= 700)	19[c]
c Rural (n= 266)	11

Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Note: Percentages marked with a superscript letter (e.g., [a]) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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From the Pew Research Center's Internet and America Life Project Post-Election Survey (2013)

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About Twitter

- About a billion registered users
- 231.7 million monthly active users
- 100 million daily active users
- 75% of monthly active users access Twitter via a mobile device
- 29% of users are millennials (age 15-34)

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Why Twitter?

- A vehicle for news consumption – 83% of users see news
- Provides a way to connect with media, community members and other stakeholders
- Offers public and private conversation methods
- Can post in real time, adding your organization's voice to the story

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The lingo of Twitter

- 140 character limit
- Links take up 20-21 characters
- Handles - @missouristate
- Hashtags - #GoMaroon
- Retweets - RT
- Direct messages - DM

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Tweets

Missouri State SAC @SACMSU · 40s
Details on how to win a FREE IPAD coming in the 10 o'clock hour. We gave it to @Doylethegreat and he seems to have disappeared... Hmmmm...
Expand Reply Retweet Favorite Storify More

Twitter Small Biz @TwitterSmallBiz · Apr 1
Turn Twitter users into paying customers. Promote your message to the right people using Promoted Tweets. Start here: bit.ly/1jCvw2g
Promoted by Twitter Small Biz
Expand Reply Retweet Favorite Storify More

Retweeted by Missouri State SAC
Elgie Hurd @ehurd_says · 11m
Collected 6 eggs from @SACMSU already! #LiteWork #EasterEggHunt
View conversation Reply Retweet Favorite Storify More

Retweeted by Missouri State SAC
Tori Schlemeier @torbag93 · 11m
Good thing there's eggs outside with candy because I didn't eat breakfast. Thanks @SACMSU !!!!
Expand Reply Retweet Favorite Storify More

Retweeted by The eFactory
1 Million Cups SGF @1MillionCupsSGF · 14m
iiProperties are up first ... Check out their website! iiProps.com #1MCSGF #1MC
Expand Reply Retweet Favorite Storify More

The eFactory @The_eFactory · 10m
iiProperties presenting to another great crowd at @1MillionCupsSGF! Falling Feathers on deck. #1MCSGF pic.twitter.com/iDC9UcsQYA

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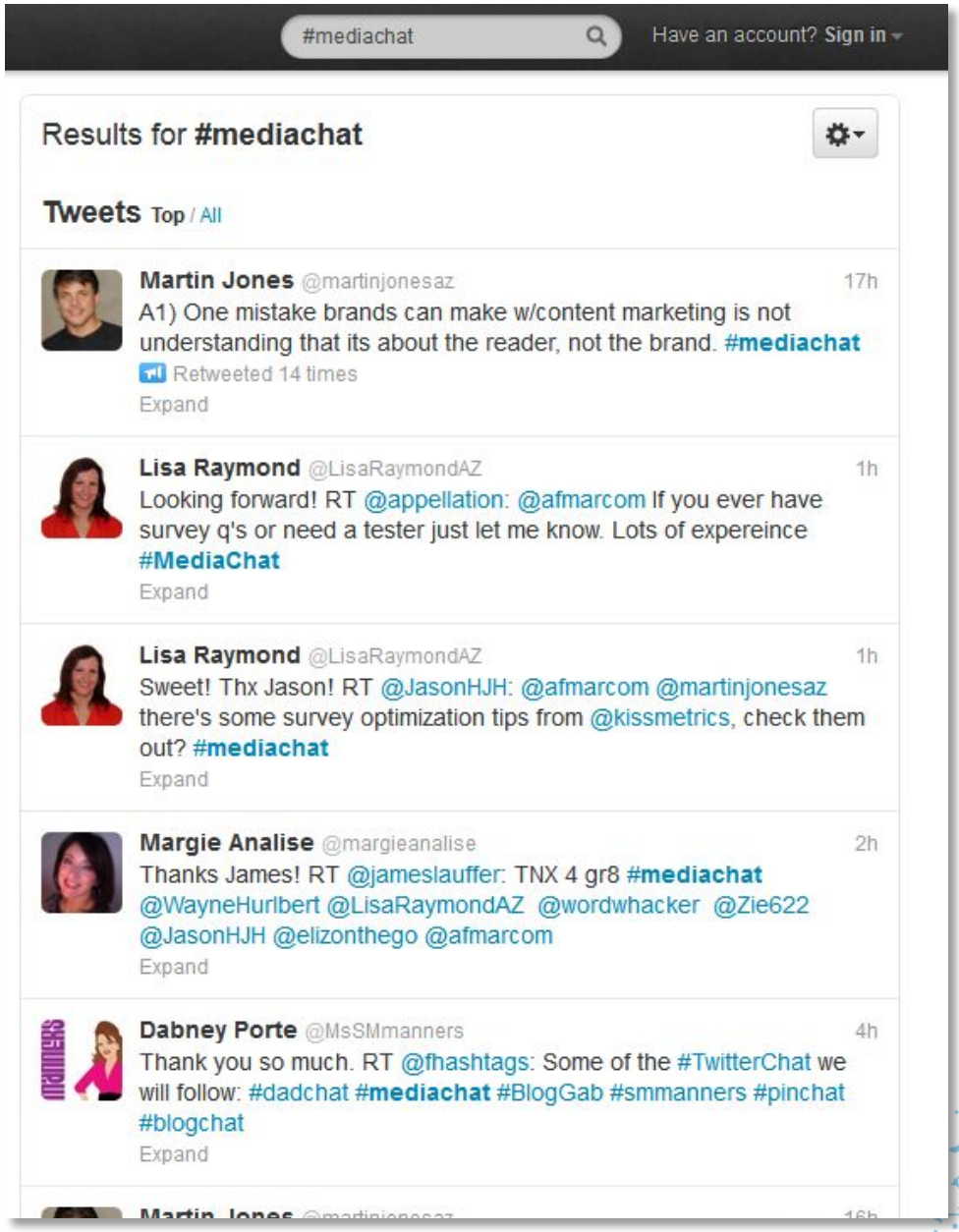

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What Twitter does well

- Perfect for time sensitive and immediate coverage
- Less barriers to expanding reach of your content
- Easy to find and reshare user-generated content
- Mobile-friendly and becoming more visual

And its challenges

- Tweets move off feeds quickly
- Need to be willing to post often
- No event function
- Slow follower growth
- Prioritizes brevity

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See the world through rose colored filters

INSTAGRAM

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Instagram users

Among online adults, the % who use Instagram

	Use Instagram
All internet users (n= 1,445)	17%
a Men (n= 734)	15
b Women (n= 711)	20[a]
a White, Non-Hispanic (n= 1,025)	12
b Black, Non-Hispanic (n= 138)	34[ac]
c Hispanic (n= 169)	23[a]
a 18-29 (n= 267)	37[bcd]
b 30-49 (n= 473)	18[cd]
c 50-64 (n= 401)	6[d]
d 65+ (n= 278)	1
a High school grad or less (n= 385)	16
b Some college (n= 433)	21[c]
c College+ (n= 619)	15
a Less than $30,000/yr (n= 328)	18
b $30,000-$49,999 (n= 259)	20
c $50,000-$74,999 (n= 187)	15
d $75,000+ (n= 486)	16
a Urban (n= 479)	22[c]
b Suburban (n= 700)	18[c]
c Rural (n= 266)	6

Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

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About Instagram

- 150 million monthly active users
- 60% of users outside U.S.
- 16 billion photos shared
- 1.2 billion likes each day
- 55 million photos shared each day

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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

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41° 36% 9:42 AM

Instagram

msutheatredance 2d

12 likes

msutheatredance The Spring Dance Concert opens next Thursday! Get your tickets today and we will see you soon!

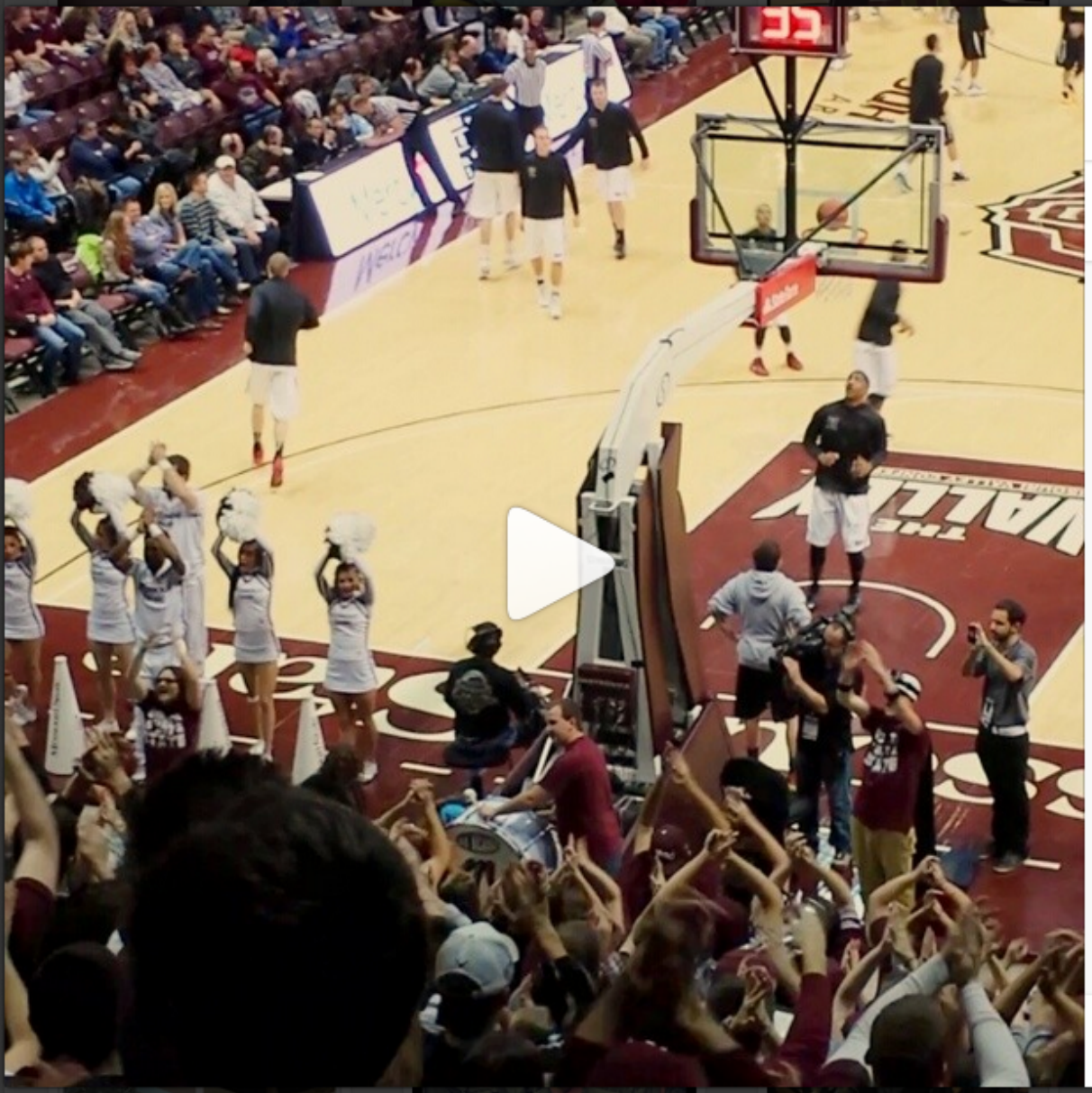
42° 61% 7:27 AM

Instagram

sacmsu 3w

13 likes

sacmsu Open Mic Night is going splendidly! Nathan Momper plays his original Crimson Shore. Event still going on, so hurry over!



missouristate
3 months ago
It's game time at JQH Arena! #MSUBears

andrew_bryant2424, jpottorff23, lauffer_logan and others like this.

____mixteamsquad____
Go MSU

justa_cityboy
I miss playing that bass drum at every game :(

andrew_bryant2424
I was there @missouristate to the right next to lock
room

Leave a comment...

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What Instagram does well

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

And its challenges

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

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Capture what matters

YOUTUBE

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Why YouTube?

- Second largest Internet search engine
- More than 6 billion hours of video watched per month (nearly one hour per person on Earth)
- 100 hours of video are uploaded to YouTube every minute
- Can aid in search engine optimization efforts

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YouTube Best Practices

- Keep it short (2 minutes or less)
- Keep it engaging
- Inspire – think content first not advertising
- Deliver key messages early
- Include a call to action
- Add a strong title and description

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What YouTube does well

- Increases your SEO
- Integrates with other social media and Web platforms - mobile-friendly
- Appealing to a younger demographic
- MSU has great videos for you to use!

And its challenges

- Be aware of copyright rules
- Video equipment and editing knowledge are a plus
- No formula for making a video viral

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From the office to online

LINKEDIN

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LinkedIn users

Among online adults, the % who use LinkedIn

		Use LinkedIn
	All internet users (n= 1,445)	*22%*
a	Men (n= 734)	24[b]
b	Women (n= 711)	19
a	White, Non-Hispanic (n= 1,025)	22[c]
b	Black, Non-Hispanic (n= 138)	30[c]
c	Hispanic (n= 169)	13
a	18-29 (n= 267)	15
b	30-49 (n= 473)	27[ad]
c	50-64 (n= 401)	24[ad]
d	65+ (n= 278)	13
a	High school grad or less (n= 385)	12
b	Some college (n= 433)	16
c	College+ (n= 619)	38[ab]
a	Less than $30,000/yr (n= 328)	12
b	$30,000-$49,999 (n= 259)	13
c	$50,000-$74,999 (n= 187)	22[ab]
d	$75,000+ (n= 486)	38[abc]
a	Employed (n= 912)	27[b]
b	Not employed (n= 524)	12
a	Urban (n= 479)	23[c]
b	Suburban (n= 700)	26[c]
c	Rural (n= 266)	8

Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

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Why LinkedIn?

- Places a unique emphasis on career development
- Allows you to leverage your professional network
- Has high usage rates among statistically lower user groups (older and more educated audiences)

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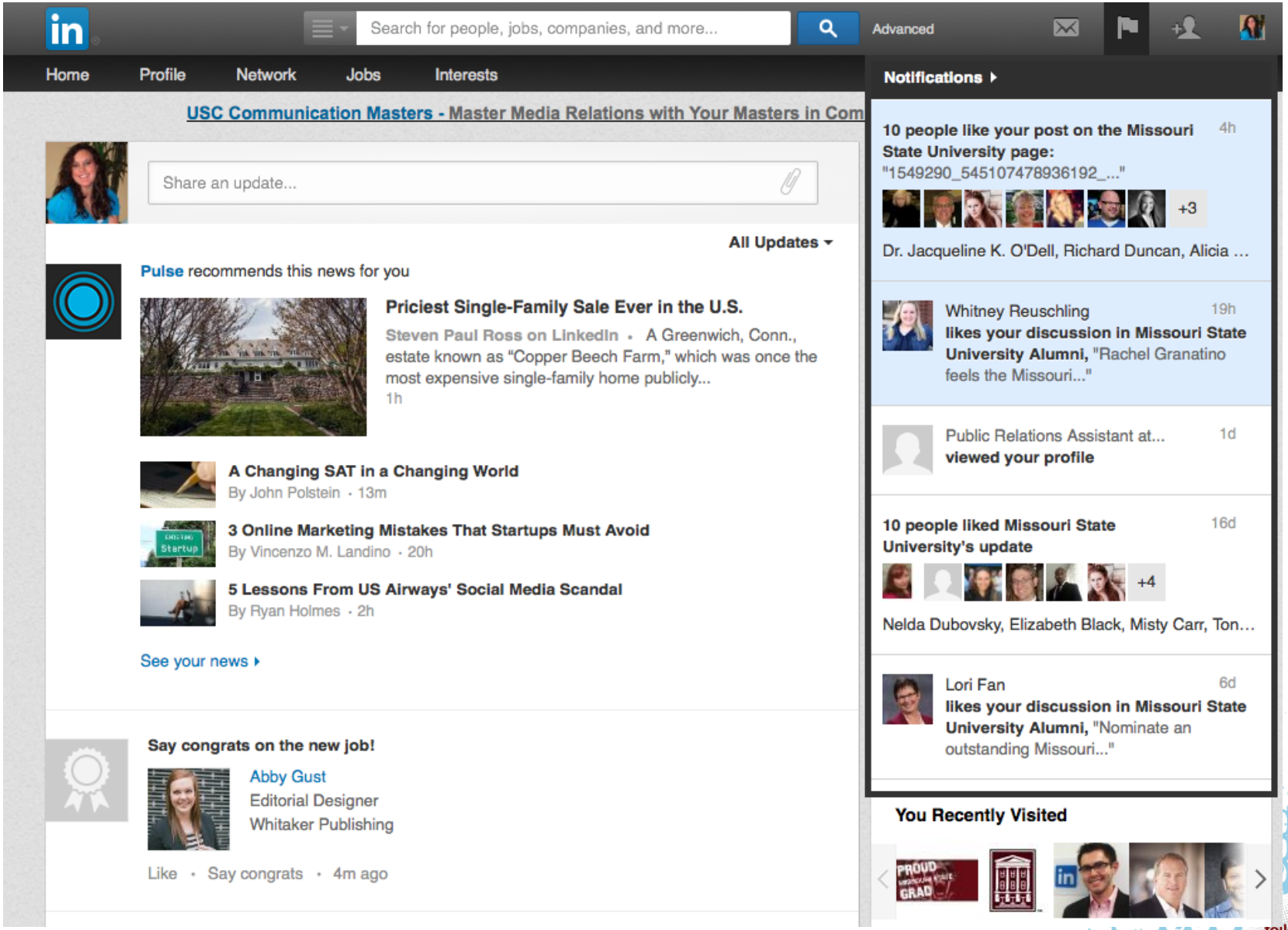

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Search groups...

Home | Profile | Network | Jobs | Interests | Business Services | Upgrade

Master's in Social Media - PR just turned into a 2-way conversation. Are you ready?

Missouri State University Alumni

7,965 members | Member

Discussions | Promotions | Jobs | Members | Search | Manage

Your Activity

Start a discussion or share something with the group...

Popular | **Recent**

Engage with professionals and share best practices and creative ideas for increasing diversity at the Statewide Collaborative Diversity Conference April 24-25.

Courtney Wendel-Stevenson
http://diversity.missouristate.edu/conference/

Statewide Collaborative Diversity Conference
diversity.missouristate.edu
The theme of this year's Statewide Collaborative Diversity Conference is investing in the value of community.

Like • Comment • Unfollow • 1 day ago

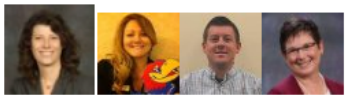
Made for Freedom made the list of #archgrants finalists! @stlouisbiz! @dawn_manske @madeforfreedom http://ow.ly/vHBvg

Dawn Manske

Here are the 46 finalists for this year's Arch Grants - St. Louis Business Journal ow.ly
Winners of the $50,000 non-equity grants will be announced in May.

Like • Comment • Follow • 5 days ago

Members of this Group



Sara Clark
Director of Web and New Media for Missouri State University
Unfollow Sara

See all members

Your group contribution level

Getting close! Reach the next level and you could get featured on the group homepage.

Building influence

Ads You May Be Interested In

17 Online Testing Ideas
Deliver an exceptional web & mobile experience. Download free eBook now

Attention B2B Marketers
Learn from ex-HubSpotter on how to generate 1000's of B2B leads/mo. Watch!

Need advertising pros?
We connect top talent with great companies; let us recruit for you.

Latest Activity

Jeremy Gagnebin, Andrew Underwood, and Joshua Huston joined a group: Missouri

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What LinkedIn does well

- Reaches demographics that have traditionally low usership
- Requires less maintenance
- Has a clear and specific focus for content
- Allows messaging to members' email inboxes

And its challenges

- People visit the platform less frequently than other networks
- Increasing engagement can be difficult
- Content focus can be limiting
- Requires you to utilize your personal profile

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The big picture

PINTEREST

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About Pinterest

- Founded in March 2010
- 70 million users
- 3rd most popular social media site
- 2nd highest number of social referrals

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Pinterest users

Among online adults, the % who use Pinterest

		Use Pinterest
	All internet users (n= 1,445)	*21%*
a	Men (n= 734)	8
b	Women (n= 711)	33[a]
a	White, Non-Hispanic (n= 1,025)	21
b	Black, Non-Hispanic (n= 138)	20
c	Hispanic (n= 169)	18
a	18-29 (n= 267)	27[cd]
b	30-49 (n= 473)	24[cd]
c	50-64 (n= 401)	14
d	65+ (n= 278)	9
a	High school grad or less (n= 385)	17
b	Some college (n= 433)	20
c	College+ (n= 619)	25[a]
a	Less than $30,000/yr (n= 328)	15
b	$30,000-$49,999 (n= 259)	21
c	$50,000-$74,999 (n= 187)	21
d	$75,000+ (n= 486)	27[a]
a	Urban (n= 479)	19
b	Suburban (n= 700)	23[c]
c	Rural (n= 266)	17

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Why choose Pinterest?

- Showcases visual content in a unique way
- 80% of all pins are repins
- 75% of all usage is from a mobile device

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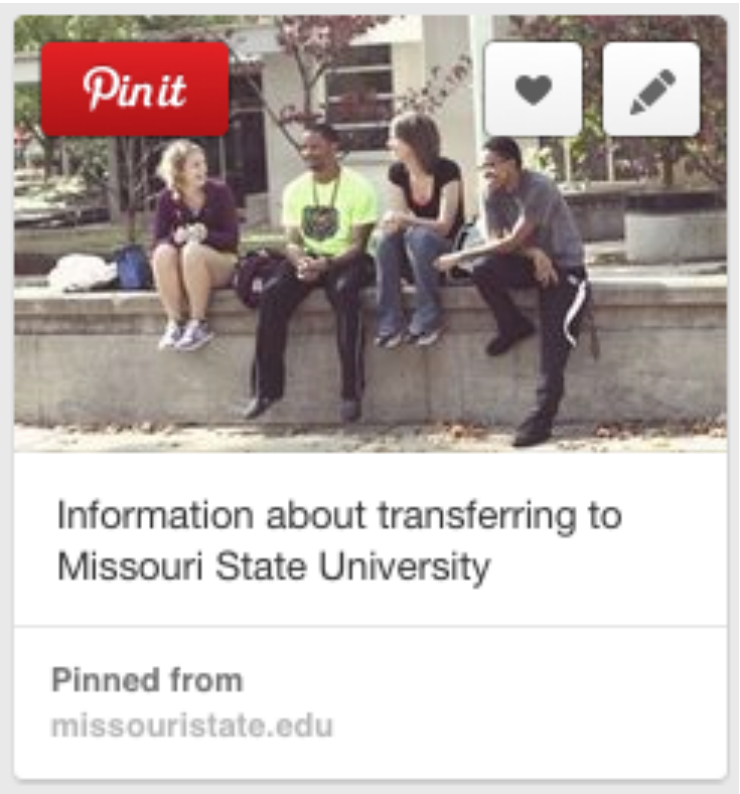
Anatomy of a pin



- Image
- Caption
- Source
- Edit function
- Favorite

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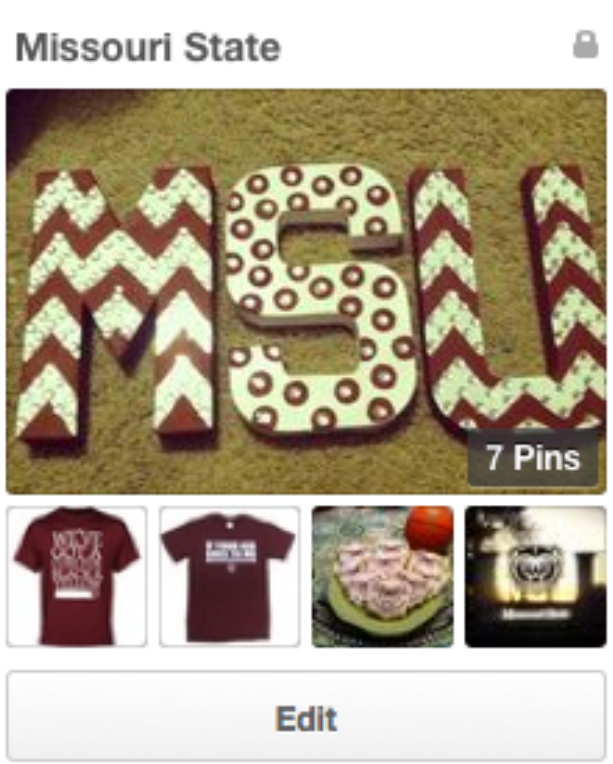
Pinterest lingo

- Profile
- Board
- Pin
- Feed
- Pin button
- Repin
- Like
- Follow (User/Board)



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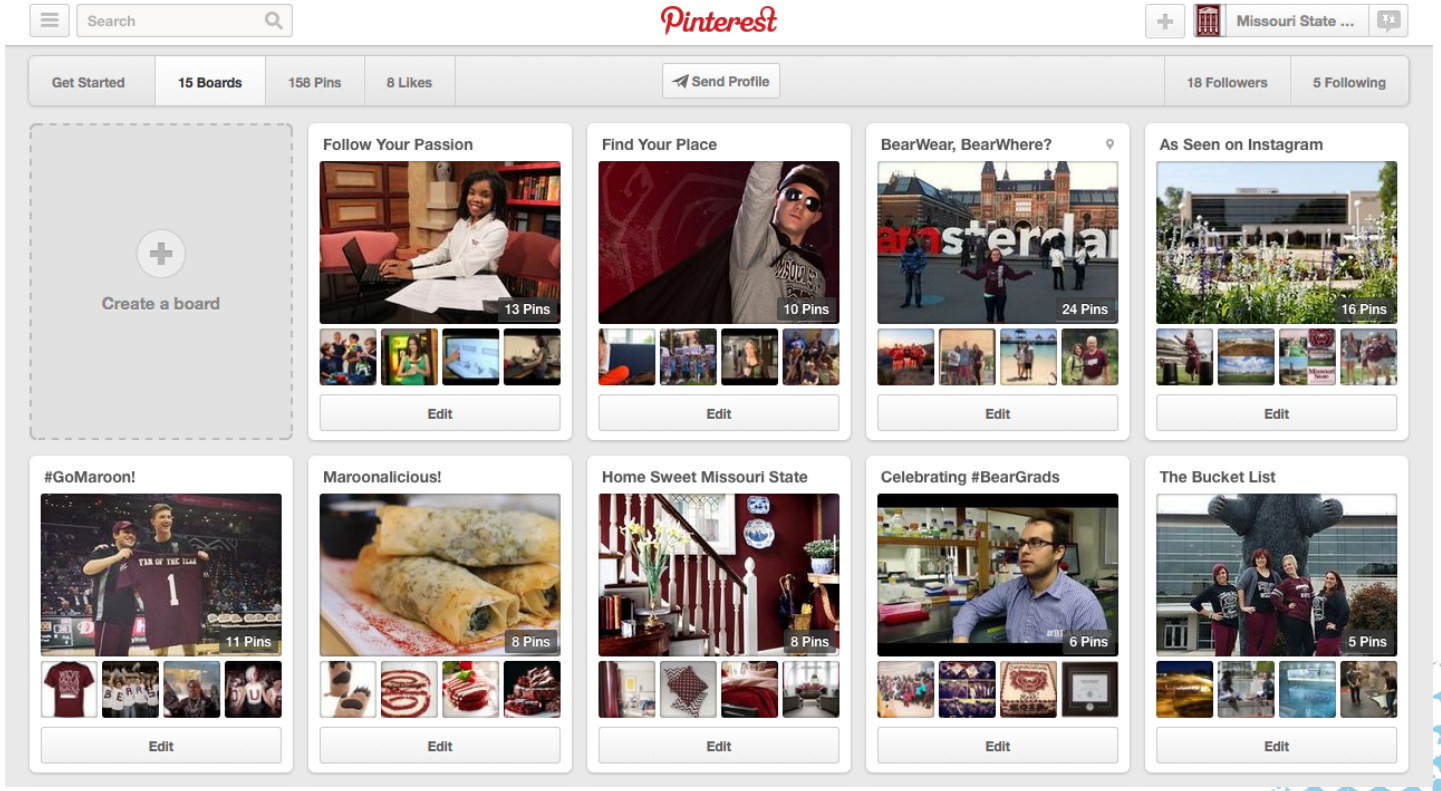
New: Missouri State Pinterest!



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Missouri State's Pinterest

- Target audience:
  - Prospective students
  - Current students
  - Alumni
- Less formal and showcases our brand's personality
- Opportunities for collaborative boards with University units

- Boards:
  - Follow Your Passion
  - Find Your Place
  - BearWear, BearWhere?
  - As Seen on Instagram
  - #GoMaroon
  - Maroonalicious!
  - How Sweet Missouri State
  - Life in #SGF
  - Da Bears
  - Bear Cubs
  - Tailgating tips for BearFest Village

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Collaboration boards

- We are interested in collaborating with University units on topic-specific boards

- Email
  CWendelStevenson@missouristate.edu

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How to decide if social media is for you

CHOOSING WHAT'S BEST FOR YOU

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Questions to ask

- What goal am I trying to achieve?
- Who is my audience?
- What types of content am I wanting to share?
- How much time am I willing to commit?

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If you build it (correctly) they will come

GETTING STARTED

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Getting started with social media

- Treat your social media account information like a business card
  - Choose a clear account name
  - Develop a consistent brand identity
  - Crop photos to appropriate sizes
  - Include a description, website, contact details, etc.

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Focus on your content

- Make your posts shareable and shareworthy
  - Use strong headlines and copy
  - Incorporate mobile-friendly content when available
  - Monitor your accounts to see what resonates most
  - Focus on strong visuals

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Build brand ambassadors

- Ask for help curating content and telling your story
- Highlight key volunteers and supporters on your social media accounts
- Provide them with resources to share about you

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Finding time to post

- Find a day and time that works best for you to schedule out your daily posts
- Make it part of your schedule and daily routine
  - Commit at least 5-10 minutes twice a day
- Post from your mobile device
- Email yourself caption and post ideas

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Upcoming trainings:

- Oct. 28 – Short and Snappy: Writing for the Digital World
- Nov. 5 – Understanding the Google Universe
- Nov. 17 – Effective Mass Email
- Feb. 4 – Social Media Boot Camp

Register on *My Learning Connection*

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Questions?

THANK YOU!

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