Overview

• Why social media?
• How to most strategically utilize social media
• Platform overviews
• Next steps
WHY SOCIAL MEDIA?

Going where the people are
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.
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
Strategizing and goal setting

WORKING SMARTER
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
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
What to say, what to share

SOURCING CONTENT
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
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
Making your content work for each platform

BEST PRACTICES
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
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
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.
Go where the people are

KNOW WHERE YOU CAN FIND YOUR AUDIENCE
Social media sites, 2012-2013

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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
<td>71</td>
</tr>
<tr>
<td>Linkedin</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Twitter</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>17</td>
</tr>
</tbody>
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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.

Pew Research Center

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)

<table>
<thead>
<tr>
<th>Site</th>
<th>Daily</th>
<th>Weekly</th>
<th>Less often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>63</td>
<td>22</td>
<td>14</td>
</tr>
<tr>
<td>Instagram</td>
<td>57</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>Twitter</td>
<td>46</td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>Pinterest</td>
<td>45</td>
<td>30</td>
<td>23</td>
</tr>
<tr>
<td>Linkedin</td>
<td>52</td>
<td>34</td>
<td>13</td>
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Pew Research Center's Internet Project Tracking Surveys, August 07 - September 16, 2013. Interviews were conducted in English and Spanish and on landline and cell phones.

Pew Research Center
SOCIAL MEowDIA EXPLAINED
The grandaddy of them all

FACEBOOK
Why Facebook?

• Largest global platform
• Used for finding and consuming content
• Lends itself to networking and relationship development
# Facebook users

*Among online adults, the % who use Facebook*

<table>
<thead>
<tr>
<th>Use Facebook</th>
<th>All internet users (n = 1,445)</th>
<th>71%</th>
</tr>
</thead>
<tbody>
<tr>
<td>a Men (n = 734)</td>
<td>66</td>
<td></td>
</tr>
<tr>
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<td>76</td>
<td></td>
</tr>
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<td></td>
</tr>
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<td>Black, Non-Hispanic (n = 138)</td>
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<td></td>
</tr>
<tr>
<td>Hispanic (n = 169)</td>
<td>73</td>
<td></td>
</tr>
<tr>
<td>a 18-29 (n = 267)</td>
<td>84</td>
<td></td>
</tr>
<tr>
<td>b 30-49 (n = 473)</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>c 50-64 (n = 401)</td>
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<td></td>
</tr>
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<td>45</td>
<td></td>
</tr>
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<td>a High school grad or less (n = 385)</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>b Some college (n = 433)</td>
<td>75</td>
<td></td>
</tr>
<tr>
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<td>68</td>
<td></td>
</tr>
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<td></td>
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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).

PEW RESEARCH CENTER
Facebook activity
### Top 10 Facebook Activities Globally - millions of Active Facebook Users performing the following top 10 social network activities, Q2 2013

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

TWITTER
## Twitter users

Among online adults, the % who use Twitter

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<td>b Black, Non-Hispanic (n=138)</td>
<td>29&lt;sup&gt;b&lt;/sup&gt;</td>
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<td>31&lt;sup&gt;bcd&lt;/sup&gt;</td>
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<tr>
<td>b 30-49 (n=473)</td>
<td>19&lt;sup&gt;cd&lt;/sup&gt;</td>
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<td>c 50-64 (n=401)</td>
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**Pew Research Center**

*From the Pew Research Center’s Internet and America Life Project Post-Election Survey (2013)*
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)
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
The lingo of Twitter

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

Tweets Top / All

Martin Jones @martinjonesaz
A1) One mistake brands can make w/content marketing is not understanding that it's about the reader, not the brand. #mediachat
17h
Retweeted 14 times
Expand

Lisa Raymond @LisaRaymondAZ
Looking forward! RT @appellation: @afmarcom If you ever have survey q's or need a tester just let me know. Lots of experience #MediaChat
1h
Expand

Lisa Raymond @LisaRaymondAZ
Sweet! Thx Jason! RT @JasonHJH: @afmarcom @martinjonesaz there's some survey optimization tips from @kissmetrics, check them out? #mediachat
1h
Expand

Margie Analise @margieanalise
Thanks James! RT @jameslauffer: TNX 4 gr8 #mediachat @WayneHurlbert @LisaRaymondAZ @wordwhacker @Zie622 @JasonHJH @elizonthego @afmarcom
2h
Expand

Dabney Porte @MsSMmanners
Thank you so much. RT @hashtags: Some of the TwitterChat we will follow: #dadchat #mediachat #BlogGab #smmanners #pinchat
#blogchat
4h
Expand

Martin Jones @martinjonesaz
16h
Expand
### 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
See the world through rose colored filters

INSTAGRAM
## Instagram users

Among online adults, the % who use Instagram

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

sacmsu Open Mic Night is going splendidly! Nathan Momper plays his original Crimson Shore. Event still going on, so hurry over!
It's game time at JQH Arena! #MSUBears

- Go MSU
- I miss playing that bass drum at every game :(
- I was there @missouristate to the right next to locker room
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
Capture what matters

YOUTUBE
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
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
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
From the office to online

LINKEDIN
# LinkedIn users

*Among online adults, the % who use LinkedIn*

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<td>38(^abc)</td>
</tr>
<tr>
<td>a Employed (n=912)</td>
<td>27(^b)</td>
</tr>
<tr>
<td>b Not employed (n=524)</td>
<td>12</td>
</tr>
<tr>
<td>a Urban (n=479)</td>
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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)
Missouri State University Alumni

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/

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
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
The big picture

PINTEREST
About Pinterest

• Founded in March 2010

• 70 million users

• 3rd most popular social media site

• 2nd highest number of social referrals
## Pinterest users

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<td>a 18-29 (n= 267)</td>
<td>27(^{cd})</td>
</tr>
<tr>
<td>b 30-49 (n= 473)</td>
<td>24(^{cd})</td>
</tr>
<tr>
<td>c 50-64 (n= 401)</td>
<td>14</td>
</tr>
<tr>
<td>d 65+ (n= 278)</td>
<td>9</td>
</tr>
<tr>
<td>a High school grad or less (n= 385)</td>
<td>17</td>
</tr>
<tr>
<td>b Some college (n= 433)</td>
<td>20</td>
</tr>
<tr>
<td>c College+ (n= 619)</td>
<td>25(^a)</td>
</tr>
<tr>
<td>a Less than $30,000/yr (n= 328)</td>
<td>15</td>
</tr>
<tr>
<td>b $30,000-$49,999 (n= 259)</td>
<td>21</td>
</tr>
<tr>
<td>c $50,000-$74,999 (n= 187)</td>
<td>21</td>
</tr>
<tr>
<td>d $75,000+ (n= 486)</td>
<td>27(^a)</td>
</tr>
<tr>
<td>a Urban (n= 479)</td>
<td>19</td>
</tr>
<tr>
<td>b Suburban (n= 700)</td>
<td>23(^c)</td>
</tr>
<tr>
<td>c Rural (n= 266)</td>
<td>17</td>
</tr>
</tbody>
</table>
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
Anatomy of a pin

- Image
- Caption
- Source
- Edit function
- Favorite
Pinterest lingo

- Profile
- Board
- Pin
- Feed
- Pin button
- Repin
- Like
- Follow (User/Board)
New: Missouri State Pinterest!

Missouri State University

Follow Your Passion

Find Your Place

BearWear, BearWhere?

As Seen on Instagram

#GoMaroon!

Maroonlicious!

Home Sweet Missouri State

Celebrating #BearGrads

The Bucket List

15 Boards
158 Pins
8 Likes

Create a board

Send Profile

Get Started

18 Followers
5 Following
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
Collaboration boards

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

- Email
  CWendelStevenson@missouristate.edu
How to decide if social media is for you

CHOOSING WHAT’S BEST FOR YOU
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?
If you build it (correctly) they will come

GETTING STARTED
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.
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
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
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
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
Questions?

THANK YOU!