Social Media Boot Camp

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Overview

- Tips for all platforms
- Facebook 201
- Twitter 201
- Visual platforms
Tips for all platforms

• Be authentic and infuse personality into your posts

• Post frequently and consistently

• Write like a journalist: Master the headline and lead
  • Inverted pyramid style
  • Tweet: 140 characters
  • Ideal Facebook post: Less than 40 characters
Tips for all platforms

• Regularly use photos
Tips for all platforms

- Use hashtags on Twitter, Instagram and Facebook
  - #GoMaroon
  - #MSUBears
  - #CitizenBear
  - #FollowYourPassion
  - #FindYourPlace
  - #BearGrads
  - #BearsHomecoming
Tips for all platforms

- Tag relevant people, places and locations when possible
  - Provides more information to the user
  - Gives credit to the content source
  - Increases the possibility of a retweet or share, boosting your visibility
Tips for all platforms

• Whenever possible, provide a link for more information
  • Gives them a direct line to learn more about you and your content
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
Become a Facebook Rock Star

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Overview

• Best practices for Facebook pages

• Promoting your activities with Facebook events

• Understanding Facebook’s algorithm

• Measuring your success
Your second website

FACEBOOK PAGES
Personal vs. professional

Best practices for using Facebook for a brand are different than using it personally.

Rock star tip: Use Facebook as your page at work.
Why Facebook pages

- Facebook Pages help businesses, organizations and brands share their stories and connect with people.

- A page makes your brand:
  - Discoverable
  - Connected
  - Timely
  - Insightful
Recommended settings to maximize engagement

- Posting ability
  - Anyone can post to my timeline; anyone can add photos or videos to my timeline

- Tagging ability
  - Other people can tag photos posted on my page

✧ Rock star tip: Tag followers, relevant pages and locations whenever possible to boost engagement
Dealing with negativity

• Determine standards for acceptable behavior before there is an incident. (Student Code of Conduct)

• Unless the negative content violates your standards, don’t delete it.

• If it does violate your standards, take a screen shot and then remove it.
New features and trends

• Call to action buttons

• Insights in Facebook events

• Prioritization of hard news sources

• Prioritization of video; video auto play
Facebook rock star checklist

- More than one full-time faculty/staff member is an admin on the page
- The page has a friendly url
- The about section concisely describes the unit
- Branding is consistent with the unit’s website and other social media
- Contact information is listed
- Page tabs have been reviewed and selected
- Settings have been reviewed and updated as needed
Going, maybe, no

FACEBOOK EVENTS
Why use Facebook events?

• Provides all relevant information about your activity in an organized, easy-to-find place.
• Offers a place to focus conversation around your activity or event.
• Allows you to involve your current list of followers.
• Provides opportunities for collaboration.
• Acts as a repository for information about your activity after it occurs.
Best practices for events

• Include all information:
  • Date, time, location, ticketing link, details

• Include a compelling photo

• Invite key stakeholders or event ambassadors to attend

• Invite other pages to co-host when applicable

• Regularly share event updates to help build the conversation.

#BirthdayBears
Cracking the code

THE ART AND SCIENCE OF FACEBOOK’S ALGORITHM
Science behind EdgeRank

• “The goal of News Feed is to deliver the right content to the right people at the right time so they don’t miss the stories that are important to them. Ideally, we want News Feed to show all the posts people want to see in the order they want to read them.”

• Facebook’s algorithm was built to prioritize newsfeed content by:
  • Affinity
  • Weight
  • Time Decay

Sources: Facebook; Facebooknewsfeedalgorithm.com
Science behind EdgeRank

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = \text{Interest} \times \text{Post} \times \text{Creator} \times \text{Type} \times \text{Recency}$$

- **Interest**: Interest of the user in the creator
- **Post**: This post's performance amongst other users
- **Creator**: Performance of past posts by the content creator amongst other users
- **Type**: Type of post (status, photo, link) user prefers
- **Recency**: How new is the post

*This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what’s shown.*

Source: singlegrain.com
The art to boosting your EdgeRank

- Show interesting content!

- Share a variety of content and watch to see what your followers engage with the most.

- Tag relevant pages and followers in posts when possible

- Craft posts that encourage interaction (clicking, commenting and sharing)
The new Davis-Harrington Welcome Center is moving along quickly. Take a look at some of its progress so far!

Congratulations to the Missouri State Lady Bear Basketball team on its sixth straight victory on Sunday! #MSUBears

Locked-in Lady Bears dominate Drake
Missouri State wins sixth straight as defense frustrates, forces Bulldogs in season-high 29 turnovers
NEWS-LEADER.COM

1,011 people reached
...and know your power post
Your turn

1. Think of a news story, event or activity with which you want your followers to engage.

1. Draft a post that capitalizes on a strategy you learned about Edgerank.
Facts and figures

FACEBOOK INSIGHTS
Measurement

• Provides demographic information on your audience

• Shows you what content is most popular on your page

• Lets you observe overall trends
  • Likes
  • Reach
  • Engagement
  • Referrers

• Allows you to export data

MarooNation Insights
What to track

- Growth
- Reach
- Engagement
- Most popular post(s)

MarooNation stats
QUESTIONS