Dear Social Media,
You Saved My Organization

A Presentation by Bri Sirota
HELLO!

I am Bri Sirota.
B.S. Marketing
M.Ed. Higher Education & Student Affairs Candidate

Let's see what you know!
DEVELOP A STRATEGY
THE PROCESS IS EASY

Purpose/Goals → Audience → Platforms → Content/Schedule
Activity

LET’S MAKE A SOCIAL MEDIA STRATEGY
SET GOALS

What are some goals that would be good to have?
Content Planning

Curated Content
All your content should align with your brand

The ‘right’ content
Ask yourself:
- Does this provide value to my audience?
- Is this accurate information?
- Is this timely?

Competition
Follow the competition to see what works and what doesn’t

4 Basic Social Media Content Types

- Text
- Images
- Videos
- Links

The Content You Share Should Be Related To Your Brand

Your Brand’s Values
SHARE WORTHY CONTENT
Curated Content
Scheduling

Calendar
Keeping track on one calendar helps you see what your post schedule is looking like for all platforms.

Campaigns
Could be centered around holidays, events, promotions.

Analytics
Using analytics or insights on your platforms will help you find the best times to post to your audience.

Facebook
1 POST PER DAY
1 Low
Recommended

Buffer suggests that posting to Facebook no more than once a day is best or you’ll start to feel spammy.

Instagram
1 POSTS PER DAY
1 Low
Recommended

Buffer says that major brands share on Instagram an average 1.5 times a day, but not more.

Twitter
15 TWEETS PER DAY
1 Low
Recommended

QuickSprout found that the most shares happen within an hour after tweeting, so a higher daily frequency is best.
#HASHTAGS

▷ No more than 3 words in a tweet
▷ 5-12 per Instagram post
▷ What is your sweet spot?
HASHTAG PLAN

Instagram Hashtags Plan

On every post:
#PrestonResCollege #PrestonPride #UofSC #Instagood

Monday: This Week in Preston
#getinvolved #getinvolvedtoday #whats happening #manicmonday #newweek #weekataglance

Tuesday: Transformation Tuesday
#TransformationTuesday #grouppic #selfie #picoftheday

Wednesday: Midweek Motivation
#MidweekMotivation #MidweekInspiration #WisdomWednesday #quote #Instamood #lifequote #motivationalquote

Thursday: Throwback
#TBT #ThrowbackThursday #PrestonFamily #PrestonFriends #collegeLife #universitylife

Others:
#college #university #events #universityofsouthcarolina #instagrammers #weekend #nofilter #sundayfunday
SOCIAL MEDIA MARKETING TOOLS

That make your job easier
Instagram

- Business Profile!
- Insights
- Understanding your followers
FREE!

- Basic analytics
- Scheduled messaging
- Demographics
- Reports
- Learning apps
- Certifications

Platforms

- Facebook
- Twitter
- Instagram
- Youtube
- LinkedIn
- Wordpress
- Google+
Allows all your apps & devices to talk to one another

Hundreds of *applets* to help you connect different social media platforms

Applets for: Google, iOS, Android, microsoft, news, environment...
Best Practices

▷ New Content
▷ Dedicate a person or team
▷ Active User
▷ Measuring Success
▷ Authenticity
▷ Representation
▷ PASS DOWN PASSWORDS!
THANKS!
Any questions?