



SOCIAL MEDIA BENEFITS AND CHALLENGES

Temeka Easter, Senior Director, Social Media
@lovejoy1908
June 2018



SOCIAL MEDIA PITFALLS

Agenda

- Social media strategy
- Content
- Crisis Management
- Cross Promotion
- Platform Overload
- Intern
- Measurement

LACK OF STRATEGY

Denny's



where's my bae*

*bacon and eggs ;)

2:03 PM - 28 Jun 2014

8,610 Retweets 8,281 Likes

635 8.6K 8.3K



we really dropped the ball on opening a denny's location in that maze from the dystopian kids movie

RETWEETS 177 LIKES 506



12:50 PM - 12 Sep 2016

177 506

Social Media Strategy

- Why is your school on social media?
- What do you hope to accomplish?
- Who are the stakeholders?
- Where should you publish?
- What are your objectives to support your strategy?

**CONTENT (TOO
MUCH, TOO LITTLE)**

Content Tips

| Week | Network | Time | Content Type | Topic | Copy | Link |
|--------|-----------|----------|---------------------|-----------------|--|---|
| WEEK 1 | | | | | WEEK 1: MONDAY, DATE | |
| | FACEBOOK | 7:00 AM | New Blog Post | Silent Video | Are you optimizing your video for viewing without sound? You should be. | http://ow.ly/Nu5C30c577V |
| | | 10:00 AM | Curated Content | New Features | Infinite Snaps, loops, and a magic eraser? Woah. | http://ow.ly/DHev30c5d93B |
| | | 12:00 PM | Video | Music Resources | Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zjk530bHujZ :) | (insert video file link) |
| | | 3:00 PM | Promotion | Product Launch | Liftmetrix 📊 Hootsuite Impact 📈 New name and offerings to help you measure and maximize ROI: http://ow.ly/tNxs30bKlqN | http://ow.ly/tNxs30bKlqN |
| | | 5:00 PM | Live Video | News Update | A lot happened of social media updates happened this month. Let us know your reaction to these ones. | (include CTA link) |
| | LINKEDIN | 6:00 AM | New Blog Post | UTM Parameters | You don't need to be a programmer to track key indicators of ROI like website traffic, leads and conversions. | http://ow.ly/G5KI30c5d1E |
| | | 9:30 AM | Curated Content | | | |
| | | 11:45 AM | Video | | | |
| | | 1:30 PM | Promotion | | | |
| | | 4:15 PM | Education | | | |
| | TWITTER | 5:45 AM | New Blog Post | Instagram Hacks | So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30c5d00 | http://ow.ly/aktF30c5d00 |
| | | 7:15 AM | Curated Content | | | |
| | | 10:30 AM | Video | | | |
| | | 1:00 PM | Promotion | | | |
| | | 3:45 PM | Evergreen Blog Post | | | |
| | INSTAGRAM | 7:30 AM | Original Image | Logo Cookies | Owl we want to do is eat these cookies. How many Owllys do you see? **) | (insert image file link) |
| | | 9:45 AM | Curated Image | Owly Toronto | Psst... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! 🦉: @taggio | (insert link to original image) |
| | | 12:30 PM | Video | | | |
| | | 2:15 PM | Boomerang | | | |
| | | 5:45 PM | Story | | | |

Posting Cadence

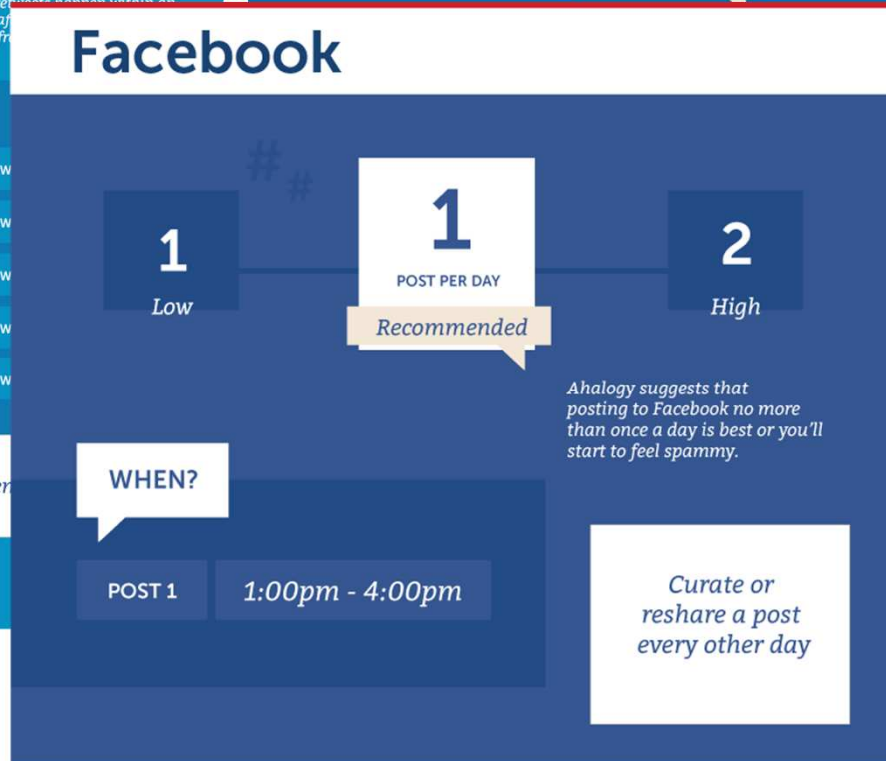
Twitter



LinkedIn



Facebook



**BEING ON TOO MANY
PLATFORMS**

Too Many Platforms



It's not enough to
be busy, so are the
ants. The question
is, what are we busy
about?

~ Henry David Thoreau

Select best platform



CRISIS MANAGEMENT

Avoid Roadblocks: Social Media #Fails

The image shows a screenshot of a Twitter post from the account **Twitter Government** (@TwitterGov). The tweet, dated 7:00 PM - 2 Nov 2017, reads: "Through our investigation we have learned that this was done by a Twitter customer support employee who did this on the employee's last day. We are conducting a full internal review." Below the tweet, a smaller version of the same text is visible, along with engagement metrics: 58,873 Retweets and 155,958 Likes. The tweet is from Sharon @s_maconan.

Overlaid on the bottom right of the screenshot is a blue 404 error page with the text: "Sorry, that page doesn't exist! You can **search Twitter** using the search box below or **return to the homepage**." The search box contains the text "realDonaldTrump" and has a "Search" button. Below the search box, there is a list of languages for the page, including العربية, বাংলা, Български език, ភាសាខ្មែរ, Català, Čeština, Dansk, Deutsch, Ελληνικά, English, English UK, Español, العربية, Suomi, Filipino, Français, ગુજરાતી, עברית, हिन्दी, Hrvatski, Magyar, Bahasa Indonesia, Italiano, 日本語, ಕನ್ನಡ, 한국어, ಕಸೊ, Bahasa Melayu, Nederlands, Norsk, Polski, Português, Română, Ρυσικά, Slovenčina, Српски, Svenska, தமிழ், తెలుగు, Türkçe, Українська мова, Tiếng Việt, 简体中文, 繁體中文, and 藏語. At the bottom of the error page, it says "© Twitter 2017 About Help Center Status".

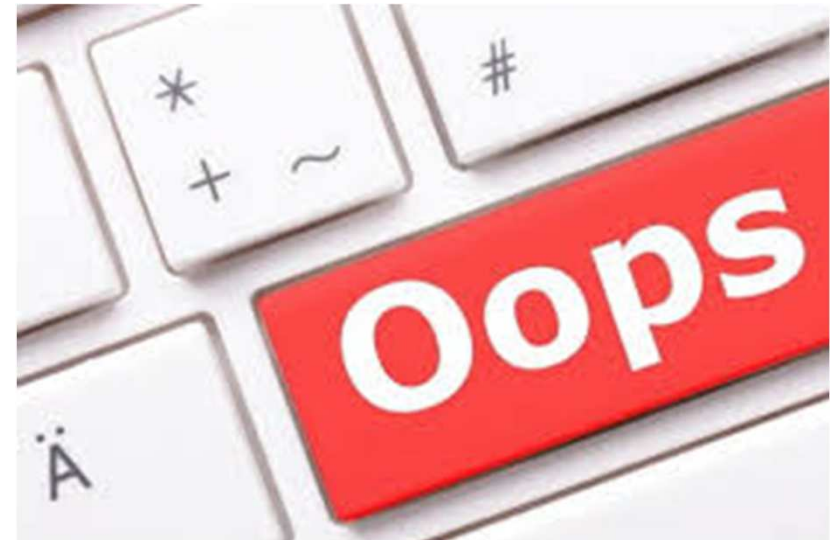
Crisis Management



Crisis Management: Social Media Policy

Your social media policy serves as your navigation system.

- Who is responsible for social media?
- What is the review process?
- How is information archived?
- Is there a standard response time?
- What are your active social media sites?
- How will you deal with any personal information published on a platform?



What happens when social media goes wrong?

- Create communication crisis plan in partnership with your legal department, public relations team and others.
- Draft pre-approved content for a variety of situations.
- Have process to remove terminated employees.
- Have a system to temporarily stop/halt social media posts.
- Perform annual crisis drills.
- Respond quickly and honestly.
- Collaborate with legal, HR, PR and others as defined by your policy.



CROSS-POSTING CONTENT

Dangers of cross-posting

Lazy

Platform Benefits

Audience

Cross-posting Content

SOCIAL MEDIA AUTOMATION

PRO



Saves time and resources.



Consistent stream of contents on multiple social media channels.



Easier content planning and scheduling of posts on multiple social networks.



Helps to re-share evergreen content to extend shelf life.



CONS



Poorly formatted and robotic posts get less visibility.



Each social media community engages with different posting formats and at different times.



Too many posts and repeated contents may drive away followers.

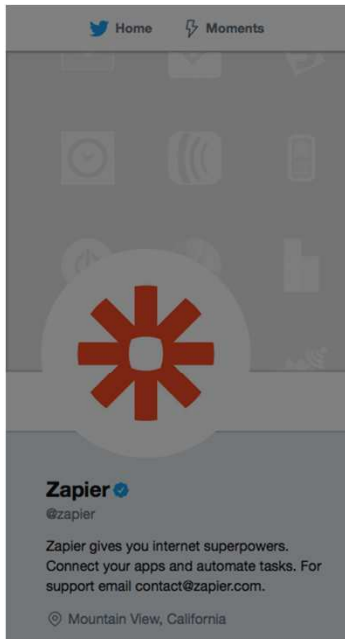



Social media posts without personal comments get less likes and shares.



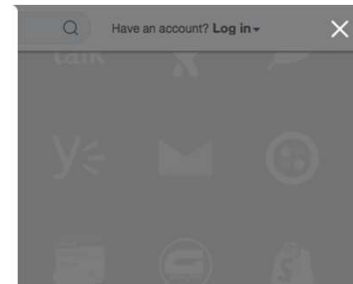
Smart Social Media Automation



Cross-Promotion



 **Zapier** @zapier Follow

Did you know there are 4 different types of content calendars? Learn how to choose the best one for your team. zpr.io/P8KvM



 **Zapier** April 13 · 

Still haven't gotten around to making that editorial calendar? Dissatisfied with your current calendar, or just wondering if there's a better way? Explore the 4 types of content calendar (and the top apps for each) to find the one that's best for your team.



How to Build an Editorial Calendar That Will Boost Your Productivity

If you run a blog, magazine, newspaper, YouTube channel, or content marketing team, an editorial calendar is an absolute must. But maybe you've seen some...

ZAPIER.COM

HAVING AN INTERN DO IT ALL

Interns....



I'm now a C-List celebrity in Kim Kardashian: Hollywood. Come join me and become famous too by playing on iPhone!
itunes.apple.com/app/id860822992

Reply Retweet Favorite More



Kim Kardashian: Hollywood
 5.0/5.0 stars – 81,149 ratings

FREE

Join KIM KARDASHIAN on a red carpet adventure in Kim Kardashian Hollywood! Create your own aspiring celebrity and rise to fame and f
 * CREATE YOUR OWN STAR and customize your look with...

[View on web](#)

| | | |
|----------|-----------|--|
| RETWEETS | FAVORITES | |
| 53 | 27 | |



Whoops...our bad. Sorry about tweet.
 Upside - more attention for the Office of Water (water.epa.gov), thanks @KimKardashian

Water Topics | US EPA
 Learn about EPA's work to protect and study national waters and supply systems. Subtopics include drinking water, water quality and monitoring, infrastructure and resilience.
epa.gov

6:49 AM - 22 Jul 2014

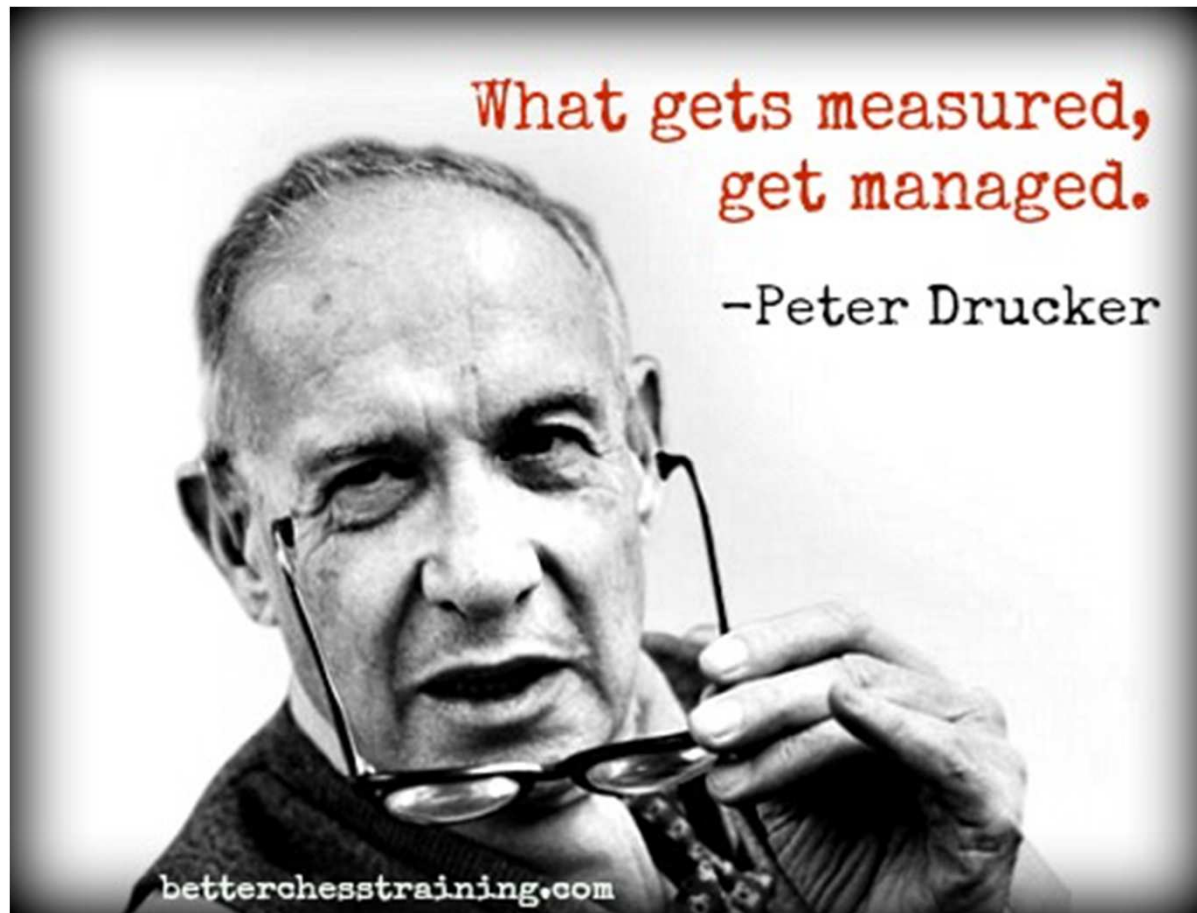
276 Retweets 352 Likes

5 reasons...

- 1) Brand Management
- 2) Judgement and/or Discretion
- 3) Temporary Nature of Position
- 4) Social Media Manager Wears Many Hats
- 5) Lack understanding ROI and analytics

NOT MEASURING

Analytics & ROI



ROI & Analytics

Measurements:

- Visits to website
- Number of followers
- Engagement
- Share of voice
- Sentiment
- Service level
- Brand awareness

When you measure:

- Advocate for additional resources
- Identify new channels
- Confirm current strategy is working
- Get additional budget
- Inform senior management of progress
- Show how social media supports business objectives



Questions?

Sallie Mae, the Sallie Mae logo, and other Sallie Mae names and logos are service marks or registered service marks of Sallie Mae Bank or its subsidiaries. All other names and logos used are the trademarks or service marks of their respective owners.