SOCIAL MEDIA BENEFITS AND CHALLENGES

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June 2018
SOCIAL MEDIA PITFALLS
Agenda

• Social media strategy
• Content
• Crisis Management
• Cross Promotion
• Platform Overload
• Intern
• Measurement
Denny’s

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Network</th>
<th>Time</th>
<th>Content Type</th>
<th>Topic</th>
<th>Copy</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FACEBOOK</td>
<td>7:00 AM</td>
<td>New Blog Post</td>
<td>Silent Video</td>
<td>Are you optimizing your video for viewing without sound? You should be.</td>
<td><a href="http://ow.ly/Nu5C3o577V">ow.ly/Nu5C3o577V</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>10:00 AM</td>
<td>Curated Content</td>
<td>New Features</td>
<td>Infinite Snaps, loops, and a magic eraser? Woah.</td>
<td><a href="http://ow.ly/Dhvy3o5d9R">ow.ly/Dhvy3o5d9R</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12:00 PM</td>
<td>Video</td>
<td>Music Resources</td>
<td>Don't risk your video being removed or your account killed. Here's the full list of free resources: <a href="http://ow.ly/kK30bH4gL">ow.ly/kK30bH4gL</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3:00 PM</td>
<td>Promotion</td>
<td>Product Launch</td>
<td>Lifetract &amp; Hootsuite Impact: New name and offerings to help you measure and maximize ROI: <a href="http://ow.ly/hN530bK4gN">ow.ly/hN530bK4gN</a></td>
<td>(insert video file link)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5:00 PM</td>
<td>Live Video</td>
<td>News Update</td>
<td>A lot happened of social media updates happened this month. Let us know your reaction to these ones.</td>
<td><a href="http://ow.ly/hN530bK4gN">ow.ly/hN530bK4gN</a></td>
</tr>
<tr>
<td></td>
<td>LINKEDIN</td>
<td>6:00 AM</td>
<td>New Blog Post</td>
<td>UTM Parameters</td>
<td>You don't need to be a programmer to track key indicators of ROI like website traffic, leads and conversions.</td>
<td><a href="http://ow.ly/DSki3o5dLF">ow.ly/DSki3o5dLF</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>9:30 AM</td>
<td>Curated Content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>11:45 AM</td>
<td>Video</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1:30 PM</td>
<td>Promotion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4:15 PM</td>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TWITTER</td>
<td>5:45 AM</td>
<td>New Blog Post</td>
<td>Instagram Hacks</td>
<td>So, you think you know everything about Instagram? We bet you don't know these 44 hacks: <a href="http://ow.ly/akf30c5d0Q">ow.ly/akf30c5d0Q</a></td>
<td><a href="http://ow.ly/akf30c5d0Q">ow.ly/akf30c5d0Q</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>7:15 AM</td>
<td>Curated Content</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>10:30 AM</td>
<td>Video</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>1:00 PM</td>
<td>Promotion</td>
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<td></td>
<td></td>
<td>3:45 PM</td>
<td>Evergreen Blog Post</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>INSTAGRAM</td>
<td>7:30 AM</td>
<td>Original Image</td>
<td>Logo Cookies</td>
<td>Owl we want to do is eat these cookies. How many Owlys do you see? ***</td>
<td>(insert image file link)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9:45 AM</td>
<td>Curated Image</td>
<td>Owly Toronto</td>
<td>Post... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! i.e. @taggo</td>
<td>(insert link to original image)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12:30 PM</td>
<td>Video</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2:15 PM</td>
<td>Boomerang</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>5:45 PM</td>
<td>Story</td>
<td></td>
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</tbody>
</table>
Posting Cadence

**Twitter**

- **1 Tweet per day**
  - Low
  - Recommended
- **51 Tweets per day**
  - High

**Linkedin**

- **0 Posts per day**
  - Low
  - Recommended
- **1 Post per day**
  - High

**Facebook**

- **1 Post per day**
  - Low
  - Recommended
- **2 Posts per day**
  - High

QuickSprout found that the most retweeted hours within an hour of posting for daily posting is from 8am to 9am. Experienced marketers suggest posting once a day should be your daily dose to LinkedIn.

**When?**

- **Twitter:**
  - Tweet 1: 2:00am
  - Tweet 2: 3:00am
  - Tweet 3: 6:00am
  - Tweet 4: 7:00am
  - Tweet 5: 9:00am
  - Tweet 6: 10:00am
  - Tweet 7: 11:00am
  - Tweet 8: 12:00pm
  - Tweet 9: 1:00pm
  - Tweet 10: 2:00pm

- **Linkedin:**
  - Post 1: 1:00pm - 4:00pm

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

- **Facebook:**
  - Post 1: 1:00pm - 4:00pm
  - Curate or re-share a post every other day

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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

[Diagram showing various social media platforms with details on demographics, purpose, best uses, and downsides.]
CRISIS MANAGEMENT
Avoid Roadblocks: Social Media #Fails
Crisis Management

What's your social media crisis management plan?
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.
Cross-Promotion

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

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...
HAVING AN INTERN DO IT ALL
Interns....

U.S. EPA Water
@EPAwater

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

U.S. EPA Water
@EPAwater

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

What gets measured, get managed.

—Peter Drucker
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?

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