ADVANCED SOCIAL MEDIA TECHNIQUES
Q: What do these words have in common?

Selfie
Social Networking
Unfriend
Catfish
Hashtag

DESTINATIONS: SOCIAL MEDIA CHANNELS

**PINTEREST**
- Social site that is all about discovery
- Largest opportunities
- Users are: 17% male, 83% female
- 20 million active users

**TWITTER**
- Micro blogging social site that limits each post to 140 characters
- Largest penetration in the US
- But spreading slowly and steadily
- 5,700 tweets happen every second
- 1 million links every 20 minutes
- 241 million active users

**FACEBOOK**
- Social sharing site that has 1 billion users worldwide
- Largest opportunities
- Communicating with consumers in a non-obtrusive way
- Users share pictures and videos
- 1 billion active users

**INSTAGRAM**
- Social sharing site all around pictures and now 15 second videos
- Many brands are participating through the use of hashtags and posting pictures consumers can relate to
- Most followed brand is National Geographic
- 200 million active users

**GOOGLE+**
- Social network built by Google that allows for brands and users to build circles
- Not as many brands are active, but the ones that are tend to be a good fit with a great following
- 540 million active users

**LINKEDIN**
- Business oriented social networking site
- Brands that are participating are corporate brands giving potential and current associates a place to network & connect
- Powers 50% of the world’s hires
- 300 million users

Source: Mediabistro.com
AGENDA

► Defining the destination
  – Social media strategy

► Creating a roadmap
  – Content creation

► Navigating the path
  – Measurement
  – Engagement

► Avoiding road hazards
  ► Social media policy
  ► Crisis management
AGENDA

- Defining the destination
  - Social media strategy
DEFINING THE DESTINATION: 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?
AGENDA

- Creating a roadmap
  - Content creation
CREATING A ROADMAP: CONTENT CREATION

Social Media Editorial Calendar
Content Development Schedule
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<table>
<thead>
<tr>
<th></th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Creation</strong></td>
<td><strong>Blog Post</strong></td>
<td>Limited Thinking Post include Roger Bannister You Tube video</td>
<td>Blog Talk Radio Podcast with Jeff Tobe</td>
<td>End of the World Post include REM You Tube Video</td>
</tr>
<tr>
<td><strong>E-Newsletter</strong></td>
<td>create on Tues; post and send on Wed.</td>
<td>create on Wed.; post and send on Thurs.</td>
<td>create on Tues.; post and send on Wed.</td>
<td>create on Tues.; post and send on Wed.</td>
</tr>
<tr>
<td><strong>Event</strong></td>
<td>Post blog talk radio show</td>
<td>Post social media class schedule</td>
<td>Post blog talk radio show</td>
<td>Post social media class schedule</td>
</tr>
</tbody>
</table>

## Content Calendar for Vervely.com

**Week of 21 May to 27 May 2012**

### Special notes and occasions

**Communications Platforms**

<table>
<thead>
<tr>
<th></th>
<th>21 May, Mon</th>
<th>22 May, Tue</th>
<th>23 May, Wed</th>
<th>24 May, Thu</th>
<th>25 May, Fri</th>
<th>26 May, Sat</th>
<th>27 May, Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Blog</strong></td>
<td>1 Monday WOW: Life is Like Riding</td>
<td>Social Media 101 for NFPs</td>
<td>Top 3 Tips for Social Media</td>
<td>Top 3 Tips for Twitter</td>
<td>Social Media Resources</td>
<td>Social Media Resources</td>
<td>Social Media Resources</td>
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<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>1 Blog anncmnt</td>
<td>Reading</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
</tr>
<tr>
<td></td>
<td>2 TY Follow</td>
<td>TY Follow</td>
<td>TY Follow</td>
<td>TY Follow</td>
<td>TY Follow</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
</tr>
<tr>
<td></td>
<td>3 Reading</td>
<td>Fun</td>
<td>Reading</td>
<td>Reading</td>
<td>TY Follow</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
</tr>
<tr>
<td><strong>Facebook Page</strong></td>
<td>1 Blog anncmnt</td>
<td>100 Likes</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
</tr>
<tr>
<td></td>
<td>2 Special hot tip</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
<td>Blog anncmnt</td>
</tr>
</tbody>
</table>

### Shared Content

- **Articles**
  - post link here
- **Photos**
  - post link here
- **Videos**
  - post link here
- **Other**
CREATING A ROADMAP: CONTENT CREATION

EDITORIAL CALENDAR

May 2012

Key: Product Review, Interview, Lists, How To, Company News, Tools, No Category
Content calendar is king!

- Saves time
- Seek input
- 60/40 rule
CREATING A ROADMAP: CONTENT CREATION (SAMPLE)

Social Media Department

Northeastern University Student Financial Services
College & University - Financial Services

Timeline About Photos Reviews More

2,418 people like this

35 people have been here

Closed in 60 minutes - 8:30AM - 5:00PM
Get additional info

Invite friends to like this Page

4.0 of 5 stars - 21 reviews

Write something...

Post Photo/Video

Incoming hurkle! Don't forget to submit your deposit by this Friday, 3/31! All deposit deadlines are secure yourself.

Like Comment Share

Finn MacCullough likes this.

Write a comment...

Northeastern University Student Financial Services

We are committed to working with you to identify financial aid options that can help you make a Northeastern education affordable. For more information...

http://www.neu.edu/financialaid

Photos

enrolling with basic advisable...

Today is FREEFREEmoda through the MBTA. Take advantage of free service around town!

Like Comment Share

Donna MA likes this.

Write a comment...
CREATING A ROADMAP: CONTENT CREATION (SAMPLE)
CREATING A ROADMAP: CONTENT CREATION (SAMPLE)

IUPUI Financial Aid @upuiOSFS · Mar 20
The @JobsForJags Part-Time Job Fair will be Monday, April 20th 11a-2p in the @IUPUICampusCntr! go.iu.edu/toc

IUPUI Financial Aid @upuiOSFS · Mar 10
Not sure how to fill out the @FAFSA? Then watch our new tutorial @IUPUI #finaid bit.ly/1NFLZQV

YouTube

JagAidTV

INDIANA: Your state's FAFSA deadline is TODAY! Complete the FAFSA now: fafsac.gov

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AGENDA

- Navigating the path
  - Measurement
  - Engagement
The Importance of Measurement

What gets measured gets managed. – Peter Drucker

Sample Metrics

- Fan growth
- Impressions & Reach
- Sentiment
- Engagement
- Share of Voice
- Website Traffic

Sample Reports

Report

Format
Frequency
Key stakeholders
Best practices
  - Use simple terms
  - Use charts & graphs where possible
  - Share trends
  - Use word clouds
NAVIGATING THE PATH: ENGAGEMENT (KEY INFLUENCERS)

- Identify key supporters
- Organize key influencers in lists
- Follow and interact with key influencers
- Remember the 60/40 rule
- Find social media kits
### NAVIGATING THE PATH: ENGAGEMENT (KEY INFLUENCERS)

<table>
<thead>
<tr>
<th>User</th>
<th>Tweet</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Missouri St. Louis</td>
<td>Search l...</td>
</tr>
<tr>
<td>jериеннемолла</td>
<td>May 01, 12:12pm via Instagram National College #DecisionDay, I choose the University of Missouri-St. Louis 💖 Instagram.com/p/2jUQelaCqO/ 1 retweet</td>
</tr>
<tr>
<td>Social Media Department</td>
<td></td>
</tr>
<tr>
<td>gorodque</td>
<td>May 04, 10:05am via Twitter for iPhone Apparently I decided to start my longest day of school with #8 #Symphony #UMSL</td>
</tr>
<tr>
<td>UMSLCareers</td>
<td>Apr 29, 12:39pm via Twitter Web Client UMSL's NEW Recreation and Wellness Center is still hiring! Visit eventsync.com/50860forms/14... to apply today!</td>
</tr>
<tr>
<td>overlandparknow</td>
<td>May 02, 4:46pm via dvr.it Rams take Mizzou receiver Bud Sasser in sixth round of NFL Draft! St. Louis' love for former Missouri players... dvr.it/9f0550</td>
</tr>
<tr>
<td>porterfield42</td>
<td>Apr 27, 10:26am via iOS University of Missouri-St. Louis CI4W event. CI4W, #UMSL, #aging, #gerontology</td>
</tr>
<tr>
<td>GatewayHamilton</td>
<td>May 04, 8:38pm via Hootsuite Fear the Cubs? And the other minds. cs1 @stars4 @sltc4r.com/gatewaydaw/dur.</td>
</tr>
<tr>
<td>UMSL MSS</td>
<td>May 04, 1:15pm via Hootsuite Don't let #finals overwhelm Study Session tomorrow! Refreshments &amp; intellectual #UMSL</td>
</tr>
<tr>
<td>Campus Oxford</td>
<td>May 04, 5:06pm via Twitter Web Client DearAdmissions We asked 14,000 students what the hardest part of #collegeapps is. Here are the results. #edchat #data #ReachHigher</td>
</tr>
<tr>
<td>JulieRussell613</td>
<td>Apr 29, 10:04am via Twitter Web Client Residents Impacted by Events in Ferguson Receive Support - United Way of Greater St. Louis stl.unitedway.org/20150416resident...</td>
</tr>
<tr>
<td>StMarySchoolMFD</td>
<td>Apr 27, 1:30pm via Twitter Web Client Alac Allbright, SMS '11 is the 2015 United Way Milford Youth Leadership Award recipient! Congrats &amp; best of luck next year at St. Louis U!</td>
</tr>
<tr>
<td>KGerity2CT</td>
<td></td>
</tr>
</tbody>
</table>

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Creating a Twitter Chat

► Select a date and topic
► Identify guests and format (scripted/unscripted)
► Promote the event
► Best practices:
  – Greet all guests
  – Retweet all questions
  – Retweet/favorite good answers
  – Conduct a recap using a Storify.com or other sources
  – Get experience by participating in other chats
Popular Twitter chats & hashtags

► #edchat
► #educhat
► #highered
► #insightchat
► #campuschat
► #chatcollege
► #collegecash
► #collegechat
NAVIGATING THE PATH: ENGAGEMENT (GOOGLE+ HANGOUTS)

► U.S. News & World Report Google+ Hangout on student loan repayments
AGENDA

- Avoiding road hazards
  - Social media policy
  - Crisis management
AVOIDING ROAD BLOCKS: 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?
AVOIDING ROAD HAZARDS: CRISIS MANAGEMENT

What happens when social media goes wrong?

- Create communication crisis plan in partnership with your legal department, public relations team and others

- Have a system to temporarily stop/halt social media posts

- Perform annual crisis drills
AVOID ROADBLOCKS: SOCIAL MEDIA #FAILS

► Respond quickly and honestly
► Collaborate with legal, HR, press relations and others as defined by your policy

What advice do you have for schools just creating a social media policy?

Does your current social media policy address how students should use social media?

What are some content ideas you have for other schools?

What time-saving strategies do you use?
QUESTIONS

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