

Social Media Strategy

Where to begin?

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Presentation based on :

**“Social Media for Higher
Education”**

by Salesforce

<salesforce.com>

What You will Take from This Presentation:

- How to align resources and prepare for getting started in social media.
- How to identify and understand your target audience.
- How to set Social Media objectives that coincide with your department/school/university goals.
- How tapping into Social Media conversations can lead you to valuable insights and opportunities to engage.
- Various ways to use social media to engage students, alumni, faculty and your community.
- The basic metrics you'll need to measure success.

1st Step: Prepare to get Social!

Creating your Social Media Team

Six Key Roles

1. Social Media Manager – This person owns the social media initiative. This person controls the budget (if there is one! 😊), hires the right people, and makes the tactical decisions in your social media strategy.
2. Community Manager – This person is the face and voice of your brand. They will be spreading content, communication with your community, answering questions and dealing with complaints. They will also be the first responder in a crisis. Select people with good judgment, exceptional social skills, humor and initiative.
3. Social Strategist – This will be the one measuring and analyzing your social media efforts, tracking how you're doing against your objectives, and suggesting more effective ways to engage. Hire people with a head of numbers, reasoning skills, and business experience.

4. Editor – This person is responsible for meeting content publishing deadlines set in the editorial calendar, implementing a style guide, and ensuring all content is of high quality.

5. Content Creators – This role write blog posts, Facebook Status Updates and ebooks. Others can shoot video, snap photos, and record your podcast. Not all content creators have to be part of your team, however. Students, alumni, faculty and other resources can contribute.

6. Content Producer – handle the design and technical side of producing content. They edit photos, video and other digital assets to ensure highest quality, and they can package it all accordingly to individual channel specifications, like file size, dimensions or orientation.

However, In most departments, this is all

THE SAME PERSON

If it is one person...

Ask for help and collaborate!!

This week's business poll has been posted to the School of Management website. Please consider sharing one of the pre-written messages below to your social media channels.

For Twitter

Who should be the next owner of the @BuffaloBills? Click the opinion tab to vote:
<http://mgt.buffalo.edu> #bills #nfl #buffalo

For Facebook/LinkedIn Who should be the next owner of the Buffalo Bills?

Cast your vote in our weekly business poll. Visit the School of Management website at the link below and click the Opinion tab to vote and read more:

<http://mgt.buffalo.edu>

Social Media Council

- Creating and updating social media policies and guidelines for employees
<http://mgt.buffalo.edu/internal/visualidentity/socialmedia>
- Ensuring consistent branding and messaging across all channels
- Sharing Social Media best practices and success stories internally.
- *“Matt Biddle wrote the article on Matt Silver, thanks to good communication from Kathy O’Donnell. Kevin encapsulated it into a social media-appropriate message with photo and sent to our social media managers, and Samantha posted on the undergrad social media sites. Last count was 12 comments and 90 + likes. This is really the kind of engagement we look for in social media. “*
Well done, everyone!

Social Media Policy

- A statement that the organization's broader ethical guidelines also apply to social media.
 - Reminders that staff must post disclaimers that they do not speak for the organization
 - Disclosure of affiliation with the organization when posting
 - Respect for copyright and fair use laws
 - Honoring the confidentiality of propriety or internal information
 - Prohibitions on hate speech, ethnic slurs, etc.
 - Privacy and discretion reminders.
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- <https://www.uscupstate.edu/uploadedFiles/Offices/Communications/social/Social%20Media%20Policy%20Approved.pdf>
 - http://webdev.gmu.edu/Social_Media_Guidelines
 - <https://www.facebook.com/notes/university-of-oregon/university-of-oregon-on-facebook/166230915395>
 - <https://www.facebook.com/Harvard/info>

Council Continued...

- Working with Legal, HR and IT to integrate social media policies with existing company policies.
- Creating core materials for social media presences and campaigns that can be modified and localized for reuse by other parts of the organization.

Choose Your Audience

- Potential Students
 - Accepted Applicants
 - Existing Students
 - Alumni
 - Parents
 - Faculty
 - Donors
-
- How do they seek information?
 - How do they use Social Media?
 - Which Social Networks do they use?
 - What Life decisions are they struggling to make?
 - What challenges or problems are they trying to solve?
 - What are their “deal breakers” – the factors big enough to repel from enrolling
 - What are they reading? Watching? Listening to?

Define Objectives

Your social media goals **have to be bought into** by your manager and team. Having specific goals and objectives can help in veering off track during busy times.

- Increase Admissions
- Increasing student retention rate
- Raising awareness of research and community programs (or athletic programs!)
- Fostering faculty culture, communication and learning
- Attracting talented faculty
- Provide updated and urgent information to current students
- Gathering Feedback to improve programs and curricula

Whatever your objective is be

SMART

Specific

Measurable

Attainable

Realistic

Time-bound

“To support our institution’s overarching retention goal, we must attract new students, foster stronger student relationships, increase positive word of mouth and increase online applications by June 30th”

To accomplish our goals by June 30th, we must increase social media engagement by 30% and referral traffic from Facebook and Twitter by 20%. We’ll do this by creating a comprehensive, student-oriented online resource library. We will create and publish three blog posts per week, publish one alumni story per month, host one webinar per month, produce one video per quarter and share all of the above through social media channels.

Social Media Listening

Effective Social Media listening involves filtering all those conversations using relevant keywords and key phrases to find the posts and conversations that matter to your school.

**Social Media Listening can help you
do the following:**

Understand Your Audience

Social Listening tools can also provide a deep-dive look at the commenter's age, gender and location. Doing this can give you the ability to tailor your marketing messages for specific geographic regions and age ranges.

Flag Student Retention Issues

You can use social media listening to flag and classify student retention issues. You can direct students into retention groups that address their particular issue. For example, DICE program in the School of Management Facebook group and Elizabeth Miller.

<https://www.facebook.com/diceprogam.undergraduateprograms?fref=ts>

Flag Potential Applicants

Listen at the point of need can help you discover opportunities to help by offering information or expertise at the perfect time. Think about the wording potential students might use in looking for the educational experience your school can provide; phrases like "I'm looking for," "I need", and "I'm trying to find"

Collect Student Feedback

Understanding what people love and hate about your school can help you figure out how to better satisfy your applicants, students, faculty, donors, and the wider public. Monitor for phrases like:

- Which <school> had
- <school> really needs
- Would attend <school> but
- Decided not to apply for <school>
- Don't go to <school>

Engagement Tactics

Give a glimpse of Campus Life – What makes you different from all of the other school mailing your potential student a pamphlet? Use video to emulate the campus tour to give prospective students an idea of what to expect after enrollment or create excitement about the football teams Friday Night Game.

<http://www.youtube.com/watch?v=QUfLveHFEzM> - Eastern Washing University

Spread the Good News – Social Media can be a great conduit for sharing university accolades,, stories about award-winning faculty, and university research and accomplishments. You should also share stories of student success, or a story about a alum landing their dream job can inspire and rejuvenate students. (ATTACH PHOTOS!!)

Ask and Answer Questions– Provide a medium for students, faculty, parents and alumni to provide feedback, and let them know they've been heard.

Help Students Make Connections– Use twitter and facebook to facilitate conversations between students and experts in their field. Also you can begin using LinkedIn groups to help alumni connect with professionals in their field and host networking events to help bring these engagements full circle.

Content Creation

Many people often hit a brick wall when faced with what to talk about. Or Write. Or Tweet.

9 Ways to find what topics your community is hungry for:

- 1. Ask students directly.**
- 2. Ask your recruitment and admission teams.**
- 3. Ask your faculty.**
- 4. Follow and listen to prospective students on twitter.**
- 5. Join Higher Education LinkedIn Groups**
- 6. Follow and listen to higher education news sources.**
- 7. Discover Key words in web analytics.**
- 8. Monitor Higher Education conversations**
- 9. Monitor Competing Schools.**

Social Media Types

- **Blog Post- Commentary or news hosted on either a regularly- updated standalone website or section of a website.**
- **E-Newsletter – A regular email from your school that subscribers receive because they signed up for it.**
- **Webinar – A live online presentation when attendees can log in remotely to interact with each other and ask questions via phone or computer.**
- **Success Story – The tale of how a student, alumni or faculty member achieved success through your school**
- **Video: <http://youtu.be/2-IBCU9kVDI>**
- **Podcast- A regular audio show or a series of audio recordings to which users can subscribe via iTunes or other software:
<http://www.socialwork.buffalo.edu/podcast/>**

Social Media Calendar

Measure Your Efforts

<http://www.twitonomy.com/profile.php>

<https://www.facebook.com/UniversityAtBuffaloSchoolOfManagement?sk=insights>

Google Analytics

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Questions?! Comments?! Sharing of Ideas?!