

SOCIAL MEDIA



A new way to make
concrete
connections



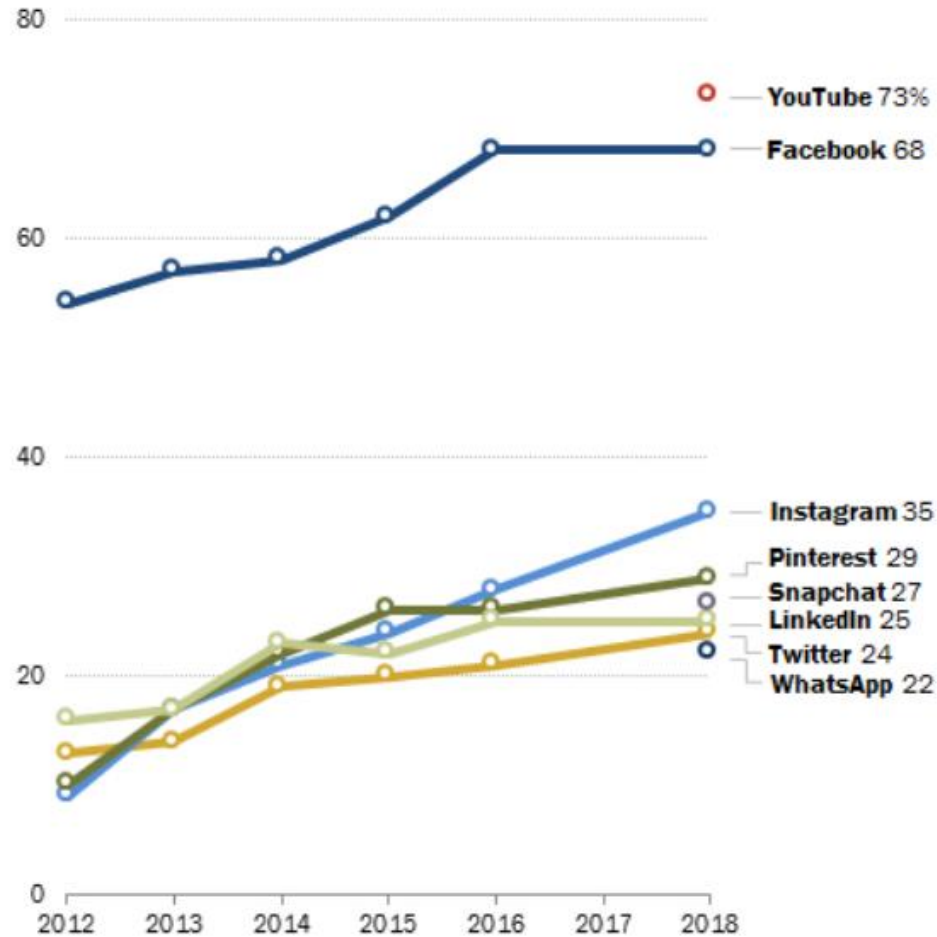
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Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone

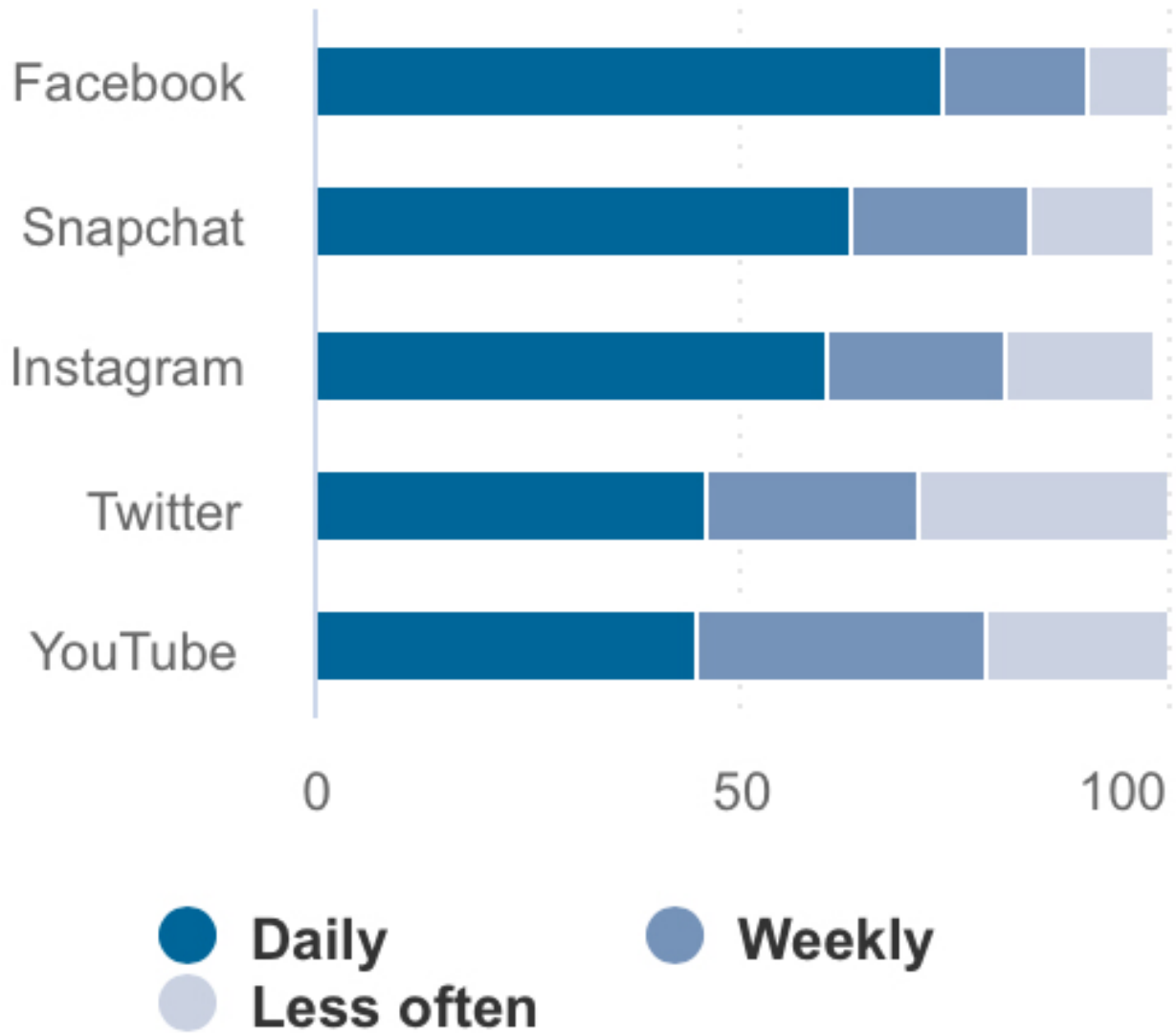


Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.
"Social Media Use in 2018"

SOCIAL MEDIA USE OVER TIME

- When Pew Research began tracking social media use in 2005 just 5% of American adults used one platform. Today, 69%

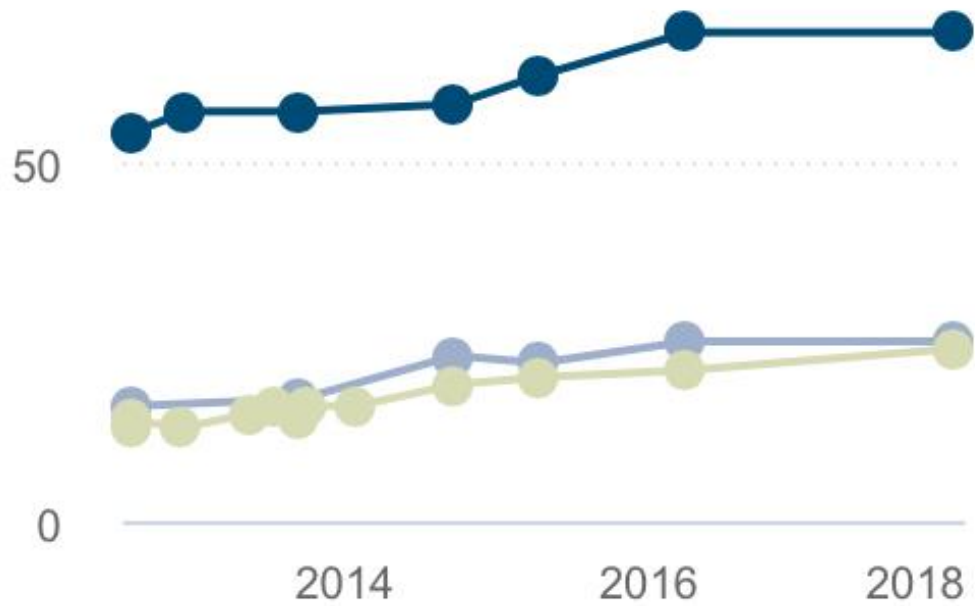




USER HABITS

- Most all users access their social platforms daily, with many people logging on multiple times a day.





- Facebook
- Instagram
- Twitter
- YouTube
- Pinterest
- LinkedIn
- Snapchat
- WhatsApp

- Facebook
 - 41% of 65+ adults
 - 65% of 50-64 adults
 - 78% of 30-49 adults
- LinkedIn
 - 10% of 65+ adults
 - 24% of 50-64 adults
 - 33% of 30-49 adults
 - 50% of college graduates
- Twitter
 - 8% of 65+ adults
 - 19% of 50-64 adults
 - 27% 30-49 adults



ADVANTAGES OF SOCIAL MEDIA

Low cost

Easy to use

Data tracking

Targeted messages

Ads are built into the platform

Builds brand awareness

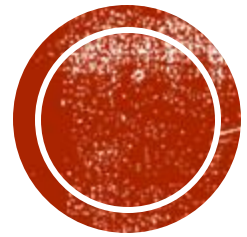


FACEBOOK AD ANALYTICS

Cost per Link Click	\$0.09
Total Reach i	7,704
Frequency i	1.50
Relevance Score i	--
ENGAGEMENT	
Post Reactions	138
Post Comments	4
Post Shares	22
Link Clicks	170
Page Likes	5

Ad Sets (2) i	
	Split Test Ad Set 2 - Missouri... \$0.45 per Link Click ● Completed
	Split Test Ad Set 1 - STL Golf T... \$0.33 per Link Click ● Completed





SOCIAL BEST PRACTICES

Facebook, Twitter and LinkedIn

STRENGTHS OF FACEBOOK

- Biggest platform with greatest reach and diversity in users
- Generally accepted as a marketing tool
- Displays visual content well – video is king
- People go to the platform to connect



WHY FACEBOOK PAGES

- Facebook pages help businesses, organizations and brands share their stories and connect with people
- A page makes your brand
 - Discoverable
 - Connected
 - Timely
 - Insightful



BUILDING YOUR PAGE

01

Stay on brand

- Be consistent with brand's color palate, messaging and imagery

02

Customize

- Set up custom URL:
facebook.com/yourname

03

Tell your story

- Treat "About" section like business card



- Post compelling content
- Tag relevant pages and fans
- Write posts that encourage clicking, commenting and sharing
- Upload videos and photos directly to Facebook
- Use video captioning and text overlay

HOW TO GET YOUR POSTS SEEN



EVENTS

- Provides information in easy-to-find place
- Offers focused conversation
- Can involve current fans
- Provides collaboration
- Serves as place for information about the activity
- Use categories and keyword tags



EVENTS CONTINUED

- Include all information
 - Date, time, location, tickets
- Include compelling photo
- Invite key stakeholders
- Invite other pages to co-host
- Share updates to build conversation



More than one full-timer as an admin

Get a friendly URL

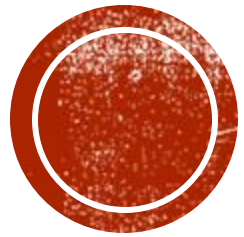
Describe yourself in “About” section

Be consistent with brand

List contact information

FACEBOOK CHECKLIST



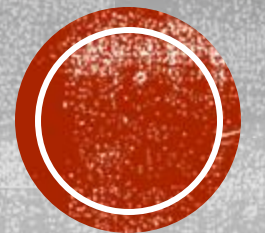


TWITTER

Don't @ me



LET'S START WITH A STORY



[Twitter war helps Wentzville teen make college decision](#)

BUILD CREDIBILITY

- **Create trust by sharing effective content consistently**
 - **Focus on one call to action**
- **Build authority**
 - **What are you an expert in?**
 - **What type of customer service can you provide?**
- **Partner with other profiles**
 - **Share content from related accounts**



 **#GoMaroon** 
@MissouriState

Can now add solar eclipse to this list of requests.

#GoMaroon  @MissouriState
Updated list of reasons to cancel class:

- ✓ Snow
- ✓ It's nice outside
- ✓ Royals parade...

1:41 PM · 03 Aug 17

 View Tweet activity

29 Retweets **260** Likes

 **#GoMaroon**  @MissouriState · 03 Aug
Replying to @MissouriState
No, we're not canceling the first day of class. But you're invited to our **#SolarEclipse2017** watch party! bit.ly/2u8olvt

 2   36 

INTERACT WITH YOUR FANS

- Show don't tell
- Talk to your audience like a human not a brand
- Snark goes a long way on Twitter



TWITTER INGREDIENTS

- Embrace verbosity, to an extent
 - Twitter sweet spot: 100-140 characters
- Use punctuation (but be wary of exclamation points)
- Connect with a larger conversation or brand through mentions and hashtags
- Lighten up



Impressions 23,695
times people saw this Tweet on Twitter

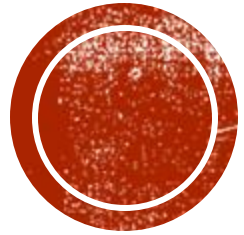
Media views 7,705
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 2,132
times people interacted with this Tweet

TWITTER ANALYTICS

- Number of tweets
- New followers
- @mentions
- RTs
- Clicks
- Top tweets (what worked)
- Hashtag usage





LINKEDIN

Let's connect

BUSINESS TO BUSINESS

- Great for connecting to other businesses
- People invest their time
- Groups
 - Are you an expert? Share your expertise with clients
 - Connect with others based off shared interests
 - Share industry articles and content



BE PROFESSIONAL

- Keep content focused on business
- Self-promoting is good when mixed with team support
- Endorsements = reviews
- Treat personal page as resume
- Video is the top performer



- Impressions
- Clicks
- Video views
- CTR
- Social actions
- Engagement

Impressions	Clicks	Video views	CTR	Social Actions
2,817	7	-	0.25%	4
7,507	25	2,566	0.33%	24
5,318	63	-	1.18%	45

● Messa

ANALYTICS



2,566 views



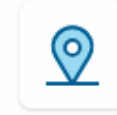
People from these companies viewed your video

Missouri State University	72
Jack Henry & Associates	14
Mercy	13
Cerner Corporation	12
Edward Jones	10
US Army	9
Walmart	9



People with these titles viewed your video

Salesperson	260
CEO / Executive Director	72
Project Manager	66
Business / Corporate Strategist	60
Customer Service Specialist	52
Operations Specialist	51
Marketing Specialist	49



People from these locations viewed your video

Springfield, Missouri Area	611
Greater St. Louis Area	510
Kansas City, Missouri Area	300
Washington D.C. Metro Area	54
Greater Denver Area	45
Dallas/Fort Worth Area	43
Greater Chicago Area	41

GET STARTED WITH VRMCA

- <https://www.linkedin.com/company/vrmca/>
- <https://www.facebook.com/VRMCA/>
- <https://twitter.com/VAReadyMix>



RESOURCES

<https://www.socialmediatoday.com/>

<https://www.forbes.com/social-media/#51a16e87410f>

<https://blog.hootsuite.com/>

<https://sproutsocial.com/insights/>



QUESTIONS?

