Social Media for Mason
AGENDA

● What is Social Media
● Social Media Strategy
● Content
● Return on Investment (ROI)
● Forthcoming Policy
● Resources and Tools
What is Social Media?
What is social media?

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Wikipedia

Thanks, Kathy. I could have looked that up on Wikipedia myself.
A Brief History of Social Media

The History of Social Media

1978-2015

By Miriam J. Johnson

1978
Bulletin Board System launched

1997
Google.com is registered

1999
Google acquires Blogger

2002
Yahoo buys Flickr

2004
Klout launches, scoring users' social media influence

2005
Facebook opens to the public

2006
Twitter launches

2007
Facebook buys Instagram; Twitter buys Vine; Findery launches as Pinwheel

2008
Bubbly launches in the UK; Yahoo buys Tumblr; Myspace re-launches

2009
Foursquare -> foursquare & swarm; Bebo re-launches

2010
Twitter buys Periscope

2014

2015
As a university, we have a “Mason-level” account on each of these platforms.
The largest community is on our LinkedIn page.
The smallest community (but growing) is on Snapchat.

Source: TheSocialMediaHat.com/ActiveUsers updated April, 2017
Social Media Within the Organization

**MARKETING**
11% of total company revenue  
(+1% YOY)

**DIGITAL MARKETING**
30% of total marketing budget  
(+5% YOY)

**SOCIAL MARKETING**
10.6% of marketing budget  
(+0.7% YOY)

- 20.6% of budget by 2019  
  (-1.8% from 2015 projection)

- 78,841 open social media jobs

Sources: Gartner and CMOSurvey.com
Social Media Strategy
Social Media’s Potential Impact

**To be a steward of the brand**

*Creating awareness of Mason and protecting the reputation of Mason’s brand*

**To drive demand**

*Generating opportunities for interest and retention of current and prospective students, staff, faculty, and other community members*
Six Questions to Answer
Before you Start a New Social Media Account

- Can you answer the question: “Only we...”
- Can your department or unit’s culture nurture and sustain a social media platform?
- Are you a conversational department or unit at this time? Could you become one?
- Where is your audience - and your competition? How can you stand out in the crowd?
- What is your source for rich content?
  - Story, video, photo, news
- What does success look like for your department or unit on social media
  - Engagement is not strategy!
Your Audience

- Who are they? How do they use social media? What are they interested in consuming?
- What is the “path” your audience takes in their journey?
- Don’t take your audience for granted - the content you create should focus on how it will benefit them.
- Your social media efforts need to be strategic and measurable - align and complement your department or unit’s overall goals.
Social media plays a large role in the decision-making process for our community. Every interaction on social media (positive and negative) can influence the impression of each community member.
Content is

Considerations for creating and curating content for social media
Elements of Great Content

● Timing is *everything*
  ○ Videos usually take a full 48-hours to reach critical mass / saturation

● Choose the right strategy and mix
  ○ The right content, for the right audience, on the right platform

● Ensure that your content is visually appealing
  ○ Seriously, ask yourself, “Do I like this? Would my audience share this?”

● Bite-size content is easier to digest
  ○ Videos that are less than a minute, shorter post lead-ins - people don’t have time to read anymore (and they don’t!)

*All else fails... you can always use cats.*
... or More Simply

Me Make Content.

Humans click.

If them like, them remember.

Maybe them see more content I make. Visit again.

Me build trust, relationship with humans.

When them need me product, them come back.
Why do some ideas “go viral”?

➔ Not about smarts
➔ Not about a big budget
➔ Not an accident
➔ It’s not about the messenger
It’s Really not that Hard

Focus on the Message

Make it Really Easy to Share
There is a Recipe

EMOTION
When we care, we share.

SOCIAL PROOF
We (humans) will share content that makes us look smart, cool, and savvy within our social circles.

PRACTICAL VALUE
If your content is useful, your audience will spread the word.

STORY
The undercurrent of contagious content.
People don’t just share information, they tell stories.
Additional Content Advice

- **Be Brief**
  - 50 character headline
  - 3 sentence body
  - Use active voice

- **Credit your Sources**

- **Add Drama through Imagery**

- **Embrace Hashtags (but don’t go crazy)**

- **Schedule your Content**

- **Post Often**

- **Cross-post when Appropriate**

- **Check your Content in an “Incognito” Webpage**

Return on Investment
Let’s Do Some Math!

Social Media ROI =
(Social Media Return - Social Media Investment) / Social Media Investment %

But, what if your objectives are not easily quantifiable?
Another Way to Look at ROI

If you need another way to consider your social media ROI, think about the ratio between cost and gain. Costs are anything being invested in your social media efforts. Some examples include:

➔ Labor
➔ Training
➔ Development
➔ Social media technology
➔ Agencies and consultants
➔ Paid media
➔ Business overhead
Why Does ROI Matter?

- Proving the value of social media to your department or unit’s overall goals and business objectives.
- Allowing you to clearly see where your efforts and resources are being used efficiently.
- Enabling you to evaluate where resources are being wasted, or not used as efficiently as possible.
- Allowing you to recognize gaps in strategy, key messages, and content.
- Showing where your social media budget is being used most effectively, and showing areas where it can be pulled back.
Key examples of social media metrics to track include:

- Reach
- Website Traffic
- Leads Generated (prospective students, for example)
- Sign-ups and conversions
- Revenue Generated (enrollment)

*It’s important for social media data to be relevant to stakeholders within your department or unit, not just social media practitioners.*
A UTM code is a simple code that you can attach to a custom URL in order to track a source, medium, and campaign name. This enables Google Analytics to tell you where searchers came from as well as what campaign directed them to you.

- Track how well your social media posts are performing
- Get real analysis on your social media conversions
- Set-up goals related to social media
- And MUCH more!
New Policy
New Policy

- Coming this fall there will be a human resources policy that addresses the personal and public use of social media as Mason employees.
- Written to frame, rather than limit, how you use social media in conjunction to your everyday work at Mason.
- A draft copy of this policy is available in the handout for your review and feedback (email feedback to me -- kdodd5@gmu.edu).
Resources & Tools
Well, there’s me

Kathy Dodd | Social Media Manager

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social@gmu.edu
socialmedia.gmu.edu
webinfo.gmu.edu/guidelines/social-media-onboarding
**Most Frequent**
- Reply to comments / engage with community
- Check mentions
- Track keywords
- Create content
- Schedule posts
- Check ad status
- Check content performance
- Idea/trend research/look for inspiration
- Fan / follower maintenance

**Still Frequent**
- Plan content
- Assess mindshare / word of mouth
- Report/track KPI’s and progress towards goals
- Strategy check-in
- Plan ads

**Less Frequent, Still Critical**
- Perform social audit of all brand platforms
- Strategize and plan content direction
- Assess and adjust social strategy
- Do a process health check
- Plan tests and experiments for new ideas
- Evaluate and establish social goals
Book Recommendations

- *The Art of Social Media* by Guy Kawasaki and Peg Fitzpatrick
- *Contagious* by Jonah Berger
- *Everybody Writes* by Ann Handley
- *How to Measure Anything* by Douglas W. Hubbard
Caveat: This is a generalization, take time to understand your audience before posting on an aggressive schedule like this one here.
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<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Pinterest</th>
<th>Google+</th>
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<tr>
<td><strong>Minimum</strong></td>
<td>3 X per week</td>
<td>5 X per week</td>
<td>2 X per week</td>
<td>5 X per day</td>
<td>3 X per week</td>
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<tr>
<td><strong>Maximum</strong></td>
<td>10 X per week</td>
<td>none</td>
<td>5 X per week</td>
<td>10 X per day</td>
<td>10 X per week</td>
</tr>
</tbody>
</table>
# Peaks In Interactions

<table>
<thead>
<tr>
<th></th>
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<th>Blogs</th>
<th>Instagram</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td><strong>Peak Day</strong></td>
<td>Sunday</td>
<td>Saturday</td>
<td>Monday</td>
<td>Wed. and Thurs.</td>
<td>Sunday</td>
</tr>
<tr>
<td><strong>Peak Time</strong></td>
<td>10-11 PM</td>
<td>10-11 PM</td>
<td>Photos: anytime! Videos: 9PM-8AM</td>
<td>2-5 PM</td>
<td>12-1 AM</td>
</tr>
</tbody>
</table>

*Source: TrackMaven*