

# ADVANCED SOCIAL

THE SECRETS OF DIGITAL FOR  
YOUR MARKETING TOOLKIT



## Public Relations

Your mission—whether it's a product launch, recruitment, or just a better bottom line—depends on your reputation and trustworthiness. PR helps shape the narrative to the perception you want.



## Creative

Your brand conveys your professionalism and your value as it identifies your audience. Is there room for improvement?



## Crisis Communications

Whatever the cause, bad news affects everything from morale to customer sentiment and it can take years to recover. Correctly managing a difficult situation can make the difference in your business' future.



## Digital

Your website, your social media and your email list communicate your message, but are you optimizing these platforms and learning all you can from your customers' engagement?



## Events

You only get one chance to make a first impression, so make sure it's an opportunity to remember. When you gather dignitaries, stakeholders, community influencers and journalists, your event should be closely considered and thoroughly planned.



## Community Engagement

Whether the success of your work relies on the vote of elected officials or you just need to build a coalition of community advocates, your communication strategy is essential.



## Public Affairs

Whether you're looking for a yes vote or a no vote from a public body, you need an experienced PR partner to help achieve your goals.



## Message Development/ Discipline Training

Proper analysis and training are critical to ensure that your message is effective.

# OUR WORK WITH HIGHER EDUCATION



# OUR WORK WITH HIGHER EDUCATION



# WHAT IS SOCIAL?

Owned and controlled digital platforms. Branded, designed, and fantastic listening and learning tools to build your reputation and mutual understanding.



# WHY SOCIAL?

- Digital media, and especially mobile media, are here to stay.
- Build digital media around stakeholders' needs/habits.
- Functionality is key, but content is king.
- Consistency is critical.
- Outsource web design, "in-source" social media administration.



# WHY SOCIAL?

*New York Times* says... "Social media allows you to do at least four important things:

1. Discover new ideas and trends.
2. Connect with existing and new audiences in deeper ways.
3. Bring attention and traffic to your work.
4. Build, craft and enhance your brand."



# WHICH SOCIAL?

**Facebook & LinkedIn:** Who you know (also older students, parents, faculty)

**Twitter & Instagram:** who shares interests (also students, faculty, media)

**YouTube:** who wants to learn/discover around topics (students)





# SOCIAL MEDIA BEST PRACTICES: 101

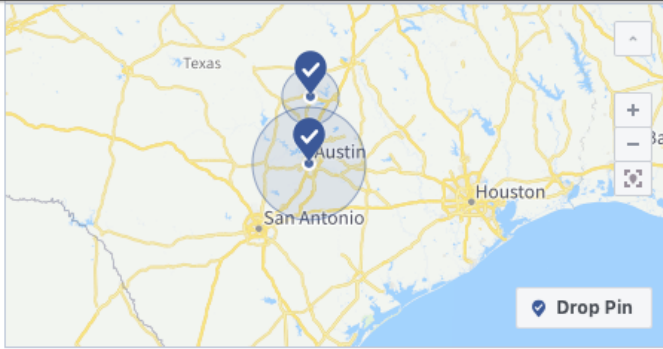
- Don't post just about your campus or staff, but about the medium, fields of study, or community in which you work.
- Post 3-5 times per week, engage daily. What does "engage" mean, really?
- Like, comment, share posts from influencers relevant to your mission/stakeholders.



# SOCIAL MEDIA BEST PRACTICES: BOOST

- As an advertiser (for as little as \$5), you can target who sees a post or ad by geography, gender, age, and INTEREST.
- When boosting a post, make sure the content will be informative and interesting to total strangers. Remember, they may know nothing about you.





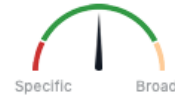
Add Locations in Bulk

Age ⓘ 16 ▼ - 45 ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

### Audience Size



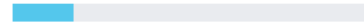
Your audience is defined.

Potential Reach: 82,000 people ⓘ

### Estimated Daily Results

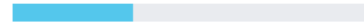
Reach ⓘ

726 - 2.1K



Page Likes ⓘ

4 - 16



The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

[Demographics](#) > [Education](#) > Education Level

High school grad

Some college

[Demographics](#) > [Financial](#) > Income

Household income: top 25%-50% of ZIP codes (US)

[Interests](#) > Additional Interests

Liberal arts education

Southwest Texas Junior College

Southwestern University

University of Texas at Austin

[Add demographics, interests or behaviors](#)

[Suggestions](#)

[Browse](#)

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**TX Eco. Dev. Council** @TexasEDC 6d  
Join us at the #TEDC2019 Mid-Year Conference!



4 5



**TX Eco. Dev. Council** @TexasEDC 6d  
Kelly's last day at the TEDC!  
#TEDC2019



2



**Mexia EDC** @MexiaEDC Apr 29  
#MyMexiaTX #TEDC2019  
#economicdevelopment #WACO  
#conference

1

Show this thread



**TX Eco. Dev. Council** @Texas... Apr 22  
Texas marked its 107th consecutive month of #job gains in March.  
#TEDC2019

Filtering by



**NISOD** @NISOD 2h  
Congratulations to the six Mott Community College faculty members honored with a NISOD Excellence Award in recognition of the high standards for teaching and dedication they bring to student learning and success!  
[nisod.cc/2wDiWvF](http://nisod.cc/2wDiWvF) via @MottCollege



1



**Misha Gautreaux** @mishagautreaux 4h  
If you are looking for some tangible AND quantifiable #highereducation #studentsuccess outcomes -- look no further than our friends at Lorain County Community College: "The Ohio Institution utilized Civitas Learning's student success plat...  
[lnkd.in/eBmvyPR](http://lnkd.in/eBmvyPR) [lnkd.in/erEgeid](http://lnkd.in/erEgeid)

1



**David Wyatt** @davidmwyatt 4h  
I'm honored to be presenting to the Texas Association of Community College Marketers Conference this coming week on advanced #socialmedia tips and tricks on behalf of @ECPRAustin.

Filtering by



**zack, lord high artificer** @z4ck38 5h  
Replying to @dm\_cross @Dani\_Cross30 ...  
Did you finish your theology course work? I really wanted to go back to college and study theology when I was in my late 28's but never did.

1 1 1



**McKinley Brockman** @kinleybro... 22h  
Replying to @2Hannahclark  
i'll take any excuse to go back to college\*\* might need to explore more fields lol

1



**Jen Bigheart** @jenbigheart 1d  
Kid 2 is heading back to college/home. Ugh.

1



**A Night In Austin** @johngarveyjr 1d  
Happy Story: A Homeless Guy Goes Back to College 44 Years After Dropping Out  
[mix947.radio.com/blogs/booker-a-...](http://mix947.radio.com/blogs/booker-a-...)

1 1 1



**Anthony G** @96\_xxtgb 3d  
Asked God for a sign & i got it. Looks like ill be going back to college too finish what i started. #TMC

1 2 37



**Kenzie** @mac\_kenzie0406 5d  
When I go back to college I gotta get out more. So many people to meet

Filtering by



**Georgetown CEW** @GeorgetownC... 6h  
To better serve adult college students, Virginia's #communitycollege system developed an affordable, short-term training program that helps connect older students with available jobs. Read more: [bit.ly/2HHAz3n](http://bit.ly/2HHAz3n)  
[FastForwardVA](http://FastForwardVA)

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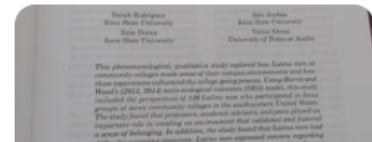


**Gloria Crisp** @crisp\_gloria 20h  
Congratulations to @OSU\_Education doctoral student Emily Vu on the successful defense of her dissertation proposal focused on Southeast Asian American women in community college leadership!  
#TeamAHE #highereducation #communitycollege

1 1 16



**Sarah Rodriguez** @RRGIowaState 1d  
Always exciting to see it in print! Shout out to my colleagues @ErinDoran\_EdD @VictorSaenzPhD and former @ISUSOE student Alec Jordan for our work on @ProjectMALES data #Latino #men #belonging #CommunityCollege #transfer



# CREATING A SOCIAL MEDIA STRATEGY

## Overview

- PART 1: Determined Goals**
- PART 2: Defined Audience for Increased Engagement**
- PART 3: Chosen Channels for Outreach**
- PART 4: Key Audience and Influencers to 'Follow'**
- PART 5: Voice, Personality and Tone**
- PART 6: Content Approach**
- PART 7: Build Awareness**
- PART 8: Strategy aligned with Social Media Calendar for Implementation**
- PART 9: Define Success Metrics Based on Initial Goals**
- PART 10: Creating a Social Media Aware Internal Culture**
- PART 11: Choosing Profile "Handles" or Account Names**

# CREATING A SOCIAL MEDIA PERSONALITY

- Give students and faculty a reason to follow and share.
- Focus on a select set of topics and do them well.
- Content mix: ~ 30% about your college, 70% should be about student stories, industry, wellness, community, culture, etc.
- Be social: engage so others will reciprocate, have fun, take measured risks.





# PER PLATFORM TIPS: Instagram

- Avoid graphics and text-heavy images.
- Work in student lifestyle-related photos that fit your aesthetic.
- Have an aesthetic.
- Tag people and brands relevant to your image and post.
- Hashtag using popular terms that will likely be seen.
- Use Instagram Stories and, yes, emoji





# PER PLATFORM TIPS: Twitter

- Be timely.
- Offer a unique or personal perspective.
- Humor (in a particularly Twitter style) is valued.
- Watch and use trending hashtags.



# PER PLATFORM TIPS: Facebook

- Be selective with how much self promoting you do so it 'matters' when you do.
- Stay mindful of the comments section.
- Be a good colleague to professors, partners and other colleges—engage with their posts.



# PER PLATFORM TIPS: LinkedIn

- “Daily Rundown” and college/discipline-specific publications are a helpful starting point for articles to share.
- Posts are less important, but articles can be very fruitful.
- Keep your professional contacts, title current.
- Leverage higher profile faculty and staff’s LinkedIn accounts.



# SOCIAL MEDIA AMIDST A CRISIS

- Loop in your platform administrators early.
- Watch for comments, direct messages, mentions and trending sentiment.
- When a social media platform becomes the epicenter of a crisis.

# POTENTIAL SOCIAL MEDIA GOALS

- Damage control.
- Control the narrative.
- (Re)build trust and even emerge with a stronger reputation.
- Drive external action such as student input or counter-protests.



# SOCIAL MEDIA: COMMUNITY MANAGEMENT

- Monitor for abuse and misinformation.
- Make people feel heard and host the conversation about your crisis (so it isn't hosted elsewhere).
- Turn casual observers and even detractors into your advocates.



Meus Health

@meushealth

Follow

I just told [#ATXCouncil](#) that I support [#MLS2ATX](#)! Join me in expressing support for bringing Major League Soccer to Austin. [mls2atx.com/contactatxcoun...](https://mls2atx.com/contactatxcoun...) Please do the right & approve the [@MLS](#) initiative. [#ATX](#) is a [#soccer](#) town & the city will benefit immensely. [#MEUShealth](#) [#ATX](#) [#futbol](#)

9:00 AM - 7 Aug 2018

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# SNEAKY SOCIAL: LISTENING

- Even when not actively posting, “lurking” can be useful to monitor sentiment and select accounts
- Free tools (like TweetDeck) or paid tools (like Sprout Social) allow you to catch mentions of search terms, hashtags, et al.
- Watching trends for your geographic area and/or age demographic will help you break out of your bubble.





# SNEAKY SOCIAL: TRACKING

- Conversion tracking helps you make data driven decisions.
- Useful for rationalizing and defending an *investment* in social media for your leadership.
- Deployment of Facebook and Twitter Pixels to track click-throughs from social ads
- Retargeting

facebook  
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# SNEAKY SOCIAL: ANALYTICS

- Facebook Insights, Twitter Analytics, et al.
- Useful for rationalizing and defending an *investment* in social media for your leadership.
- Very useful for setting goals for you, your department and those you supervise.

Tweets

67 ↓ 11.8%



Tweet impressions

33.5K ↑ 6.5%



Profile visits

232 ↓ 13.1%



Mentions

14 ↓ 39.1%



Followers

3,907 ↓ -3



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# QUESTIONS?

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