

University Relations

Social Media Workshop



Facebook



Instagram



LinkedIn



Twitter



TikTok



Snapchat







Social Media Channels

- Facebook
- Instagram
- LinkedIn
- Twitter
- TikTok
- Snap Chat





1. What channels should you be on?

2. Do you NEED to be present on ALL of them?

1. What channels can you keep up with? Answer depends on your department's human capital.

2. Absolutely NOT! In fact... you may not have the ability to keep up with more than one or two (or even zero).



How many posts on each channel to be relevant?

- Facebook 2-3 posts & at least 2-3 stories a week
- Instagram 2-3 posts & at least 2-3 stories a week
- LinkedIn 1-2 posts a week
- Twitter 10-15 posts a day
- TikTok 1-2 posts a week
- Snap Chat 4-5 posts a week

Managing your social channels

- Contribute and Engage (Creator, FB Business, Tweet Deck)
- Like and comment
- Aviator (up-to-date aviator or TM)
 - Look the same across your platforms
- About Info
- Owned by an employee, not a student worker
- Approval Process
- Change passwords quarterly
- Make sure department name and a contact number is associated

Know your audience

Instagram - More internal and community feel, audience is 18-34, most active from 9 p.m. to 3 a.m. | Focus on campus life, retention and enrollment

IG

LinkedIn - Professional audience or grad students and alumni. | Focus on bragging points, continuing ed, grad opportunities, reposting

L
N

TikTok - Everyone | Focus on entertaining videos, but make sure we are driving audience to enroll or attend.

T
K

F
B

Facebook - External audience, age 25-54, twice as many females as males, most active between 3-7 p.m. | Focus on events and promotion of degrees / programs

T

Twitter - A lot of internal folks or grads. Fun, lighthearted, message board for everything. Get people engaged and talking.

SC

Snapchat - Audience age is 16-24 | Focus on enrollment dates, fun, showcase exciting things at NSU

Influencers

Someone in your niche or industry with sway over your target audience.

- **Perfect for student workers**
- **Tell the story of NSU from a personal perspective**
- **User generated content has a 28% greater engagement**





Be actively involved

Liking and commenting

Using hashtags

Setting up events

Encouraging individuals at events to follow

Interacting with other NSU accounts that follow you

Be authentic

Tell a story that helps to sell the product

Engage your audience by asking these simple questions

1. Who are you trying to reach?
2. Where is your audience?
3. What inspires or motivates them?
4. How do you talk / relate to them?

Fun Fact: 78% of people on social media watch at least one video a WEEK

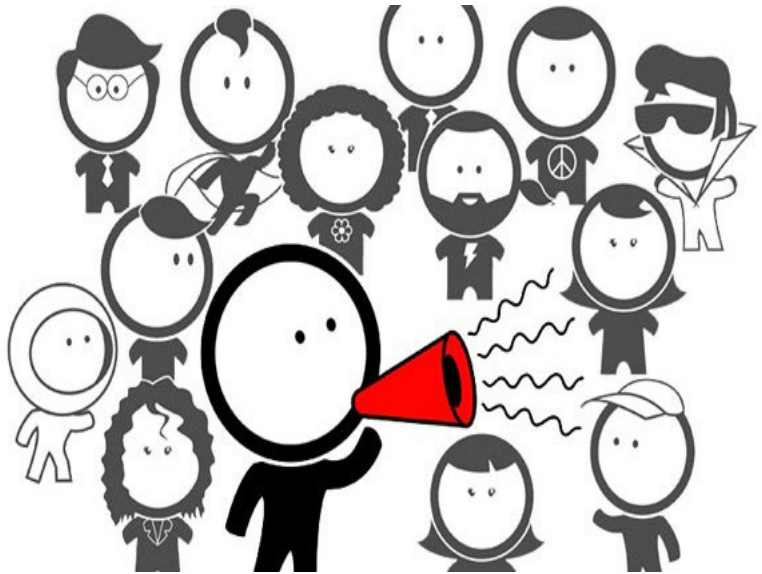
Fun Fact: 55% of people on social media watch at least one video EVERYDAY



Avoiding mistakes and pitfalls

- Posting incorrect information
- Posting too much
- Posting not enough
- Social account is outdated
- Not having a clear message or goal
- Not being consistent
- Not planning out your week

Takeaways



- Engage with your audience
- Laser focused on your audience
- Don't over commit yourself
- What do you want your audience to FEEL and DO?
- Track and report your analytics to see what's working

Questions?



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