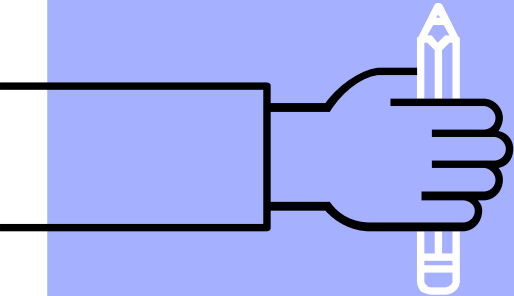
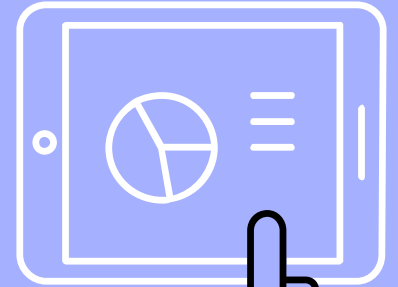
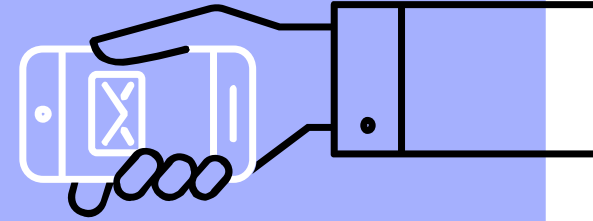


# Dear Social Media, You Saved My Organization



A Presentation by Bri Sirota



# HELLO!

I am Bri Sirota.

B.S. Marketing

M.Ed. Higher Education  
& Student Affairs  
Candidate

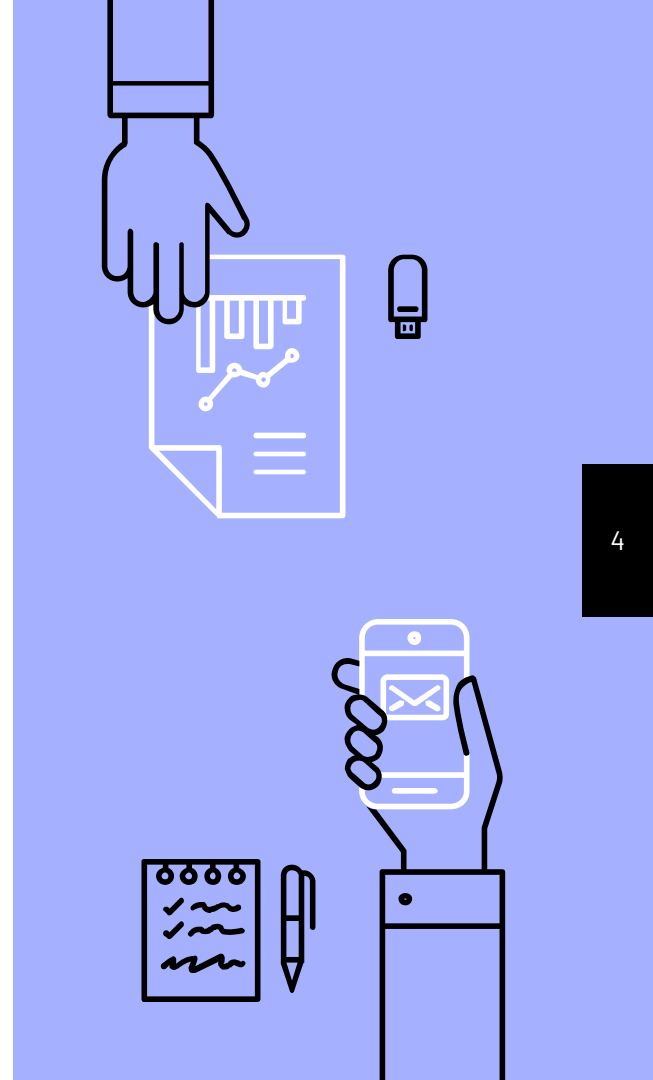
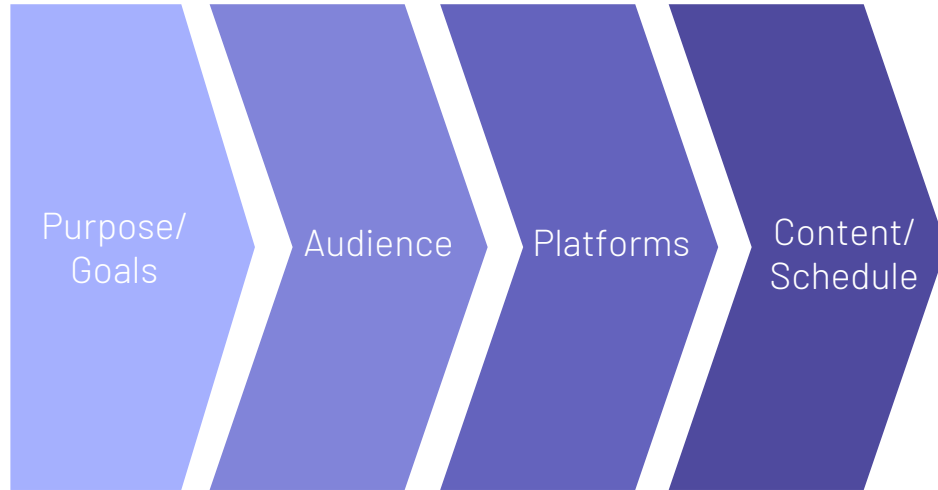
[Let's see what you know!](#)



# DEVELOP A STRATEGY



# THE PROCESS IS EASY



# Activity

LET'S MAKE A SOCIAL MEDIA STRATEGY

# SET GOALS

What are some goals that would be good to have?

## Plan Your Social Media Strategy

*Based On Your Goal*



Higher Traffic



More Followers



More Subscribers



Increased Sales

CoSchedule

# Content Planning

## Curated Content

All your content should align with your brand

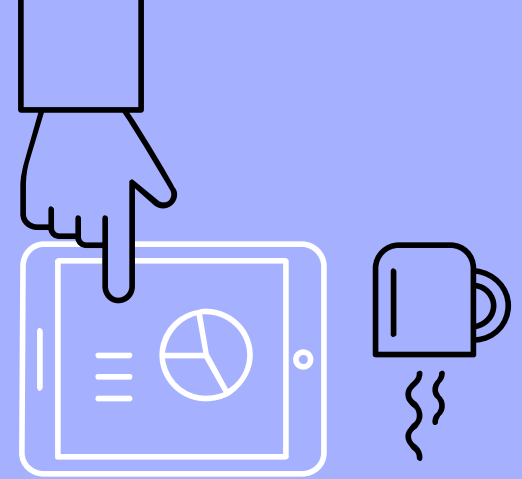
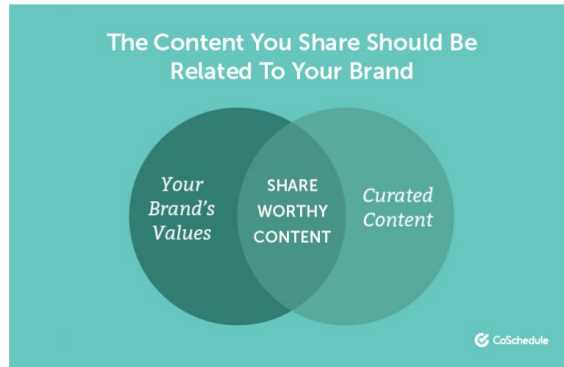
## The 'right' content

Ask yourself:

- Does this provide value to my audience?
- Is this accurate information?
- Is this timely?

## Competition

Follow the competition to see what works and what doesn't



# Scheduling

## Calendar

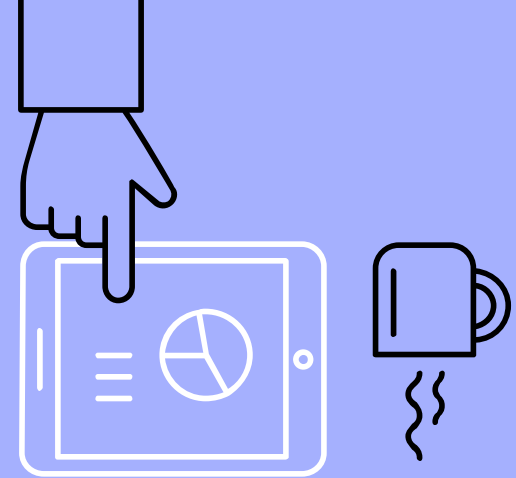
Keeping track on one calendar helps you see what your post schedule is looking like for all platforms

## Campaigns

Could be centered around holidays, events, promotions

## Analytics

Using analytics or insights on your platforms will help you find the best times to post to your audience



## Facebook

1

Low

1

POST PER DAY

Recommended

2

High

Ahalogy suggests that posting to Facebook no more than once a day is best or you'll start to feel spammy.

## Instagram

1

Low

1-2

POSTS PER DAY

Recommended

3

High

Buffer says that major brands share on Instagram on average 1.5 times a day, but not more.

## Twitter

1

Low

15

TWEETS PER DAY

Recommended

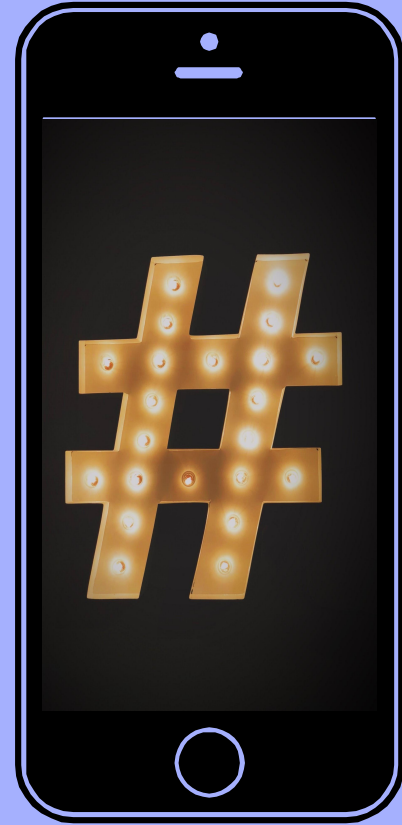
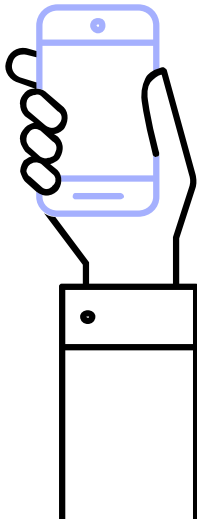
51

High

Quick Sprout found that the most retweets happen within an hour after tweeting, so a higher daily frequency is best.

## #HASHTAGS

- ▷ No more than 3 words in a tweet
- ▷ 5-12 per instagram post
- ▷ What is your sweet spot?



# HASHTAG PLAN

## Instagram Hashtags Plan

### On every post:

#PrestonResCollege #PrestonPride #UofSC #Instagood

### Monday- This Week in Preston

#getinvolved #getinvolvedtoday #whatshappening #manicmonday #newweek #weekataglance

### Tuesday- transformation Tuesday

#TransformationTuesday #glowup #selfie #picoftheday

### Wednesday- Midweek Motivation

#MidweekMotivation #MidweekInspiration #WisdomWednesday #quote #instamood #lifequote  
#motivationalquote

### Thursday- Throwback

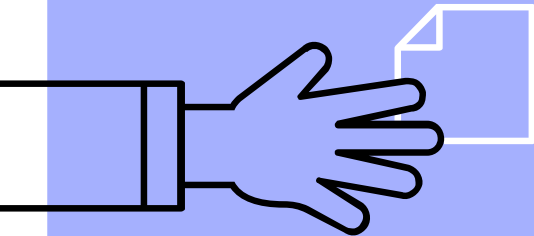
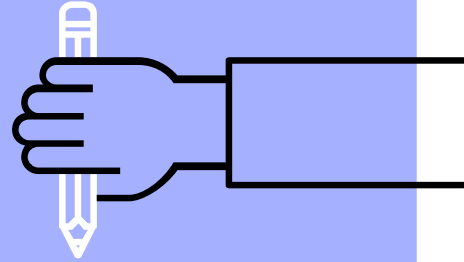
#TBT #ThrowbackThursday #PrestonFamily #PrestonFriends #collegelife #universitylife

### Others:

#college #university #events #universityofsouthcarolina #instagrammers #weekend #nofilter  
#sundayfunday

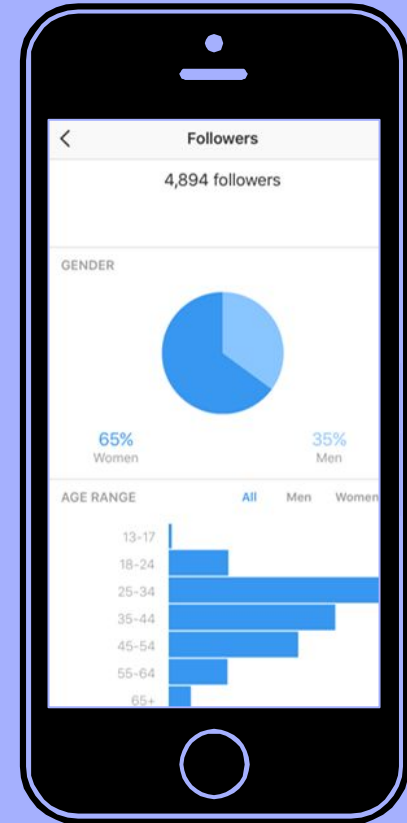
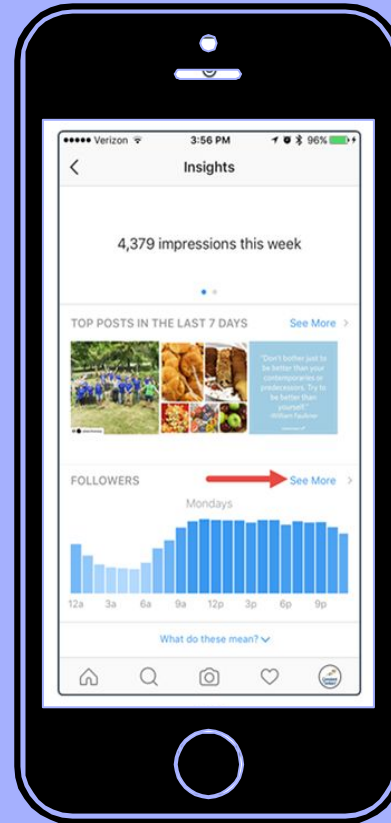
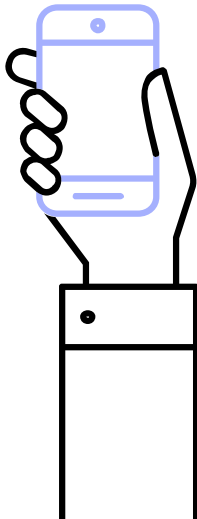
# SOCIAL MEDIA MARKETING TOOLS

That make your job easier



# Instagram

- ▶ Business Profile!
- ▶ Insights
- ▶ Understanding your followers





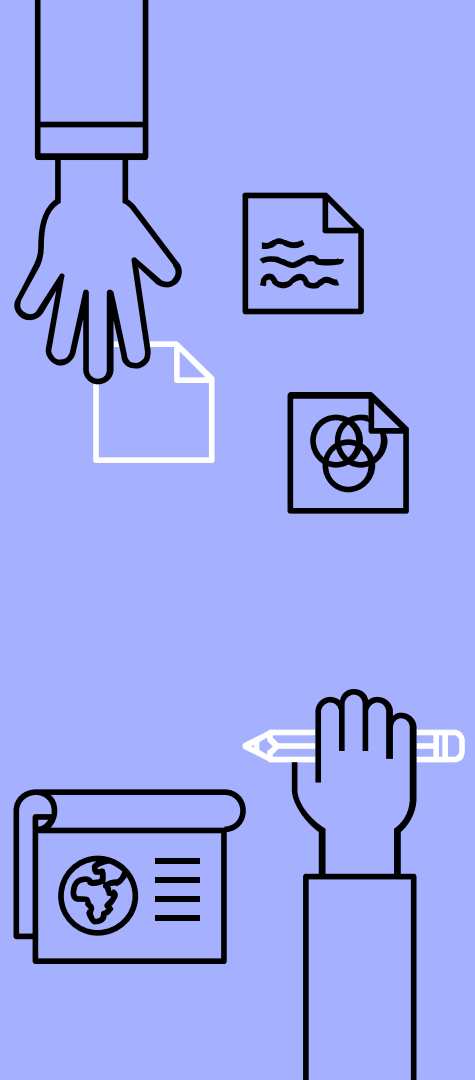
# Hootsuite™

## FREE!

- ▶ Basic analytics
- ▶ Scheduled messaging
- ▶ Demographics
- ▶ Reports
- ▶ Learning apps
- ▶ Certifications

## Platforms

- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ Youtube
- ▶ LinkedIn
- ▶ Wordpress
- ▶ Google+



Send to... 0 Compose message... Composer BETA Upgrade my plan


New Tab x + Add Stream + Add Social Network

### My Posts prestonrescollege

**Preston Residential College @prestonrescollege**  
3 days ago

With the start of a new semester comes an exciting LEADERSHIP WEEKEND!!! Don't forget to RSVP because you definitely don't want to miss...

[Read More](#)



Join us for an exclusive 24 hour, overnight adventure at Sassafras State Park. Transportation and food provided.

THE LEADERSHIP WEEKEND 2018  
JANUARY 20TH-22TH

19 comments

storr Write a comment...

**Preston Residential College @prestonrescollege**  
Jan 1


### My Tweets PrestonRCollege

**Preston Res College @PrestonRCollege**  
Jan 10

Hard to believe break is almost over.. we are so excited for you all to come HOME!

**Preston Res College @PrestonRCollege**  
Jan 1

Wishing you a happy and healthy new year from Preston Residential College! ... ..  
#PrestonResCollege #UofSC #Instagood #preston #universityofsouthcarolina #happynewyear #newyear #newyearnewyou #makeitagoodone #fireworks if.t/2iCPb81



**Preston Res College @PrestonRCollege**  
Dec 27, 2017

How has your winter break been going? We miss

### My Posts Preston Resid...

**Preston Residential College**  
Dec 19, 2017

We want to see how you're spending your winter break! Tag us in all your photos and use the hashtag #PrestonResCollege on social media!

1 comment

'rest Write a comment...

**Preston Residential College**  
Dec 12, 2017

Reminders about winter closing:

**WINTER CLOSING**  
PRESTON CLOSSES COMPLETELY ON TUES. DEC. 19TH @ 10AM

24 Hour Quiet Hours Start Sat. Dec. 9th	All Residents Must Leave Within 24 Hours After Your Last Final
--	--

1 comment

'rest Write a comment...

**Preston Residential College**  
Dec 12, 2017

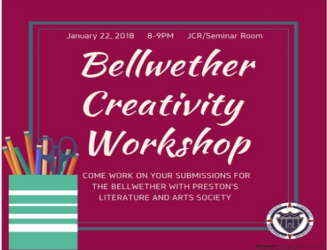
### Scheduled prestonrescollege

Preston College scheduled  
@prestonrescollege  
Jan 22 at 11:35am

It's a new semester and we have new, exciting events for you #ThisWeekInPreston

...  
...  
...  
#getinvolved #getinvolvedtoday #whatshappening #manicmonday

[Read More](#)



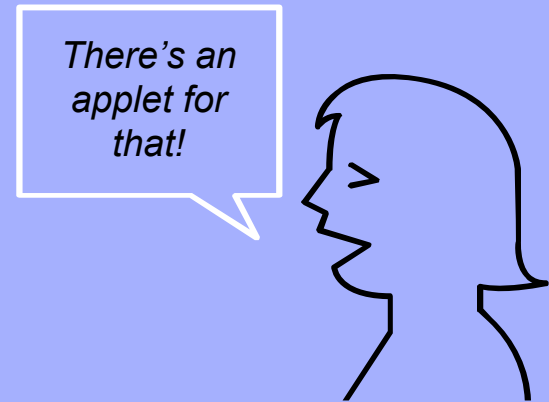
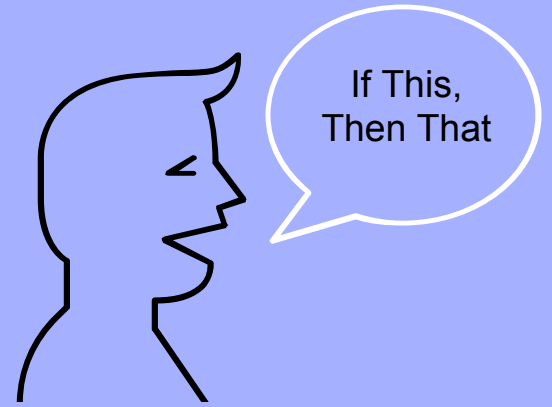
January 22, 2018 8-9PM JCR/Seminar Room

**Bellwether Creativity Workshop**

COME WORK ON YOUR SUBMISSIONS FOR THE BELLWETHER WITH PRESTON'S LITERATURE AND ARTS SOCIETY

# IFTTT

- ▶ Allows all your apps & devices to talk to one another
- ▶ Hundreds of *applets* to help you connect different social media platforms
- ▶ Applets for: Google, iOS, Android, microsoft, news, environment...



# Best Practices

- ▶ New Content
- ▶ Dedicate a person or team
- ▶ Active User
- ▶ Measuring Success
- ▶ Authenticity
- ▶ Representation
- ▶ PASS DOWN  
PASSWORDS!



# THANKS!

Any questions?

