

SO MANY CHANNELS, SO LITTLE TIME!

SOCIAL MEDIA IS A POWERFUL COMMUNICATION PLATFORM TO:

- disseminate relevant news,
- listen to voices and perceptions about your unit or department, and
- elevate your department or unit's perception and the university as a whole.

It's also a great way to bring people (your audience) together to connect—and it's (relatively) free! Remember, social media doesn't create content; it shares great content in an engaging way.

Should you use it?

Outline your goals. Do you have time (and staffing) to accomplish your goals? Listen to your audience? Respond to questions or inflammatory comments?

Where is your audience?

Concentrate on one platform at first; it takes time to engage, educate, inform. Social media is about transparency and customer service.

Do you have the content to sustain a presence?

Successful Facebook pages update 1-2x/day. On Twitter 5-10 tweets/day. Reach out to campus colleagues for leverage. Also, use hashtags when appropriate.

#SHAREBC2

Facebook

Facebook tends to be a friendly online environment where people go to hang out and chat. This casual atmosphere lends itself toward a light and friendly approach to your social media content.

Etiquette: Keep updates light and friendly. Uploading photos (and creating albums) is one of the best ways to keep your fans interested.

Questions to ask yourself: Should you create a business page or a persona to manage a Facebook group?

Twitter

This microblogging site has had one of the biggest user increases ever—900% within the past year alone. This network is designed for quick 'short-distance' communication between followers real time.

Etiquette: Including one or two hashtags receive 21% higher engagement than those with three or more hashtags (Salesforce).

Questions to ask yourself: Do I have time to monitor and engage?

Google+

Functioning within the same "casual" atmosphere as Facebook, Google+ appeals to users who are out to just relax and have fun, but also to the professional environment as well.

Etiquette: Use Google+'s useful "circles" feature to put your fans into "circles," giving you more control over your social media presence because you're able to share certain updates with some circles and not others.

Questions to ask yourself: Do you have time to post? Is your audience more likely to be here or on Facebook?

Instagram

Best used to enhance the human value of your brand and create better brand awareness; 130 million active users each month and at least 75 million daily users.

Etiquette: Include others' handles (with @ symbol) and at least 1-2 hashtags to direct posts to your partner units. Behind-the-scenes and non-professional images tend to work well.

Questions to ask yourself: What exactly is your fan base wanting? Do you have time to find good content?

LinkedIn

LinkedIn is the most popular social media network for more professional users. Not nearly as "fun and casual" as Facebook and Google+, this network is used by those serious about business topics, industry information, and idea sharing. LinkedIn is now responsible for 64% of all visits to corporate websites via social media networks.

Etiquette: The best times to post on LinkedIn are between the hours of 7-8:30 am and 5-6:00 pm.

Questions to ask yourself: Would your audience be interested in continuing discussions in a LinkedIn group?

Blog

Tumblr, Wordpress, Blogspot, you name it. Companies that maintain a blog typically use it to drive website traffic and create credibility and trust with their customers with owned content.

Etiquette: Write for the audience, not yourself. Respond and encourage comments. Break up your copy so it's easier to read and scan.

Questions to ask yourself: Is this something your employees want to get involved in? Does your unit have the content and bandwidth to support this?

