Tools

What tools do you love to use? Why? How could these be used to communicate the success or challenges of your account? Do they present you with good stats? Graphs? What stats actually prove your success?

Getting colleagues onside

Take a moment to consider your institution's business aims. Write down one key example. What can a social media account bring to this business aim?

What are some key challenges of social media used in a university? What problems do you face?

Who might be able to help with these issues as they arise? What would you do if this happened in-person to you?

Worksheet 2

Analytics

Take a look at the tweets below. Consider the stats presented. What makes one tweet better than the other?
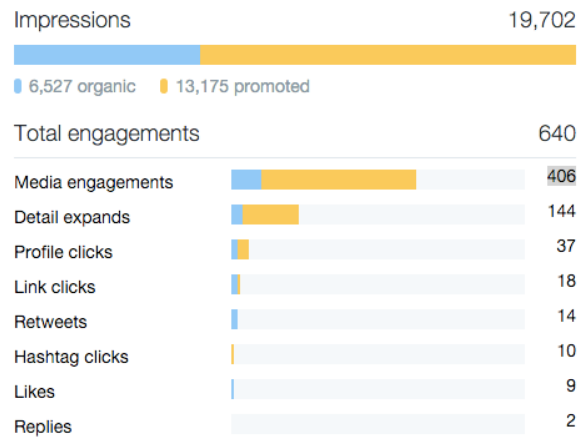
1.

Aberdeen University @aberdeenuni
"It doesn't matter where you're from, who you are or what your background is this place will welcome you"
http://bit.ly/1NZv1wc **#WeAreABDN**

Impressions	3,918
Total engagements	77
Link clicks	35
Detail expands	18
Likes	9
Retweets	7
Hashtag clicks	4
Profile clicks	4

2.

Aberdeen University @aberdeenuni
What a great wee view of our campus in 4k! TY for flying through our campus & showing our best spots 💃😎
http://bit.ly/1hHS2Jq **#moviemonday**

Impressions	33,761
Media views	22
Total engagements	313
Link clicks	122
Detail expands	97
Likes	26
Media engagements	22
Profile clicks	20
Retweets	16
Replies	4
Hashtag clicks	3
App clicks	2
Follows	1

3.

Which of these posts needed reach, and did well reaching an audience (impressions?)? Which of these posts needed link clicks? Which of these didn't need link clicks to be successful?

Choose one tweet. How would you convey the relative success or challenges of this post to a manager? To a colleague? To a funder?

Worksheet 3

Jab, Jab, Jab, Right Hook

"On Sept 14 join us for our undergraduate Open Day. Registration is now open: bit.ly/1r8FRrW"

"Our campus is full of world-class facilities. Come study at our University"

"Come university, study history, it'll be grand."

Choose a tweet, turn it into a tweet to turn into a jab either for twitter, another platform, or across several platforms. Think outside the box, could an advice blog post be written on the subject? Is there a video you could link to or article types you might post instead? How do you evoke an emotional response? Can we tell a story?

Further Info & Links

For great reading

blog.bufferapp.com
moz.com/blog
contently.com/strategist
blog.kissmetrics.com

For measures of success & analytics

klout.com
twittercounter.com
http://simplymeasured.com/freebies/twitter-follower-analytics
http://www.tweetstats.com/
http://www.slideshare.net/vaynerchuk/how-to-determin-the-roi-of-anything
analytics.twitter.com
facebook.com/yourpagename/insights
sumall.com
viralwoot.com
app.buzzsumo.com/influencers
iconosquare.com (instagram)

Jab Jab Jab Right Hook Answers/actual content

1. "On Sept 14 join us for our undergraduate Open Day. Registration is now open: bit.ly/1r8FRrW" even we write right hooks sometimes…
2. https://twitter.com/aberdeenuni/status/638315504055267329,
   https://www.facebook.com/universityofaberdeen/posts/10153820670594432
3. https://twitter.com/aberdeenuni/status/649940801183698944/photo/1
   https://www.facebook.com/universityofaberdeen/photos/a.
10150698739299432.422275.5740844431/10153705470994432
   https://www.facebook.com/universityofaberdeen/photos/a.
10150698739299432.422275.5740844431/10153263106039432

For Frameworks & Strategies

http://www.slideshare.net/Bufferapp/social-media-strategy-how-much-time-does-a-good-strategy-take
http://www.amazon.co.uk/Jab-Right-Hook-Story-Social/dp/006227306X/

For Dealing With Challenges
https://blog.bufferapp.com/social-media-conversations

Toolkit for Change

Work Smarter

1) <u>Schedule tweets</u>: A good strategy begins with reflecting upon how many times a week/day/month you will update your channels. Do this for your own accounts, encourage others to do so for their's.

Below, write down a posting schedule for your social media accounts. Use a tick to indicate a post on a particular day. Consider your schedule carefully, what days are your audience online?

Platform	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Twitter							
Facebook							
Youtube							
Instagram							

Research notable peak times of year in your field. Do your audience have exams at certain times of the year, for example? Are there notable conferences or festivals every year?

2) <u>Carry out competitor analysis</u>: Followerwonk 'compare users' feature is good for this. Identify your direct competitors and peers on social media. Who is doing it well? How many followers do they have

versus following? What hashtags do they use?

Doing this background research also shows managers forethought.

Do not work in isolation

Toolkit for Change

Be vocal about social media: talking about social media is a key component to seeding a culture of social media in an institution. Suggesting it for marketing, communications, and regularly updating teams using audits is a good way of beginning a dialogue.

Find other social media account holders: Social media networking lunches are a great way of doing this; if one does not already exist consider setting up a lunchtime networking session. Send an invite around staff inviting current social media users to an informal session. Encourage peer learning, in these sessions nobody is the know-all. Gathering contacts from these sessions will generate a database of social media savvy contacts.

Remember that together social media accounts of the same institution or project can generate waves when they combine posting schedules or strategies. Encourage a flow and exchange of ideas.

Use an 'intent' document to justify an account: clearly link your account to a business aim of your organisation, spend time researching the need for this account, detail your scheduling plans and measures of success, wave this at everyone you meet.

Know the tricks of the trade

An institution beginning its social media journey is full of people looking for insight into what social media metrics actually mean. It pays to read up on analytics and regularly check your own. Social media can be very nebulous, with some posts neither failing nor succeeding in their aim for reasons that cannot be put into words. For the same reason you cannot guarantee virality on a post, social media sometimes has a mind of its own.

Communicating the benefit of social media to the masses while keeping this in mind can be hard. Statistics and hard figures often help clarify a situation.

Keeping up with your own stats, as well as the results of experimental posts, means you have justification for change in the future.

Analytics put you in control of your account.

First Steps

Tend to your own account: Before pushing this upon others, review your account & generate document detailing its aims & audience; understand it's weak points and develop a three month plan for improvement. Post, review, change. Get into the habit of constantly assessing your account's effectiveness against the aims identified.

Understand the structure of other departments: Spend some time researching accounts within your institution. There's no point duplicating effort if guidelines or certain accounts already exist that serve the purpose you need. Contact these accounts; if there is a procedure for social media follow it.

If no guidelines exist, write some now for whatever platform you are using: These will be a blend of common sense, morals, and keeping accounts 'on brand' or within the house-style of an organisation. Newer platforms might not have any guidelines so writing some out, even if only for yourself, is vital.

A toolkit for change

Be loud: Offline as well as online, use channels to connect with other members of staff. Where possible, offer your expertise. Where needed, ask your communications team for advice.

Be proactive: If possible, send out monthly newsletter updates to your staff detailing a summary of posts on your account. Staff are a large part of any change, and so need to be involved asap.

Advanced Steps

Set up a working group: This can be inside of your department or across the university. This is as much as to encourage others to see social media as a natural tool as it is to remind yourself that you are not along

Use portion of budgets for small social media campaigns (even £20 makes a difference!): Where possible, and where budgets are set, use funds to run social media campaigns in addition to your normal activity. Even small amounts make huge differences, and can justify larger spends in the future

Encourage advocacy: And share your successes. This can be as simple as letting people know when a

post reaches above 500 likes to something more subtle like sharing when an account or blog writes something glowing about your institution online.

Share your ideas: Quite often it is not that an institution is against an idea, but that it has never been suggested to a team or department. Share your ideas with colleagues, and encourage them to experiment with you.

Continue learning, continue developing, attend conferences.