

FACEBOOK STRATEGY

SOCIAL MEDIA STRATEGY WORKSHOP

WEDNESDAY, APRIL 25, 2018 | ERICKSON ALUMNI CENTER

/// CREATE CONTENT FOR YOUR USERS

What does your audience care about? Parents are primarily on Facebook more than other social media networks, so be sure to keep them in mind and address their interests/concerns with posts. Prospective and current students are on Facebook, so keep them in mind, but focus on reeling in the parents.

/// WHEN TO POST

Prime time to post is around lunch when people are taking a break from work to check the latest on social. Posts perform best from 11 a.m. to 3 p.m. Don't always pick the same time, mix it up a bit, but avoid posting outside of peak hours unless the timing of an event demands it.

/// INCREASE YOUR VISIBILITY

Facebook's new algorithm prioritizes posts that promote "meaningful interactions." Think of content that would get users to engage through comments and by sharing your post with their friends and family. Filling up on "likes" is not going to increase your visibility on Facebook.

/// ACTIVE VS. PASSIVE INTERACTIONS

Clicking, watching, viewing/hovering are considered passive interactions, while commenting, sharing, and reacting are more active.

/// USING VIDEOS

Live videos can help generate user interaction. A Facebook rep claims that live videos get six times as much interaction as regular videos. Think of campus events that could make sense to showcase live, while also snapping a photo or putting together an edited video for a separate post after the event ends.

/// BAITING

No baiting. Facebook knows the difference between interacting because your post promotes a discussion and interacting because your post begs for comments or likes. Your posts will actually be demoted if they are determined to include "engagement baiting."