

UNIVERSITY RELATIONS WORKSHOP SERIES

SOCIAL MEDIA

- / 1:30 – Welcome
- / 1:35 – What makes a good social post?
- / 2:00 – Break-outs
- / 4:30 – Workshop conclusion



WORKSHOP SERIES – SOCIAL MEDIA

**WHAT IT TAKES
TO MAKE A GREAT
SOCIAL MEDIA POST?**



IS SOCIAL MEDIA THE RIGHT PLACE FOR THIS CONTENT?

/ Not everything you do has to be posted on social media.

WHO IS YOUR AUDIENCE?

CURRENT STUDENTS



PROSPECTIVE STUDENTS



FACULTY AND STAFF



PARENTS



ALUMNI AND FANS



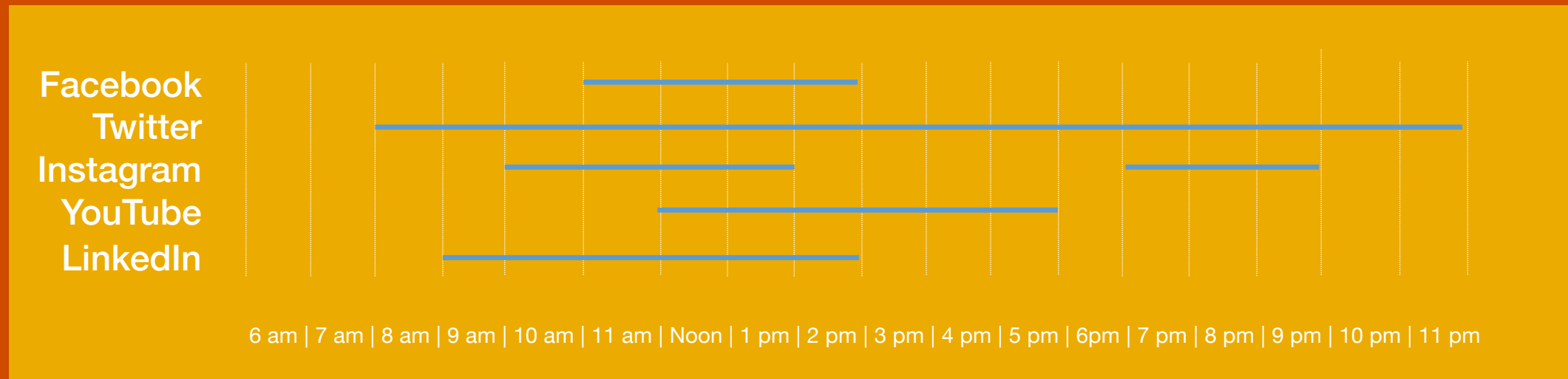
ARE YOU ADDING VALUE?

- / There are so many social media accounts and social media posts. Is the content you're about to post really worth their time?
- / Will they care about this?
- / Ask yourself: What (really) is the significance to the reader?



CHOOSE A TIME TO POST

- / Fridays = bad; Tuesday, Wednesday and Thursday = good
- / Weekends = untapped potential
- / Unless you have a strong international audience, midnight to 6 a.m. can be quiet time for your accounts.
- / Don't always post during peak times.



WHAT DO YOU WANT YOUR AUDIENCE TO DO?

- / This is the most important question you have to ask yourself.
- / The best social media posts have an end goal and a way to track ROI.
- / Are you trying to get them to visit a website? RSVP for an event? Watch a video? Engage in some sort of interaction?



WHAT'S YOUR VISUAL?

- / A successful social media post needs a visual – whether it be a photo, video or infographic.
- / Make sure they stop scrolling to look at your content.



IS THERE A LINK?

- / Most strategic social media content should have a link associated with it.
- / Use a link shortener like bit.ly.
- / Control as much as you can of the link – make it user friendly.
- / Sometimes even the posts you don't think need a link can help you reach some type of goal.



TRY TO SURPRISE THEM...

/ Clickbait ... AKA 10 ways to make sure more people read your social media posts



...BUT DON'T ANNOY THEM

/ Don't say like, share, comment, free, sale, promotion, etc. in your social media posts.



HOW LONG SHOULD EACH SOCIAL POST BE?



1-2 sentences;
shorter than you think



1 sentence-phrase; use
emojis; Stories: max of 8



280-character max; still
try to use 140 rule



Stories: Max of 15;
focus on quality > quantity



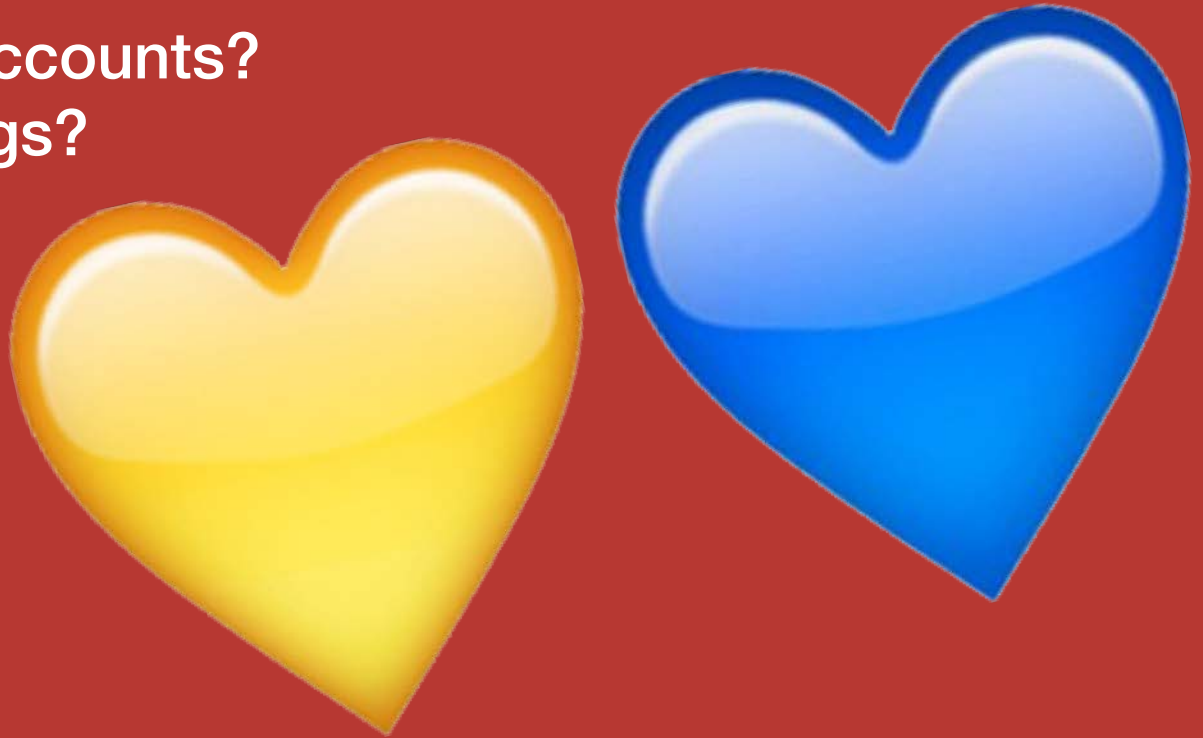
Titles = attention-grabbing;
Description = short & sweet



1-2 sentences; follow
same rules as Facebook

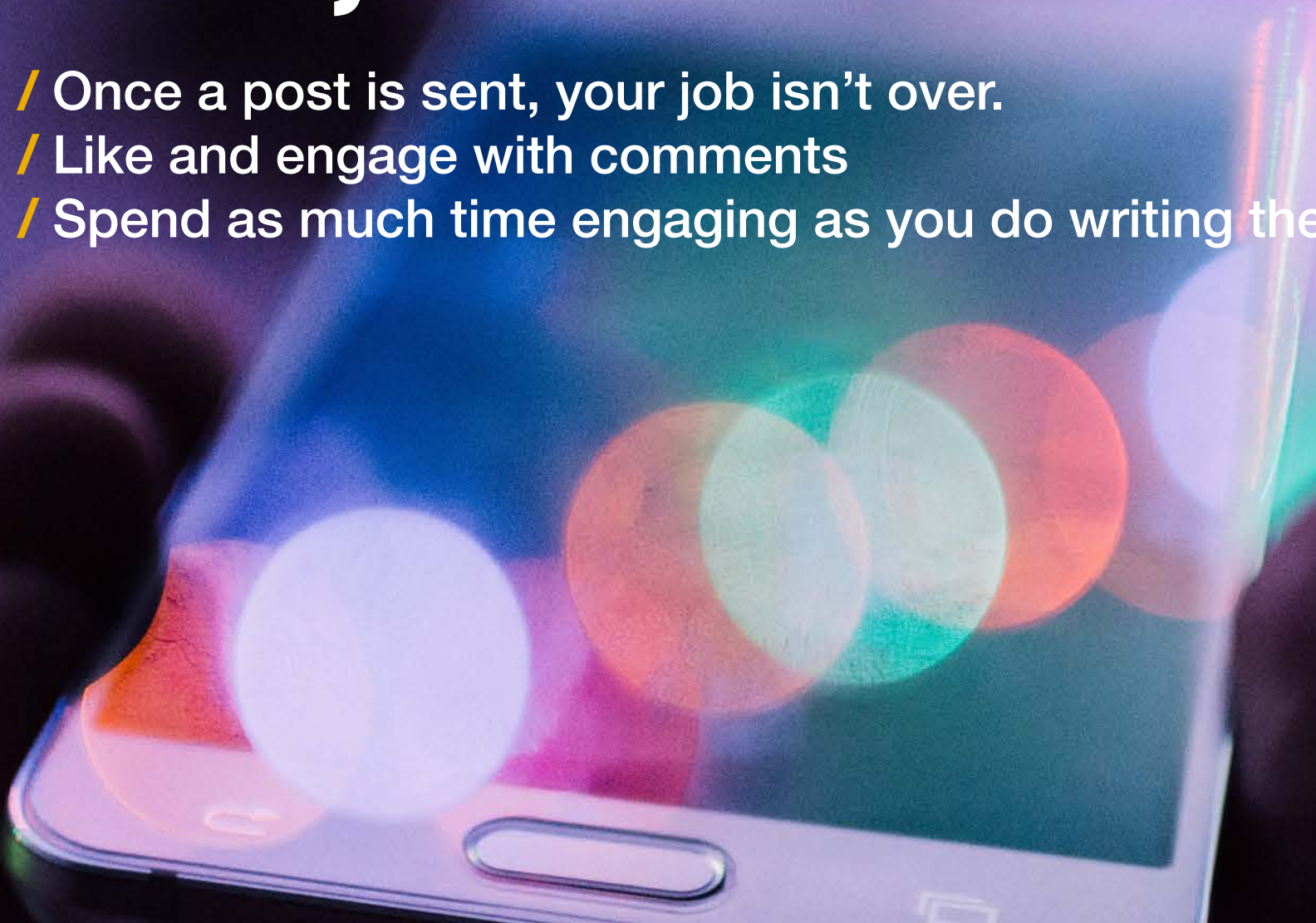
USE THE TOOLS AVAILABLE TO ENRICH YOUR CONTENT

- / Are you mentioning the right accounts?
- / Are you using the right hashtags?
- / Facebook feelings
- / Location on
- / Emojis
- / Spell check



NOW, GET ENGAGED

- / Once a post is sent, your job isn't over.
- / Like and engage with comments
- / Spend as much time engaging as you do writing the post.





WVU Mountaineers  @WestVirginiaU · Apr 18

49 Fulbright Scholars

45 Goldwater Scholars

36 Gilman Scholars


28 Critical Language Scholars

25 Rhodes Scholars

23 Truman Scholars

21 Boren Scholars

5 Morris K. Udall Scholars

1 great place to make your dreams come true  

go.wvu.edu/2owjjDi



Link

Emojis

Quality
image





West Virginia University

Published by Geoff Coyle [?] · April 10 at 11:44am · 🌐

Universities from all over the country competed in a foreign policy contest in Washington, DC and we came out on top! 🏆👏👏👏



WVUTODAY.WVU.EDU

WVU Today | WVU students win 2018 Schuman Challenge in Washington, D.C.



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Boost Post



Shilvik Steh, William Burner and 699 others

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Susan C. Dawson Standing "O"!!!! ❤️👏👏👏 1

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Peak post time


 **West Virginia University**
Published by Geoff Coyle [?] · April 10 at 11:44am · 🌐


Universities from all over the country competed in a foreign policy contest in Washington, DC and we came out on top! 🏆👏👏👏



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Post copy supports/adds to press release headline

 **Susan C. Dawson** Standing "O"!!!! ❤️👏👏  1

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 **West Virginia University** ✓



Like · Reply · Storify · Commented on by Geoff Coyle   2 · 1w

Engagement



ashtonhoward1021 Hope when I graduate I can go there . WVU has always been my college to go to and graduate there #WVU #HOME

westvirginiau @ashtonhoward1021 We hope so too! 🧡💙

Location
tagging

Short &
sweet
caption



Target
audience

ashtonhoward1021 Hope when I graduate I can go there . WVU has always been my college to go to and graduate there #WVU #HOME ✕
westvirginiau @ashtonhoward1021 We hope so too! 🧡💙 ✕

Engagement
with target
audience



WVU Health Sciences

@WVUHealth

Following



Welcome to campus, [#WVU22](#)! If you're interested in a medical profession, be sure to follow our schools to learn about our undergraduate and graduate programs!
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10:25 AM - 24 Mar 2018

7 Retweets 15 Likes



Emojis

Approved
hashtags

Quality
image

Relevant
handle
mentions



BREAK-OUTS / 2-4:30 p.m.

- / Social listening and customer service – Chris Young**
- / How to optimize your Facebook strategy – Geoff Coyle**
- / Social stories (Instagram, Snapchat, etc.) – Morgan Goff**
- / How to utilize your leaders on social – David Ryan**
- / Social recruitment strategies – Rickie Huffman**
- / General Q&A for social – Tony Dobies**

social.wvu.edu / social@mail.wvu.edu