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
WHAT IT TAKES TO MAKE A GREAT SOCIAL MEDIA POST?
WORKSHOP SERIES - SOCIAL MEDIA
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?

Facebook: 1-2 sentences; shorter than you think
Instagram: 1 sentence-phrase; use emojis; Stories: max of 8
Twitter: 280-character max; still try to use 140 rule
Snapchat: Stories: Max of 15; focus on quality > quantity
YouTube: Titles = attention-grabbing; Description = short & sweet
LinkedIn: 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

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

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

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

29,290 people reached
Shilvik Steh, William Burner and 699 others 22 Comments 93 Shares
Peak post time

Post copy supports/adds to press release headline

Engagement
Spring has definitely sprung. 😊 #WVU #instaWVU
Location tagging

Short & sweet caption

Target audience

Engagement with target audience
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!

#WVUbound

@WVUPublicHealth
@WVUDentalSchool
@WVUSoN
@WVUMedSchool
@WVUPharmacy
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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

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