Social Media 101

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Digital Marketing & Communications Specialist
Grad Studies
Introductions

• Program
• Role
• What excites you about social media?
• What about social media is daunting?
• Who do you follow and why?

Objectives

• Review how social media fits into content marketing and the purpose of social media
• Identify purpose and main channels for posting
• Strategic social media planning
• Tips for posting
UC Davis

Graduate Studies

Programs

Slate

- Increased traffic for undergraduate majors
- Centralized applicant information

- October 1, 2018
- 80% of programs on Cascade
- Template design - June 2018
- Pilot group workshops

- Personalize user experience
- Segmentation and targeting of diverse applicants
- Partners with UCB, UCLA, USF
Social Support

• Emotional support
  • Reduces imposter syndrome
  • Emanates belonging and purpose
  • Validates behaviors and feelings
  • Reduces anxiety and depression
  • Provides a roadmap of life
  • Combats disparities

• Informational support
  • Reference and a resource
  • Content based upon user needs
  • Pathway to resources
  • Readily accessible information
  • Simple and easy choices
Max

First generation and identifies as LGBTQ+

Award-winning writer

Applied for a program with little diverse representation from faculty and social media.

Diversity statement includes diversity group with no activity since 2016

UC Davis offers modest funding while Stanford, Berkley, and MIT include financing and a climate of diversity.

**Concerns:** Social integration, mentorship from faculty that understands backgrounds and how to achieve a faculty position

**Resources:** Engagement with diverse graduate students, success stories of diverse students under mentors
<table>
<thead>
<tr>
<th>Content Type</th>
<th>Audience</th>
<th>Goals</th>
<th>Improvements</th>
<th>Pics/Story?</th>
<th>Channels/Sitemap</th>
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</table>

**CONTENT CALENDAR**

**Fall**
- Priorities

**Winter**
- Deadlines

**Spring**
- Well-being

**Summer**
- CTAs
Purpose and Goals
Purpose and Goals

- Listening
- Influencing
- Networking
- Selling
Listening

- News
- Trends
- Recognizing attitudes and behaviors
- Potential partners
- Incentives
- How to join the conversation
- What conversations to join
- Outlets for communication
Influencing

- Narratives
- Thought leadership
- Sharing
- Awareness
- Advocacy
- Incentives that persuade a CTA
- Shifting attitudes and behaviors
- Data analytics that drive strategy
Networking

- Reference
- Resource
- Affiliates
- Partner programs
- 2-way communication
- Movement
- Professionalism and play
Selling

• Time: 2-6 years of life
• Funding: GSRs, grants, food security
• Culture
  • How people feel about the organization, beliefs, values, and assumptions
• Climate
  • Shared perceptions of the people in a group or organization
• Social integration and well-being
• Content
Trust, Relevancy, and Validation

- Leadership
- Resources
- Communications
- Choice
- Environment
- Crisis
- Confidence
- Transparency
- Reciprocity
Seek vs Engage

• Seeker
  • looking for content to understand perspective or consume content
  • program overviews, recruitment, climate perception
  • stand-alone pieces of info
  • YouTube, Instagram, Facebook page, Pinterest
  • social influencing, social selling

• Engager
  • looking for communication channels to find out more information or engage in a climate
  • users look for short forms of information
  • Social integration
  • Facebook group, Twitter, LinkedIn, Instagram
  • social listening, social influencing, social networking
Channels
Channels

- Facebook
- Twitter
- Instagram
- LinkedIn
- Pinterest
- Snapchat
Channels

- Facebook page
- Facebook group
- Facebook profile
- Twitter program
- Twitter personal
- Instagram
- LinkedIn group
- LinkedIn profile
- Pinterest
- Snapchat
Pages, Groups, and Profiles

- Pages and program profiles
  - Seeker
  - Influencing, selling
  - Content demonstrates narratives, climate, culture, and opportunities

- Group
  - Networker
  - Listening, networking

- Individual profiles
  - Seeker and networker
  - Influencing, networking, selling
  - Thought leadership, validation of affiliates
Channels

• Facebook
  • Largest user base
  • Pages: admissions
  • Groups: orientation, current students, alumni
  • Individual profiles: engage with audiences; control baseline narratives of perception

• Twitter
  • Short bursts of information
  • Advocacy, news, swift to real-time conversations
  • Program profile: broad voice, validation of affiliates and people
  • Individual profiles: engage and network, display narrative around personal endeavors

• Instagram
  • Climate and culture through photos and videos
Channels

• LinkedIn
  • Employment and professional focused
  • Promote professional achievements, research, and leadership
  • Program groups: promotion for events and live networking

• Pinterest
  • Expansion of climate and culture
  • Sales focused

• Snapchat
  • Being in the moment
  • Resources for others to be involved in their journeys
  • Secondary awareness
Planning
Strategic Planning

• Affiliate
• Platforms
• Content calendar
Affiliates

• Affiliates can be direct or indirect partners that leverage your online reach. Develop live and virtual relationships with leaders and counterparts.

• Who are your partners?

• Who can expand your reach?

• Grad Studies, Colleges, Partners, Nonprofit/Government, interdisciplinary

• Know your people. Tag your people
Platforms

• Hootsuite (Scheduling)
• Canva (Design)
• Airtable (Planning)
• Slack (Collaborating)
Canva (Design)

https://www.canva.com/create-a-design
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<th>Subject</th>
<th>Call-to-action</th>
<th>Release Date</th>
<th>Status</th>
<th>Month</th>
<th>Hashtag</th>
<th>Author</th>
<th>Text</th>
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<td>Introduce names, degrees and unders...</td>
<td>3/26/2018</td>
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<td>Welcome</td>
<td>Grad Studies</td>
<td>Welcome to UC Davis Graduate Studies! This post serves...</td>
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<td>local recreations</td>
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<td>grad opportunities</td>
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<td>April</td>
<td>Welcome</td>
<td>Grad Studies</td>
<td>It's going down! Grad Slam is this Thursday at 7pm! Join...</td>
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<td>April</td>
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<td>Grad Studies</td>
<td>Meet your second moderator - Paul. He is our online gur...</td>
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<td>cheaper bike options</td>
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<td>May</td>
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Slack (Collaborating)

Paul David Terry 9:40 AM
uploaded this file

Thoughts on Meditation.pdf
990 kB PDF

Paul David Terry 9:40 AM
@rosecabrals Here are some of the fliers I've been posting around the office. I've
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<th>Date</th>
<th>Frequency</th>
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<td>Month of April</td>
<td>Health</td>
<td>Wellness</td>
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</table>
Social Media and Posting Tips
Tips

• Define your purpose; Don’t be everything to everyone
• Choose your channels based upon the user’s needs
• Mix up scheduled posts with spontaneous or present posts
• Create quick photos and format for various channels with Canva
• Use hashtags in appropriate channels
• Develop relationships with partners
• Tag them and send direct messages or an email to alert them of activities
• Use your filters to find out trends: https://trends24.in
Tips

• Don’t buy followers, start slow and engage with quality
• People care about causes and people; Don’t push events as your primary source of posts
• Use strategy and tact around social disparities and during crisis
• Collect data and use it to drive strategy and content
• Plan, schedule, and leverage technology to free up time
• Team up and collaborate on the creation of content and extending reach to audiences
• Set boundaries
Tips

• Use imagery to tell your story
• Use little to no text in your image
• Avoid faces
• Quality matters
• Video and 360 – consider the first 3 seconds carefully
• Think about timing – hour, day, year
“Organizations trying to use social media without a social culture will be very lonely online.”

Beth Kanter