Demystifying Social Media

To tweet or not to tweet?

Rebecca Vander Linde
Manager of Digital Communications
American University
FACEBOOK

Most popular

1.9 BILLION unique monthly users

predominantly female
83% of online women
75% of online men

AGES 18-49
best place to reach Millennials and Generation X
Generation X spends almost 7 hours per week on social media

75% of users spend 20 minutes or more on Facebook every day
Facebook Live

• Choose a **topic that is relevant** to the conversation.

• **Strong wi-fi** connection is necessary.

• **Fully charged phone** or connect to a **power source**.

• Use a **tripod**.

• Think about **sound**
  • **Lavalier mics** and a **splitter**.

• **Choose a static background** and frame your shot.

• **Interact** with commenters, if necessary.
  • A white board or poster board to write questions on is helpful.
INSTAGRAM

Fastest growing

600 million unique monthly users

Predominantly female
- 38% of online women
- 26% of online men

Age <35
- 90% of Instagram users are under 35

53% of Instagram users follow brands
Instagram Stories

- Snapchat copy cat feature.
- Disappear after 24 hours.
- Featured at the top of everyone’s Instagram feed.
- Edit photos inside Instagram app.
Twitter

- 317 million unique monthly users
- Predominantly male: 22% of online men, 15% of online women
- Mostly 18-29 year-olds
- 53% of Twitter users never post any updates
- Users only spend an average of 2.7 minutes on Twitter's mobile app per day

Most oversaturated
Twitter Moments

- Curate the best tweets from an event into a timeline users can swipe through.

Source.
unique monthly users

106 MILLION

slightly male
31% of online men
27% of online women

45% of people making
$75K/year or more use LinkedIn
vs. only 21% of $30K/year of less

Frequent LinkedIn users are typically
slightly less likely to use other
social networks
LinkedIn Blog Posts

- Leverage the expertise of faculty, featured speakers.

What Playing Sports Can Teach Kids About the Game Called Life


Glenn Leibowitz | Follow
McKinsey Head of Communications, Greater China | LinkedIn...

The conclusion of the Olympics in Rio coincides with the start of a new school year, and the commencement of another season of competitive team sports for my son.

A week and a half ago, after surviving the first few rounds of cuts for his high school varsity soccer team, my son made it to the final round. It was the last day of tryouts, and
SNAPCHAT

- 100 million daily active users
- 54% of users log in every day
- 60% of users are age 13-24
- 400% year-over-year increase in daily video views (more than Facebook)
Snapchat Stories and Geofilters

- Snapchat geofilters are graphic frames that overlay snaps.

- You can purchase a geofilter through the Snapchat website.

- Once you’ve created a geofilter, make a Snapchat story, so users can submit their snaps from your event for all to see.
YOUTUBE
Better than TV

1 BILLION unique monthly users

predominantly male
55% male
45% female

AGES 18-49

YouTube reaches more 18-34 and 35-49 year olds than any cable network in the U.S.

~2 MILLION video views per minute
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Content generated from events

1. Event Page on AU
2. Live tweeting
3. Livestream
4. Next Event (Repeat!)
5. Event Announcement and Facebook event page
6. Pre-event web story
7. Photos taken during the event
8. Gallery of photos on social media
9. Email Invitations
10. Social promotions
11. Social posts by event attendees
12. Event recap web story
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## Promoting an Event on Social Media

### Before
- Designate **roles**
- Create a **playbook**

### During
- **Web**
  - Write a web article about:
    - Speakers
    - Topic Context/Big Picture
    - Op-Ed Pieces
  - **Promote** the article on www and across social channels

### Social
- **Facebook**
  - Create a public event page
  - [Boost](#) a post (ad)
- **Twitter**
  - Tweet about your event, use your hashtag
- **Instagram**
  - Post a graphic with event details

### Repeat
What Is a Social Media Event Playbook?

• A play-by-play outline of your social strategy for a particular event.

• Assign one account to take the lead.

• Include a timeline of events and speakers and relevant hashtag(s) and handles for mentions.

• Draft tweets for the main account ahead of time.

• Distribute tweets for the amplifying accounts to retweet and suggest how they might add to the conversation.
**Promoting an Event on Social Media**

<table>
<thead>
<tr>
<th>Operations</th>
<th>Web</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Display social posts</strong> on a screen using Tagboard or similar</td>
<td><strong>Livestream</strong>&lt;br&gt;<strong>Create a timeline</strong> of social posts to auto-display on relevant pages.</td>
<td><strong>Twitter</strong>&lt;br&gt;• Live tweet&lt;br&gt;• Don’t forget your #hashtag!&lt;br&gt;• Retweet and reply to people posting about your event</td>
</tr>
<tr>
<td>Display signs with your hashtag as table tents or near the entrance</td>
<td></td>
<td><strong>Instagram</strong>&lt;br&gt;• Post 2-3 photos from the event</td>
</tr>
<tr>
<td>Include hashtag on all collateral materials and slides</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*University Communications and Marketing | American University*
# Promoting an Event on Social Media

## Before

**Web**

- **Write a recap web story**
  - Make the headline social-friendly, but not click bait. Think like BuzzFeed.
  - Example: [10 Memorable Things Madeleine Albright Said at AU](#)
  - Post photo gallery and video from event with recap

## During

**Social**

- **Facebook**
  - Post recap story

- **Twitter**
  - Create a Moment
  - Promote recap story

- **Instagram**
  - Post a gallery of photos from the event

## After

**Repeat**
### Promoting an Event on Social Media

**Before**

**During**

**After**

**Repeat**

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| **Save your Playbook.** It’s your template for your next event. | **Include links to previous events** on new event pages as “related” content Where future events are known, include a **save the date or preview** | **Reference content** from a previous event when promoting a future event  
  - Establishes your authority in a topic area  
  - Creates opportunities to cross-pollenate audiences |
Repeat: Katzen Museum’s North Korea Exhibits

- **2016**: North Korean paintings
  **2017**: North Korea photos

- **Share** content from 2016 to...
  - Establish Katzen’s authority and **credibility** in the area of North Korean art
  - **Promote** 2017 exhibits