

Utilizing Social Media

SCLD Additional Club Resources

Why Should I Use Social Media?

YouTube video - Socialnomics: <https://www.youtube.com/watch?v=PWa8-43kE-Q>

Advantages

- Grow your community
- Create succinct and relevant information about your club and events
- Opportunity to share your story (Storytelling!)
- Be a support system and a second point of contact

Disadvantages

- Lack of meaningful interaction
- Miscommunication if used improperly
- Can be easy to get off course
- Easy to only rely on this method of promotion

Supporting Students

- Social media allows students to reach out to student leaders to any number of questions:
 - Important information about York University
 - <http://currentstudents.yorku.ca/>
 - Advocacy campaigns happening on their behalf (E.g. YFS)
 - Departments offering workshops to better their learning/personal lives

Effective Use of Social Media

Strategies to Developing a Brand

- Identify your club
- Publish useful/interesting content
- Network with other organization
 - Facebook groups
 - Tweet conversations
 - YUConnect for collaborations
- Be authentic and consistent

Creating Content

- Choose the appropriate platform
- Be mindful of the best format/style for this platform
- Do an analytics review to understand your audience
- Use credible sources
 - Add references where possible
- “Personal” vs. “Work” account

- Make it your own while fitting with the overall vision of the club
- Watch your language - be inclusive!
 - I.e. word choice, tone punctuation and editing

Monitoring the Conversation

- Put in the effort to engage your audience
 - Reply to questions, messages and content
 - Thank people for engaging
- Be mindful of what YOU put up
 - Everything is permanent
 - Don't resort to public shaming
- Don't feed the trolls

Monitoring Your Channels

- Twitter Analytics (built in) <http://analytics.twitter.com/>
 - Tweet engagement
 - Follower interest and statistics
- Facebook Analytics (*only works for pages)
 - Post reach and engagement
 - Location/age/gender of audience
- Google Analytics <http://google.com/analytics>
 - Use for Wordpress pages
- Instagram Analytics (*only works for business accounts)
 - post/story reach and engagement
 - Location/age/gender of audience

Social Media Channels

Effective Twitter Practices

- No 'subtweets'
- Live tweet (with images) during events (instead of using 'scheduling')
- Keep you club/event hashtag short
- Use hashtags and mentions to create conversations (engage: retweet/reply to other York accounts and clubs) #YorkU @YorkUOfficial
- Use images, videos or gifs

Effective Facebook Practices

- Keep posts short (i.e. shouldn't have to expand post)
- Use analytics
- Connect with and check out websites, affiliated departments, initiatives and Parent Organizations for content
- Try to relate content back to York (current events, news, stay in touch with other clubs and colleges)

- Ask questions, “comment below” (i.e. make posts engaging)
- Schedule posts according to analytics for maximum reach

Effective Instagram Practices

- Use hashtags and mentions to create conversations (engage and reply to other York accounts and clubs) #YorkU @YorkUOfficial
- Consider your overall aesthetic for the image your club wants to portray
- Find a balance of images and text
- Use location tags in stories and posts

Leveraging Social Media

Social media is a great tool, but it can be time consuming and confusing. Here are some best practices and tips to make sure you are making the most of your time and efforts.

Best Times to Post Content

*compare with page analytics to see what works best for your account

- Facebook
 - Best days to post: Thursdays and Fridays
 - Best time of the day to post: The optimal time to post is early afternoon in the time zone with most of your audience.
 - 9am-7pm - broad suggestion time
 - 1pm - get the most shares
 - 3pm - get the most clicks
- Twitter
 - Best days to post
 - Business to Business - Monday to Friday
 - Business to Consumer - Wednesday to Sunday
 - Best time of the day to post:
 - 9am-3pm
 - 5pm - most retweets
 - 12pm and 6pm - highest click rate

Connected Social Media Accounts

- Pros and Cons of posting the same content on all platforms
 - Pro - audience on different channels get same content, promotes the club
 - Cons - repetitive for people on all channels

Scheduling

- Social media can be a lot of work and very time consuming. However, there are several tools such as Tweetdeck and Hootsuite that allow you to write posts now and schedule them to go live at a specific time
 - <https://hootsuite.com/>
 - <https://tweetdeck.twitter.com/>

Top 5 Do's

1. Relationship building
2. Respect others' opinions
3. Represent your brand
4. Be authentic
5. Know your audience

Top 5 Don'ts

1. Sub-tweet
2. Be negative (e.g. complain about things)
3. Swear, discuss prohibited activities
4. Put personal information in a tweet
5. Self-promote

Conclusion and Quiz

Thank you for taking the time to view this workshop. We hope that some of these tips on social media use are useful to you and your organization. Please take a few moments just to read through some next steps, and please don't forget to complete the quiz!

Next Steps

- This will cover the effectiveness of all club pages/social media accounts:
 - Audience analysis
 - Maximum 2-3 admins - who has access to these page and social media accounts
 - You should not have "too many cooks in the kitchen"
 - The person that has this role should enjoy using social media and be good at it or willing to learn
 - Get familiar with using analytics (E.g. Facebook, Twitter)
 - Social media scheduling 0 set up Tweetdeck or Hootsuite

Quiz

Complete the following quiz to show what you know and to document your participation in this workshop: <https://goo.gl/forms/rPF6fSmDwAwFisaq2>

Thanks for participating!