Advanced Social Media Management

Outline

- Overview of best practices by platform
- Why a “deck” or “dashboard” is useful
- How to use a “deck/dashboard” to spread your message
Which do you currently use?
Facebook

Useful for
- Leveraging friends for word of mouth
- Getting feedback & asking questions
- Attracting prospects
- Showing off your community (pic/vid)

Best Practices
- Post between 1 and 4 pm
- 1 – 2 times a day
- 40 – 80 characters
- Ask for shares, not likes

https://www.haikudeck.com/social-media-uncategorized-presentation-w3nrkGFkMC
You need someone to help keep the blog updated? I'm here! September 3 at 12:54pm · Like

Julie Aiello Howson with Kellie Lazar and Karen Smith Alves

Emma and her little Bitty Wonder Woman - a souvenir I picked up for her after a weekend with two of the Smith Wonder Women. I am grateful to call my friends.

Unlike · Comment

You, Amy Allen, Caroline Foster Deans, Cheryl Stadel-Blevins and 3 others like this.

Karen Smith Alves: Love it! I had a great weekend with dear friends.

September 1 at 11:25am · Like · 1

Write a comment...
Twitter

Useful for

- Making quick updates
- Posting links to longer content
- Learning (#smithieslead)
- Sharing news & trends

Best Practices

- Post between 1 and 3 pm
- 3 – 5 times a day
- 100 characters maximum
- Use hash tags (#) & “pls retweet”

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Overheard on NPR: Farah Pandith interview followed by @stefcutler quote in subsequent story #proud90classmate #smithieslead
LinkedIn

Useful for:
- Making professional connections
- Extending your network
- Establishing credentials
- Getting referrals

Best Practices:
- Post around 8 am
- At least one time a day
- Length varies; depends on type of post
- Recommend rather than endorse

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Pinterest/Instagram/Tumblr

Useful for
- Visual-centric audiences
- Illustrating color & design trends
- Stop & Look, rather than read
- Showing off your community (pic/vid)

Best Practices
- Post between 8 and 11 pm
- 2+ times a day
- 6 word/60 character headlines
- 50 – 150 words

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Creating Content

You want your content to STAND OUT

- Use great photos & videos – Smith Archives
- Content should be concise and consumable
- Link to relevant sources
- It sparks conversation – classmates’ successes

Content sources for Smith Volunteers

- NewsTracker: mhobbes@smith.edu
- Set up a Google Alert
- Follow Smith College, then share/retweet
- As a Social Media Ambassador (Annual Fund): the content is pre-packaged for you! You just have to copy, paste and tweak to make it your own.
ENGAGE

Get involved in the conversation.
Stay involved in the conversation.
Who has time for all this?
This is why a social media dashboard is useful!
Social Media Management
Dashboards

Useful for
- Managing multiple social media accounts
- “One click” to spread your message

Best Social Media Dashboards
- TweetDeck – Twitter only ☑️, scheduling tool
- Buffer – good for beginners
- HootSuite – scheduling tool + AutoSchedule
- Sprout Social – for small businesses ($)
- HubSpot – comprehensive content mngmnt ($)

Why I use Hootsuite

- Manages multiple networks/pages: FB, Twitter, LinkedIn, Google+, Foursquare, WordPress, mixi
- Schedule posts! Or AutoSchedule
- Follow hashtags with multiple feeds
- Will shorten links to ow.ly
- It’s FREE (with option to go Pro for $14.99/mo.)

https://hootsuite.com/dashboard#/
Questions?

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LinkedIn: Jennifer B. Hammond
Instagram: msjennybee11
Pinterest: Jenny Bornholdt Hammond