

Social Media for Administrators



Kerry Rego Consulting
@kregobiz







What is Social?

Social Media | A Definition

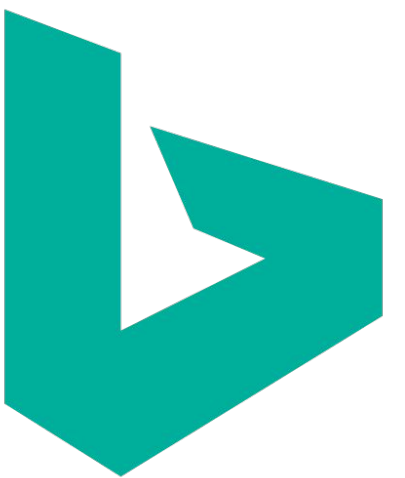
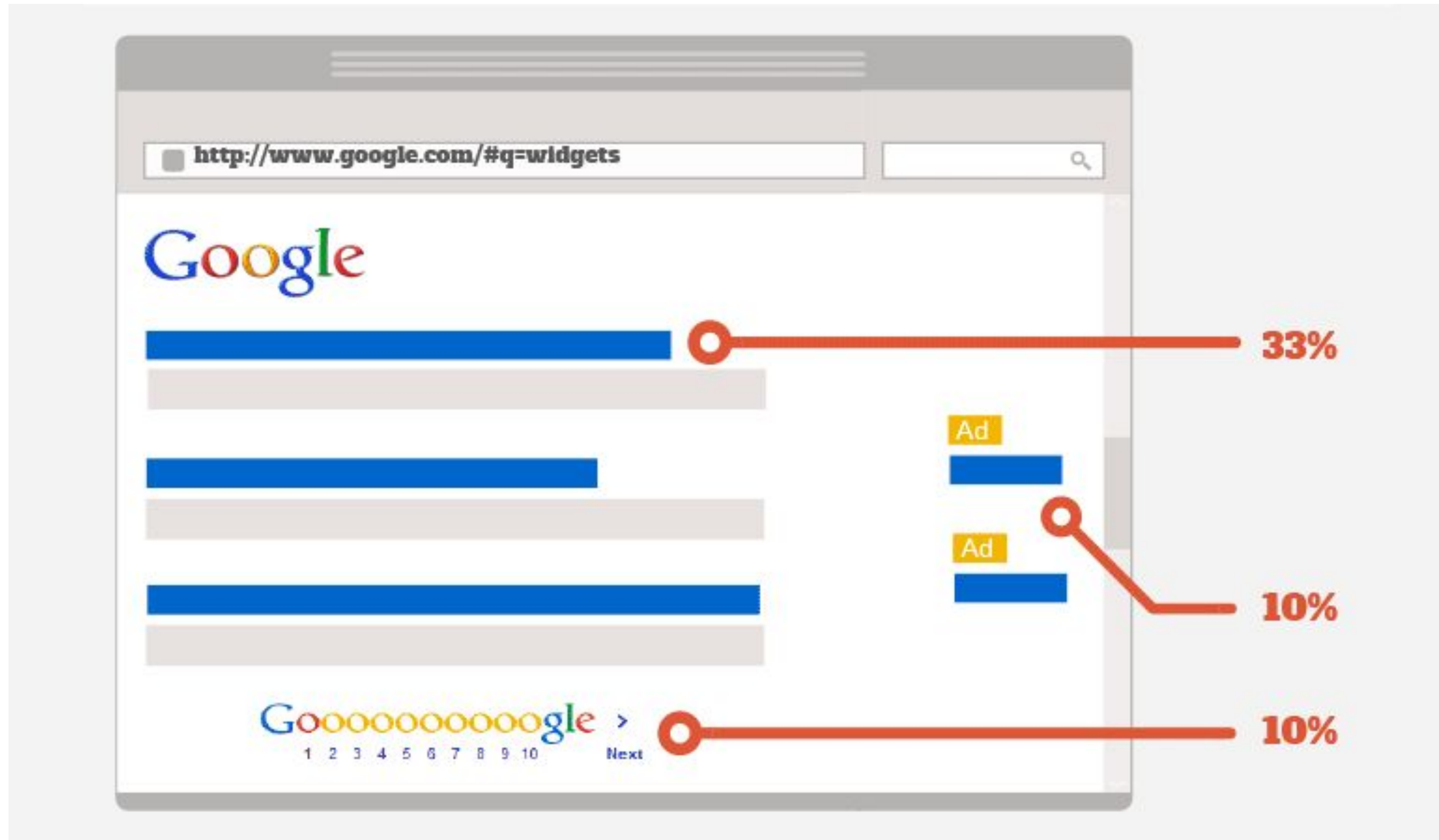


Social media use web-based technologies to transform and broadcast media monologues into social media dialogues. – Wikipedia

Must be on the Internet

Must be Shareable

First Page of Search & Social Results

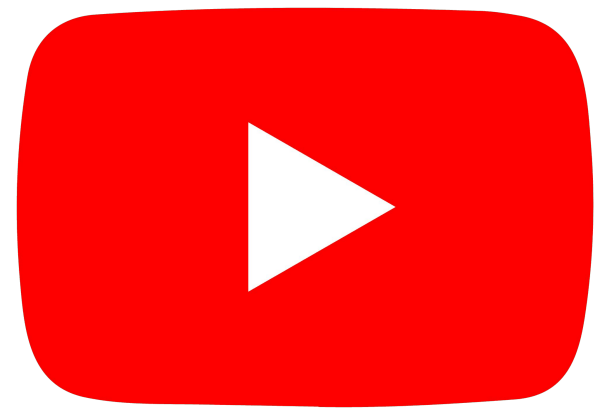


Benefits & Relevance of Using Social Media Marketing



- ✓ Enhance Branding & Awareness
- ✓ Protect Your Reputation
- ✓ Enhance Public Relations
- ✓ Build Community
- ✓ Enhance Customer Service
- ✓ Facilitate Research & Development
- ✓ Drive Sales & Leads

Where Everyone Is On the Social Web



YouTube

2b users

#2 website



TikTok

1b MAU

Regularly Banned



Pinterest

442m MAU

40% users

\$100k+ income



Facebook

2.7b MAU

#7 website



LinkedIn

760m members

#2 most trusted



Instagram

1b MAU

Stories 500m DAU



Reddit

430m MAU

30% yoy
increase



Twitter

336m MAU

500m tweets/day

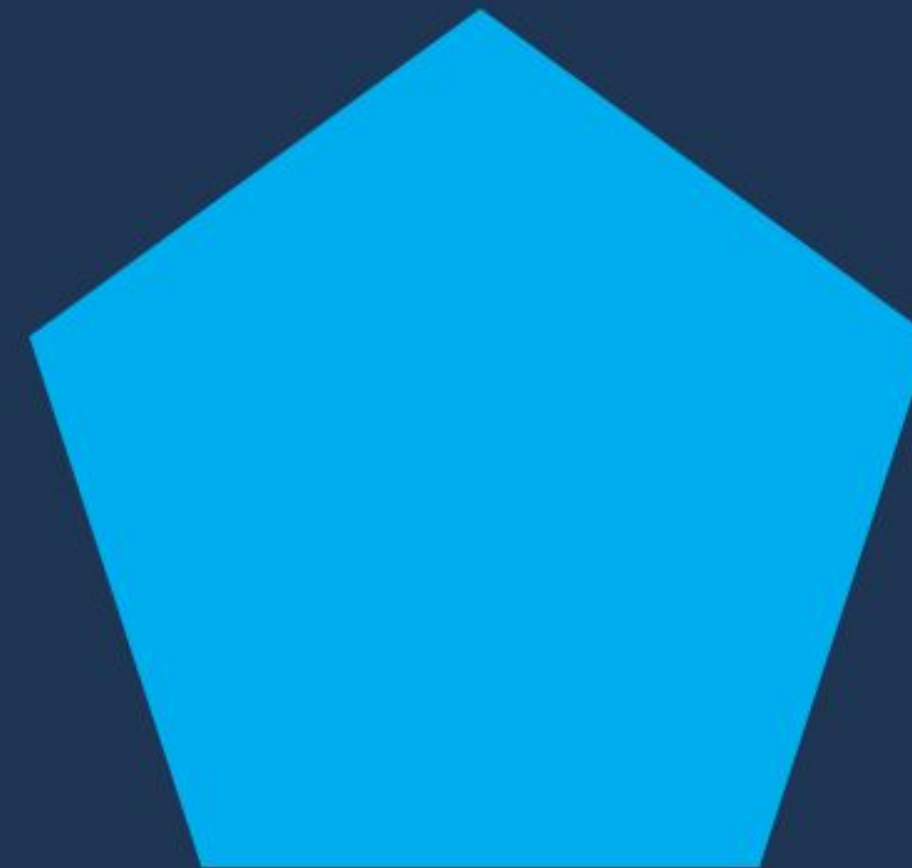


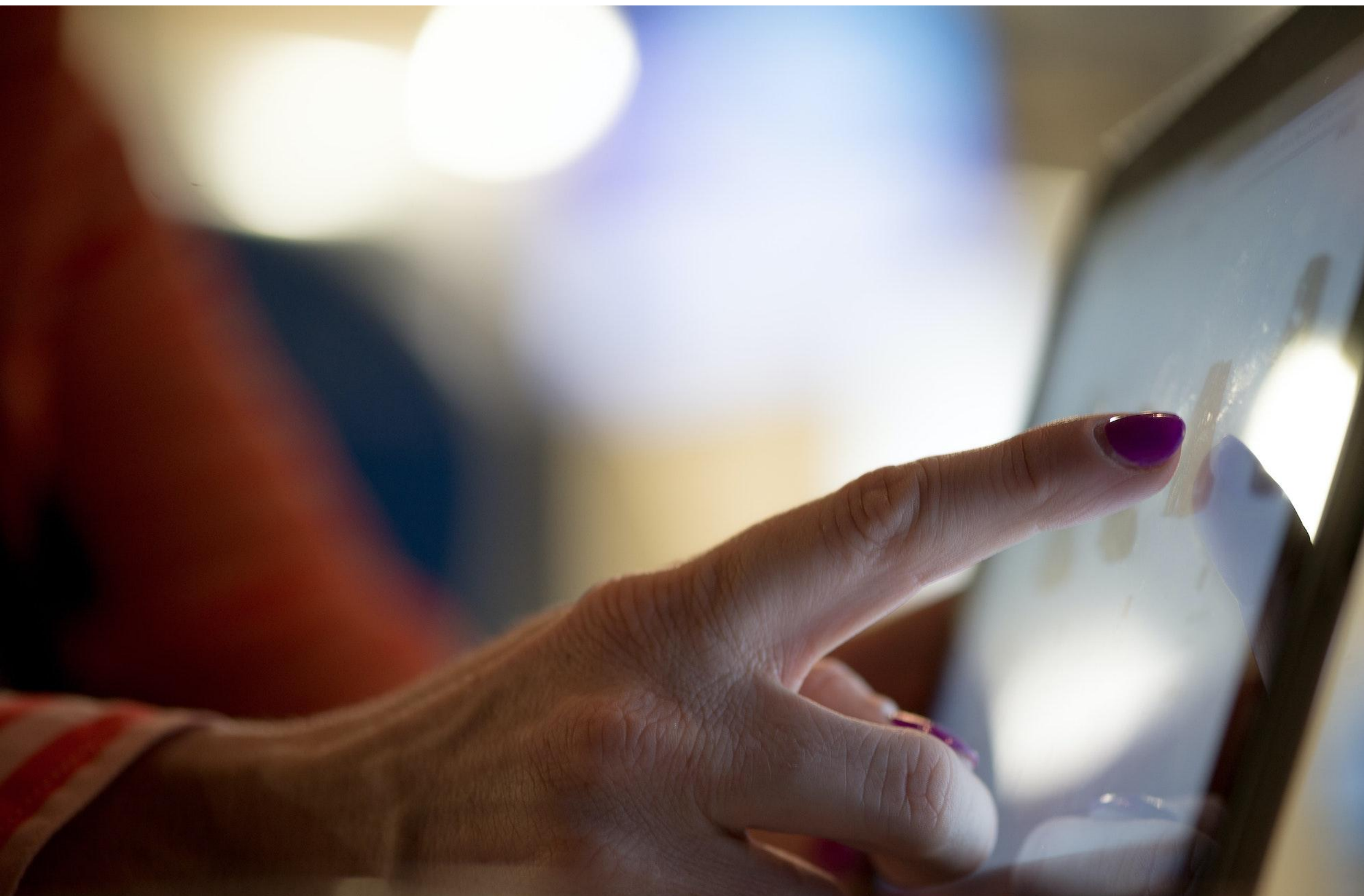
What It's All About

What Do You Want To Happen?



REVENUE STREAMS





It's Not Popularity
You Want
It's Action



Calls-to-Action (CTA)
LEAD TO
Points of Conversion

<http://bit.ly/KRCpointofconversion>

Join

Donate Today

Buy Now

Fill Out The Form

Sign Up

Register

Download

Sponsor

Call Us!

Message Us



It's About Community, Relationships & VALUE



Strategy: The 5 W's



Social Media Strategy

Mission & Values

Revenue

CTA

Objectives

WHY

WHO

WHAT

WHEN

WHERE

Value

Audience

Messaging

Timing &

Internet

Proposition

Identification

& Content

Frequency

& Tools

Tactics

Test

Measure

[Eval]

Tactics

Test

Measure

Why?

- are you different from your competition?
- are you doing this?
- are you valuable?
- should they care about you?

These are Your Value Propositions

<http://bit.ly/KRCvalueprops>

Social Media Objectives

1. **Increase** web traffic to lead page by 50% using Facebook by 12/31/19.
2. **Increase** sales by 10% using email marketing by end of Q2.
3. **Increase** event attendees by 150 using LinkedIn by event date.

Social Media Objectives

Fill In The Blanks A-E



sales
donations
subscribers
web traffic
attendees
sponsors
members
leads

by

or
%

using

social media
Facebook
Instagram
YouTube
blog posts
email
podcasts

by

date
end of quarter
event date

A

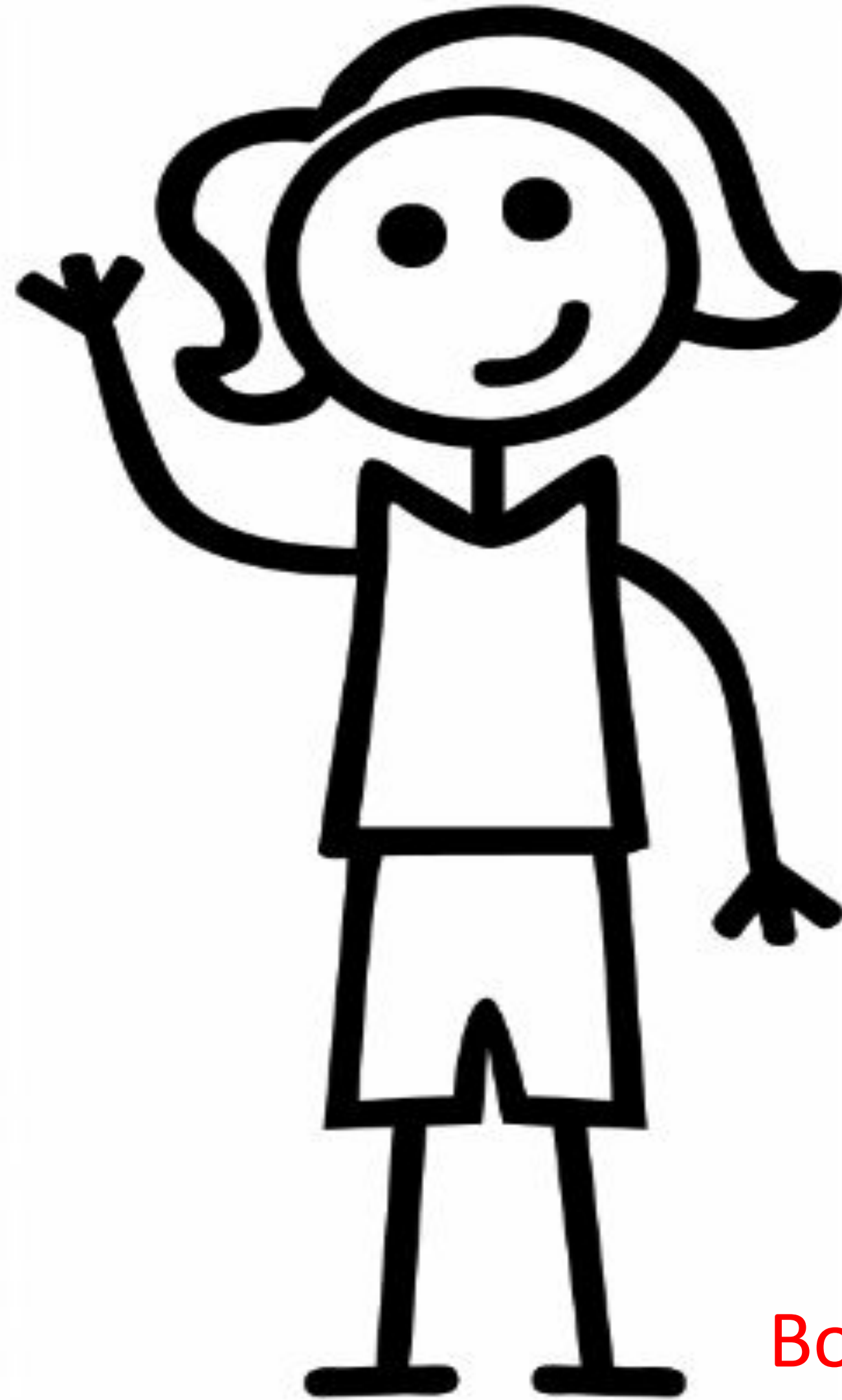
B

C

D

E

WHO is your audience?



Consider Their:

- Age or Stage of Life
- Gender Expression
- Location
- Education
- Needs
- Socio-Economic Status
- How They Like to Communicate

Bonus Questions:

Who are you already serving?

Who are you missing and would like to target?

Research: PewInternet.org

Blog Resource: <http://bit.ly/KRCcustomers>

WHAT do they want to hear?



Employees | Professors

Programs

Events

Hot Topics

Success Stories

Campus Culture

Differentiate

Identify Obstacles

FAQ

<http://bit.ly/KRCeasyblog>

WHAT | subtopic, Keywords



Keywords are ideas and topics that define what your content is about.

In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries."

If you boil everything on your page — all the images, video, copy, etc. — down to a simple words and phrases, those are your primary keywords. - MOZ.com

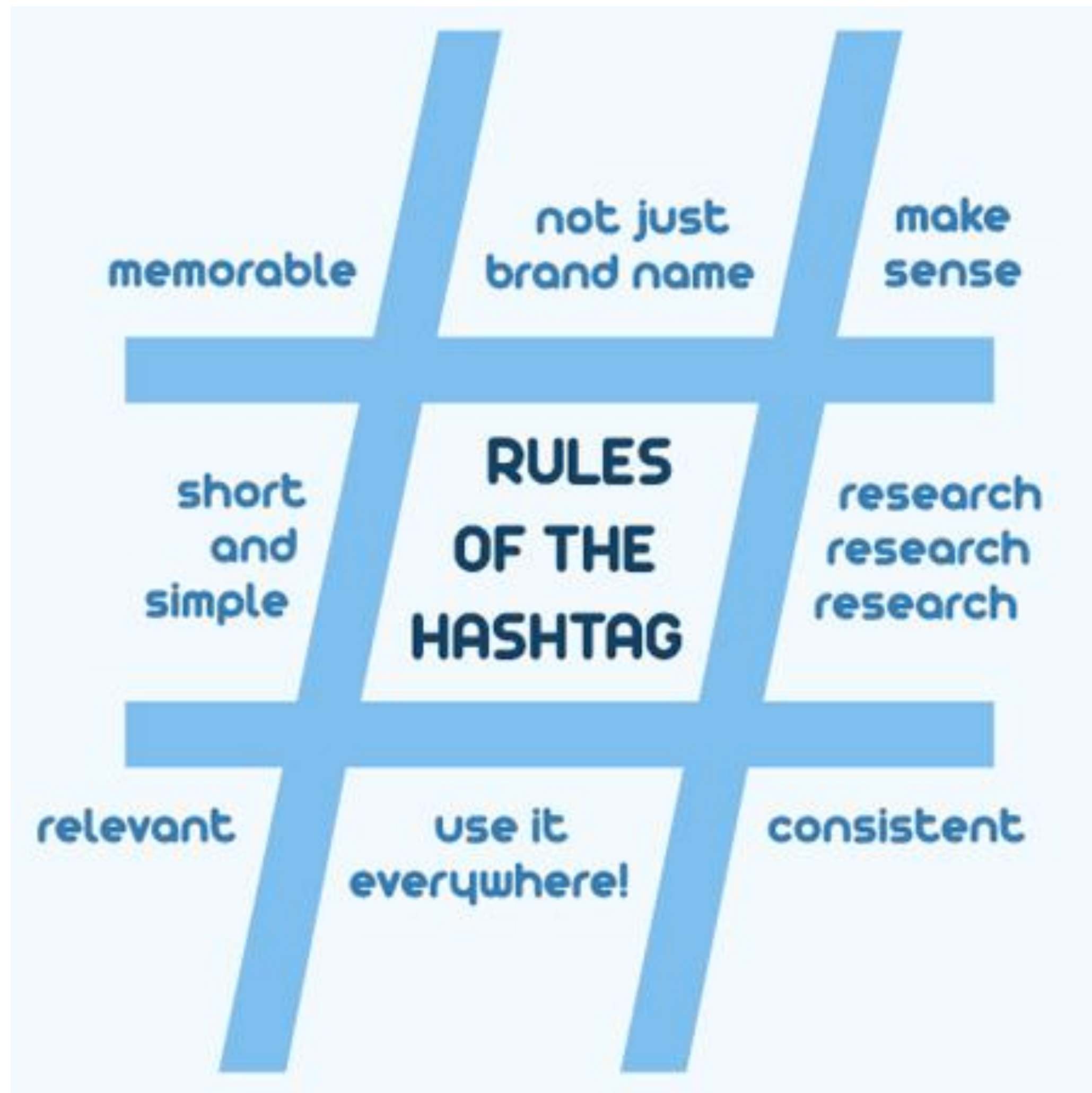
<http://bit.ly/KRCkeywords>

WHAT | subtopic #hashtags

- Literal, categorical #wine
- Brand #mycoolcompany
- Real time #comiccon2019
- Location #sonomacounty
- Subtext #sorrynotsorry
#notbadforagirlwithnotalent



Dos & Don'ts



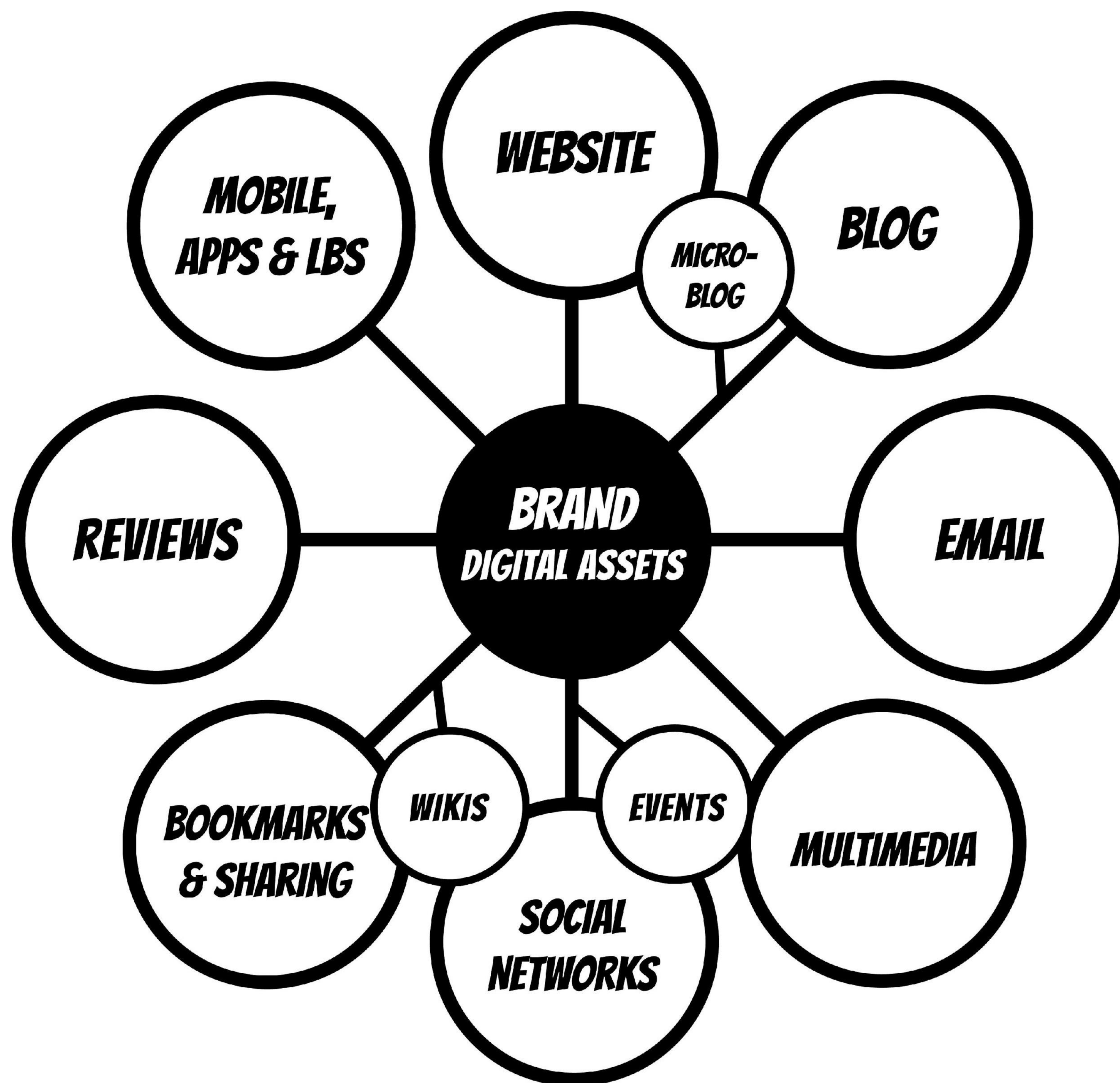
- No spaces between words - #im old
- No characters, only letters - #i'mold
- Think short tail & long tail
- Do think carefully where you use them, some audiences despise them



**70% Value
+ 20% Promotion
+ 10% Human**

100% AWESOME

WHERE



Category
Brand Name
Uses



Choose Carefully

- The Right Room
- Don't Use All of Them
- Delete Abandoned Channels

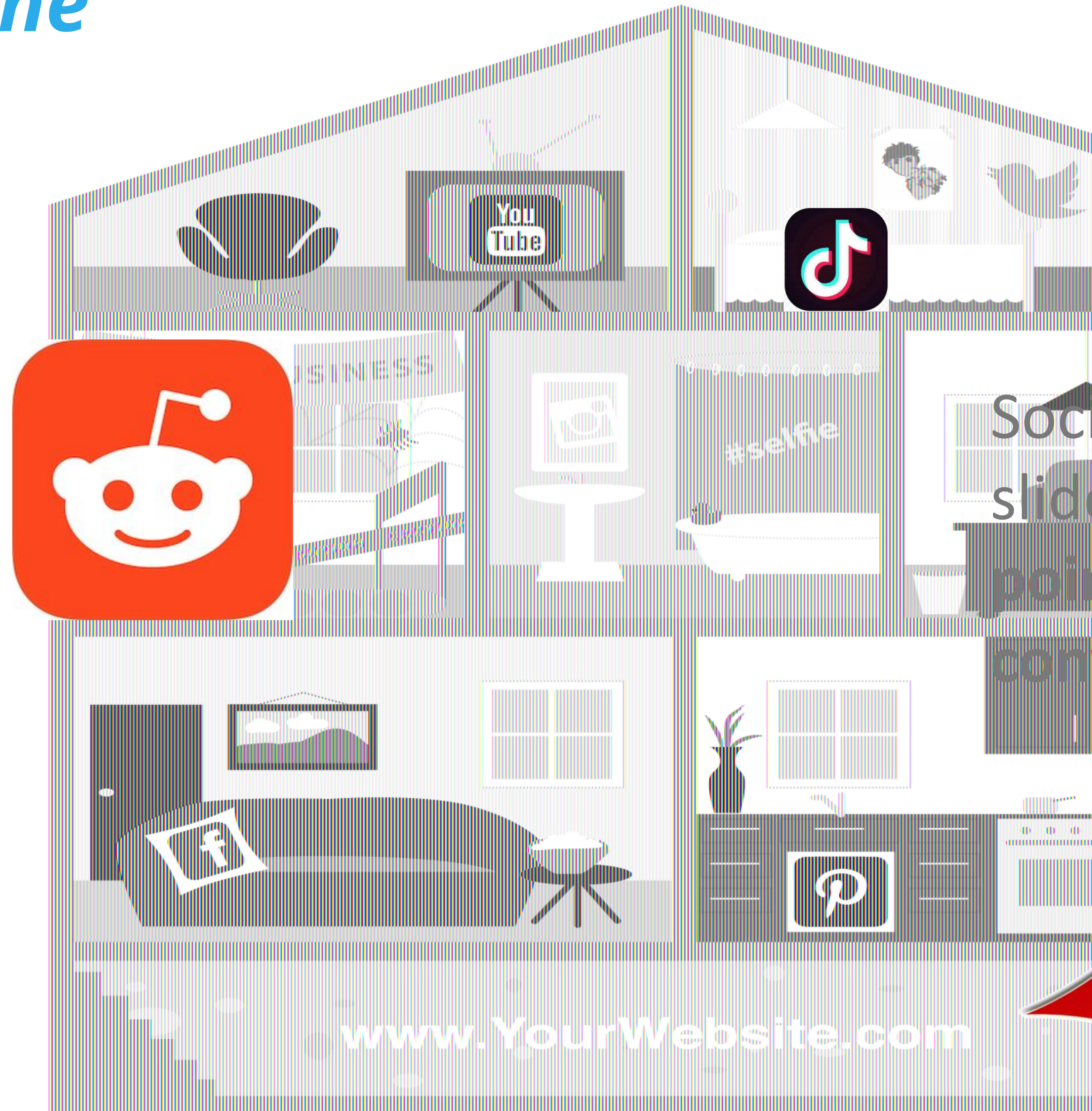


Top Examples:

<http://bit.ly/BestSocialColleges>

Social is NOT the end result.

Each room of your social house has a different feel and theme.



Social is the slippery slide to your **points of conversion!**

WHEN



Frequency & Consistency!

Hours (times per day)

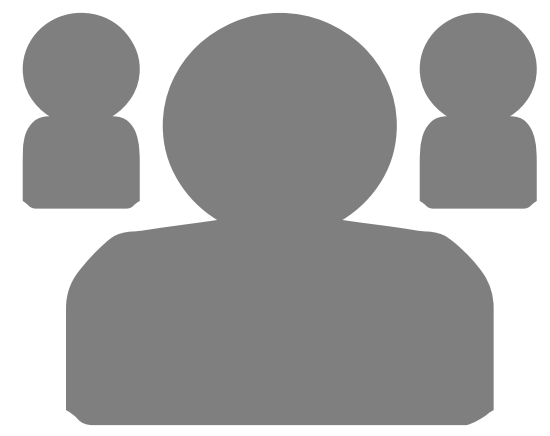
Days

Weeks

Months

Seasons

Periods of Life



Marketing Editorial Calendar



	Theme	Blog	Email Mrkt	Facebook	Instagram
July '12	History/Story of Company				
August '12	Primary Service				
September '12	Educational Conference				
October '12	Community Service				
November '12	Secondary Service				
December '12	Holiday				
January '13	Renewal				
February '13	Primary Service				
March '13	Communication				
April '13	Employees				
May '13	Secondary Service				
June '13	Client Success Story				
July '13	Differentiate				

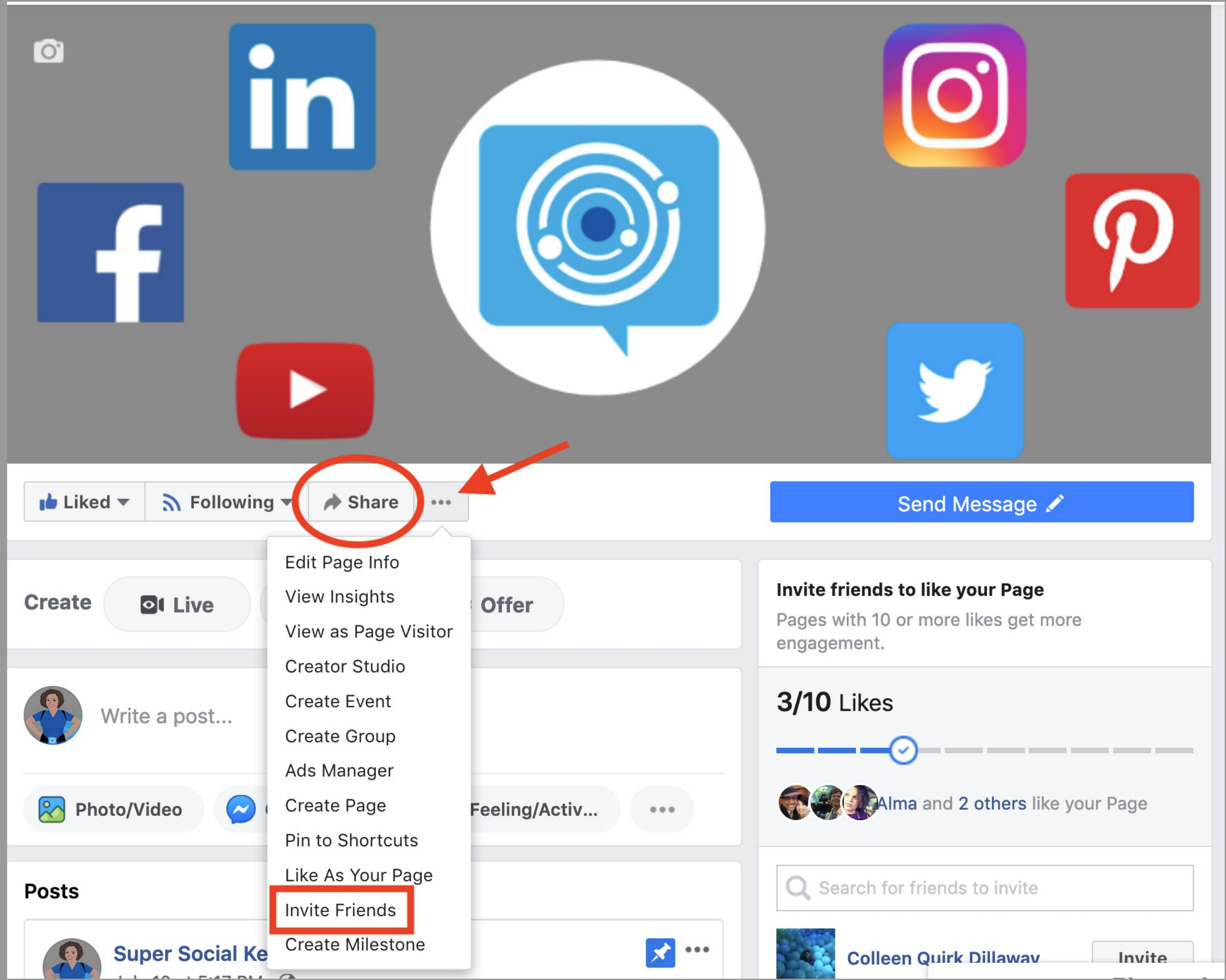


But HOW?
Use Your
Ninja Moves

Tactics | Marketing



- Multimedia
- Live streaming
- Contests
- Emojis
- Stories
- Nostalgia
- Curate content of others
- Look for patterns in analytics
- Time sensitive
- Consistent branding
- Frequency & consistency
- Use conversational tone





Branding

Be Visually Consistent

- Colors - keep id #s handy
- Logos - all shapes, hi res
- Filters - find yours
- Templates - make them
- Don't forget profile & cover images!

Share high quality images that physically fit the space.



Voice

- Tone - serious, funny
- Language - slang, proper use
- Human/Authentic - emotion
- Purpose
- May Vary by Channel



Measure Performance

Measuring Success

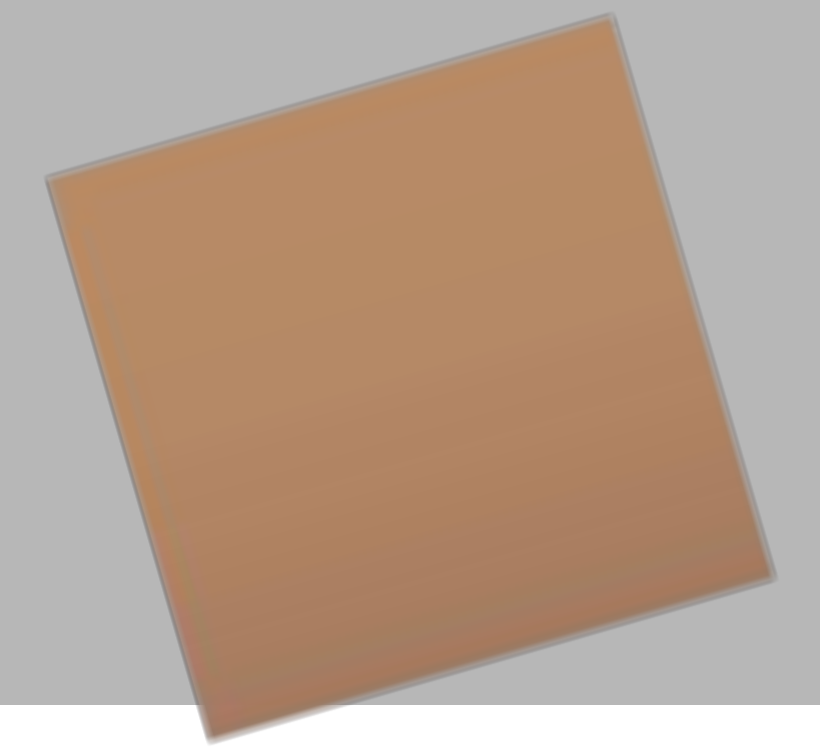


- Create metric report
- Track month over month
- Not all metrics are created equal
- Interpretation and adjustment
- How do the #s match goals?
- Learn to tell the story of the #s

Metric Report

25	Facebook Page (Insights)						
26	Likes						
27	Total Likes						
28	Unlikes						
29	Page Views						
30	Top Sources of Traffic						
31	Actions on Page						
32	Total Actions on Page						
33	Posts						
34	Highest reach (organic)						
35	Highest reach (paid)						
36	Highest engagement						
37	Highest engagement rate						
38	Events						
39	Highest Reach						
40	Highest Responses						
41	Ticket Clicks						
42	Videos						
43	3sec video views						
44	Minutes viewed						
45	Top Video						
46	Stories						
47	Unique Opens						
48	Total Engagement						
49	Messenger						
50	Messaging Connections						
51	Response Rate						
52	Response Time						
53	<i>(italic items are in left menu bar)</i>						
54	Copyright © Kerry Rego Consulting						

[Download
Metric Report](#)



$$\text{Engagement Rate (\%)} = \left(\frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Total Followers}} \right) \times 100$$



Best Practices



Social Media Strategy

Mission & Values

Revenue

CTA

Objectives

WHY

WHO

WHAT

WHEN

WHERE

Value

Audience

Messaging

Timing &

Internet

Proposition

Identification

& Content

Frequency

& Tools

Tactics

Test

Measure

[Eval]

Tactics

Test

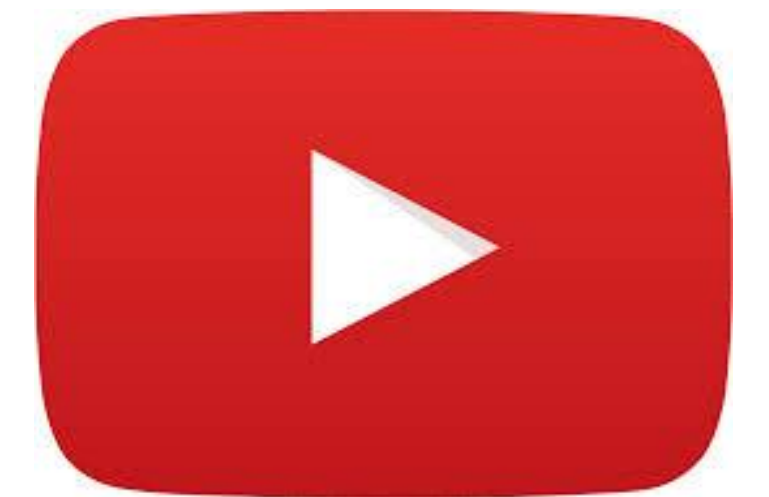
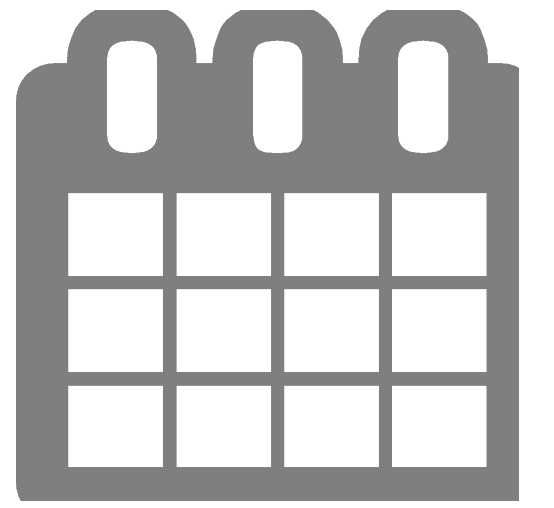
Measure



Training
Hire Professional Teams



Advanced Tool Management



Later
Hootsuite
Buffer

PostPlanner
SproutSocial

CAN-SPAM Act of 2003



**Permission
Based
\$41k fine**

Honest in eAddress

Disclose Ads

Honest in Headline

Disclose Location

Opt-Out Option

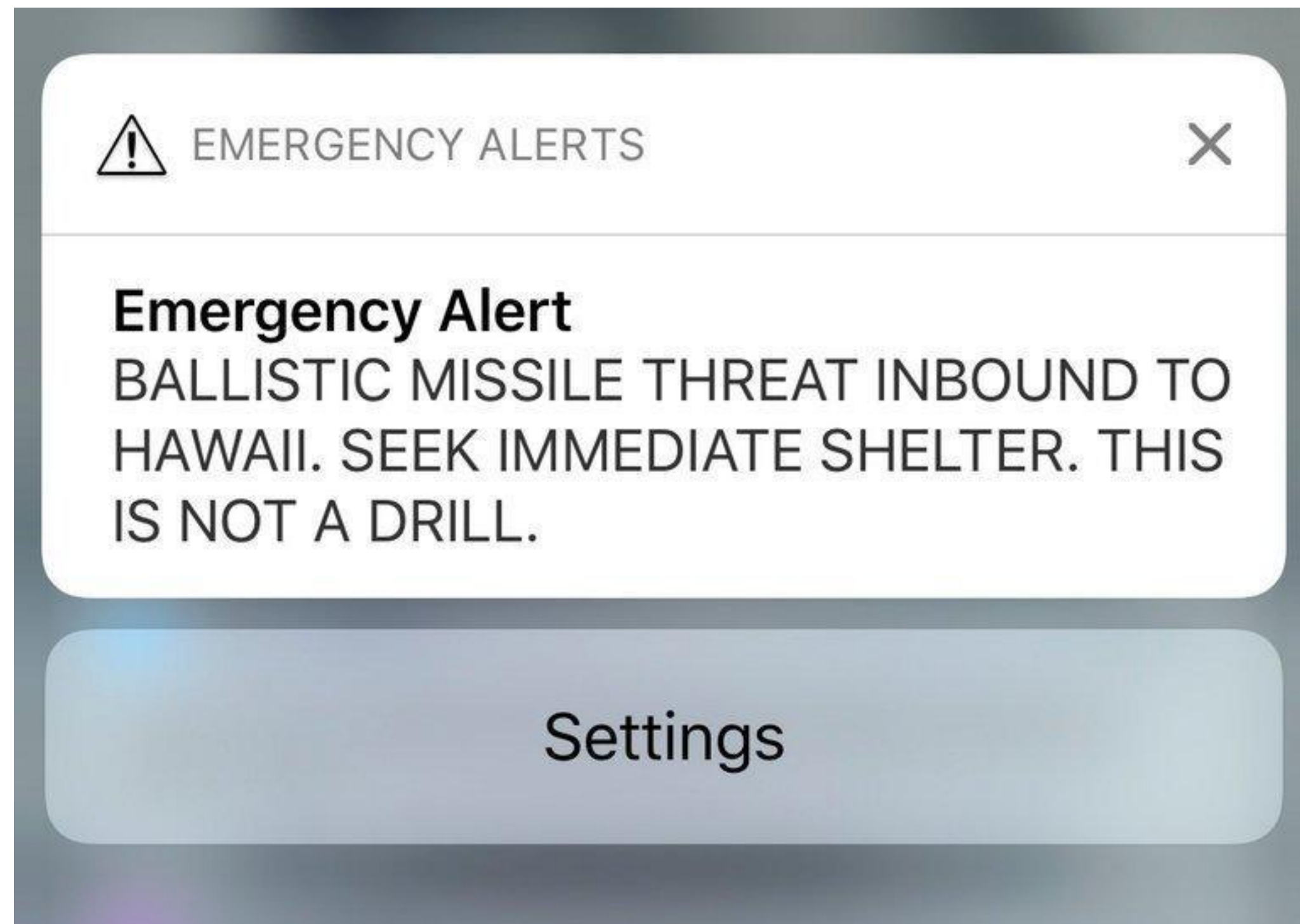
Use a Vendor?
You Are Still Responsible

Dealing with Negativity

- How do you deal with it in real time?
- Your character shines through
- All service providers have unhappy customers
- Editorial control, settings
- Control is really an illusion



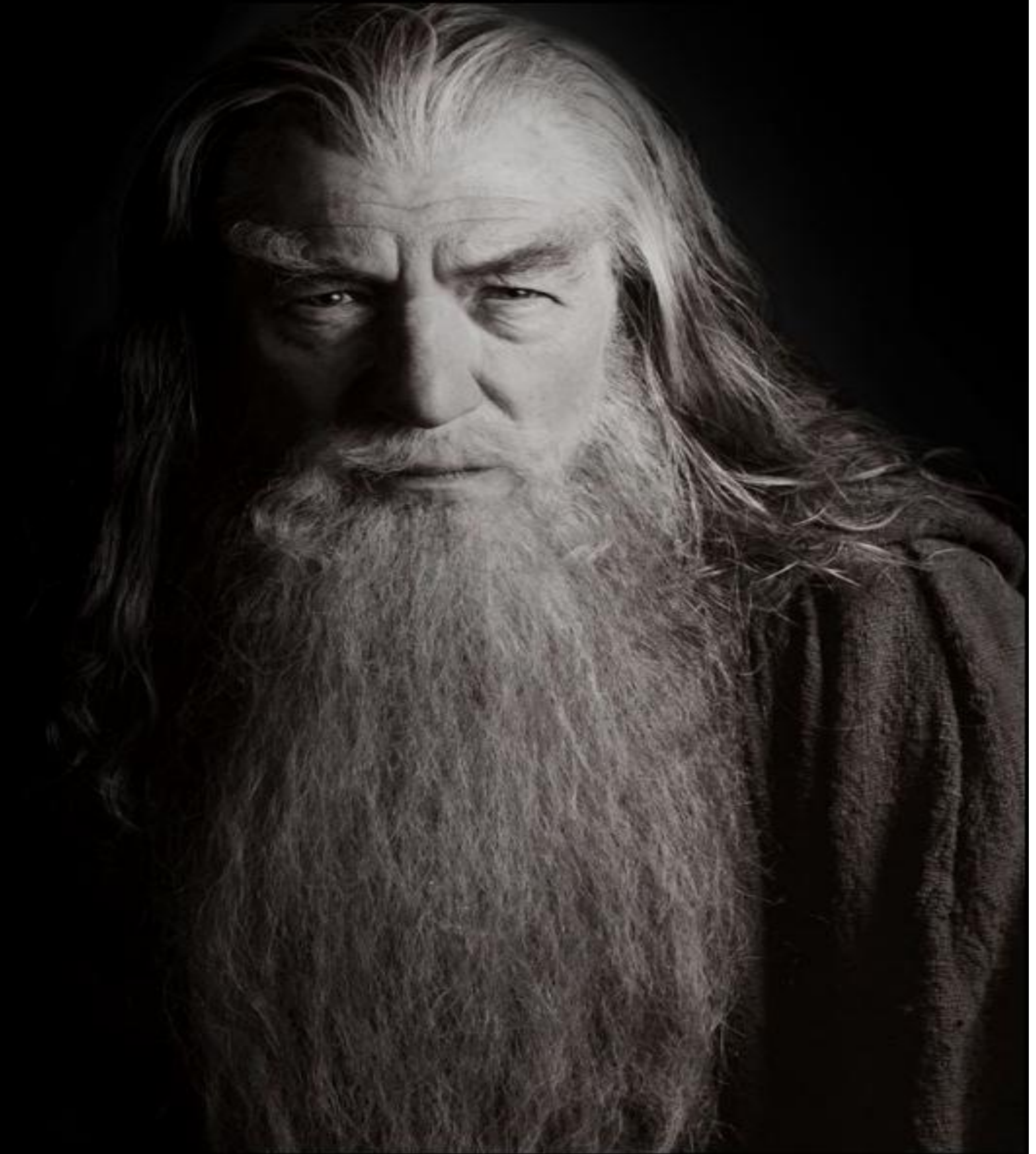
Set up a Crisis Plan



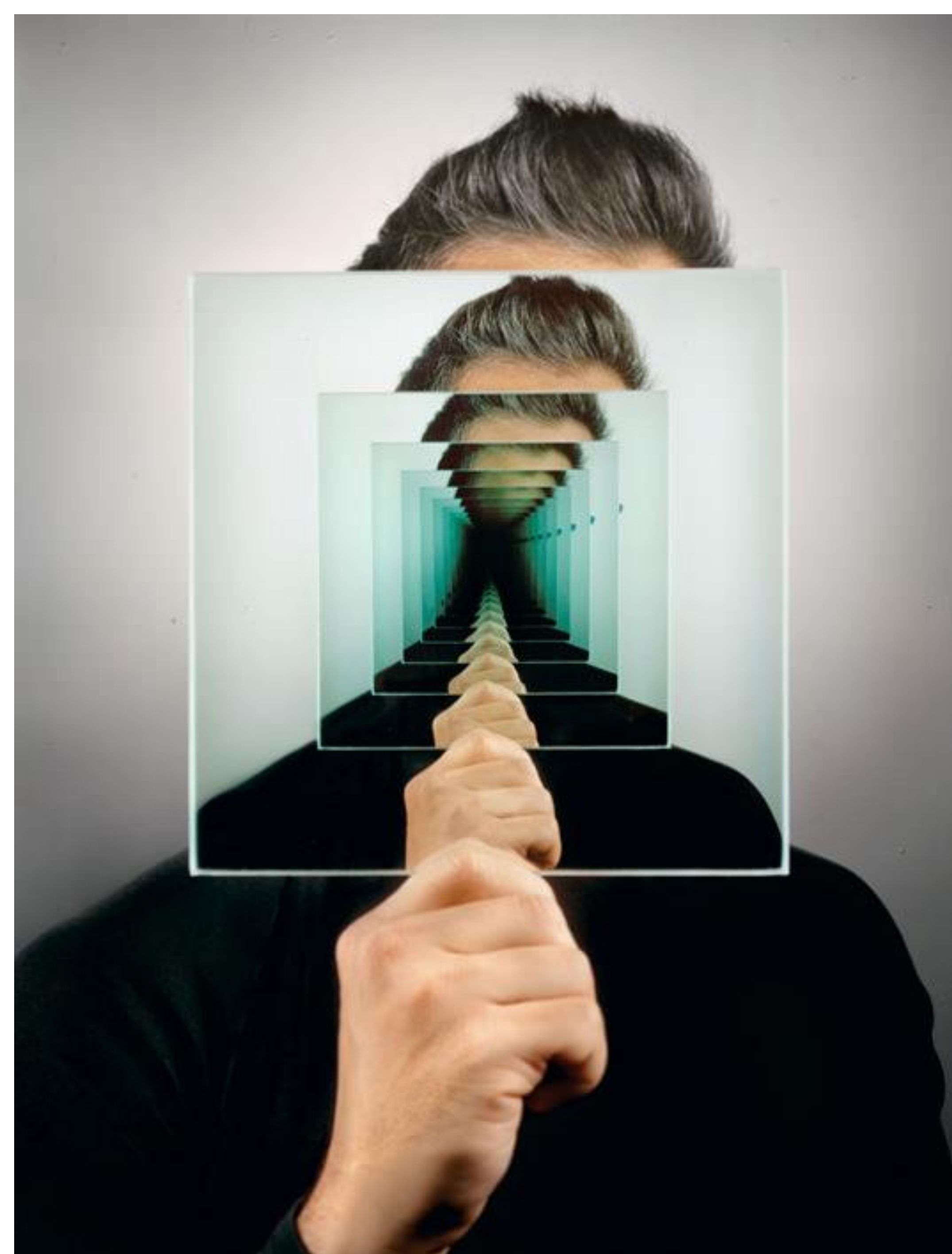
- Access to Digital Asset List
- Plan procedure
- Document
- Mock exercise
- Train

"You're a wizard, Neo."

- Yoda



Social Media ≠ Magic



Social Media
=
You
Your Values
Your Communication

Social Media = Telephone



Check Your Messages

Thank You for Having Me!



Social Media Trainer

Author & Speaker



707-520-4572

k@kerryregiconsulting.com

