Social Media at NIU

- Social media & digital marketing manager
- Institutional Communications
- Team:
  - Social media strategist & the help of Creative Services

NIU Social Media

Follow NIU on:
Facebook

- 2/3 of all Internet users are on Facebook
- Women more likely than men to use Facebook
- More daily teen users than any other social network
- 63% of internet users aged 50-64 use Facebook
Facebook’s commitment to ease of use on mobile devices will keep it relevant to teens.

Forcing people into paid promoted posts and paid ads to get the greatest results

Committed to competing with YouTube as an online source of viewing videos
Instagram

- Photo/short video sharing app
- Owned by Facebook
- More than ½ of American 12-24 year olds have an account.
- Skews toward women, like all visual social platforms
• Fun marketing tool

• Calls to action can be difficult due to limitations with only sharing a link from your profile

• Good platform for community interaction, like sharing fan content
• More male centric social network

• 37% of internet users aged 18-29 are on Twitter

• Twitter switched from real-time posting to algorithm in March 2016, users must opt out if they would like to see real-time posting again
Twitter

- Promoted tweets, similar to Facebook promoted posts
- They try to block integration between Instagram & users feeds
- It’s a constant conversation, and a great customer service tool if monitored 24/7
• Most popular network among 30-49 year olds

• Only network with a larger audience among 50-64 year olds than 18-29 year olds

• Skews toward men

• Popular among non-profits and educational institutions for the group function & as an HR recruitment tool
More 18-34 year olds watch YouTube than any single cable network according to Nielsen.

Rated the top place to watch content online by millennials.
• Millenials watch music, comedy and how to videos

• Growing trend as a channel for parents to share family friendly content with the family

• Inexpensive way to share a compelling message
Social Media Strategy

- Content focused:
  - What kind of content? (topics, types, sources)
  - What messages? How is it prioritized, organized?
- People focused:
  - What processes, tools & human resources are needed?
  - How are key decisions going to made? And communicated?
Social Media Strategy

- Identify multiple administrators
- Establish primary goals within larger marketing/communications strategy
- Identify your target audiences, know how and where you will communicate with them
- Create a content calendar

www.niu.edu/social-media/worksheet.shtml
<table>
<thead>
<tr>
<th>July</th>
<th>Weekday</th>
<th>Publish Date</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>YouTube</th>
<th>LinkedIn</th>
<th>Class of Groups</th>
<th>Clearinghouse</th>
<th>Admissions events</th>
<th>Fun Holidays</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sunday</td>
<td>7/17/2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Monday</td>
<td>7/18/2016</td>
<td>Petunia Newsroom story</td>
<td>Science Coalition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Get Out of the Dog House Day</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Monday</td>
<td>7/18/2016</td>
<td></td>
<td>Science matters, retweet them</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Monday</td>
<td>7/18/2016</td>
<td></td>
<td>Starry night NIU Today story from STEAM Works</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>Tuesday</td>
<td>7/19/2016</td>
<td>One month until Huskie Fall Kick Off</td>
<td>One month until Huskie Fall Kick Off</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Wednesday</td>
<td>7/20/2016</td>
<td>Starry Night NIU Today story</td>
<td>What to bring to NIU</td>
<td></td>
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<td></td>
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<td></td>
<td>Space Exploration Day</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thursday</td>
<td>7/21/2016</td>
<td>What to bring to NIU</td>
<td>What to bring to NIU</td>
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<tr>
<td></td>
<td>Thursday</td>
<td>7/21/2016</td>
<td></td>
<td>Science Coalition</td>
<td></td>
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<tr>
<td></td>
<td>Thursday</td>
<td>7/21/2016</td>
<td></td>
<td>Science matters, retweet them</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Friday</td>
<td>7/22/2016</td>
<td>Collection of hammock pictures</td>
<td>Science Coalition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hammock Day</td>
</tr>
<tr>
<td></td>
<td>Friday</td>
<td>7/22/2016</td>
<td></td>
<td>Science Matters, retweet them</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Saturday</td>
<td>7/23/2016</td>
<td></td>
<td>Collage of hammock pictures</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Sunday</td>
<td>7/24/2016</td>
<td></td>
<td>Collage of hammock pictures</td>
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</tr>
<tr>
<td></td>
<td>Sunday</td>
<td>7/24/2016</td>
<td>Parents Day, People of NIU photos</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Parents Day</td>
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</tbody>
</table>
Social Media Strategy

- Social media is as much a tool for listening as it is for sharing information.
- Follow industry experts, peer organizations, community leaders
- Join the conversation

![Social media interaction examples]

In reply to EUGEE
NIU @NIUlive - Jul 18
@Eugene007 sorry to hear, DM your contact info so we can help you out.

In reply to Connor Daniels
NIU @NIUlive - Jul 18
@condannn 😢 Sorry to hear this! Call Registration/Records: 815-753-0753 & they'll order u a new one. -Taylor
Social Media Strategy

• Determine how you will measure the success or failures(!) of your social media platforms & campaigns
• Set a timeline to evaluate your platform’s success
• It’s okay to make mistakes
Facebook Insights

• Reach is:
  – the number of people who have seen your post. Your post counts as reaching someone when it's shown in News Feed.

• Post engagement is:
  – the number of clicks, likes (including reactions), comments and shares your post receives.
Facebook Insights

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

**DAYS**
- Sun: 61,954
- Mon: 61,662
- Tue: 61,849
- Wed: 62,090
- Thu: 62,160
- Fri: 61,961
- Sat: 61,953

**TIMES**
- Midnight: 0
- 3:00am: 9,000
- 6:00am: 20,000
- 9:00am: 40,000
### Facebook Insights

The success of different post types based on average reach and engagement.

<table>
<thead>
<tr>
<th>Type</th>
<th>Average Reach</th>
<th>Average Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>52,841</td>
<td>3,290 / 1,319</td>
</tr>
<tr>
<td>Photo</td>
<td>12,827</td>
<td>2,763 / 461</td>
</tr>
<tr>
<td>Shared Video</td>
<td>11,277</td>
<td>980 / 169</td>
</tr>
<tr>
<td>Link</td>
<td>10,146</td>
<td>180 / 113</td>
</tr>
<tr>
<td>Status</td>
<td>1,295</td>
<td>81 / 51</td>
</tr>
</tbody>
</table>
To sign up for Business Manager:

2. At the bottom of the page, click Get Started.
3. On the Getting Started page, click Next.
4. Enter a name for your business, select the primary Page, and enter your name and work email address. If you don’t yet have a Page for your business, you can create one in this step. It’s required to have a Page for your business.
5. Click Create Business, and we’ll show you a message to welcome you to Business Manager.
6. Click Add People to add employees to your business and give them access to your ad account and Page. If you skip this step, learn how to add people to Business Manager.

Keep in mind that you’ll need to add people to each asset they need to work on, including yourself. Go to Business Settings on the left of the page, click the asset you want access to, such as Pages, click the asset you want, then click Add People to add yourself and others.
Sources

• “The Social-Media Demographics Report 2015: Differences In Gender, Age, And Income At The Top Platforms” Business Insider Intelligence Report, June 01, 2015

• “Teens, Social Media & Technology Overview 2015: Smartphones facilitate shifts in communication landscape for teens” Pew Research Center April 2015

• Blog.braintraffic.com

• Blog.bufferapp.com