

Demystifying Social Media

To tweet or not to tweet?

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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

Most oversaturated

unique
monthly
users

317
MILLION

predominantly male
22% of online men
15% of online women



mostly 18-29
year-olds

AGES
18-29

53% of Twitter users never
post any updates

53%

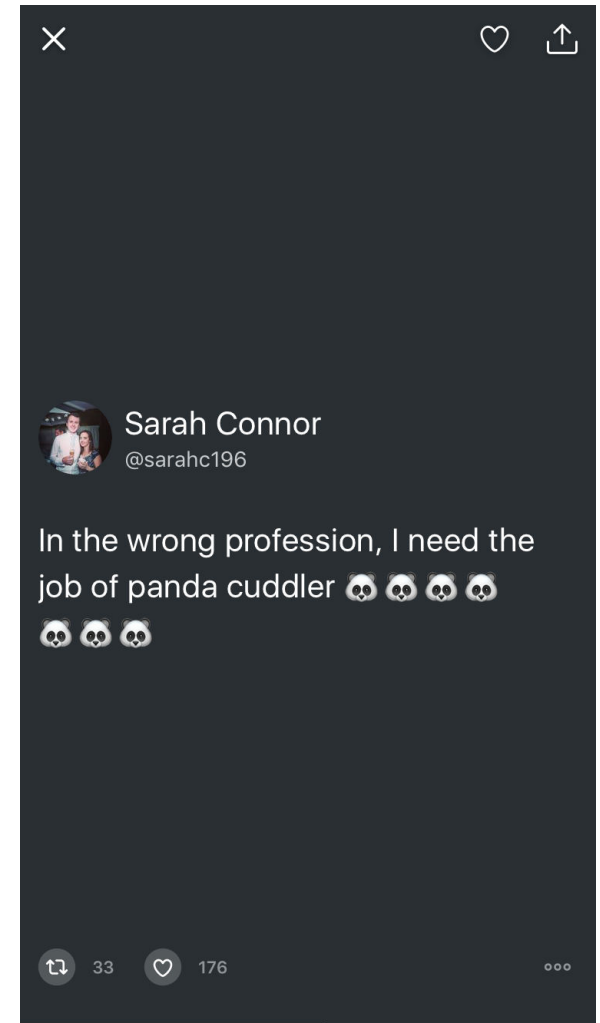
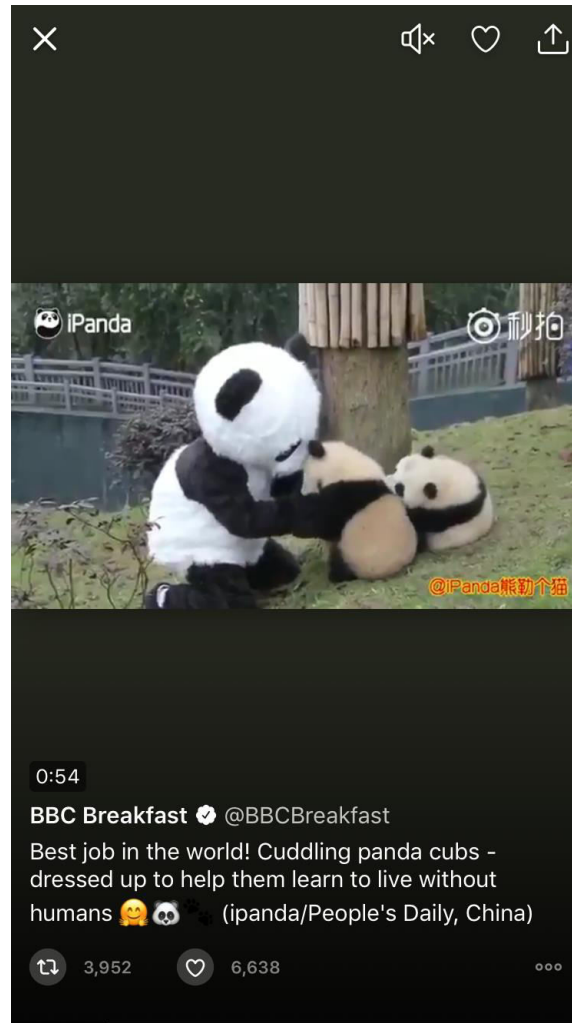
users only spend an average of 2.7 minutes
on Twitter's mobile app per day

2.7
MINUTES



Twitter Moments

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



Source.

LINKEDIN

Professional and B2B

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 or less



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



LinkedIn Blog Posts

- Leverage the expertise of faculty, featured speakers.



Image credit: Diana Van Dooren

What Playing Sports Can Teach Kids About the Game Called Life

Published on August 22, 2016 | Featured in: [Best Advice](#), [Career Development](#), [Careers: Getting Started](#), [Careers: The Next Level](#), [Millennials](#), [What Inspires Me](#)



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396



24



90

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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)



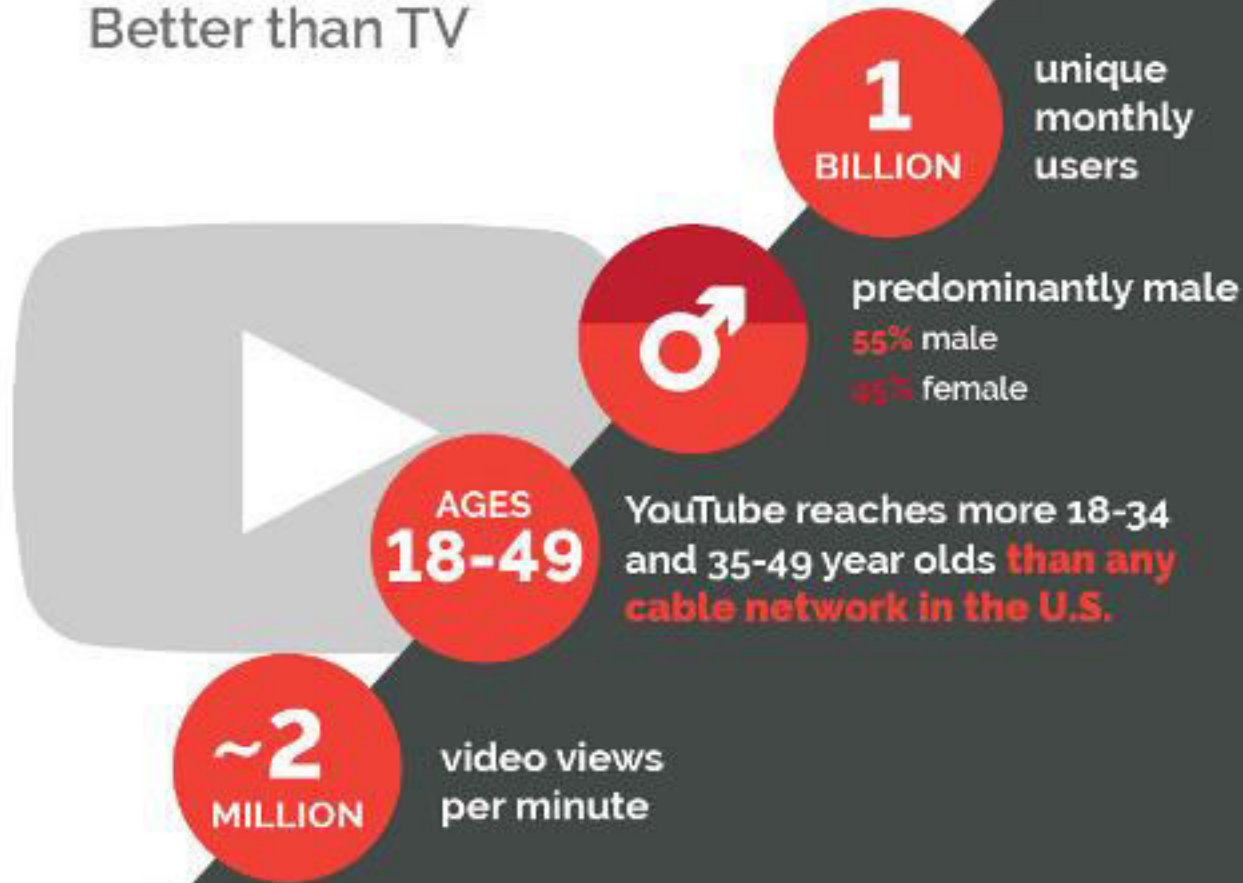
Snapchat Stories and Geofilters

- 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



LinkedIn Blog Posts

- Leverage the expertise of faculty, featured speakers.



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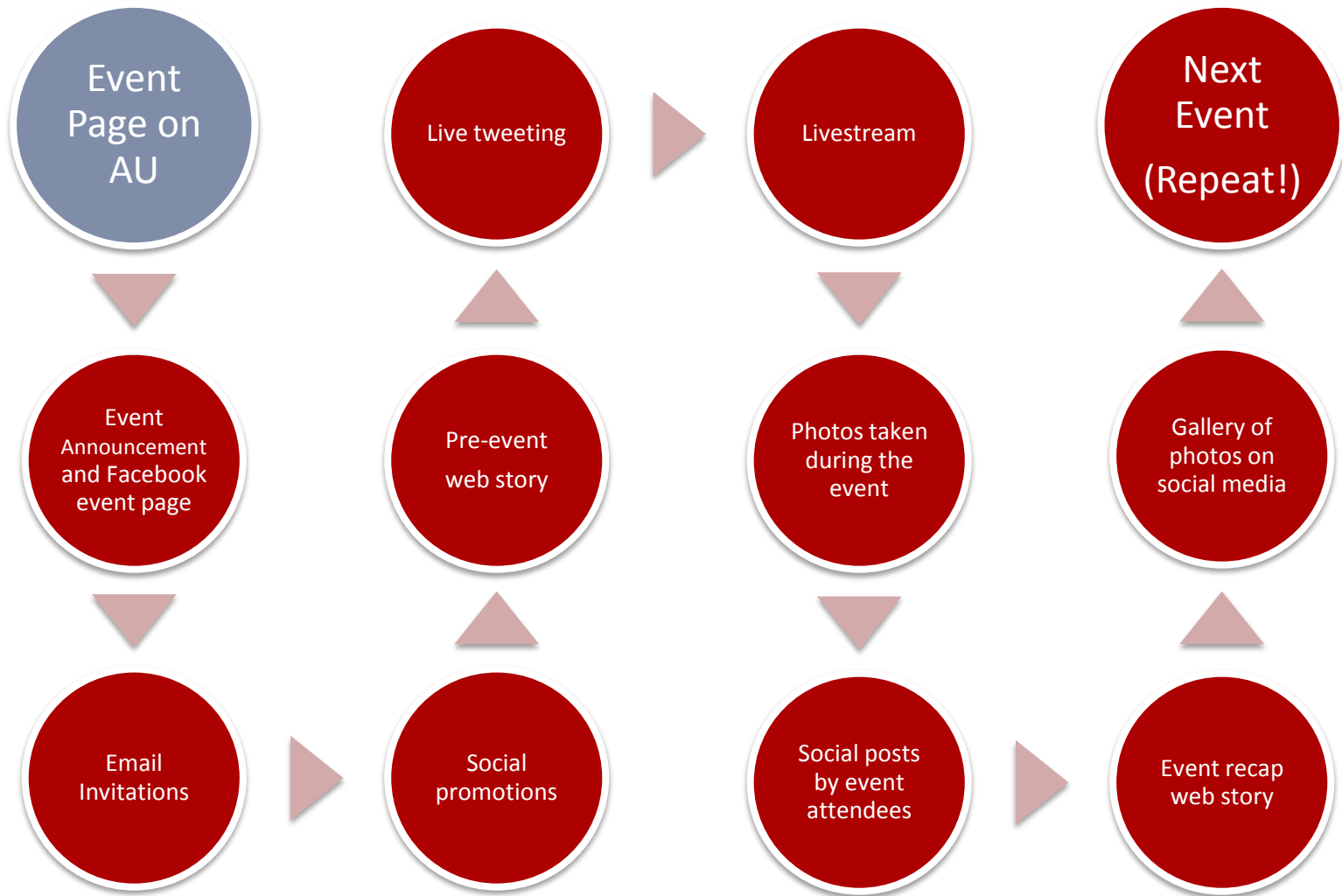
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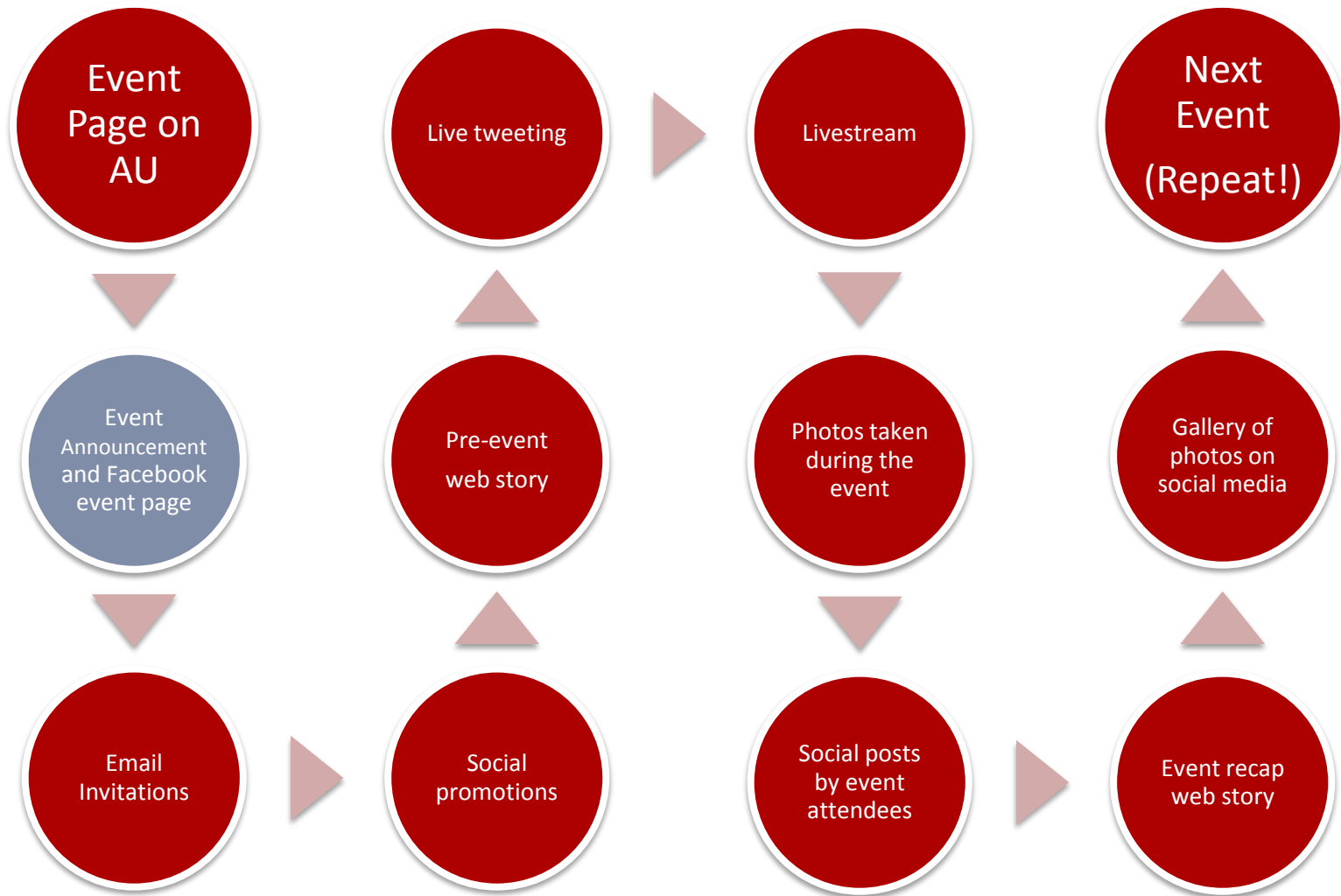
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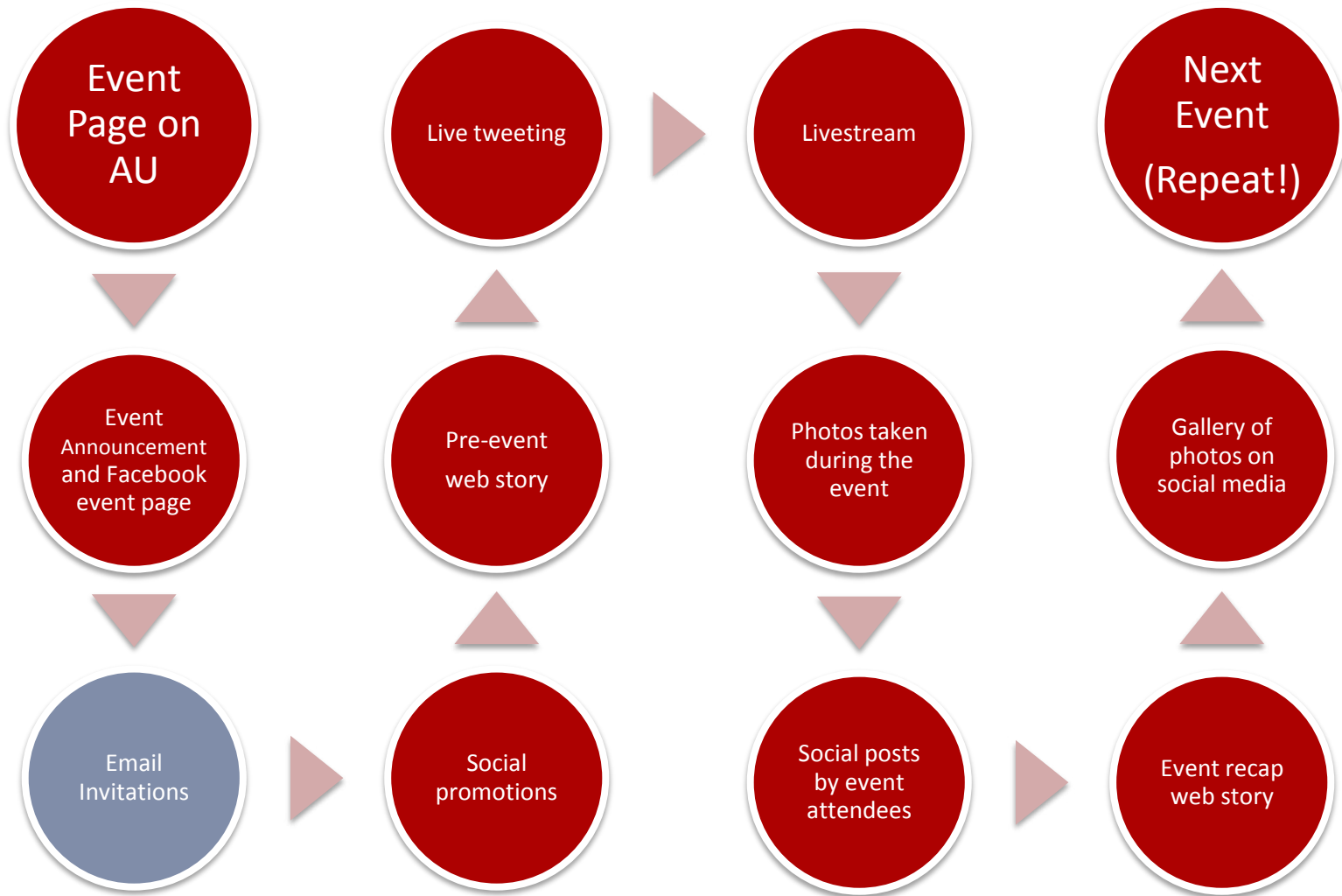
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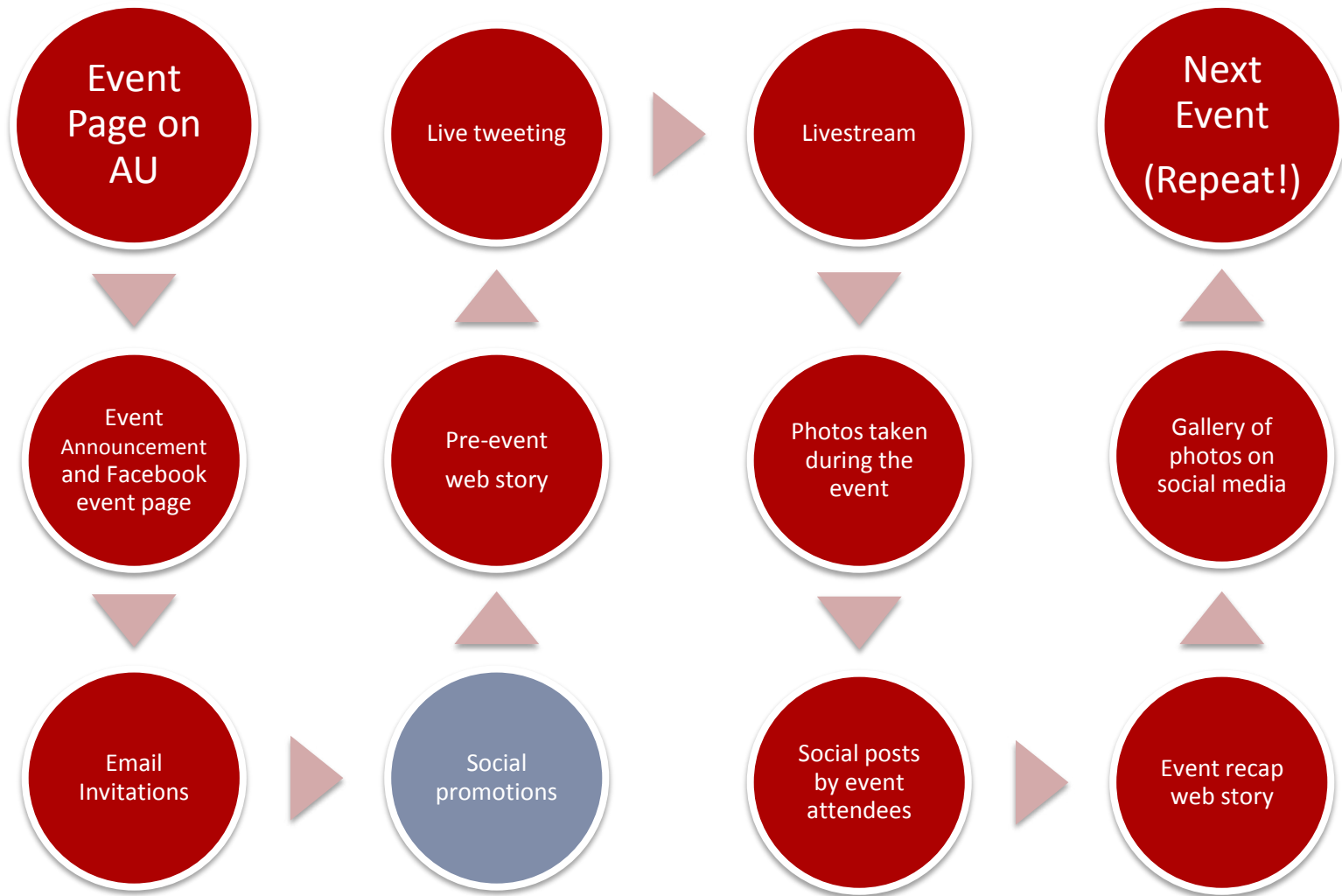
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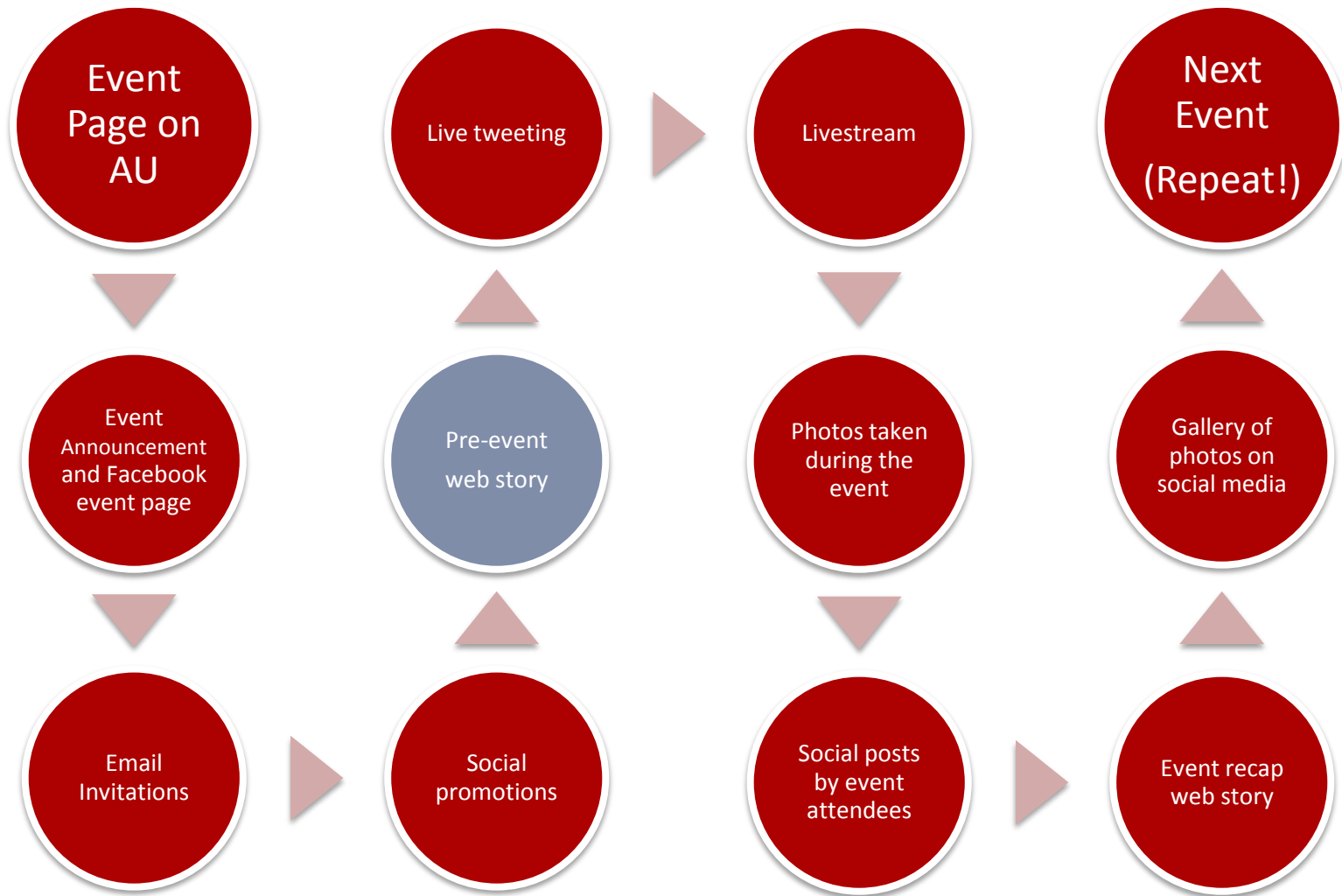
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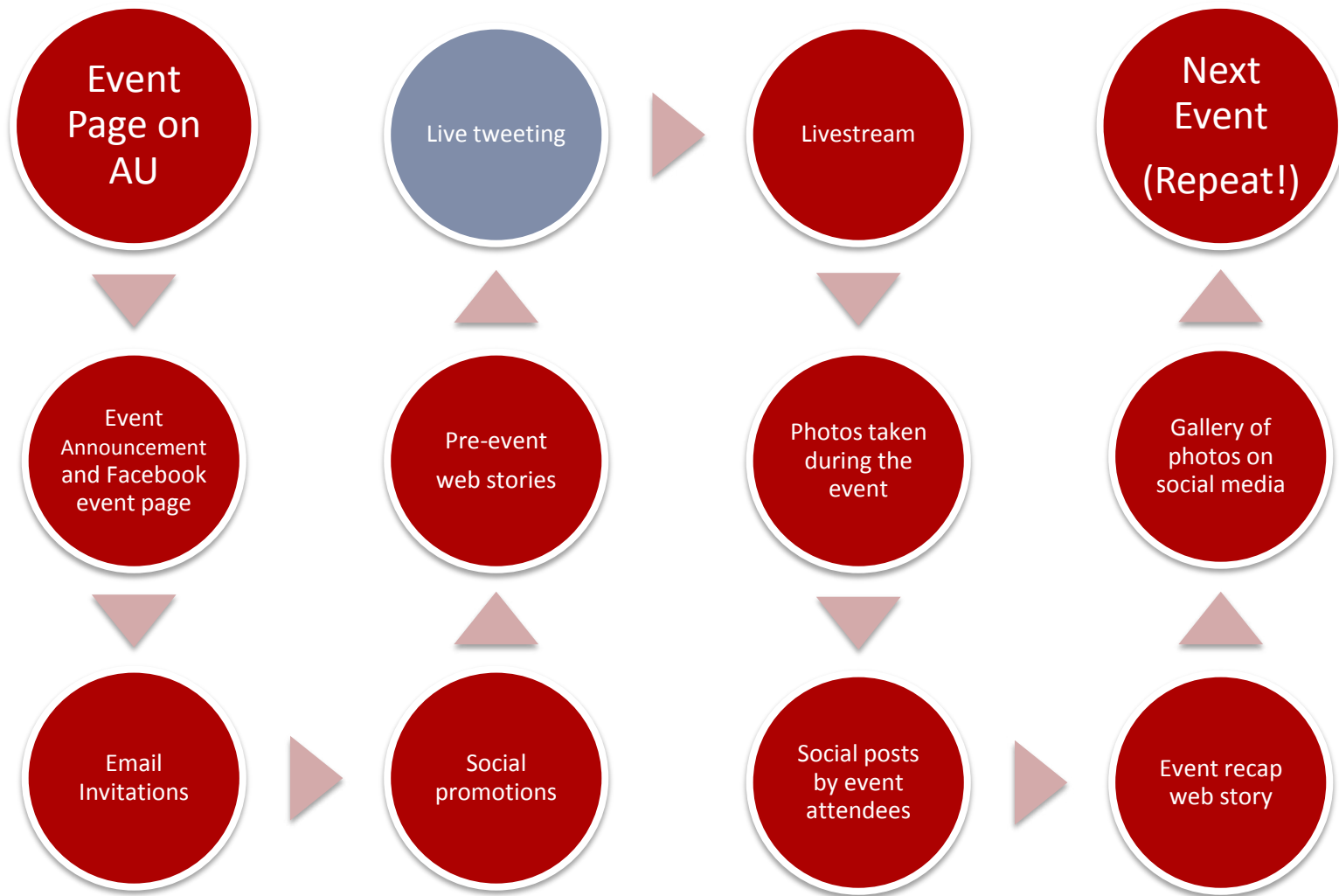
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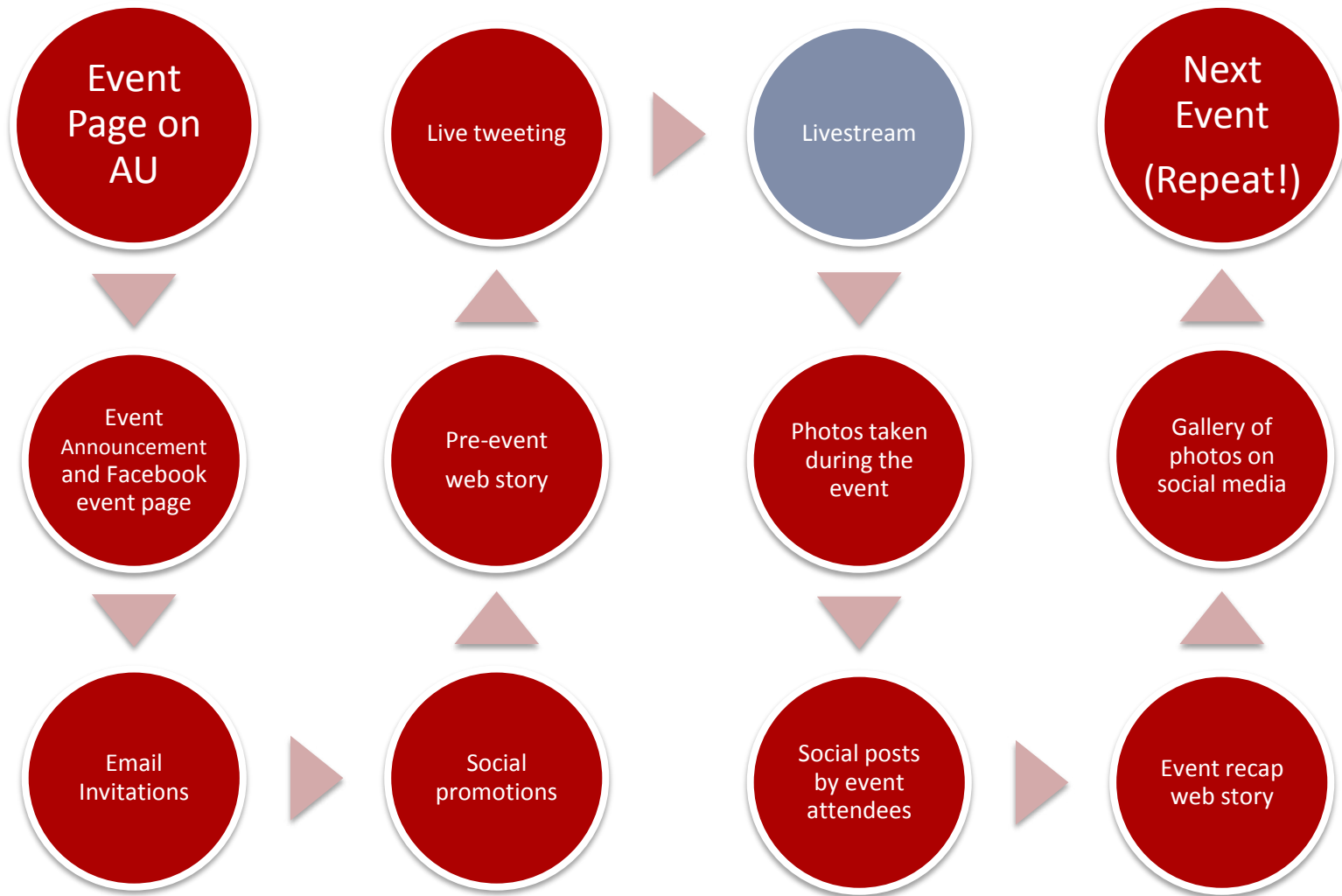
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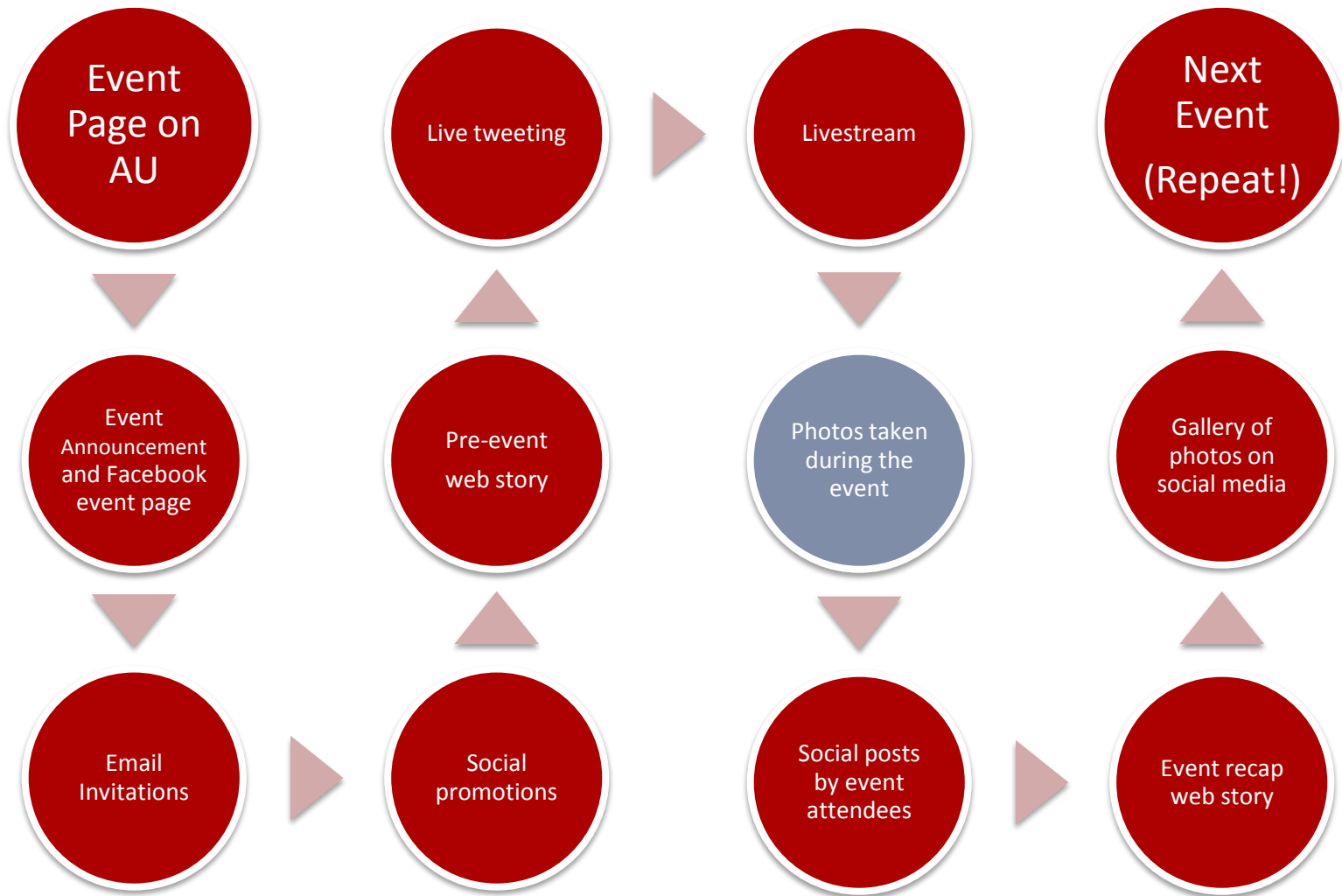
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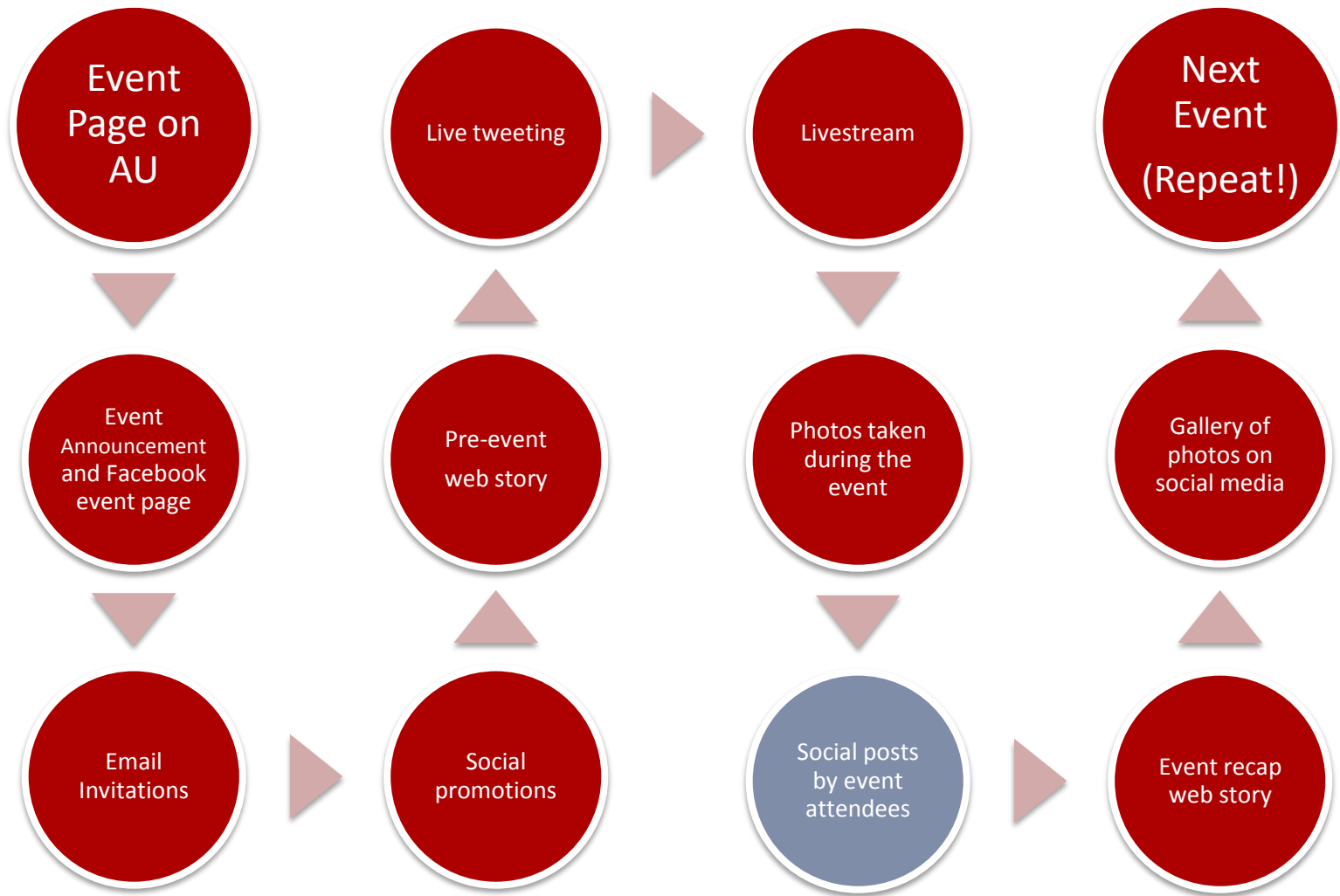
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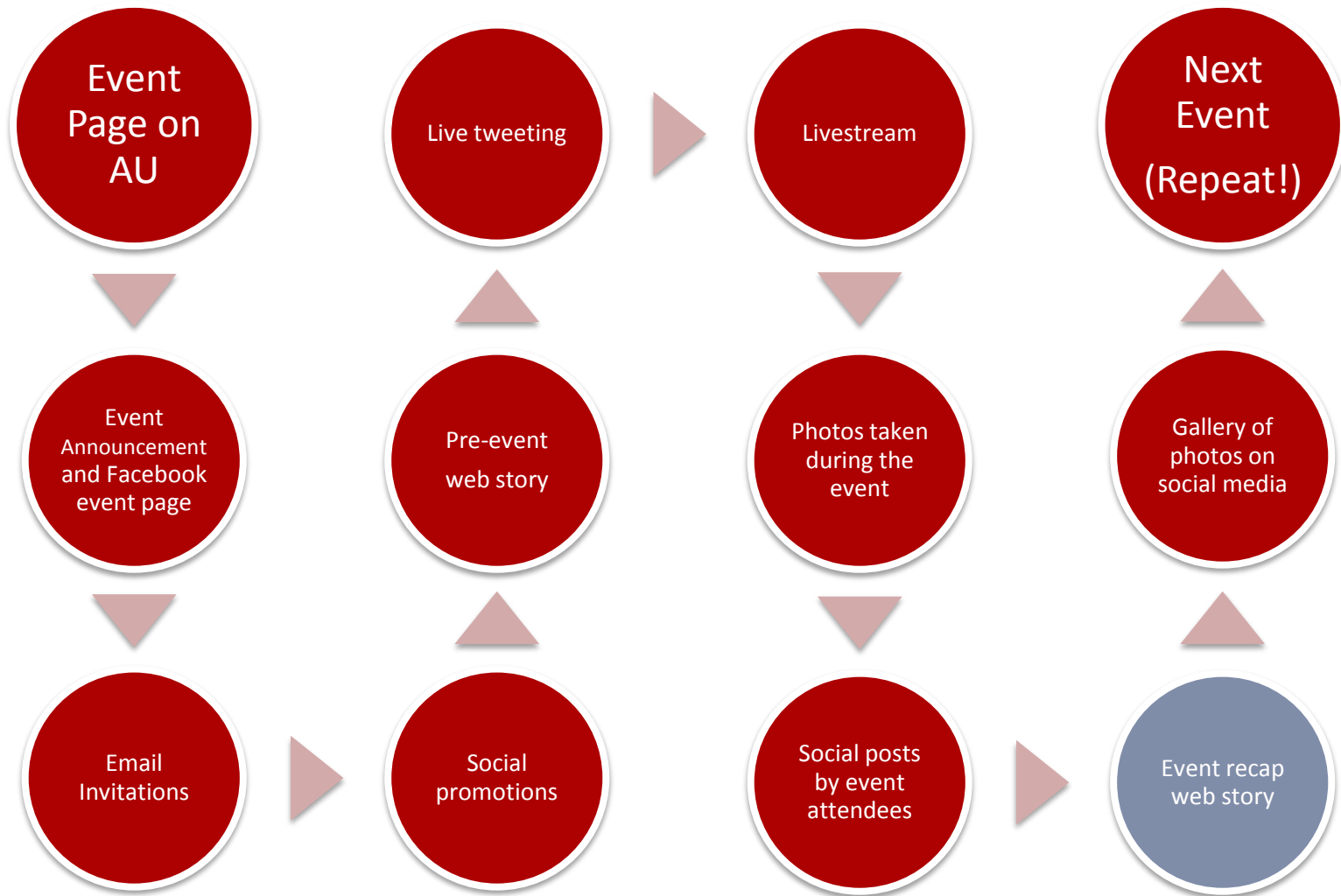
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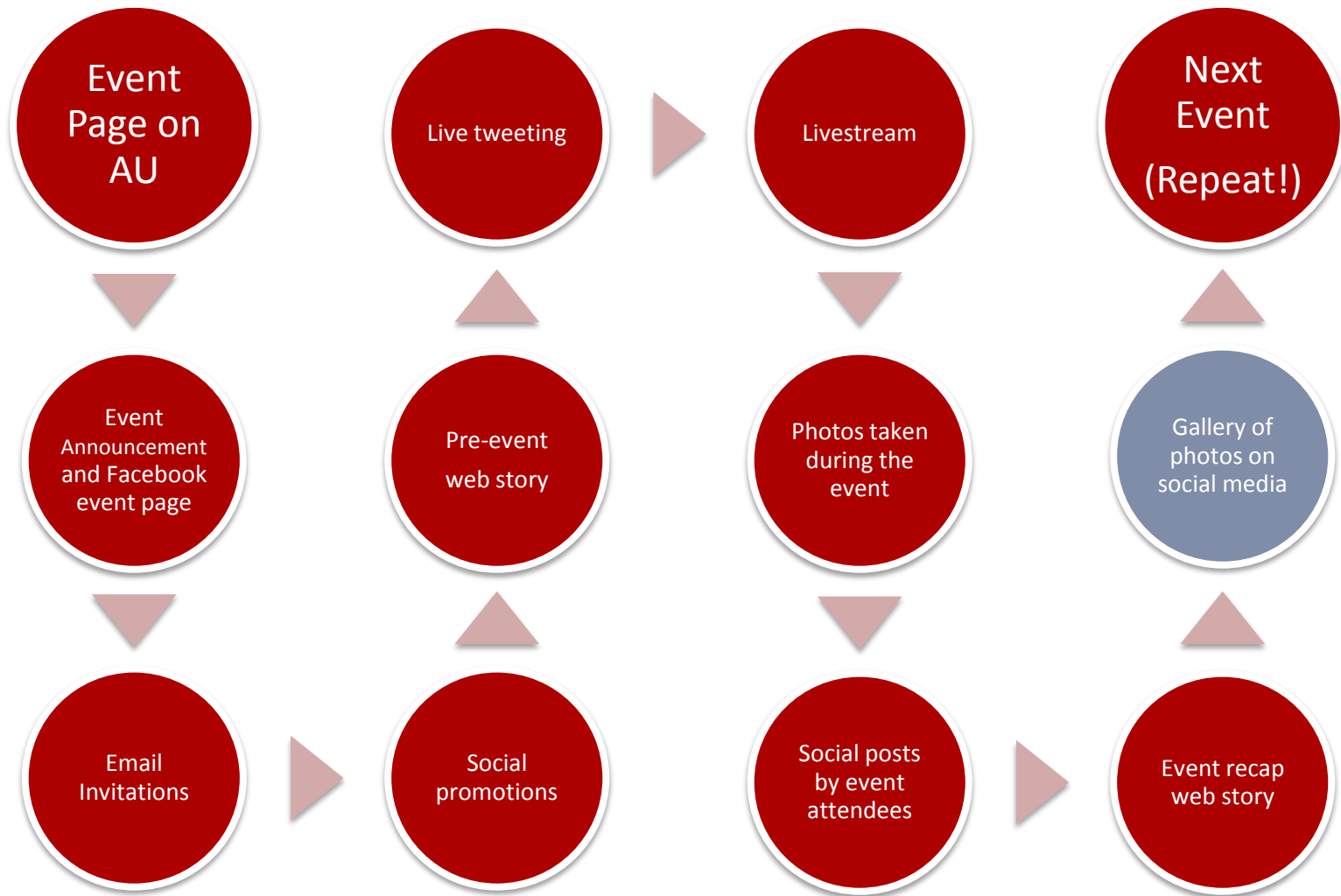
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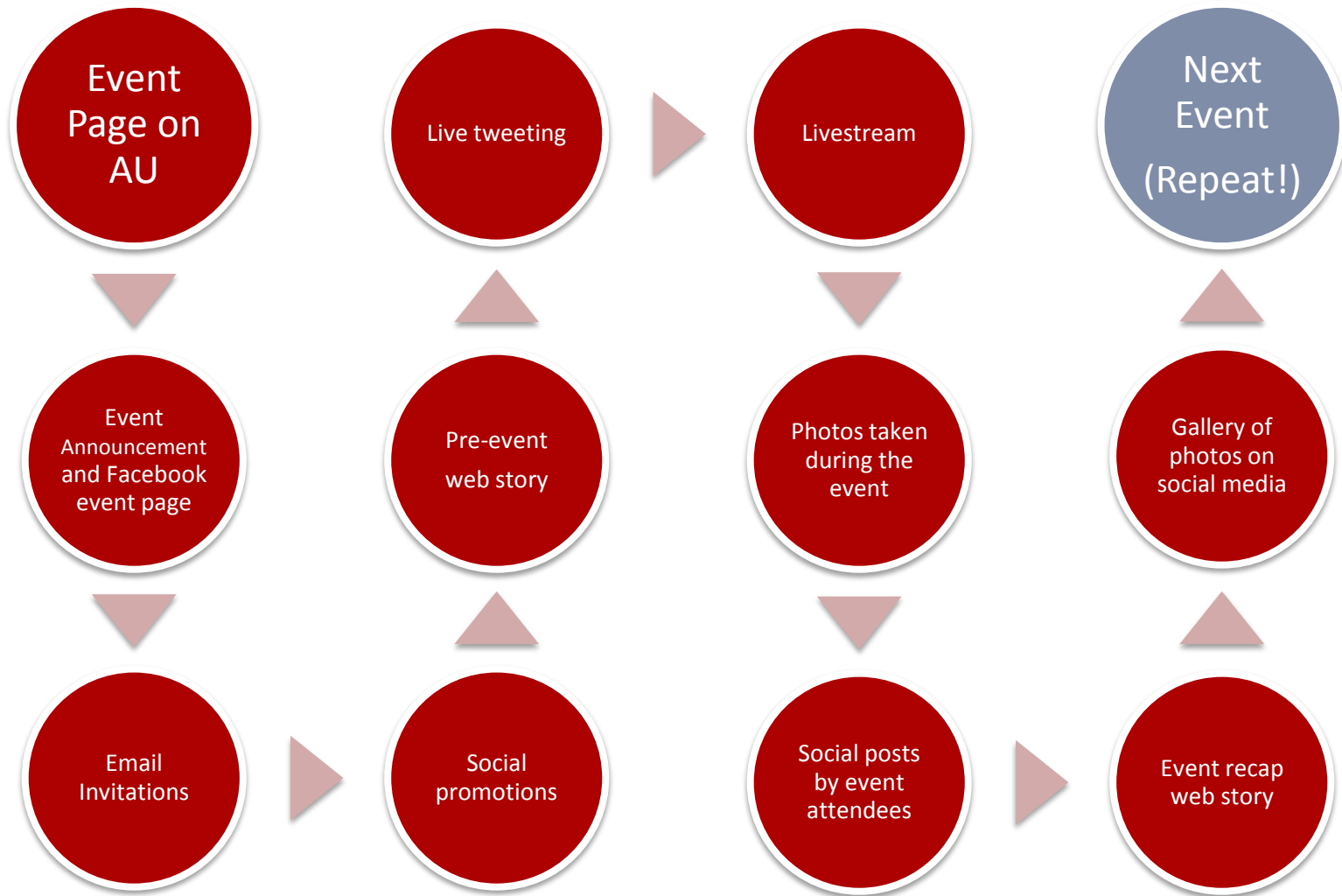
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Content generated from events



Promoting an Event on Social Media



Operations	Web	Social
Designate roles Create a playbook	Write a web article about: <ul style="list-style-type: none">• Speakers• Topic Context/Big Picture• Op-Ed Pieces Promote the article on www and across social channels	Facebook <ul style="list-style-type: none">• Create a public event page• Boost a post (ad) Twitter <ul style="list-style-type: none">• Tweet about your event, use your hashtag Instagram <ul style="list-style-type: none">• Post a graphic with event details

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



Operations	Web	Social
<p>Display social posts on a screen using Tagboard or similar</p> <p>Display signs with your hashtag as table tents or near the entrance</p> <p>Include hashtag on all collateral materials and slides</p>	<p>Livestream</p> <p>Create a timeline of social posts to auto-display on relevant pages.</p>	<p>Twitter</p> <ul style="list-style-type: none">• Live tweet• Don't forget your #hashtag!• Retweet and reply to people posting about your event <p>Instagram</p> <ul style="list-style-type: none">• Post 2-3 photos from the event

Promoting an Event on Social Media



Web	Social
<p>Write a recap web story</p> <ul style="list-style-type: none">• 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	<p>Facebook</p> <ul style="list-style-type: none">• Post recap story <p>Twitter</p> <ul style="list-style-type: none">• Create a Moment• Promote recap story <p>Instagram</p> <ul style="list-style-type: none">• Post a gallery of photos from the event

Promoting an Event on Social Media



Operations	Web	Social
<p>Save your Playbook. It's your template for your next event.</p>	<p>Include links to previous events on new event pages as “related” content</p> <p>Where future events are known, include a save the date or preview</p>	<p>Reference content from a previous event when promoting a future event</p> <ul style="list-style-type: none">• 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

