Are you social?

WPI Campus Social Media Collaboration
wpi.edu/+socialmedia
Social Media Today

- Mobile
- Trends
- Content
Social Media and Mobile Devices

• There are 1.4 billion smartphones globally
• 58% of adults in US own a smartphone
• 80% of 18-24 year olds in US own a smartphone
• Smartphone users check their phones an average of 111 times daily
• Smartphone usage is highest in the early morning and at night
• Tablet usage is highest in the evening
• 83% of smartphone owners use devices to access social media
Social Media and Mobile Devices

• 67% of all Facebook users access the network through a mobile device
• 76% of active Twitter users access the network through a mobile device
• 41% of LinkedIn visits are through a mobile device
• Mobile LinkedIn users are 2.5 times more active than desktop only users
• 98% of Instagram users access the network through a smartphone
Social Media Today

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Social Media Trends

- Growth on Facebook and Twitter has slowed, but there are still 1.28 billion active Facebook users and 255 million active Twitter users.
- Instagram and Snapchat continue to grow, especially with 14-29 year olds.
- LinkedIn has begun to position itself as the “Professional Social Network.”
- 93% of the most engaging posts on Facebook have an image.
Social Media Trends

• 85% of Twitter followers feel more connected to a brand after they follow that brand

• 83% of posts on Instagram contain a hashtag

• On average, 60 million photos are posted to Instagram daily

• 4 billion videos are viewed daily on YouTube
  – 1 billion of those videos were viewed on a mobile device
  – Average length of most viewed videos on YouTube is 31-120 seconds
Social Media Trends

Jeff Livingston, Edison Research
Social Media Today

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Social Media Content

Content should:

• Entertain
• Inform
• Provide Utility

How?

• Goals
• Audience
• Engagement

Avinash Kaushik, author, Digital Marketing Evangelist for Google, Co-Founder and Chief Education Office for Market Motive

http://www.kaushik.net/avinash/

Occam’s Razor by Avinash Kaushik

Excellent Analytics Tip #26: Every Critical Metric Should Have A BFF!

There is unlimited amount of data thrown off our digital existences. (Or to use sexy term du jour, we have big data)

Our leaders (companies, agencies, teams) have to deal with an incredibly complex landscape, and they don’t have enough time.

The very natural outcomes is this ask of us: “Can you make it simple? What’s the one thing I should care about?”

And we oblige: “Conversion Rate, that’s it.” Or “don’t worry about anything except Facebook Likes.” Or “I read this blog. Bounce Rate is the only one.” Or “Profitability, it is so sexy, just focus on Customer Lifetime Value, no, sorry, I mean Profitability.”

To be fair,

Keep reading: Excellent Analytics Tip #26: Every Critical Metric Should Have A BFF! »
Social Media Content

• Content should be incredibly focused on your audience
• Think experience, not just narrative
• Experiment with your content – place lots of little wagers
• Talk in real time - be current

Ann Handley
annhandley.com
Social Media at WPI

Collaboration, not control

- University Channels
- Goals before Tools
- Picking the Right Channel
- Online Toolkit and Support
- Next Steps
University Channels

- University Marketing administers the WPI channels on Facebook, Twitter, Instagram, LinkedIn, and YouTube
University Channels

• Posts to these channels are based on supporting university goals and initiatives:
  – Advancement
  – Recruitment
  – Reputation
  – Research
  – Retention

• Collaborating with other WPI channels only enhances the reach and engagement of the university channels – it’s mutually beneficial
Goals before Tools

• Who is your audience?
  – 14-24 year olds primarily use Facebook, Instagram, Twitter, and YouTube
  – 73% of moms on Twitter follow brands they like or love
  – 45-54 year olds are the fastest growing demographic on Facebook
  – There are 30 million LinkedIn users who are college students or recent graduates
  – YouTube reaches more 18-34 years olds in the US than any cable network

• What do you want your audience to do? What is your call to action?
  – Engagement? Like, share, comment, retweet
  – Link to your website?
  – Sign up for an event?
Goals before Tools

• Do you have the resources to maintain the channel?
  – Content
  – Images
  – Videos
  – Website links
  – Personnel

• Don’t forget about your website!
  – Social media content should integrate with web content, not duplicate it
  – 47% of Twitter users that follow a brand on Twitter are more likely to visit that company’s website
Picking the Right Channel

• Who does Facebook talk to best?
• Does Twitter reach your audience?
• What content plays better on LinkedIn? On Facebook? On Instagram?
• How much time can you devote to the maintenance of the channel?
• Will you be posting text or photos?
• Are you promoting an event?
• When is your audience most likely to be on a network?
Online Toolkit and Support

- Guidelines
- Best Practices
- Getting the right look on your channel:
  - Logos
  - Profile icons
  - Cover photos
- Help
Next Steps

• Resources: wpi.edu/+socialmedia
• Social media leaders at WPI
  – Andy Baron
  – Jon Bartelson
  – Jaci Becker
  – Maggie Becker
  – Rusty Eggen
  – Adam Epstein
  – Christine Girouard
  – Scott Hadley
  – Mike Hamilton
  – David Ortendahl
• More social media sessions
  – Channel specific
  – Analytics