Facebook
Social Media Workshop
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Creating Value

• Your WPI webpage is the #1 priority
  – Social Media is not a replacement for your Webpage
    ▪ Focus on your webpage first and you will have valuable content
  – Opportunities
    ▪ Drive/Connect followers back to webpages with links
    ▪ Improve website traffic
    ▪ Engage audience
    ▪ Improve relationships with your audience
Goals

• From a Marketing Standpoint
  — Recruitment
  — Retention
  — Reputation
  — Research
  — Advancement
Resources

• Time Management
  – Content development
  – Scheduling, posting, sharing
  – Responding (within 24 hours)
  – Engagement
    ▪ Sharing, collaborating, replying
  – Research
    ▪ Analytics, competition
      o What are other universities doing?
      o Is it working and could it work for us?
      o Is what we’re doing working?
Audience

• Worcester Polytechnic Institute
  – Current Students
  – Current Parents
  – Prospective Students
  – Prospective Parents
  – Alumni
  – Peers
Purpose

• Tell social engaging stories
• Highlight student accomplishments
• Share/promote fun things to do on/around campus
• Create an event to share and promote
  — Contact Stacie or Jacleen for assistance
• Traditions
• Throwbacks
• Community focused events
• Community focused initiatives
Best Practices

• Toolkit – wpi.edu/+socialmedia
  – Icons
  – Backgrounds
  – Cover Photos
    ▪ Don’t see your icon? Contact Stacie or Jacleen
    ▪ Don’t see a photo you like? Contact Stacie or Jacleen

• Fill in your “About” section
  – Phone, email, website link (make sure it works!)
  – Description of page
  – Mission of department/organization
Posting – Best Practices

• Photos
  – Represent your department/organization
  – Appropriate
  – High quality
  – Uphold reputation
  – Relevant to content
  – Use Cumulus
  – Contact marketing if you need a different photo

• Posts
  – High quality photo
  – Catchy headline
  – Short description
  – Tag people
  – Tag other community pages
  – Tag external partners
  – Schedule posts based on when audience is online (see analytics)
Important Terminology

• Engagement
  – The percentage of people who saw a post that liked, shared, clicked or commented on it.

• Impressions
  – The number of times a post from your page is displayed, whether the post is clicked or not.
  – People may see multiple impressions of the same post.
    ▪ For example, someone might see a page update in the News Feed once, and then a second time if their friend shares it.

• Reach
  – The number of unique people who received impressions of a page post.
  – Reach might be less than impressions since one person can see multiple impressions.
Insights/Analytics

• Overview (recent)
• Likes
• Reach
• Visits
• Posts
  – When your fans are online (which days, times of day)
  – Collection of all posts published
• People
  – Demographics of your fans
  – People you’ve reached
  – People you’ve engaged
Post Frequency

• Quality over Quantity
  – Don’t post something just to *post something*
  – Two posts per day maximum
    ▪ Top brands average one post per day
  – The *sweet spot*, according to a 2011 study is 10 posts per week.
  – Use analytics to determine when your audience is online

• Set a Schedule
  – Plan posts in advance whenever possible to ensure consistency
  – Use the Facebook scheduling tool or Hoot Suite
  – Use tools such as [Bitly](http://blog.bufferapp.com/social-media-frequency-guide) to shorten shared links in posts
Additional Resources

**Media Bistro Cheat Sheet**

- **Photo/Image Sizes** (how they appear on your page)
  - **Shared Image Display** – 504 pixels maximum width (height varies)
  - **Shared Link Thumbnail** – 484 x 252 pixels
    - **Recommended Upload Size** – 1,200 x 1,200 pixels
  - **Shared Video** – 504 x 283 pixels

- **Photo/Image Sizes** (how others see you in their news feed)
  - **Shared Image Display** – 398 x 296, 320 x 320, or 296 x 298 pixels
  - **Shared Link Thumbnail** – 154 x 154 pixels + Title (100 characters)
  - **Shared Video Link Preview** – 130 x 72 pixels + Title (100 characters)
  - **Shared Facebook Video Preview** – 403 x 226 pixels
Questions?

Thank You