SOCIAL MEDIA BASICS

Brought to you by OU Web Communications
Wednesday, October 1, 2014
21 Types of Content People Crave

Content that...

1. reminds us that life is short.
2. reminds us that dreams can come true.
3. gives us faith to believe in bigger things.
4. reminds us that we matter.
5. reminds us of the forgotten “basics.”
6. has unexpected twists.
7. tells us a story.
8. us on a journey.
9. inspires us to action.
10. makes us laugh or smile.
11. makes us cry (tears of joy or sadness).
12. reveals secrets.
13. surprises us.
14. encourages us to never give up.
15. reminds us that we are one-of-a-kind and encourages us to live that way.
16. reminds us that there’s more.
17. confirms our assumptions.
18. challenges our assumptions.
19. educates while entertaining us.
21. gives us a fresh point of view even about common things.
21 Types of Content People Crave

- This is the kind of content we never get tired of.
- This is the kind of content we always have time for.
- This is the kind of content we don’t forget.
- And this is the kind of content we want to share with others.
MY GREATEST CONTENT SOURCES

- Google Alerts - set for University of Oklahoma, OU, Boomer Sooner and David Boren
- Build a network - people send me tons of information
- Content submission form
- Troll your timeline and notifications
MULTIPLE MANAGERS

Constant Communication

Consistent Voice - No Contradiction!

Calendar and/or Editorial Calendar
Twitter worth per follower = $2.00
63,500 x $2.00 = $127,000

Dollar value of one tweet = $5.00
6,808 tweets x $5.00 = $34,040

Total @UofOklahoma Twitter worth = $161,040

Value of a Facebook fan/like = $8.00
313,685 x $8.00 = $2,509,480

Shares on Facebook = $14.00
ROI varies for each Facebook post.

source: the vocus blog | vocus.com
IDENTIFYING YOUR TARGET AUDIENCE

Who are you trying to reach? Picture them. What would you say to this person? That's your post.
Pinterest: Social site that is all about discovery.
Twitter: Microblogging site that limits each post to 140 characters.
Facebook: Social sharing site that has 1 billion users worldwide.
Instagram: Social sharing site all around pictures and now 15 second videos.
Google+: Social network built by Google that allows for brands and users to build circles.
LinkedIn: Business oriented social networking site.

Largest opportunities:
- Pinterest
- Twitter
- Facebook
- Instagram
- Google+
- LinkedIn

Largest penetration:
- Pinterest: decor, babies, recipes, fashion
- Twitter: in the US
- Facebook: users share 2.5 billion pieces of content each day
- Instagram: pictures consumers can relate to
- Google+: brands that are participating are corporate brands
- LinkedIn: giving potential and current associates a place to network & connect

Users are:
- Men: 32%
- Women: 68%

- Pinterest: 70 million active users
- Twitter: 560 million active users
- Facebook: 1 billion active users
- Instagram: 150 million active users
- Google+: 400 million active users
- LinkedIn: 240 million active users

Growth:
- Pinterest: not as many brands active, but the ones that are tend to be a good fit with a great following
- Twitter: growing rapidly with 925,000 new users every day
- Facebook: most followed brand is MTV
- Instagram: 79% of users are 35 or older
- Google+: 79% of users are 35 or older
- LinkedIn: 79% of users are 35 or older
### Generalized OU Audiences

<table>
<thead>
<tr>
<th>Platform</th>
<th>Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinterest</td>
<td>Moms, Students, Sorority Girls, Dorm Dwellers, RAs, Football Fans, Mostly Women</td>
</tr>
<tr>
<td>Twitter</td>
<td>Men and Women, Tech Savvy, Current Students, Alumni</td>
</tr>
<tr>
<td>Facebook</td>
<td>Parents, Alumni, No-Association Fans</td>
</tr>
<tr>
<td>Instagram</td>
<td>Prospective Students, Current Students</td>
</tr>
<tr>
<td>Google+</td>
<td>Tech Savvy, Business Professionals, Alumni</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Tech Savvy, Business Professionals, Alumni</td>
</tr>
</tbody>
</table>

**Hits 3 key audiences:**
- Prospective Students
- Current Students
- Alumni

### Successful Content

<table>
<thead>
<tr>
<th>Platform</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sooner Style</td>
<td>Global OU Tech, Holiday Boards, Boomer Besties, Future Sooner, Something Borrowed, Something Crimson, Okie Love, The Sooner Nation, Sooner Football, Humor/Inspiration, Home Sweet Oklahome, Graduate Sooner, Life After College, Dorm Rescue</td>
</tr>
<tr>
<td>Photos</td>
<td>Current Events, Live Tweet Events, Promoting Events, Free Food, Campus Activities, TBT, TransformationTuesday, Fan Interaction, Fixing Problems, Questions, Campus Beauty, OU Success, News, Official #</td>
</tr>
<tr>
<td>Photos</td>
<td>TBT, TransformationTuesday, Fan Interaction, Fixing Problems, Questions, Campus Beauty, OU Success, News, Official #</td>
</tr>
<tr>
<td>Photos from campus activities.</td>
<td>TBT, TransformationTuesday, Fan Interaction, Fixing Problems, Questions, Campus Beauty, Students, Official #</td>
</tr>
<tr>
<td>News</td>
<td>Current Events, OU Success, Photos, TBT, TT, People, Stories, Official #</td>
</tr>
<tr>
<td>News</td>
<td>Current Events, OU Success, Photos, TBT, TT, People, Stories, Intellectual News</td>
</tr>
</tbody>
</table>
With 1,110,000,000 monthly active users, Facebook is the largest online social network.

**FACEBOOK**

**ANALYTICS**
- Facebook Insights
- Simply Measured

**SECRETS TO SUCCESS**
- Respond!
- Infuse Personality
- Consistent, Quality Posts
- Timely
- Know your Target Audience
- Build Your Brand

**Total Likes**
- 330,736

**Weekly Total Reach**
- 515,479

**Friends of Fans**
- 51,226,722

**Fan Growth**
- 75% (2010-present)
How Does Facebook Choose What To Show In News Feed?

News Feed Visibility = * I \times P \times C \times T \times R

- **Interest**: Interest of the user in the creator
- **Post**: This post’s performance amongst other users
- **Creator**: Performance of past posts by the content creator amongst other users
- **Type**: Type of post (status, photo, link) user prefers
- **Recency**: How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what’s shown.
FACEBOOK

CONTENT

Sports Events
iTunesU
Countdowns
Student Awards
Scholarly Articles
Fan Photo Albums
Timely, Topical Items
Campus Beauty Shots
#transformationtuesday
#tbt (Throw-Back Thursday)
ANATOMY OF A GOOD FACEBOOK POST

- Timely - happened Sunday, posted Monday morning
- Those mentioned in post are tagged.
- Link included for reference.
- Photo credit given (if/when needed).

Note: you could also post link and use image provided - if suitable.
Half of all tweets mention another Twitter user. Half of those tweets, or one quarter of all tweets, are retweets.

**ANALYTICS**
- TweetStats
- Twitter Counter
- UseQuitter
- Tweepi

**CONTENT**
- #soonerwknd
- Event Information
- Live Events
- Facts
- Retweets

**SECRETS TO SUCCESS**
- Use those Handles
- Timely, Accurate, Informative
- Infuse Personality
- #
- Schedule (TweetDeck)
- Live Tweet Events
- Twitpics are your friends
- Educate, Entertain, Inspire
- Link it up (bitly)
- Respond!
- Link feed to other outlets

**FOLLOWERS**
- 71,566

**Fan Growth**
- 90% (2010-present)
ANATOMY OF A TWEET

• Period before first handle.

• Relevant parties tagged.

• Link provided.

• #
QUESTIONS?

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